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**DATE & LOCATION**

09.00 - 11.00

Wednesday 4 October 2017

Kursaal C

*(online update: 29 Sept 2017)***ORGANISED BY***World Health Organization***World Health  
Organization**

## Investing in healthier cities: “insuring” prevention

### Engaging multiple stakeholders and sustainable environments to nurture a life free from NCDs

The health insurance sector is engaged in the politics of pooling health risks while city mayors are in the politics of managing cities. Most of the focus of the health insurance sector is around reducing the costs of treatment rather than prevention for better health and well-being with a subsequent reduced need for treatment. This session proposes to introduce promotive and preventive health into the politics of health insurance and thus encourage healthier cities. It will cover how city mayors can work together with health insurance agencies and companies, guided by health experts, to provide a platform where members of the public and particularly clients of the insurance companies receive information on promoting healthy lifestyle choices and prevention and early treatment of NCDs. The modalities of how this can be initiated and implemented will be discussed and the potential and approaches for improving health literacy for NCDs also explored. Mayors will be encouraged to champion this initiative even as it expands beyond cities.

**JOSEF PROBST**

General Director, Main Association of Austrian Social Security Institutions

**DES CAHILL**

Councillor, Cork City, Ireland

**JULIA TAINIJOKI-SEYER**

Medical Adviser, World Medical Association

**KAI KOLPATZIK**

Physician &amp; Public health expert, Head Department of Prevention AOK Federal Association, Germany

**KAROLINA MACKIEWICZ**

Acting Executive Director, Baltic Region Healthy Cities Association

Facilitated by **ARMIN FIDLER**, immediate past President, European Health Management Association & **SIEGFRIED WALCH**, Head of Department & Studies, MCI Management Center Innsbruck, Austria