## **Smart Health Promotion in a Digital Era**

**Convener: SMART (Social Media and Responsive Technologies conference sub-committee)**

Health promotion is the process of enabling people to increase control over, and to improve, their health and wellbeing. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions.

The world has changed both socially and technologically since the adoption of the Ottawa Charter. ‘Connectedness’ now goes beyond the physical footprint of the street and neighborhood you live in.

Technology allows global virtual communities for health and many see these as new promises for health promotion. On the other hand, screen dependency and things like ‘fake news’ adversely impact on health. Many dimensions of this new Health Promotion 4.0 have gone unexplored, neither by rigorous research nor by glocal policy and governance approaches.

This session presents the opportunities and threats of ICT (Internet and Communication Technologies) and AIS (Artificial Intelligence Systems) for health.

It showcases some of the great advances in health connectedness around the world, but also addresses the shortcomings and dangers of Big Data and the Internet of Things. For instance – are Smart Cities always Healthy Cities?

Participants are invited to directly engage, through the very technologies we will be talking about, with the debate. And they don’t even need to be in Rotorua…!