



WHO
Launch of the WHO CC

19 May 2026
Crete

Original: Greek/English
Hybrid

**Launch of the WHO Collaborating Center
on Quality of Care and People-Centered Health Policies**

Preliminary Programme

PART 1

09:00 – 09:30	Registration
09:30 – 10:00	Opening Remarks Christina-Maria Kravvari, Secretary General, Public Health, Ministry of Health, Greece Stavros Arnaoutakis, Chief Executive, Region of Crete George Kontakis, Rector, University of Crete Eleni Papadaki, Dean, School of Medicine, University of Crete Nektarios Papavasileiou, Chief Executive, 7th Health Region Joao Breda, Head, WHO Athens Quality of Care and Patient Safety Office
10:00- 10:30	Session 1 Strategic Vision and Objectives of the WHO CC on Quality of Care and People-Centered Health Policies Launch Christos Lionis, Professor Emeritus of General Practice and Primary Health Care, School of Medicine, University of Crete, WHO Collaborating Centre, Greece Quality of Care as Means to Achieve People-Centredness: A Core Pillar of the WHO Athens Quality of Care Agenda Joao Breda, Head, WHO Athens Quality of Care and Patient Safety Office
10:30-11:00	Session 2 Facilitator: Eleni Papadaki, Dean, School of Medicine, University of Crete, WHO Collaborating Centre, Greece

	<p>Keynote: Health Literacy National Policies in the WHO European Region</p> <p>Kristine Sorensen, Founder, Global Health Literacy Academy, Executive Chair of Health Literacy Europe & International Health Literacy Association</p> <p>Q&A</p>
11:00-11:15	<p>Closing Remarks</p> <p>Eleni Papadaki, Dean, School of Medicine, University of Crete, WHO Collaborating Centre</p>
11:15 – 11:45	Coffee Break