

## **Lunch Debate**

### **"Health literacy – A first step towards healthy Europe?"**

**Wednesday, 23 June, 2010  
12.30-15.00**

**European Parliament - Room ASP 5G-3**

**MEP Pat the Cope Gallagher, ALDE, Ireland  
MEP Antonyia Parvanova, ALDE, Bulgaria**

Organised by the Faculty of Health, Medicines and Life Sciences, University of Maastricht, supported by MSD (Europe), Inc.

In its 2007 White Paper “together for Health: A strategic approach for the EU 2008-2013, the European Commission named the promotion of health literacy as one of the key actions to reduce health inequalities within the EU.

Three years later, we would like to assess with you,

- the positive impact health literacy can have on people’s health;
- the progress made to date;
- how current public-private partnerships on health literacy can positively affect health;
- if and how health literacy programmes will benefit from a more strategic approach.

Our debate will be kicked off by presentations of our high-level speaker panel, including:

- Helmut Brand, Head of the Department, International Health School for Public Health and Primary Care (caphri), University of Maastricht
- Ilona Kickbusch, Director Global Health Programme, The Graduate Institute Geneva
- Jennifer Lynch, Project Coordinator, National Adult Literacy Agency (NALA)
- Anders Olauson, President, European Patients' Forum

To confirm your participation or to request any further information, please contact Ines Correia at the event secretariat at [icorreia@hillandknowlton.com](mailto:icorreia@hillandknowlton.com) or +32 (0) 2 737 95 01.

We look forward to seeing you on 23 June.