

Dear colleagues,

Almaty Management University (AlmaU) invites you to participate in the international scientific and practical conference **"Health Literacy: Challenges and Perspectives"**, which will be held on **April 16, 2025**, in Almaty.

The conference will provide a platform for discussing key issues related to improving health literacy, as well as analyzing the challenges and perspectives faced by societies in a rapidly changing world.

The goal of the conference is to examine current trends in healthcare, identify pressing issues, and explore opportunities for improving health at both global and local levels. Special attention will be given to raising public awareness, the role of educational programs, and healthcare professionals in enhancing the health of citizens.

The following topics will be discussed during the conference:

- **Innovations and technological changes in health: digitalization and artificial intelligence**
- **Health literacy as a factor of sustainable societal development**
- **Social and cultural aspects of health: the influence of environmental factors and personal characteristics**
- **The role of international cooperation and political initiatives in improving health literacy**
- **Challenges and perspectives in reproductive health and its impact on societal well-being**

We invite experts in the fields of healthcare, medicine, educational technologies, scientific research, as well as representatives from the academic community, public organizations, and governmental institutions to participate.

Conference venue: Almaty, AlmaU, 227 Rozybakiyev St., Room A600

Conference languages: Kazakh, Russian, English

Conference format: Offline / Online

To participate in the conference, please fill out the registration form at the following link:
<https://surl.li/oitbat>

For online participation, follow the link:

<https://zoom.us/j/98127991905?pwd=JD19duNdPW67bCDjPhJziYtgC0RsYa.1>

Conference ID: 981 2799 1905

Access code: 573981

If you have any questions, please use the following contacts:

Zulfiya Ilyassova, +7 777 356 32 50, z.ilyassova@almau.edu.kz