**Local solutions to global challenges**

**Conveners:**

Massey University, College of Health, New Zealand

Te Hiringa Hauora – The Health Promotion Agency, New Zealand.

VicHealth (Victorian Health Promotion Foundation), Australia

In this session, two health promotion organizations and a university, committed to addressing critical health challenges in their communities, come together to showcase some of their innovative initiatives and research findings.

VicHealth will present its successful campaign to inspire women to get active: ‘This Girl Can Victoria’. The campaign uses a multi-faceted approach to not only inspire women but to bring about systems and environmental change, all aimed at supporting gender equality and greater physical activity to benefit physical, mental and social wellbeing.

Te Hiringa Hauora/The Health Promotion Agency will present on how it supports Māori-led health promotion which empowers whānau and communities to lead healthier lives and supports environments that promote and protect health and wellbeing. The Agency will share the outcomes and findings from evaluations of two Māori-led projects using Māori models of health and wellbeing to deliver health promotion to the community.

Massey University will present on how health promotion research contributes significantly to the development of strategies to strengthen health equity across the life course and well-being for everyone. It will showcase examples of health promotion strategies for reducing health inequities for different communities including food security, healthy aging, waka ama and a reflect on the use of systems-approach to address complex health and social system challenges.