



# Promoting well-being

Well-being is a positive state experienced by individuals and societies. Similar to health, it is a resource for daily life and is determined by social, economic and environmental conditions. Well-being encompasses quality of life and the ability of people and societies to contribute to the world with a sense of meaning and purpose. Focusing on well-being supports the tracking of the equitable distribution of resources, overall thriving and sustainability. A society's well-being can be determined by the extent to which it is resilient, builds capacity for action, and is prepared to transcend challenges ([Glossary of Terms 2021](#)).

WHO works with Member States and partners to advance well-being as it pertains to global health and the 17 Sustainable Development Goals (SDGs). Well-being is a major underlying driver of policy coherence across sectors and encourages galvanized action. Advancing societal

well-being helps create active, resilient and sustainable communities at local, national and global levels, enabling them to respond to current and emerging health threats such as COVID-19 and environmental disasters.

WHO coordinated the [10th Global Conference on Health Promotion](#) in December 2021, where the Geneva Charter for Well-being was endorsed by participants. It outlines 5 key action areas:

1. design an equitable economy that serves human development within planetary boundaries;
2. create public policy for the common good;
3. achieve universal health coverage;
4. address the digital transformation to counteract harm and disempowerment and to strengthen the benefits; and
5. value and preserve the planet.

WHO continues to work with Member States to implement actions in these areas.

## Our work

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### [Creating healthy cities](#)

**Improving health literacy**

**Investing in school health**

## Promoting health through good governance

# Publications

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21 December 2021

## The Geneva Charter for Well-being

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6 October 2022

## Bending the trends to promote health and well-being: a strategic foresight on the future of health

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## Towards developing WHO's agenda on well-being

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6 December 2021

## Health Promotion Glossary of Terms 2021

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25 January 2023

## **Reducing youth exposure to alcogenic environments: What can be learnt from community-led approaches?**

Infographic

## **Poster: WHO75 Health For All**

10 January 2023

## **Health For All: 75 years of improving public health**

16 November 2022

## **The World Health Organization at 75**

### **News**

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[All →](#)

15 December 2021 | News release

**10th Global Conference on Health Promotion charts a path for creating ‘well-being societies’**

## **Related health topics**

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Behavioural interventions

**Health promotion**

# Events

[All →](#)

## The Geneva Charter: realising societal well-being

📅 8 September 2022 11:00 – 13:00 UTC Time



[10th Global Conference on Health Promotion](#)