

**Intervention on provisional agenda item 24.2 Global strategies and plans of action
that are scheduled to expire within one year
78th WORLD HEALTH ASSEMBLY**

Honourable Chair, Distinguished Delegates,

I speak on behalf of the International Pharmaceutical Federation (FIP), the global organisation representing over four million pharmacists, pharmaceutical scientists, and pharmaceutical educators worldwide.

As Member States review the soon expiring WHO global strategies, FIP underscores the role of pharmacy in sustaining progress and closing implementation gaps. Pharmacists are increasingly delivering digital health services—from medication adherence support to remote chronic care—while contributing to maternal and child health through counselling, vaccinations, and nutritional interventions. In dementia care, pharmacists optimise pharmacotherapy, enhance adherence, and reduce polypharmacy risks.

We call on Member States to:

- Embed pharmacists in national digital health strategies with appropriate infrastructure, governance, and training;
- Recognise the role of pharmacy in maternal and child health, dementia prevention, and primary health promotion;
- Sustain pharmacist-led innovations that extend access to essential services through both digital and community-based models.

Think Health. Think Prevention. Think Pharmacy.

Thank you for your attention.