GENEVA HEALTH FORUM 2026 · ABSTRACT #274 · *New Forms of Collaboration in Global Health*

Global Health Communication & Social Innovation Hub

A Proposed Europe–Latin America Platform for Rethinking Global Health Cooperation

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CORE PROPOSAL — **Turn health communication into a distributed infrastructure for cooperation, social innovation, and funding.**

INTRODUCTION

Global health cooperation is fragmented across agendas, research, institutions, and communities. Europe and Latin America lack stable mechanisms to translate evidence and community knowledge into action, policy, and funding.

OBJECTIVE

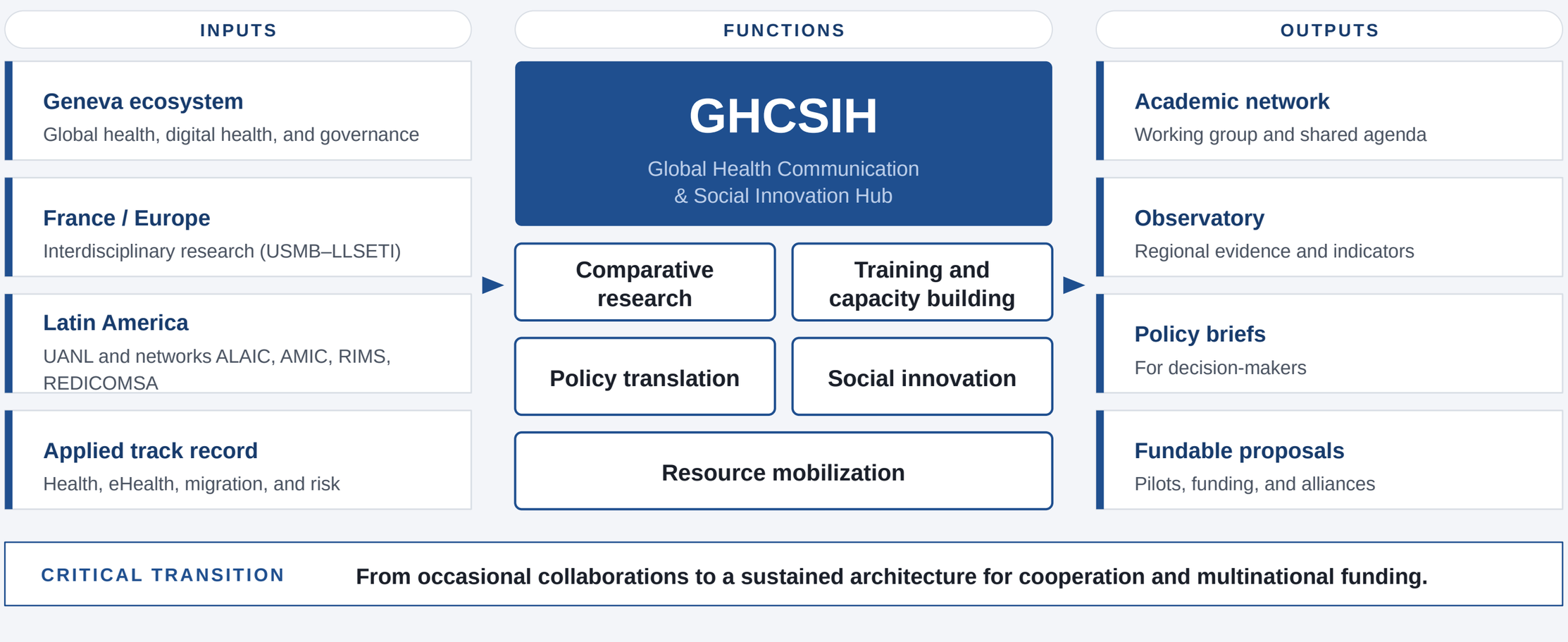
To design a distributed Europe–Latin America platform connecting research, training, policy translation, social innovation, and resource mobilization.

METHODS

Exploratory cooperation design: academic and institutional exchanges in Geneva, Europe, and Latin America; stakeholder mapping; review of capacities; and a 2027–2030 roadmap.

RESULTS: HUB ARCHITECTURE

From academic exchanges to sustainable cooperation



CRITICAL TRANSITION — **From occasional collaborations to a sustained architecture for cooperation and multinational funding.**

DESIGN PRINCIPLES

1. **Distributed cooperation**
2. **Communication as agenda translation**
3. **Community knowledge as evidence**
4. **Innovation with implementation**
5. **Sustainability through funding**

KEY STAKEHOLDERS

Universities, public institutions, international organizations, civil society, and communities contribute according to their capacities, not through a centralized model.

DISCUSSION: VALUE FOR POLICY

1. Position health communication as a strategic capacity for cooperation.
2. Open channels for Latin American evidence to engage with global governance.
3. Connect academia, institutions, international organizations, and communities.
4. Build funding pathways for regional pilots.

PROPOSED IMPLEMENTATION ROADMAP 2027–2030

2027 — Activation
- Working group
- Initial webinar
- Stakeholder mapping

2028 — Consolidation
- Observatory
- Policy briefs
- Training

2029 — Scaling
- Proposals
- Pilots
- Alliances

2030 — Sustainability
- Governance
- Funding portfolio
- Permanent platform

CONCLUSION

GHCSIH proposes to turn health communication into a cooperation mechanism:

research + training + policy translation + social innovation + resource mobilization

QUESTION FOR INTERNATIONAL COLLABORATION

How can a Europe–Latin America platform translate evidence, communication, and social innovation into sustainable cooperation for global health?

KEY REFERENCES

García González (2023). Estrategias de comunicación en salud [Health communication strategies].

Petracci & García González (coords.) (2020). Comunicación y salud en América Latina: contribuciones al campo [Communication and health in Latin America].

García González & Mendoza Longoria (2020). Evaluación de la comunicación de riesgo en salud desde la información periodística sobre COVID-19 [Evaluation of health risk communication in COVID-19 news coverage].

Proposed platform: the institutions mentioned informed the design; they are not formal partners.

CONTACT

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