



**WORLD FEDERATION OF PUBLIC HEALTH ASSOCIATIONS**

# **15<sup>th</sup> World Congress on Public Health (2017)**

## **Congress Hosting Bid Proposal Packet**

### **Contents**

- Host Bid Process
- Responsibilities of the Host Public Health Association
- Responsibilities of the WFPHA
- Preliminary Indication of Interest
- Formal Hosting Proposal & Budget Template
- Annex A: World Congress on Public Health 1975 to 2015
- Annex B: Committee Terms of Reference
- Annex C: WFPHA Funding Donation and Sponsorship Policy
- Annex D: Congress Delegate Registration Fees

**[www.wfpha.org](http://www.wfpha.org)**

*Leading the quest for a healthy global society*

## **Congress Host Bid Process**

### **About the WFPHA's World Congress on Public Health**

The World Congress on Public Health (WCoPH) is the World Federation of Public Health Association's flagship event. It is an international forum focusing on global public health held on a triennial basis (every three years). This event is an opportunity for WFPHA members and other interested parties to come together to exchange information and experiences and learn new skills and practices to advance public health. Past host countries were the Federal Republic of Germany (1975), Canada (1978), India (1981), Israel (1984), Mexico (1987), USA (1991), Indonesia (1994), Tanzania (1997), China (2000), UK (2004), Brazil (2006), Turkey (2009) and Ethiopia (2012). India is scheduled to again host the World Congress in 2015. The list of WCoPH is found in Annex A.

The Congress is usually a four-day event highlighting the latest thinking, knowledge, innovative policies and practices that influence and shape individual and community health and health equity. The WCoPH includes opening and closing sessions, keynote and featured speakers, concurrent session presentations and roundtable sessions, poster presentations, a WFPHA President's reception, recognition ceremonies, and WFPHA business meetings. It may also include the annual WFPHA General Assembly meeting. Optional activities may include pre- or post-conference workshops, site visits, social events, and area tours.

The 15<sup>th</sup> WCoPH would normally have taken place in 2018. The WFPHA Governing Council decided to move it ahead by one year, to 2017, to coincide with the Federation's 50<sup>th</sup> anniversary. Hence, the 15<sup>th</sup> WCoPH will be used to showcase the WFPHA's achievements and its history.

### **Hosting the World Congress on Public Health**

As per the Federation's By-Laws, WFPHA Full Member Associations and Regional Member Associations in good standing are eligible to submit a bid to host the WCoPH. The bid may be submitted by a coalition of organizations and institutions, but the national PHA is the primary bidder.

The planning and organization of this event is a collaborative effort between the WFPHA and a national public health association (PHA). The WCoPH can be held as a distinct event, or as is the case for most PHAs which have hosted it, combined with the host PHA's annual conference.

The host PHA will nominate representatives to sit on the International Congress Organizing Committee (ICOC), one of which will be this committee's co-chair along with the WFPHA President. The ICOC will be responsible for the overall planning and budgeting for the Congress. The ICOC will identify the Congress' theme. The host PHA will also nominate members to sit on the Congress' Scientific Committee, one of which will be this committee's co-chair along with the WFPHA Vice President/President-Elect. The Scientific Committee is responsible for defining the Congress' program, identifying plenary speakers, publishing the call for abstracts and overseeing the review of concurrent session and poster presentation abstracts. The host PHA will also establish a National Organizing Committee, which will have responsibility for planning and management of local logistics. The Terms of Reference of these committees are listed in Annex B.

The WCoPH venue should have convenient access to a major airport and sufficient hotel capacity to accommodate at least 2,000 attendees. Attendance at the 12<sup>th</sup> WCoPH in Istanbul was over 2,000 delegates from 90 countries; that for the 13<sup>th</sup> World Congress in Addis Ababa was over 3,600 delegates from 120 countries. In both cases, approximately 800 delegates were foreigners.

All WFPHA events must be smoke-free and held in smoke-free environments. All hotels used to lodge delegates must be smoke-free and not owned or operated by tobacco companies or their affiliates. The Congress venue must meet generally acceptable standards for access by persons with disabilities. The host country must not discriminate or bar delegates from attending the Congress due to race, ethnicity/nationality, religion, gender, sexual orientation or HIV status. The visa application process for foreign delegates should not be complicated, discriminatory or financially burdensome to applicants.

The host PHA is responsible for revenue generation. The WFPHA will assist and take the lead as and when necessary to generate funds from overseas sources, while the host PHA will take the lead for international organizations (e.g., WHO) and prospective national sponsors. Any excess of revenues over expenses will be shared 50/50 by the host PHA and the WFPHA. WFPHA will not be responsible to cover any debt should expenses exceed revenues. Registration fees of participants and sponsorships/donations from both public and private sector entities are expected to cover the costs of the conference.

Expenses should not include compensation for the time incurred by the ICOC, Scientific Committee or National Organizing Committee members. The time incurred by committee members is a voluntary in-kind contribution by the WFPHA, by the host PHA and by participating organizations and institutions.

The primary language of the WCoPH is English. Translation into other languages is possible, provided that the Congress venue is set up to accommodate simultaneous translation services. Simultaneous translation services would need to be included in the Congress budget.

### **Congress Host Bid Criteria**

The WFPHA Governing Council will establish a WCoPH Host Bid Selection Committee made up of WFPHA member associations and organizations. This ad hoc committee will include WFPHA member associations which have hosted previous WCoPH. Public health associations which submit WCoPH bids are ineligible to sit on the Selection Committee.

All bids received will undergo a preliminary review to ascertain that the basic criteria are met. A short list of eligible host bids will then undergo a more thorough review. The Selection Committee may request additional information from short-listed candidate public health associations. All information received will be handled in a confidential manner until such time as the bid selection process is completed.

The assessment criteria include, but are not limited to:

- where previous WCoPH took place
- the experience of the candidate PHA to organize and host a conference equivalent to the WCoPH
- the candidate PHA's organizational capacity to organize and host a WCoPH
- the support from national and local governments for the WCoPH to take place in the candidate PHA's country and location
- the candidate PHA's fund-raising experience
- accessibility and suitability of proposed Congress venue, accommodation and local transport
- access to a major international airport, airlines and visa requirements, and
- acceptability of proposed dates
- a realistic budget and revenue generation plan.

### **Congress Host Bid Timeline**

The Selection Committee will inform the Governing Council of its recommendation in April 2014. The Governing Council will consider the recommendation in May 2014, with a recommendation for the selected host public health association presented to the WFPHA General Assembly for endorsement at its annual meeting on May 18, 2014 in Geneva.

September 2013: WFPHA publishes a Call for Bids to host the 15<sup>th</sup> WCoPH

December 31, 2013: Deadline for submitting to WFPHA Geneva secretariat office a hosting bid proposal

January 17, 2014: Selection Committee makes recommendation to WFPHA Governing Council of short-listed candidate host public health associations

January 24, 2014: WFPHA President informs PHAs that submitted a bid about results of the Selection Committee's review. Short-listed public health associations may be asked to submit additional information.

February – April 2014: Selection Committee reviews detailed bid submissions

April 25, 2014: Selection Committee advises WFPHA Governing Council about its recommendations

May 17, 2014: Governing Council considers and takes final decision about Selection Committee's recommendation

May 18, 2014: Governing Council's recommendation for hosting the 15<sup>th</sup> WCoPH presented to WFPHA General Assembly for endorsement. Host public health association announced.

## **Responsibilities of the Host Public Health Association**

The host public health association will:

1. sign a Memorandum of Understanding with the WFPHA to confirm the awarding of the 15<sup>th</sup> World Congress on Public Health and to define the roles, function and responsibilities of the WFPHA and the host public health association relating to organizing, hosting and managing the Congress.
2. Establish, fund and manage a conference organizing secretariat with dedicated staff (the expenses of which would be met from financial contributions generated in support of the Congress).
3. Develop, in consultation with the ICOC, a realistic and manageable Congress registration fee schedule and budget, develop and manage a Congress website and manage an on-line Congress registration and abstract system that accommodates local, foreign and complimentary registrations.
4. Identify and secure the cooperation of national, regional and municipal government authorities and other local stakeholders in support of the Congress.
5. Ensure qualified and dedicated volunteers are appointed to sit on the ICOC, the Scientific Committee, the National Organizing Committee and any other committees or Congress-related working groups deemed appropriate and necessary by the host public health association and the WFPHA. The host public health association's President or Executive Director/CEO will serve as the primary liaison person with the WFPHA and will co-chair the ICOC.
6. Abide by the WFPHA's Funding Donation and Sponsorship Policy (Annex C). All proposed sponsorships and donations must be approved by WFPHA before contact is made and contracts negotiated.
7. Negotiate and secure bids from prospective hotels and conference facilities, evaluate their suitability and include the recommended bids in the detailed hosting proposal. Bids should include guest room rates and availability, meeting space specifications and availability, catering and audio/visual pricing.
8. Contract for congress support services, delegate registration services, managing exhibitors and sponsors, and abstract collection.
9. Share with the WFPHA timely updates on matters affecting Congress logistical planning, costs and revenue.
10. Provide the WFPHA after the signing of the MoU with a contribution of US\$30,000, to offset costs for travel and other activities directly related to the planning of the WCoPH. WFPHA will be accountable to the host PHA for the use of these funds. Any balance remaining unspent by WFPHA after the reconciliation of

Congress revenues and expenses will be deducted from the cost-sharing of any surplus generated through the Congress. Permissible WFPHA-incurred expenses over this amount will be covered through other Congress-related revenues.

11. Provide the WFPHA with a well-placed, no-cost exhibition space with appropriate accessories (tables, chairs, signage) as well as no-cost office space and a reception area at the Congress site for receiving invited speakers and guests.
12. Provide no-cost exhibition space for the host PHA of the subsequent (16<sup>th</sup>) WCoPH.

## **Responsibilities of the WFPHA**

The WFPHA will:

1. Identify senior representatives to sit on and be active members of the ICOC.
2. Allow the host PHA to use the WFPHA logo for Congress-related purposes and communications.
3. Assist with the identification of oral and poster presentation reviewers.
4. Assist with the selection of oral and poster presentations and international abstract reviewers.
5. Identify, in consultation with the ICOC, and invite international plenary speakers.
6. Identify, in consultation with the ICOC, topics for and invite the submission of planned sessions from international contacts.
7. Assist, in consultation with the ICOC, with the development of the Congress program.
8. At the request of the host PHA, the WFPHA will identify and contract the services of a company specializing in abstract review/assessment and program preparation. The expenses related to this service will be deemed as an eligible reimbursable expense.
9. In consultation with the ICOC, seek funding from corporate and international sponsors, especially to support the participation of WFPHA Governing Council, Committee, Working Group members and Geneva office staff, plenary speakers, representatives from national public health associations and students.
10. Provide through the Geneva office logistical support to the host PHA for Congress-related activities (e.g., travel of WFPHA members, etc) and facilitate the participation of host PHA representatives at events to promote the Congress (e.g., the annual conference of the American Public Health Association).
11. In consultation with the ICOC, solicit nominations for and select the Leavell Lecture and Organizational Public Health Excellence awardees as well as the Lifetime Achievement Awardee.
12. Organize the pre-Congress WFPHA Governing Council, Working Group and Annual General Assembly Meeting.

## 15<sup>th</sup> World Congress on Public Health (2017) Hosting Bid Proposal

Please email your completed bid proposal to the attention of Laetitia Bourquin at the WFPHA Geneva secretariat office at: [laetitia.bourquin@unige.ch](mailto:laetitia.bourquin@unige.ch) by December 31, 2013.

**1. Name of prospective host public health association**

---

**2. Name of prospective collaborating organizations (if appropriate)**

---

---

**3. Proposed city/state location**

---

**4. Proposed WCoPH dates (day/month) in 2017**

---

**5. Will the WCoPH take place at the same time as your PHA's conference? Yes \_\_\_ No \_\_\_**

**6. Anticipated number of delegates: National \_\_\_\_\_ Foreign \_\_\_\_\_**

**6. Primary contact person for Host Public Health Association**

---

Name \_\_\_\_\_ Phone \_\_\_\_\_

---

Title \_\_\_\_\_ E-mail \_\_\_\_\_

**SUPPORTING LETTERS**

Please attach a letter indicating written approval and support from your public health association signed by an appropriate authority (e.g. President, Chief Executive Officer). Also include letters indicating the approval and support from any collaborating organizations signed by an appropriate authority.

**SECTION ONE**

- Please indicate (100 words or less) why your public health association is interested in hosting the 15<sup>th</sup> WCoPH.
- Please present (100 words or less) the advantages and disadvantages/challenges of holding the conference at the proposed location.
- Please describe (100 words or less) the challenges your association would face to host a WCoPH.
- Please list the names, positions within your public health association and contact information for at least three individuals who have agreed to form the core of the national organizing committee and who would sit on the ICOC and the Scientific Committee.

## SECTION TWO

Provide the following information in narrative form.

- A. Details about recommended Congress venue, including characteristics of the facility (date of construction, layout, floor plans, etc), plenary and concurrent session space/seating specifications, meeting and reception rooms, space of delegate registration, poster presentation and exhibit space, catering and food service space, audio-visual equipment, simultaneous translation, accessibility for people with disabilities and handicaps, and sanitary facilities. Include information about recent conferences hosted within this facility. ***Do not negotiate or sign any contracts as they are premature and not binding by WFPHA at this time.***
- B. Details about recommended accommodation (hotels, hostels, bed & breakfast) including guest room rates and availability. A number of participants in past Congresses have asked for a range of accommodation types so that delegates on limited budgets can afford to participate. ***Do not negotiate or sign any contracts as they are premature and not binding by WFPHA at this time.***
- C. List of potential local, state/provincial, and national organizations and institutions including a local convention and visitor's bureau that could link with the WCoPH, and a description of what services they would provide.
- D. Proposed Congress Budget (sample template attached). Please provide an estimated range of anticipated number of registrants (national and foreign) to determine breakeven points. Mention any potential ideas/aspects of your site that would save money or add out-of-the-ordinary costs.

## SECTION THREE

Please answer the following questions:

- 1. Does your PHA have experience in organizing and hosting a national and/or international conference? If so, please describe briefly when and where they took place, the estimated budget and expenses (in local currency and approximate equivalent in US\$), the theme and how many people attended?
- 2. Would hosting a World Congress for which English is the primary language pose a problem for your association? If you propose to hold a congress with more than one language, is the venue equipped for interpretation/simultaneous translation?
- 3. Describe the staff resources you can provide to work with WFPHA's Secretariat in planning and coordinating the Congress? Experience has shown that, at a minimum, the host association should provide a full-time professional staff person for 18 months to coordinate in-country efforts and liaise with the Secretariat.
- 4. Will you engage the services of a conference management company? Please give a brief description about this company and the nature of assistance it would provide.
- 5. What experience does your PHA have in budgeting for and accounting related to a conference?
- 6. What experience does your PHA have in fund raising? Please provide an example about how funds were raised and for what purpose?
- 7. Will your association be willing to accept technical exhibits sponsored by for-profit corporations? Does your association have issue with accepting funding/donations/sponsorships with for-profit corporations?
- 8. Are there any restrictions on the grounds of race, color, religion, ethnicity/nationality, gender, medical condition or other characteristics that would affect the capacity of Congress delegates being able to come to your country to attend the Congress?

Please include other information pertinent to support your association's bid (maximum of 300 words)

## Hosting Proposal Budget Template

Modify this form to better represent the proposed budget

| REVENUE                                  | Fee Amount | Quantity | Subtotal in<br>local<br>currency | Subtotal in<br>US\$ |
|------------------------------------------|------------|----------|----------------------------------|---------------------|
| <b><u>Registration Fees</u></b>          |            |          |                                  |                     |
| Early Bird Member Rate                   |            |          |                                  |                     |
| Early Bird Non-Member Rate               |            |          |                                  |                     |
| Regular Member Rate                      |            |          |                                  |                     |
| Regular Non-Member Rate                  |            |          |                                  |                     |
| Student Rate                             |            |          |                                  |                     |
| One Day Rate                             |            |          |                                  |                     |
| <b><i>Subtotal Registration Fees</i></b> |            |          |                                  |                     |
| <b><u>Other Fees</u></b>                 |            |          |                                  |                     |
| Workshop Fees                            |            |          |                                  |                     |
| Guest Tickets for Reception              |            |          |                                  |                     |
| Airport Transportation Shuttle           |            |          |                                  |                     |
| Optional Events and Fees                 |            |          |                                  |                     |
| <b><i>Subtotal Other Fees</i></b>        |            |          |                                  |                     |
| <b><u>Other Revenue</u></b>              |            |          |                                  |                     |
| Host Sponsored Events/Meals              |            |          |                                  |                     |
| Conference Sponsorships/Exhibitors       |            |          |                                  |                     |
| Advertising, Grants and Other Revenue    |            |          |                                  |                     |
| <b><i>Subtotal Other Revenue</i></b>     |            |          |                                  |                     |
| <b>Total Revenue</b>                     |            |          |                                  |                     |

To calculate estimated revenues from WCoPH registration fees, use the registration fee chart for the 12<sup>th</sup> WCoPH (2012) as a guide (Annex D).

| EXPENSES                                                | Unit Cost | Quantity | Service/Taxes | Subtotal |
|---------------------------------------------------------|-----------|----------|---------------|----------|
| <b><u>Conference Catering and Facility</u></b>          |           |          |               |          |
| Conference Facility Space Rental                        |           |          |               |          |
| Day 1 Breaks                                            |           |          |               |          |
| Day 1 Lunch                                             |           |          |               |          |
| Day 2 Breaks                                            |           |          |               |          |
| Day 2 Lunch                                             |           |          |               |          |
| Day 3 Breaks                                            |           |          |               |          |
| Day 3 Lunch                                             |           |          |               |          |
| Day 4 Breaks                                            |           |          |               |          |
| Day 4 Lunch                                             |           |          |               |          |
| <b><i>Subtotal Conference Catering and Facility</i></b> |           |          |               |          |
| <b><u>Audio/Visual</u></b>                              |           |          |               |          |
| Equipment Rental                                        |           |          |               |          |
| Equipment Purchase                                      |           |          |               |          |
| Labor                                                   |           |          |               |          |
| A/V Services                                            |           |          |               |          |
| <b><i>Subtotal Audio/Visual</i></b>                     |           |          |               |          |
| <b><u>Receptions</u></b>                                |           |          |               |          |
| Facility Rental                                         |           |          |               |          |
| Catering                                                |           |          |               |          |
| Entertainment                                           |           |          |               |          |
| Transportation                                          |           |          |               |          |
| <b><i>Subtotal Reception</i></b>                        |           |          |               |          |
| <b><u>Marketing, Promotion, and Printing</u></b>        |           |          |               |          |
| Save the Date Postcards Printing                        |           |          |               |          |
| Promotional Flyer Printing and Mailing                  |           |          |               |          |
| Graphic Design Services                                 |           |          |               |          |
| Advertising                                             |           |          |               |          |
| Conference Program                                      |           |          |               |          |
| Conference Takeaways (bags, binders, etc.)              |           |          |               |          |
| Banners and Posters                                     |           |          |               |          |
| Conference Prizes                                       |           |          |               |          |
| Other Printing (nametags, evaluations, etc.)            |           |          |               |          |
| <b><i>Subtotal Marketing and Promotion</i></b>          |           |          |               |          |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
| <b><u>Administrative Expenses</u></b><br>Registration Services Fees<br>Credit Card Fees<br>Conference Services Administrative Fees<br>Airport Transportation Shuttle<br>Expenses Incurred by Conference Staff<br>Supplies, Gifts                                                                                                                                                                                                                                                                                                                               |  |  |  |  |
| <b><i>Subtotal Administrative Expenses</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |  |  |  |
| <b><u>Keynote/Feature Speaker Expenses</u></b><br>Honoraria<br>Travel Expenses<br>Accommodation<br><br><b><u>Congress Planning Expenses</u></b><br>ICOC/SC Meetings (including travel and accommodation expenses for WFPHA and host PHA representatives)<br>National Organizing Committee Meetings<br><br><b><u>Abstract Review &amp; Compilation</u></b><br>Contracting services for set-up and management of on-line abstract registration system<br>Congress Program preparation & printing<br><br><b><u>Other expenses</u></b><br>Insert details as needed |  |  |  |  |
| <b><i>Subtotal Speaker Expenses</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |  |  |  |
| <b>Total Expenses</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |  |  |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |
| <b>Profit/Loss</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |  |  |  |

## **Annex A: WORLD CONGRESS ON PUBLIC HEALTH 1975 to 2015**

### **1<sup>st</sup> WFPHA Congress**

June 2-6, 1975: Bonn (Federal Republic of Germany)  
Public Health Service Yesterday and Tomorrow  
Hosted by the Public Health Association of the Federal Republic of Germany

### **2<sup>nd</sup> WFPHA Congress**

May 23-28, 1978: Halifax (Canada)  
Primary Health Care – A Global Perspective  
Hosted by the Canadian Public Health Association

### **3<sup>rd</sup> WFPHA Congress**

February 23-26, 1981: Kolkata (India)  
Primary Health Care: World Strategy  
Hosted by the Indian Public Health Association

### **4th WFPHA Congress**

February 19-24, 1984: Tel Aviv (Israel)  
Quest for Community Health – Experiences in Primary Care  
Hosted by the Israel Public Health Association

### **5<sup>th</sup> WFPHA Congress**

March 22-27, 1987: Mexico City (Mexico)  
International Health in an Area of Economic Constraint: The Challenge  
Hosted by the Mexican Society for Public Health

### **6<sup>th</sup> WFPHA Congress**

November 10-14, 1991: Atlanta (USA)  
Health for All: Strengthening the Role of Public Health  
Hosted by the American Public Health Association

### **7<sup>th</sup> WFPHA Congress**

December 5-9, 1994: Bali (Indonesia)  
Health Economics and Development: Working Together for Change  
Hosted by the Indonesian Public Health Association

### **8<sup>th</sup> WFPHA Congress**

October 12-16, 1997: Arusha (Tanzania)  
Health in Translation: Opportunities and Challenge  
Hosted by the Tanzanian Public Health Association

### **9<sup>th</sup> WFPHA Congress**

September 2-6, 2000: Beijing (China)  
Challenges for Public Health at the Dawn of the 21st Century  
Hosted by the China Preventive Medicine Association

### **10<sup>th</sup> WFPHA Congress**

April 19-22, 2004: Brighton (United Kingdom)  
Sustaining Public Health in a Challenging World: Vision to Action  
Hosted by the Royal Society for Public Health and the UK Public Health Association

**11<sup>th</sup> WFPHA Congress**

August 21-22, 2006: Rio de Janeiro (Brazil)

Public Health in a Globalized World: Breaking Down social, economical and political barriers

Hosted by the Brazilian Association of Collective Health

**12<sup>th</sup> WFPHA Congress**

April 27 – May 1, 2009: Istanbul (Turkey)

Making a Difference in Global Public Health: Education, Research and Practice

Hosted by the Turkish Public Health Association

**13<sup>th</sup> WFPHA Congress**

April 22-25, 2012: Addis Ababa (Ethiopia)

Towards Global Health Equity: Opportunities and Threats

Hosted by the Ethiopian Public Health Association

**14<sup>th</sup> WFPHA Congress**

February 11-15, 2015: Kolkata (India)

Healthy People – Healthy Environment

To be hosted by the Indian Public Health Association

## Annex B: WCoPH Committee Terms of Reference

The **International Congress Organizing Committee (ICOC)** is responsible for determining the congress theme and tracks as well as for its overall structure and flow. Specific responsibilities include:

- Define the goals, objectives, theme and tracks for the congress
- Advise on the overall congress planning
- Lend expertise to the development of the congress Scientific Program
- Identify international invited speakers and moderators for plenary and planned sessions
- Promote the congress to respective networks and potential congress sponsors
- Help identify potential participants and donors/sponsors including institutions, government agencies, sectors, etc.
- Review/approve promotional content of congress materials
- Approve congress-related events and activities
- Approve funders/sponsors and exhibits.

The ICOC is co-chaired by the WFPHA President and the President or CEO of the host PHA. It is composed of the Scientific Committee co-chairs, the Chair of the National Organizing Committee, a representative of the WFPHA Geneva Office Secretariat and the host PHA Conference Coordinator, as well as additional members drawn from WFPHA member organizations, as deemed needed and appropriate.

Reporting to the ICOC, the **Scientific Committee (SC)** is responsible for the planning and development of the abstract submission, review and selection process. It will also prepare the congress program, based on the selection of abstracts for workshops and oral and poster presentations. The WFPHA Vice President/President-Elect and a suitably qualified representative of the host PHA serve as the SC's co-chairs. Other members include the WFPHA Immediate Past-President, the head of the WFPHA Geneva secretariat, the WFPHA's Designated Technical Officer at the WHO, and additional members drawn from WFPHA member organizations, as deemed needed and appropriate.

The **National Organizing Committee (NOC)** is responsible for overseeing the planning, implementation and evaluation of the congress's organization and logistical arrangements. Specific responsibilities include:

- Guide and contribute to the preparation of a Guiding Framework for the Congress that will serve as a general working document for the planning, organization, implementation and monitoring/evaluation of the WCoPH
- Establish and oversee the functions of various sub-committees as needed
- Ensure the progress of the congress organization and logistics
- Identify potential donors, sponsors and exhibitors from India
- Contribute to the development of the congress Scientific Program
- Manage all congress-related finances (budget and expenses accountability)
- Identify invited speakers, moderators for plenary and planned sessions from India
- Promote the congress to respective networks and potential congress sponsors
- Help identify potential participants and donors/sponsors including institutions, government agencies, sectors, etc.
- Develop and have produced and distributed congress promotional materials
- Identify and make logistical preparations for congress-related events and activities
- Ensure the logistical support for funders/sponsors and exhibits.

The NOC is composed of representatives of the host PHA and members from other national organizations and institutions as deemed appropriate and necessary.

## **Annex C: WFPHA Funding Donation and Sponsorship Policy**

Approved: May 16, 2010

### **I. INTRODUCTION**

The World Federation of Public Health Associations (WFPHA) requires a diversified and adequate financial resource base to support its role as the unique, global civil society voice for public health and to act as a network for the global community of public health associations (PHA) and affiliated organizations. Annual membership fees, while an important indication of member commitment to the Federation, are an insufficient source of income. To fulfill its mission, WFPHA has to secure its resources from external sources, be these UN or other multilateral bodies, governments and their affiliated agencies or bodies, foundations, not-for-profit organizations or the corporate sector. Preferential consideration will be given to funding from UN or other multilateral bodies, governments and their affiliated agencies or bodies, foundations, and not-for-profit organizations.

This “Funding, Donations and Sponsorship Policy” describes the criteria and a review and oversight process for evaluating potential relationships with potential external funding entities (EFE). This Policy is intended to protect WFPHA’s mission and integrity while supporting the Federation’s revenue-generating efforts.

The Policy was drafted with the following considerations in mind:

- Relationships with EFE’s should be considered as opportunities to build alliances, partnerships and support for public health for the long term.
- The criteria for review should be reasonable and realistic.
- The review and oversight process should not be overly cumbersome.
- Over time, the review process will build a body of knowledge for accepting and soliciting funding, donations and sponsorships.
- The Policy will be reassessed after one year and thereafter as necessary. Reassessments will take into consideration WFPHA’s experience of applying the policy.

The Policy applies to all funding, donations and sponsorships received by WFPHA, solicited or unsolicited. This Policy applies to the WFPHA and as well to all member associations or organizations which carry out WFPHA-sponsored events or activities, wherein WFPHA’s name, logo or any other identification is used, or wherein there is a contractual arrangement between WFPHA and another association or organization to carry out an activity or event on behalf of either entity.

### **II. DEFINITIONS**

For the purposes of this Policy, the following definitions will be used:

**Donation:** A philanthropic contribution or gift.

**Endorsement:** An explicit approval or a promotional statement for a product or service.

**External Funding Entity:** Any organization, body, agency, foundation or corporation that is not related to or governed by the WFPHA and which could invest in the Federation’s activities, events and projects.

**Grant/Contribution:** A financial or in-kind investment by an EFE that may or may not be restricted or conditional.

**Matching:** A requirement by some EFE that the WFPHA co-invest either through cash or in-kind.

**Sponsorship:** A business arrangement whereby the EFE commits resources (monies and/or in-kind) to support a specific project, event or activity, but does not share in the profits or underlying risks of the project. The entity contributes funds to an event, activity or even a capital project and receives a benefit (e.g., specific image and marketing opportunities) from the associated publicity. Sponsorship does not include paid advertising in WFPHA publications, on its website, or in the World Congress of Public Health’s Program.

### III. PRINCIPLES AND GENERAL ASSUMPTIONS

Any and all external support to WFPHA activities, events and projects are governed by the Principles for Funding, Donations and Sponsorship, as set out in Appendix A.

Three general assumptions shape the acceptance of funding, donations and sponsorships:

- WFPHA will solicit and accept support only for projects, events and activities that are consistent with the Federation's mission.
- Such arrangements must enhance, and shall not impede, WFPHA's independence and ability to act in the best interest of its members and the public at all times.
- WFPHA's name, logo and other intangible intellectual assets must be protected at all times.

### IV. REVIEW CRITERIA

The purpose of the review of funding, donation and sponsorship opportunities is to determine the balance of the benefit to WFPHA, its members and to the public in relation to the risks and costs of collaborating with an EFE. The conditions determining the benefits and risks of accepting funding, a donation or a sponsorship are set out in Appendix B. All opportunities will be assessed on a case-by-case basis.

Under no circumstances will the WFPHA accept advertising, funding, donations or sponsorship from tobacco or alcohol companies, manufacturers and merchants of firearms and weapons of mass destruction and entities that have been sanctioned or deemed inappropriate by the World Health Organization or other UN bodies (unless such sanctions have been lifted). In the event that the EFE with which WFPHA is exploring a potential partnership is part of a conglomerate with ties to tobacco, alcohol, firearms or weapons of mass destruction, or to entities that have been sanctioned or deemed inappropriate by the World Health Organization or other UN bodies (unless such sanctions have been lifted), the EFE as well as the relationship between the EFE and the conglomerate would be reviewed.

WFPHA will not accept advertising, funding, donations or sponsorship from governments or their agents which have been deemed to have committed serious human rights violations or which have been shown to discriminate against a population. Nor will WFPHA knowingly accept advertising, funding, donations or sponsorship from any government or government body that contravenes Article 5.3 of the Framework Convention on Tobacco Control (FCTC).

No WFPHA Officer, Executive Board member or any WFPHA member designated by WFPHA to represent it will attend an event or activity which is sponsored by tobacco and alcohol companies, and manufacturers/merchants of firearms and weapons of mass destruction, or by governments which have been deemed to have committed serious human rights violations or which have been shown to discriminate against the human rights of a population.

### V. REVIEW AND EVALUATION PROCESS

#### *Assessment*

A discreet initial assessment by staff or a WFPHA Executive Board-designated member representative will be conducted as a prospect is identified or is self-identified as in the case of unsolicited requests to partner with WFPHA. The assessment will be based on available current knowledge about the EFE, including its web site, a review of newspapers and contact with appropriate WFPHA leaders. WFPHA members contacted will be held to a level of confidentiality as it relates to discussing WFPHA's pursuit of potential sponsors until the information is made public.

WFPHA staff and designated volunteers, in consultation with the Secretary-General, the Chair of the Finance Committee and/or the President or President-Elect, with ultimate responsibility falling upon the Secretary-General (or in his/her absence, the President) or her/his designate, are responsible for:

- Carrying out the initial assessment for all funding, donation or sponsorship proposals;
- making a recommendation to the Executive Board for funding, donations or sponsorships of up to US\$5,000;

- making a recommendation to the Finance Committee for funding, donations or sponsorships of and greater than US\$5,000;
- researching the background and affiliations of prospects for external support within reasonable parameters;
- determining if major WFPHA policies are relevant to an external funder, donor or sponsor;
- performing cost/deliverables/funding analysis;
- completing documentation of the considerations and recommendations/decisions; and,
- annually compiling and providing to the Executive Board and for public disclosure a list of all funders, donors and sponsors to WFPHA.

#### *Level of Decision-Making Authority*

All funding, donation and sponsorship opportunities must be approved by the WFPHA's Executive Board, based upon the recommendations made by staff or volunteers (for up to US\$5,000) or the Finance Committee for anything for or greater than US\$5,000.

#### *Turnaround Time*

There must be sufficient time for staff or volunteers to prepare materials for the review and evaluation process and for this process to be carried out. At the same time, the review process should be completed efficiently and promptly. It is recommended that the review and evaluation process be completed within a 6-week time frame.

#### *Documentation*

All reviews of funding, donation and sponsorship opportunities must be documented. Documentation of difficult decisions, particularly those in which consensus was not reached, should be detailed.

#### *Criteria and Mechanism for Expedited Reviews*

The review and evaluation process for funding, donations and sponsorships below US\$25,000, from previously approved entities in support of approved or established projects, and in which there are no extraordinary obligations or stipulations, can be expedited through a quick review and decision-making by the Finance Committee.

#### *Multi-year Funding, Donations and Sponsorships*

Multi-year support is to be evaluated by the Finance Committee on an annual basis to ensure that the criteria continue to be met, in particular, that the risk/benefit analysis warrants the continuation of the relationship. The process is to be documented. Changes in the Finance Committee's evaluation of the funding, donation or sponsorship will be forwarded to the Executive Board for consideration.

#### *Third Parties*

Sponsorships received by a third party for a WFPHA activity or an activity that is associated with or publicized as a WFPHA function must conform with WFPHA's Funding, Donations and Sponsorship Policy. WFPHA staff or its designated representatives must be informed of the original source of the funding, donation or sponsorship, as well as its intended use. A full review must be conducted by the Finance Committee for funding, donation or sponsorship proposals over US\$5,000. Third parties are obliged to report all funding, donation and sponsorship to the WFPHA, and WFPHA holds the right to cancel any contracts or relationships it deems to be inappropriate.

#### *Recognition*

Public recognition of donors, benefactors and sponsors is encouraged. Acknowledgments will be limited to name of the EFE, logos, slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers. The following policies apply to recognition of external donors in print and electronic mediums.

- WFPHA's name and/or logo should appear first and be of equal or larger size than that of the EFE.
- WFPHA's name and/or logo should be equally as visible as the EFE's name and/or logo.
- In the case of multiple external entities, they should be listed alphabetically or by level of support. It is suggested that variations on the below wording be used as an introductory statement to a list of sponsors:

*"WFPHA gratefully acknowledges the support received for xyz from the following contributors"*

#### *Product Endorsements*

WFPHA will not provide or sanction product endorsements.

## **APPENDIX A: Principles for Funding, Donations and Sponsorship**

WFPHA will focus on purposes consistent with its strategic priorities and comply with the following “Principles for Funding, Donations and Sponsorship” in soliciting all sponsorships. These Principles will be discussed with all sponsors during the early stages of discussions.

### *Principles for Funding, Donations and Sponsorships*

1. WFPHA will at all times maintain an independent position on public health issues and concerns.
2. WFPHA will solicit and accept support only for projects and activities that are consistent with the Federation’s mission.
3. WFPHA will accept funds for informational and educational activities only when the content is to be determined or verified by WFPHA or an independent body of public health professionals designated by WFPHA.
4. WFPHA will maintain complete control of all funds provided from commercial supporters for educational activities.
5. WFPHA will not permit commercial product promotions as part of a continuing education activity.
6. It is the policy of WFPHA not to provide product or service endorsements.
7. Acknowledgments for commercial support will be limited to company name, logos or slogans which are an established part of the supporter’s identity, trade names, addresses and telephone numbers.
8. WFPHA’s intangible intellectual assets, including the Federation’s name and logo, will be protected at all times. Sponsors will not be permitted to use WFPHA’s name or logo for any commercial purpose or in connection with the promotion of any product.
9. WFPHA will be vigilant at all times to avoid any real or apparent conflict of interest in accepting sponsorships.
10. Any situation that may be an exception to this Policy or these Principles will be reviewed by the Secretary-General, or in his/her absence the President and/or President-Elect in consultation with the Chair of the Finance Committee and the Executive Board. Together, they shall interpret this policy in good faith.

## **APPENDIX B: Conditions determining the benefits and risks of accepting funding, a donation or a sponsorship**

*A. Are the specified proposed uses of the funding, donation or sponsorship congruent with WFPHA’s mission and priorities?*

Issues to consider in determining this congruence include:

1. How do the proposed uses of the funding, donation or sponsorship relate to WFPHA’s mission and priorities?
2. Why does the EFE want to fund, make a donation to or sponsor WFPHA?
3. How will the benefits to be derived from the intended purpose of the funding, donation or sponsorship compare with the WFPHA’s resources required to fulfill the intended purpose?
4. Do the practices of the EFE fit with the adopted public policies of WFPHA? Recognizing that socially responsible practices are a cornerstone of WFPHA’s policies, and that good citizenship should embody socially responsible practices, the following are the issues that should be considered in assessing the benefits and the risks of accepting funding, a donation or sponsorships from external entities, especially corporations:
  - The types of core products or services produced or provided;
  - Occupational health and safety conditions under which products or services are produced;
  - Employment practices, including commitment to diversity and a living wage;
  - Commitment to protection of the environment;
  - Record of regulatory compliance;
  - Marketing and advertising practices;
  - Research and development policy and practices;
  - Human rights record;
  - Funder’s, donor’s or sponsor’s relevant public policy positions;
  - Record of support to public health organizations or public health-related issues and organizations;
  - Other past activities will be weighed in relation to WFPHA’s public policies and public reputation.

As appropriate, WFPHA may use or may ask member associations to utilize on its behalf the services of a business ethics consultancy/corporate responsibility research house which help organizations and individuals behave more ethically. The areas of corporate social responsibility analysis should include environmental performance, progressive staff policies, charitable giving and community responsibilities, sustainability management, military-related production, sensitive business activities, gender and family issues, and ethical sourcing and trading.

*B. Are the funder's, donor's or sponsor's expectations pertaining to control, oversight, and outcome(s) of the sponsorship and/or project to which the funds are applied acceptable to WFPHA?*

As stated in the Principles for Funding, Donations and Sponsorship, WFPHA will accept funds only when WFPHA has control of the content of the activity and when WFPHA has and maintains complete control of all funds.

Issues to consider:

1. Does WFPHA have editorial control over the content of educational materials and publications and input into their dissemination?
2. Will WFPHA be able to review and approve public statements about the project, its findings and/or implications? Will WFPHA be in control of the funds at all times?
3. Are expectations on outcome, responsibilities, methods of implementation, and duration of funding feasible and agreeable? (Any special expectations of the sponsor need to be explicit and documented).

*C. Are the funder's, donor's or sponsor's expectations regarding recognition or acknowledgment of their support acceptable to WFPHA?*

As stated in the Principles for Funding, Donations and Sponsorship, acknowledgments will be limited to the EFE's name, logos, slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers. Issues to consider:

1. Is the extent to which the name of the EFE is affiliated with WFPHA and the proposed project defined by WFPHA acceptable to the EFE?
2. What public recognition is expected by the EFE?
3. Is the recognition appropriate for the amount of the funding, donation or sponsorship?
4. Is there an appearance of product endorsement?

*D. Would acceptance of the funding, donation or sponsorship create any real or apparent conflicts of interest, and would the impact and/or benefits of accepting it outweigh the risks of partnering with the EFE?*

In considering the following issues, WFPHA recognizes the need to adhere to its principles and to weigh the benefits and risks of accepting the funding, donation or sponsorship from the EFE as opposed to weighing just the opportunity of not accepting the actual financial or in-kind contribution. Issues to consider:

1. Are there any personal, financial, or professional gains for WFPHA staff, members or other volunteers, which create a conflict of interest?
2. What is the impact of the funding, donation or sponsorship and benefits to the public and public health?
3. Does the EFE's image support or detract from WFPHA?
4. Do the impact and/or benefit outweigh the risks of collaborating with the potential funder, donor or sponsor?

## Annex D: Congress Delegate Registration Fees

The following is an example of the delegate registration fees used for the 14<sup>th</sup> WCoPH in 2012, shown in US\$ for illustrative purposes. The fees shown for nationals are for a host PHA located in a lower-income country.

Your PHA may decide to structure the fees differently, for example, different fees for people from lower-income and higher-income countries. Please describe in the bid how your PHA would propose structuring the Congress registration fees. Although fees may be denominated in your local currency, please also indicate an approximate US\$ equivalent value.

| <b>NATIONALS</b>                                            | <b>Early Bird</b> | <b>Regular</b> | <b>On-site</b> | <b>Daily</b> |
|-------------------------------------------------------------|-------------------|----------------|----------------|--------------|
| Member of Host PHA                                          | US\$10            | US\$12         | US\$14         | US\$5        |
| Student member of host PHA (50% discount)                   | US\$5             | US\$6          | US\$7          | US\$2.50     |
| PHA Non-member                                              | US\$12            | US\$15         | US\$18         | US\$7        |
| Student non-member of host PHA                              | US\$6             | US\$7.50       | US\$9          | US\$3.50     |
| Accompanying Person                                         | US\$6             | US\$7.50       | US\$9          | US\$3.50     |
|                                                             |                   |                |                |              |
| <b>FOREIGNERS</b>                                           |                   |                |                |              |
| Member of a WFPHA Member Association                        | US\$400           | US\$540        | US\$720        | US\$180      |
| Student Member of a WFPHA Member Association (50% discount) | US\$200           | US\$270        | US\$360        | US\$90       |
| Not a member of a WFPHA Member Association                  | US\$450           | US\$600        | US\$800        | US\$200      |
| Student not a member of a WFPHA Member Association          | US\$225           | US\$300        | US\$400        | US\$100      |
| Foreign Resident of host PHA country                        | US\$225           | US\$300        | US\$400        | US\$100      |
| Accompanying Person                                         | US\$225           | US\$300        | US\$400        | US\$100      |