

**WHO Collaborating Centre (WHO CC) Re-designation  
TOR and Work Plan 2022-26**

**Organisation: Public Health Wales, Wales, UK**

**Unit (proposed WHO CC): Policy and International Health Directorate**

**Title of WHO CC: Investment for Health and Wellbeing**

**WHO reference number: UNK-294**

**Work Plan March 2022 – March 2026**

**Terms of Reference (TOR)**

**TOR 1: Provide scientific and policy evidence and expertise to WHO supporting direct technical assistance to Member States to build capacity and implement effective inter-sectoral policies addressing the social determinants of health and equity across the life course.**

**TOR 2: Innovate and harness economic methodologies and multi-disciplinary approaches to support WHO to implement the Economy of Wellbeing initiative.**

**TOR 3: Provide evidence and support WHO to convene stakeholders' dialogues and create a common space for exploring and identifying solutions to critical health equity challenges.**

**For further information, guidance and regulations documents, please, refer to:**

[About WHO: Collaborating centres](#)

[Information for WHO collaborating centres](#)

## Activities

### Activity 1 (ID 34573)

<b>Activity title</b>	<b>Provide technical support to WHO informing and accelerating action and solutions across Member States to place health equity at the heart of all policies and investments</b>
<b>Why WHO is asking for this activity and how WHO will use the deliverables</b> <i>Maximum of 200 words</i>	<p>This work has been requested by the WHO Regional Office for Europe and the European Office for Investment for Health and Development in Venice, Italy (the WHO Venice Office) to help progress the milestone <i>WHO European Health Equity Status Report initiative (HESRI)</i> and the delivery of the <i>WHO European Programme of Work 2020-25</i>. It directly supports WHO to implement its commitments to Member States as set out in the <i>WHO European Resolution EUR/RC69/R5 on accelerating progress towards healthy, prosperous lives for all, increasing equity in health and leaving no one behind in the WHO European Region</i>; and the <i>WHO Resolution on the Social Determinants of Health</i>. It also supports WHO EURO to respond to needs identified by Member States for agile and responsive technical assistance to address the determinants of health <i>Strategic Country Impact Review Report (December 2021)</i>.</p> <p>This has become even more important in the context of COVID-19 sustainable response and recovery across the European Region and globally, supporting WHO commitments under the <i>Thirteenth General Programme of Work (GPW 13)</i> and the <i>United Nations 2030 Agenda for Sustainable Development</i> (e.g. Global Goals 1, 3, 5, 10 and 11).</p>
<b>What concrete actions will be taken by the designated institution?</b> <b>Be specific</b> <i>Maximum of 1000 words</i>	The WHO CC will: 1) pilot a multi-disciplinary Health Equity Solutions Platform for Wales to inform and feed into a new Health Equity ‘gateway’, being developed by the WHO Venice Office; 2) produce reports and discussion papers on key health equity challenges and opportunities for influencing the social determinants of health and addressing vulnerabilities; 3) inform WHO stakeholders’ dialogues providing a dynamic forum for sharing learning, identifying solutions and introducing innovations to accelerate progress towards closing the health gap; 4) develop and optimise the application of behavioural science to protect, improve and promote health and wellbeing and reduce health inequity; 5) support the establishment of communities of practice to facilitate mainstreaming behavioural science for health and equity
<b>What will be WHO’s role in this activity?</b> <i>Maximum of 200 words</i>	The WHO will: 1) review, guide and validate products, ensuring alignment with the WHO goals, priorities, flagship initiatives and deliverables; 2) lead on and facilitate policy dialogues and dissemination, tailoring and uptake of products at the Global, Regional and National Levels; 3) be the liaison with the Member States and report to Member States and WHO Governing Bodies on progress to reduce health inequities, e.g. at Regional Committees, etc.
<b>Expected deliverables</b> <i>Maximum of 100 words</i>	<p>1) Technical expertise and materials, including evidence, data, economics and policy analyses, good practice case studies and solutions’ pathways, to feed into a Health Equity ‘gateway’ developed by the WHO Venice Office</p> <p>2) Health equity series, including policy and evidence reports, discussion and research papers, informing WHO stakeholders’ dialogues to accelerate progress towards closing the health gap</p> <p>3) Resources to support policy makers and practitioners in the application of behavioural science to improve health and reduce inequity</p> <p>4) A suite of notable good practices collated, analysed and summarised Dissemination through live/virtual fora, using National, Regional and Global media.</p>
<b>Intellectual property rights</b>	IP rights of ALL deliverables belong to the WHOCC as per paragraphs 3.1.1 and/or 3.2.1 of the Terms and Conditions

<b>Activity timeframe</b>	April 2022 - March 2025 Timeframe of products will be agreed as per WHO needs and WHO CC capacities, reflecting COVID-19 and other unforeseen circumstances and pressures.
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## Activity 2 (ID 34574)

<b>Activity title</b>	<b>Provide technical expertise and input to help WHO strengthen the case for investment in wellbeing and health equity and implement an Economy of Wellbeing across Member States</b>
<b>Why WHO is asking for this activity and how WHO will use the deliverables</b> Maximum of 200 words	This work has been requested by the WHO European Office for Investment for Health and Development in Venice, Italy (the Venice Office) to help progress an innovative <i>WHO Economy of Wellbeing initiative</i> as part of progressing implementation of the <i>WHO European Programme of Work 2020-25</i> . It directly supports WHO to implement the <i>Pan European Commission on Health and Sustainable Development (Monti Commission)</i> work and recommendations, specifically <i>Objective 2: Take action at all levels of societies to heal the divisions exacerbated by the pandemic; and Objective 5. Create an enabling environment to promote investment in health</i> . This has become even more important in the context of COVID-19 sustainable response and recovery across the European Region and Globally as an opportunity to place people's health and wellbeing at the centre of sustainable economic and social development (e.g. Global Goals 1, 3, 8, 9, 10, 11 and 12).
<b>What concrete actions will be taken by the designated institution? Be specific</b> Maximum of 1000 words	The WHO CC will: 1) provide, pilot and innovate evidence, methodologies and approaches to support WHO Economy of Wellbeing pilot sites, to shift their economic thinking, governance, and practices to improve wellbeing through investment in health in all policies; 2) synthesise lessons learned on ways that the health sector as a key economic sector and an 'anchor' is driving local and national inclusive development and growth.
<b>What will be WHO's role in this activity?</b> Maximum of 200 words	The WHO will: 1) manage the Economy of Wellbeing pilot sites and facilitate the knowledge exchange and the uptake of new economic thinking across participating countries; 2) be the liaison with the Member States and report to Member States and WHO Governing Bodies on progress to reduce health inequities, e.g. at Regional Committees, etc.
<b>Expected deliverables</b> Maximum of 100 words	1) Summary of economic evidence and methods demonstrating the value of health interventions and modelling the co-benefits of investing in health and wellbeing 2) Data analyses on the cost of health inequality 3) Technical input and delivery of virtual training introducing new economic models/tools for investing in health across sectors. This is not related nor leading to the development/issuance of qualifying diplomas or delivery of courses as part of an established degree; and the WHO name and emblem cannot be used on certificates of attendance, diplomas or similar. Dissemination through live/virtual fora, using National, Regional and Global media.
<b>Intellectual property rights</b>	IP rights of ALL deliverables belong to the WHOCC as per paragraphs 3.1.1 and/or 3.2.1 of the Terms and Conditions
<b>Activity timeframe</b>	April 2022 - March 2026 Timeframe of products will be agreed as per WHO needs and WHO CC capacities, reflecting COVID-19 and other unforeseen circumstances and pressures.

### Activity 3 (ID 34575)

<b>Activity title</b>	<b>Mobilise evidence, good practices and innovative approaches to help WHO strengthen Health and Equity in All Policies towards achieving sustainable development, leaving no one behind</b>
<b>Why WHO is asking for this activity and how WHO will use the deliverables</b> Maximum of 200 words	<p>This work has been requested by the WHO Regional Office for Europe and the European Office for Investment for Health and Development in Venice, Italy (the WHO Venice Office) to help progress the milestone <i>WHO European Health Equity Status Report initiative (HESRI)</i> and the delivery of the <i>WHO European Programme of Work 2020-25</i>. It directly supports WHO to implement its commitments to Member States as set out in the <i>WHO European Resolution EUR/RC69/R5</i> on accelerating progress towards healthy, prosperous lives for all, increasing equity in health and leaving no one behind in the WHO European Region; and the <i>WHO Resolution on the Social Determinants of Health</i>. It also supports WHO EURO to respond to needs identified by Member States for agile and responsive technical assistance to address the determinants of health Strategic Country Impact Review Report (December 2021).</p> <p>This has become even more important in the context of COVID-19 sustainable response and recovery across the European Region and globally, supporting WHO commitments under the <i>Thirteenth General Programme of Work (GPW 13)</i> and the <i>United Nations 2030 Agenda for Sustainable Development</i> (e.g. Global Goals 1, 3, 5, 10 and 11).</p>
<b>What concrete actions will be taken by the designated institution?</b> Be specific Maximum of 1000 words	<p>The WHO CC will: 1) develop a suite of technical resources (guides, toolkits, etc.) to facilitate and promote the use of Health Impact Assessment (HIA) across Member States and settings; 2) provide technical expertise to WHO to help strengthen equity-focused HIA capacities and capabilities in Member States to inform and mainstreaming Health and Equity in All Policies; 3) produce resources to strengthen and promote investment in mental health and wellbeing, including through an equity lens; 4) mobilise and synthesise evidence and learning for cross-sectoral action to support communities and leaving no one behind; 5) develop innovative tools to galvanise action on sustainable development, promoting investment in the wellbeing of future generations</p>
<b>What will be WHO's role in this activity?</b> Maximum of 200 words	<p>The WHO will: 1) review, guide and validate products, ensuring alignment with the WHO goals, priorities, flagship initiatives and deliverables; 2) lead on and facilitate policy dialogues and dissemination, tailoring and uptake of products at the Global, Regional and National Levels; 3) be the liaison with the Member States and report to Member States and WHO Governing Bodies on progress to reduce health inequities, e.g. at Regional Committees, etc.</p>
<b>Expected deliverables</b> Maximum of 100 words	<ol style="list-style-type: none"> <li>1) HIA webinars and a resource package for Member States to mobilise inter-sectoral action and promote investment in (mental) wellbeing and health equity</li> <li>2) Virtual international HIA Network of Practice event for the WHO European Region</li> <li>3) Toolkit promoting wellbeing and health equity in response to climate change</li> <li>4) Toolkit utilising Futures tools for health and wellbeing</li> <li>5) Case studies and materials to enable and foster social cohesion and sustainable development in communities</li> </ol> <p>Dissemination through National, Regional and Global media.</p>
<b>Intellectual property rights</b>	<p>IP rights of ALL deliverables belong to the WHOCC as per paragraphs 3.1.1 and/or 3.2.1 of the Terms and Conditions</p>
<b>Activity timeframe</b>	<p>April 2022 - March 2026</p> <p>Timeframe of products will be agreed as per WHO needs and WHO CC capacities, reflecting COVID-19 and other unforeseen circumstances and pressures.</p>

## Activity 4 (ID 34576)

<b>Activity title</b>	<b>Support WHO in enhancing understanding and awareness, and driving investment for building capacity and resilience to prevent adversity, trauma and injuries across the life course</b>
<b>Why WHO is asking for this activity and how WHO will use the deliverables</b> Maximum of 200 words	<p>This work has been requested by the WHO Regional Office for Europe and the European Office for Investment for Health and Development in Venice, Italy (the WHO Venice Office) to help delivery of the <i>WHO European Programme of Work 2020-25</i>. It directly supports WHO to implement its commitments to Member States as set out in the <i>WHO European Resolution EUR/RC69/R5 on accelerating progress towards healthy, prosperous lives for all, increasing equity in health and leaving no one behind in the WHO European Region</i>; and the <i>WHO Resolution on the Social Determinants of Health</i>. It also builds on previous joint work with the WHO to strengthen and synthesise the growing evidence base, linking childhood adversity, e.g. Adverse Childhood Experiences (ACEs), and the adoption of health harming behaviours, low mental wellbeing, and higher levels of chronic disease and health service use in later life, in order to improve health outcomes, prevent disease and reduce the health equity gap across the life course.</p> <p>This has become even more important in the context of COVID-19 sustainable response and recovery across the European Region and globally, supporting WHO commitments under the <i>Thirteenth General Programme of Work (GPW 13)</i> and the <i>United Nations 2030 Agenda for Sustainable Development</i> (e.g. Global Goals 1, 3, 10 and 11).</p>
<b>What concrete actions will be taken by the designated institution?</b> <b>Be specific</b> Maximum of 1000 words	<p>The WHO CC will: 1) undertake a cross-sectoral programme of work to understand the impact of childhood adversity, how best to invest in order to prevent ACEs and reduce their negative effects, and what it means to be trauma-informed; 2) develop a range of products to understand the system costs and other economics of ACEs, violence and injury; 3) synthesise knowledge, data and evidence in order to provide technical support to WHO, Member States and public health institutes with prevention, building resilience and trauma informed services; 4) pilot an ACEs and Trauma Practice Framework, supporting a whole systems approach and practice; 5) support WHO to develop ACEs and trauma informed international networks with a specific focus on understanding how ACEs can be routinely measured in children and young people to support and inform trauma and injury prevention.</p>
<b>What will be WHO's role in this activity?</b> Maximum of 200 words	<p>The WHO will: 1) review, guide and validate products, ensuring alignment with the WHO goals, priorities, flagship initiatives and deliverables; 2) lead on and facilitate policy dialogues and dissemination, tailoring and uptake of products at the Global, Regional and National Levels; 3) be the liaison with the Member States and report to Member States and WHO Governing Bodies on progress to reduce health inequities, e.g. at Regional Committees, etc.</p> <p>This activity will progress in close collaboration with the WHO Regional Office for Europe, the Violence and Injury Prevention team at the WHO European Centre for Environment and Health in Bonn, Germany (the Bonn Office); as well as in collaboration with the WHO Venice Office, and WHO Headquarters.</p>
<b>Expected deliverables</b> Maximum of 100 words	<ol style="list-style-type: none"> <li>1) A pilot ACEs and Trauma Framework to inform development across Member States</li> <li>2) Resources for measuring ACEs in children and young people; and for injury prevention</li> <li>3) Technical handbook on ACEs prevention, building resilience and developing trauma informed systems</li> <li>4) Report on the economic costs of ACEs in Europe</li> </ol> <p>Dissemination through National, Regional and Global media.</p>

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<b>Activity timeframe</b>	April 2022 - March 2026 Timeframe of products will be agreed as per WHO needs and WHO CC capacities, reflecting COVID-19 and other unforeseen circumstances and pressures.