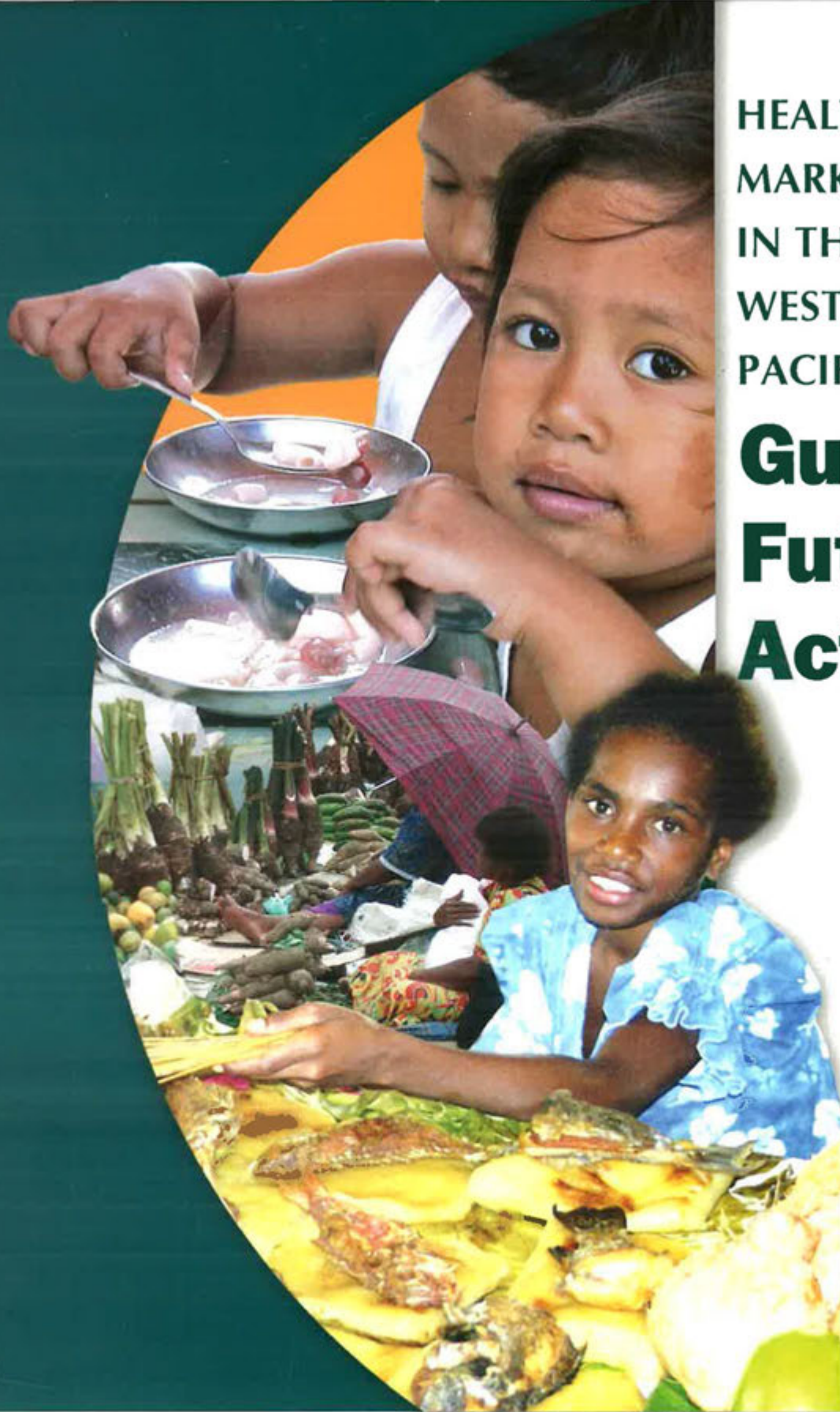


HEALTHY
MARKETPLACES
IN THE
WESTERN
PACIFIC

Guiding Future Action



WORLD HEALTH ORGANIZATION
WESTERN PACIFIC REGION

**Healthy Marketplaces in
the Western Pacific**

**Guiding
Future
Action**

**Applying a Settings Approach to the
Promotion of Health in Marketplaces**



**WORLD HEALTH ORGANIZATION
WESTERN PACIFIC REGION**

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Message from the Regional Director

Marketplaces, particularly in developing countries, are often one of the defining characteristics of a community—reflecting community values, traditions and practices. In many cities and rural communities, the marketplace is considered by most people to be its commercial and social centre. In addition, many marketplaces prove to have a great drawing power for tourists who find in marketplaces a microcosm of the community they have come to discover. Yet, as colourful as these markets may be, traditional attitudes and practices in the marketplace may be at odds with practices that protect or promote health. As a consequence, in many countries of the Western Pacific Region, marketplaces are endangering the health and safety of the marketplace community. Vendors, marketplace employees, consumers and others using the marketplaces are frequently exposed to many hazards including fire hazards associated with overcrowding, poor wiring, excess flammable materials and a lack of fire fighting facilities; communicable diseases; emerging zoonoses; flooding and associated poor sanitation; inadequate hygiene facilities; poor working conditions; unsafe water; unsafe food; injury from vehicles in the marketplace; and poor personal security.

The Western Pacific Region of WHO, therefore, considers the marketplace to be a priority setting for health protection and promotion in the 21st century. Like other settings where WHO has developed health-promoting initiatives (cities, islands, schools, hospitals and workplaces), the marketplace can have a very positive impact on the health and well-being of vendors, their families, communities and the society at large. From an economic point of view, the Healthy Marketplace initiative also offers the possibility of establishing linkages between development and health. If resources generated in the marketplace are used to improve health as well as to create a demand for safe products among consumers, business in the market will improve, thus generating even more resources for further improvements. This mutually supportive dynamic can lead to sustainable long-term improvement in the health status of the population.

In the Western Pacific, a number of countries have initiated Healthy Marketplaces activities supported by WHO. However, the expansion of Healthy Marketplaces programmes has been limited by the tendency for activities to have been driven by both external funding and non-market-based stakeholders. These regional guidelines have been prepared to facilitate more rapid expansion of Healthy Marketplace programmes by clarifying core principles that, if applied, will enhance the success and sustainability of Healthy Marketplace programmes. These guidelines will also benefit from future Healthy Marketplace activities and should be regarded as progressive, working guidelines that will need to be revised as more experiences are accumulated.

It is anticipated that the guidelines will be of value not only to those considering using Healthy Marketplaces as settings for promoting and protecting health but also to those already implementing Healthy Marketplace programmes. In this situation, the guidelines may be used to review current visions, goals and activities and to develop and implement plans for the future.

A handwritten signature in black ink that reads "Shigeru Omi".

Shigeru Omi, MD, Ph.D.

Regional Director

WHO Regional Office for the Western Pacific

“The Western Pacific Region of WHO considers the marketplace to be a priority setting for health protection and promotion in the 21st century”



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The marketplace environment is an important determinant for health.



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