



**Building a new European
Policy for Health on Today's
Evidence**

Zsuzsanna Jakab, WHO Regional Director for Europe



**World Health
Organization**

REGIONAL OFFICE FOR **Europe**



Health2020



**World Health
Organization**

REGIONAL OFFICE FOR **Europe**

Building a New European Policy for
Health on Today's Evidence

Berlin, Germany, 23 October 2011

Health2020

A WHO European Region where all peoples are enabled and supported in achieving their full health potential and well-being, and in which countries, individually and jointly, work to reduce inequalities in health within the Region and beyond



**World Health
Organization**

REGIONAL OFFICE FOR **Europe**

Building a New European Policy for
Health on Today's Evidence

Berlin, Germany, 23 October 2011



Health2020

Health
Equity



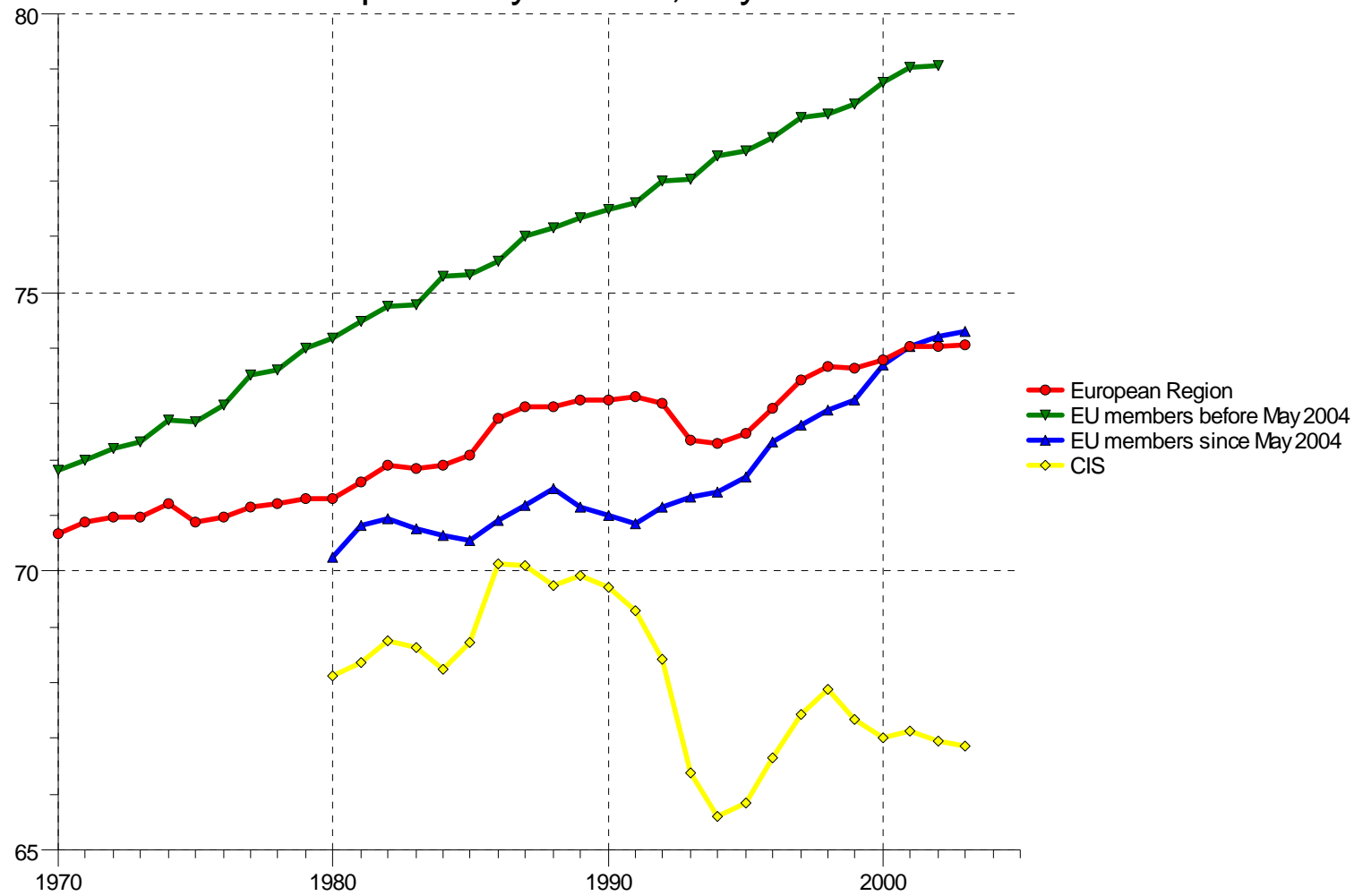
**World Health
Organization**

REGIONAL OFFICE FOR **Europe**

Building a New European Policy for
Health on Today's Evidence

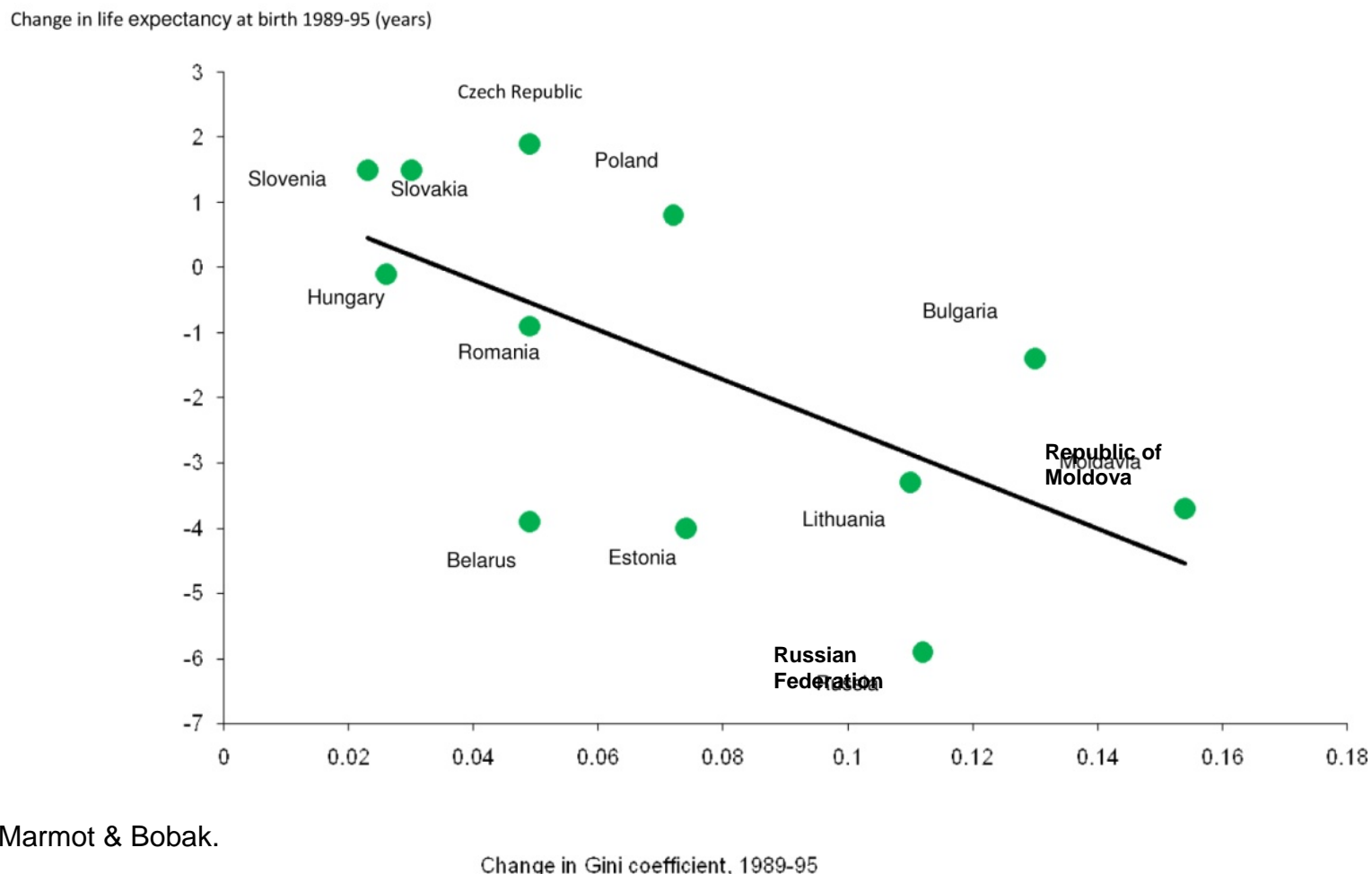
Berlin, Germany, 23 October 2011

Life expectancy at birth, in years



Health inequalities are socially determined

Change in life expectancy by increase in income inequality, 1989–1995



Source: Marmot & Bobak.

Health2020

Health
Equity

Health
Governance



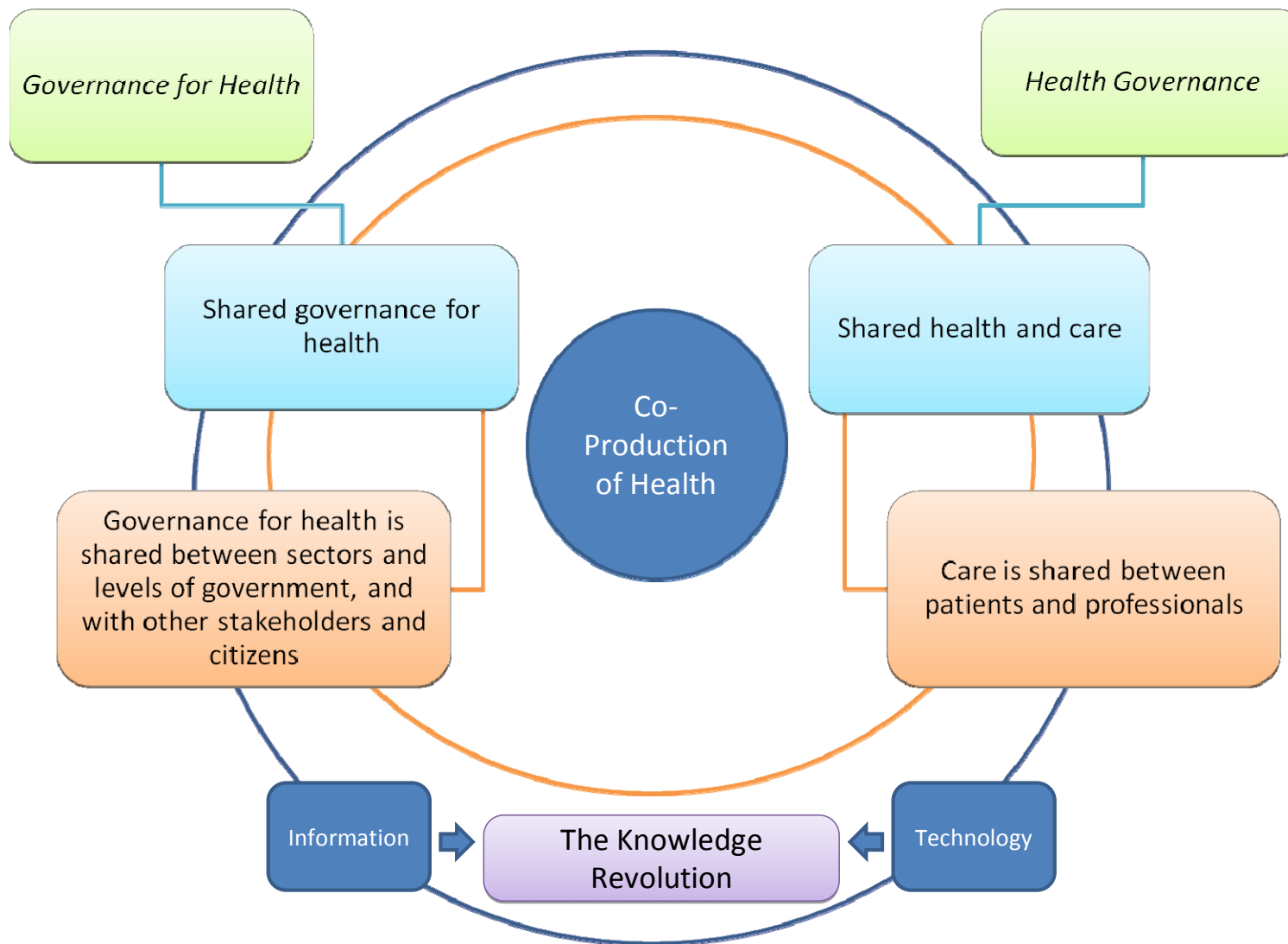
**World Health
Organization**

REGIONAL OFFICE FOR **Europe**

Building a New European Policy for
Health on Today's Evidence

Berlin, Germany, 23 October 2011

Source: *Governance for health in the 21st century: a study conducted for the WHO Regional Office for Europe*. Copenhagen, WHO Regional Office for Europe, 2011.



The 21st-century approach to governance for health



Health2020

Health
Equity

Health
Governance

Economics
of
Prevention



**World Health
Organization**

REGIONAL OFFICE FOR **Europe**

Building a New European Policy for
Health on Today's Evidence

Berlin, Germany, 23 October 2011

Economic costs of ill health

- Cardiovascular diseases (CVD): €168 billion per annum in 25 European Union countries; 60% of costs to health care systems
- Alcohol-related harm: €125 billion per annum (substantial costs of lost employment, violence and crime)
- Obesity-related illness (including diabetes and CVD): more than 1% of gross domestic product (GDP) and up to 4.5% of health care expenditure
- Cancer: 6.5% of all health care expenditure
- Road traffic injuries: 1.5–2% of GDP in middle- and high-income countries

Economic returns

Parenting and social/emotional learning to prevent childhood behavioural problems have **9:1** return on investment

Childhood obesity: combined food labelling, self-regulation, school actions, media and counselling are highly cost-effective: less than **€10 000** per disability-adjusted life-year (DALY) gained

Healthy diets: taxes and regulatory measures (e.g. restricting level of fat in products) shown to be cost-effective measures in different contexts

Harmful use of alcohol: combination of taxation, advertising restrictions, brief intervention and increased roadside testing interventions is highly cost-effective in Europe

Health2020

Health
Equity

Health
Governance

Economics
of
Prevention

Public
Health



**World Health
Organization**

REGIONAL OFFICE FOR **Europe**

Building a New European Policy for
Health on Today's Evidence

Berlin, Germany, 23 October 2011

Strengthening public health: guaranteeing delivery of 10 essential public health operations (EPHOs)

Vary according to institution, but constitute the backbone of the proposed public health operations for Europe (pilot-tested for the last four years)

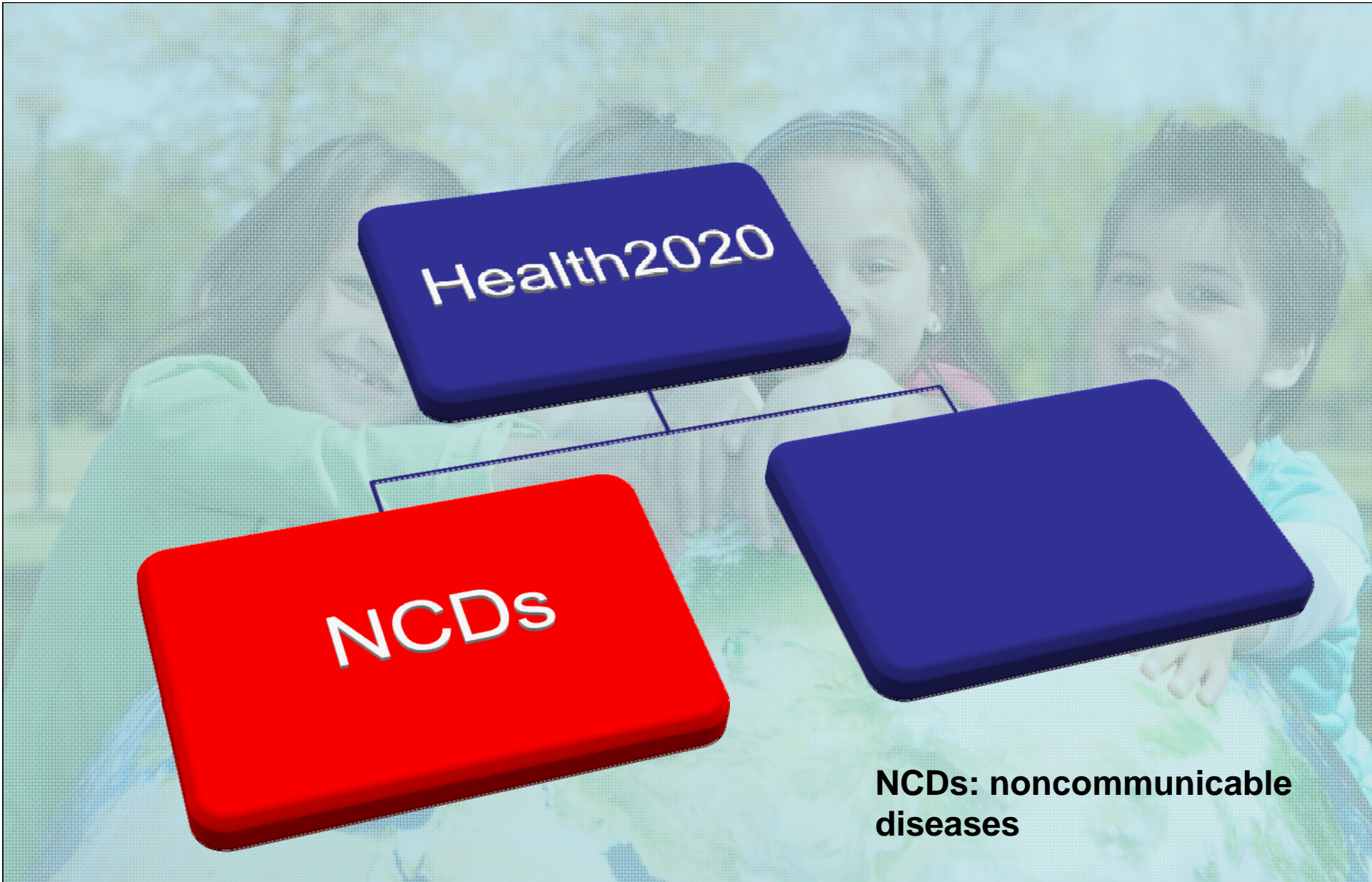
1. **Surveillance and assessment of the population's health and well-being**
2. **Identification of health problems and health hazards in the community**
3. **Health protection services (environment, occupational, food safety)**
4. **Preparedness and planning for public health emergencies**
5. **Disease prevention**
6. **Health promotion**
7. **Assurance of a competent public health and personal health care workforce**
8. **Governance, financing and evaluation of quality and effectiveness of public health services**
9. **Communication for public health**
10. **Health-related research**

Evaluation of public health services in south-eastern Europe



Strengthening public health capacities and services in Europe: a framework for action

1. Conceptual framework
2. Strengthening **regulatory frameworks** for protecting and improving health
3. Improving health outcomes through **health protection** operations and services
4. Improving health outcomes through **disease prevention** operations and services
5. Improving health outcomes through **health promotion** operations and services
6. Ensuring a competent **public health workforce**
7. Developing **research and knowledge** for policy and practice
8. **Organizational structures** for public health services



NCDs: noncommunicable diseases

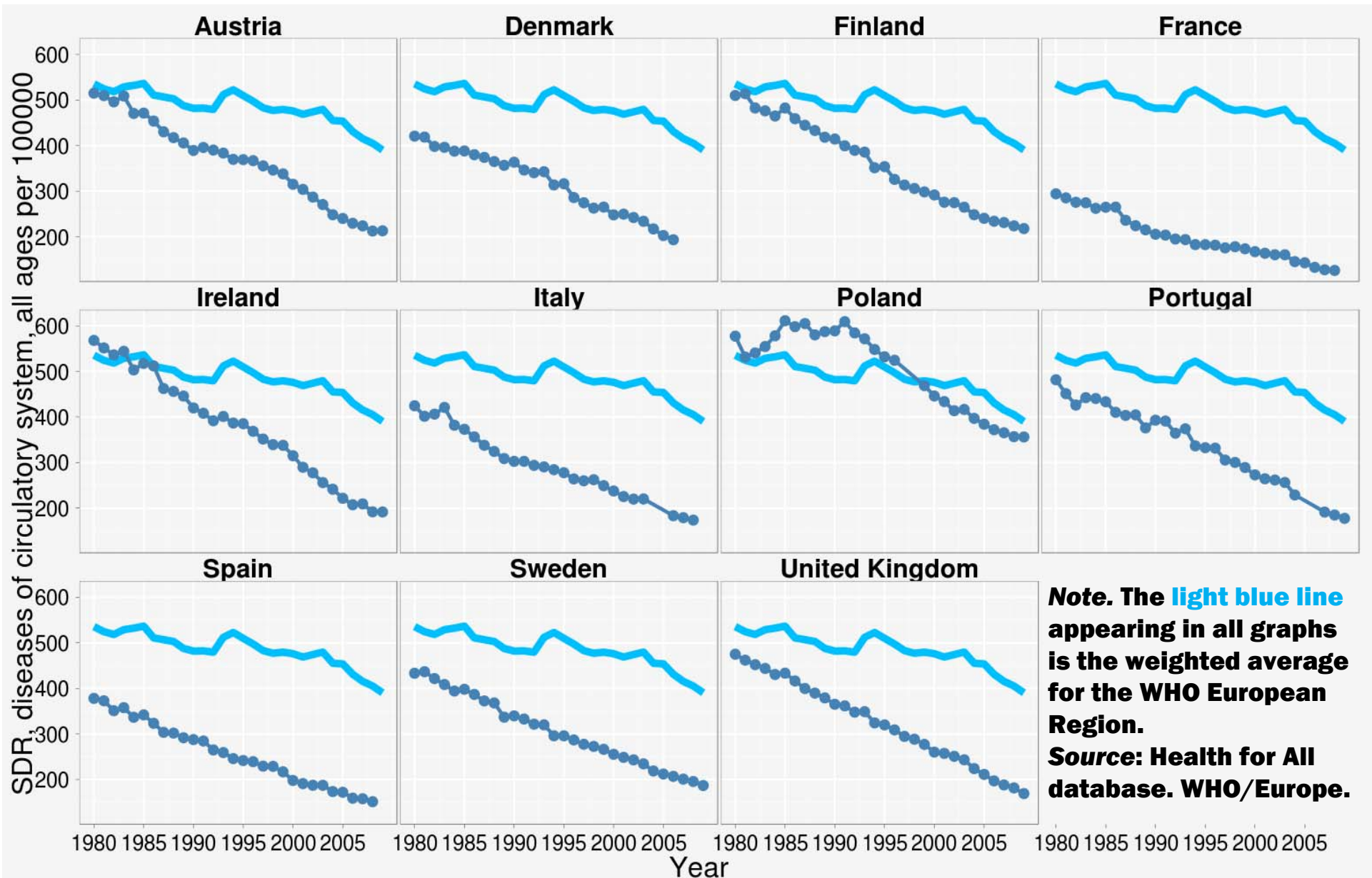


World Health Organization

REGIONAL OFFICE FOR **Europe**

Building a New European Policy for Health on Today's Evidence

Berlin, Germany, 23 October 2011



2011: the year of NCDs

**Sixty-first session of the Regional
Committee for Europe**

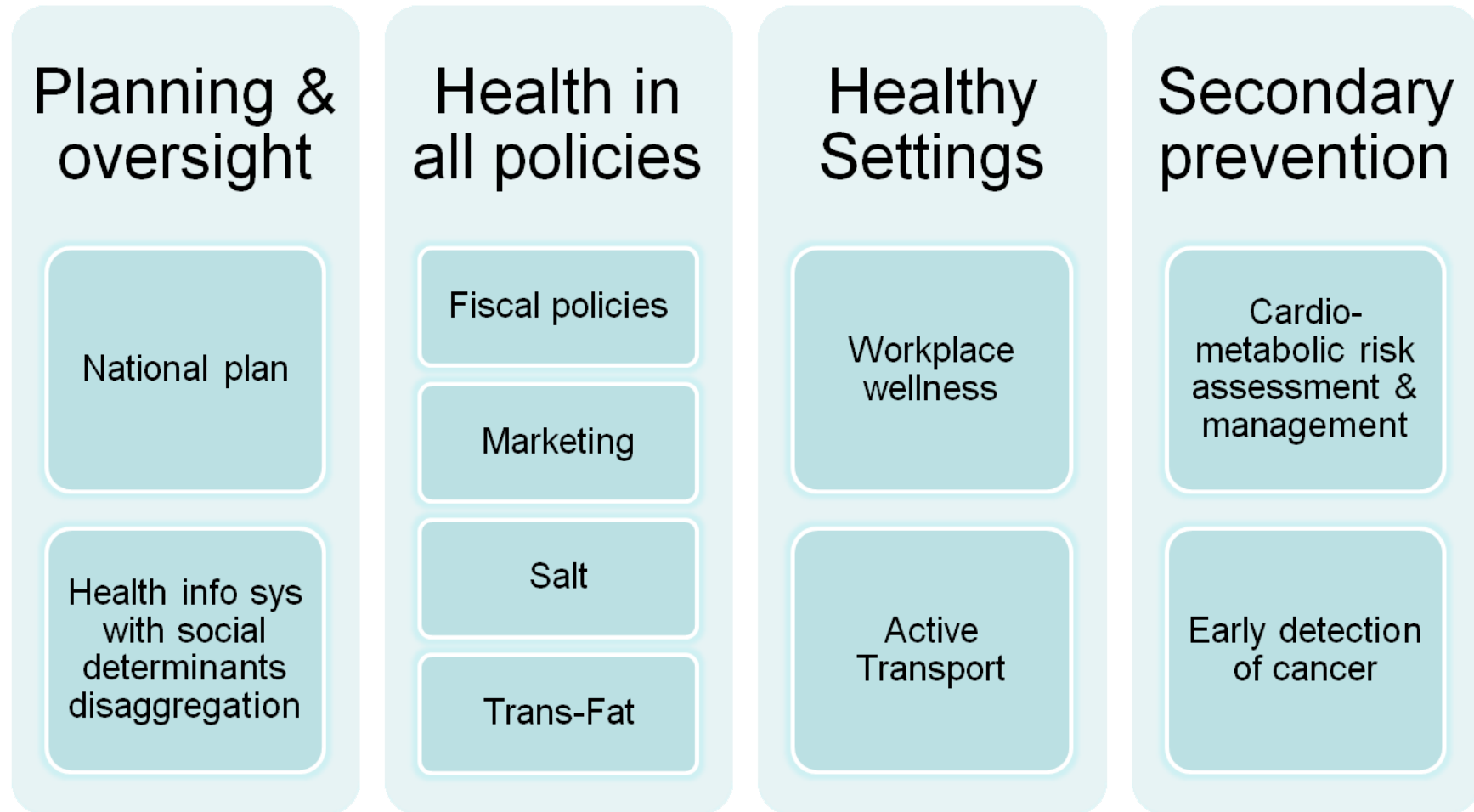
**Action plan for the implementation of the
European strategy for NCD prevention and
Control endorsed by Member States**

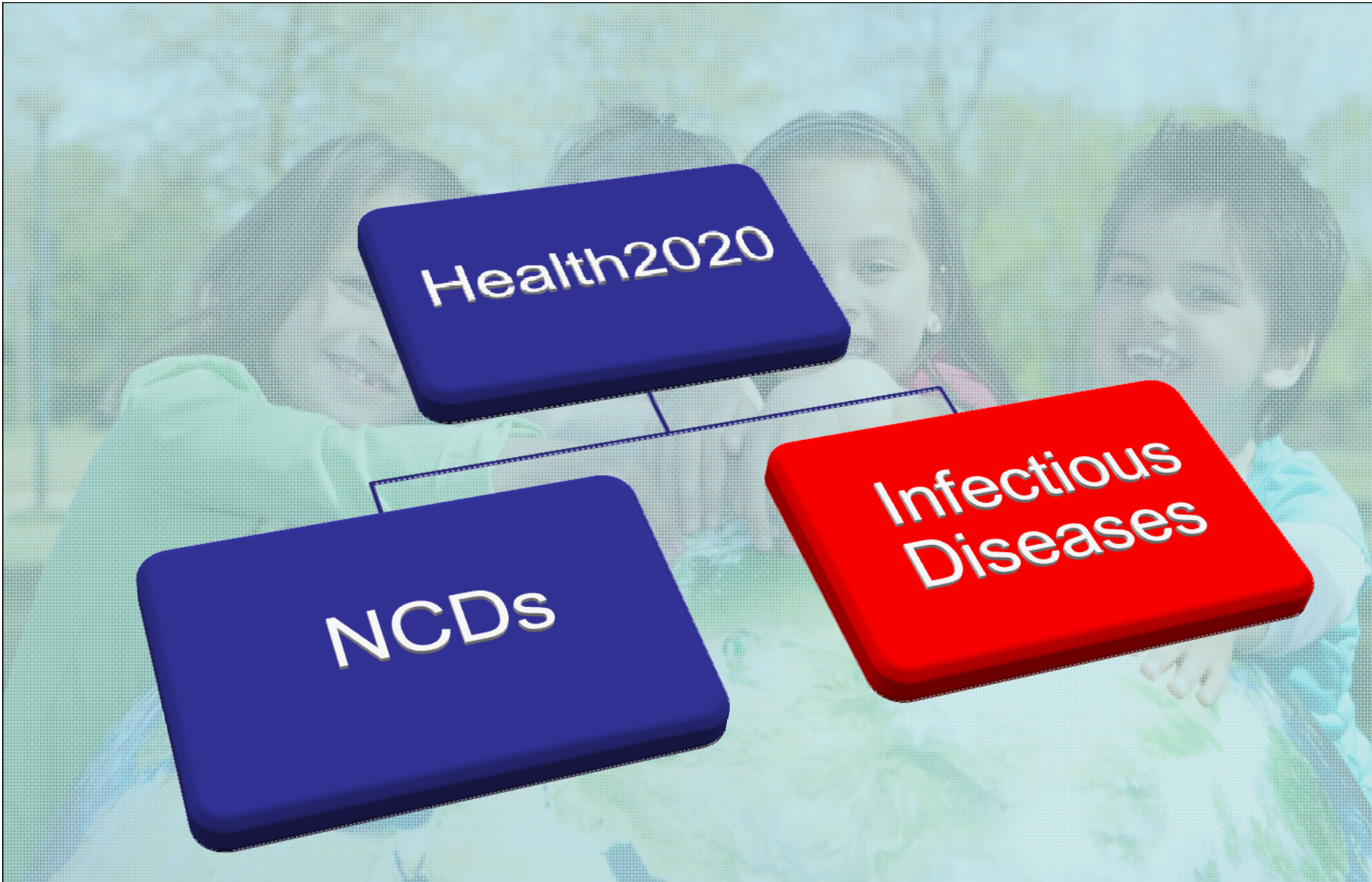


**United Nations high-level meeting on
NCD prevention and control**

Political declaration adopted

Outline of the NCD action plan





**World Health
Organization**

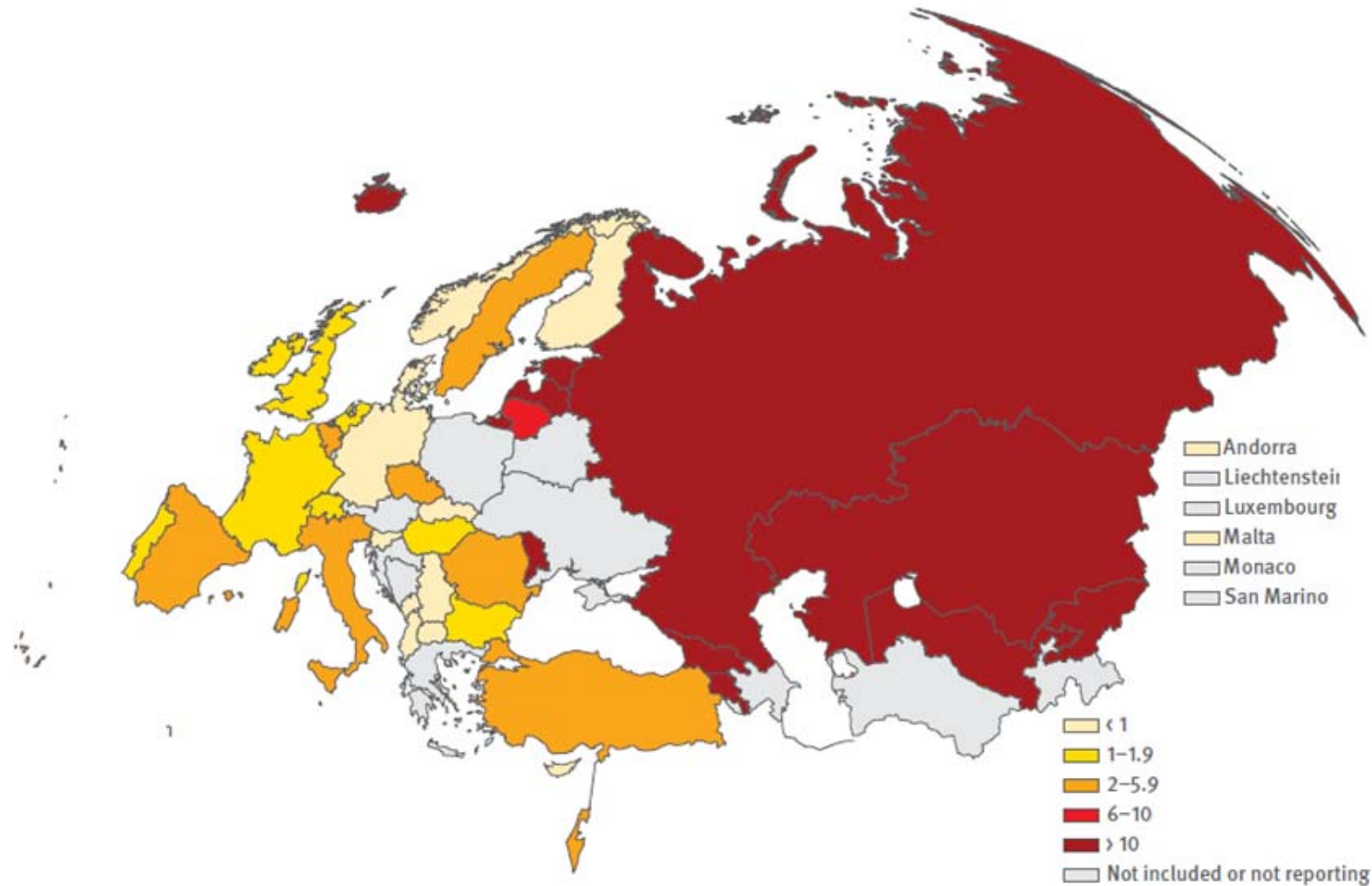
REGIONAL OFFICE FOR **Europe**

Building a New European Policy for
Health on Today's Evidence

Berlin, Germany, 23 October 2011

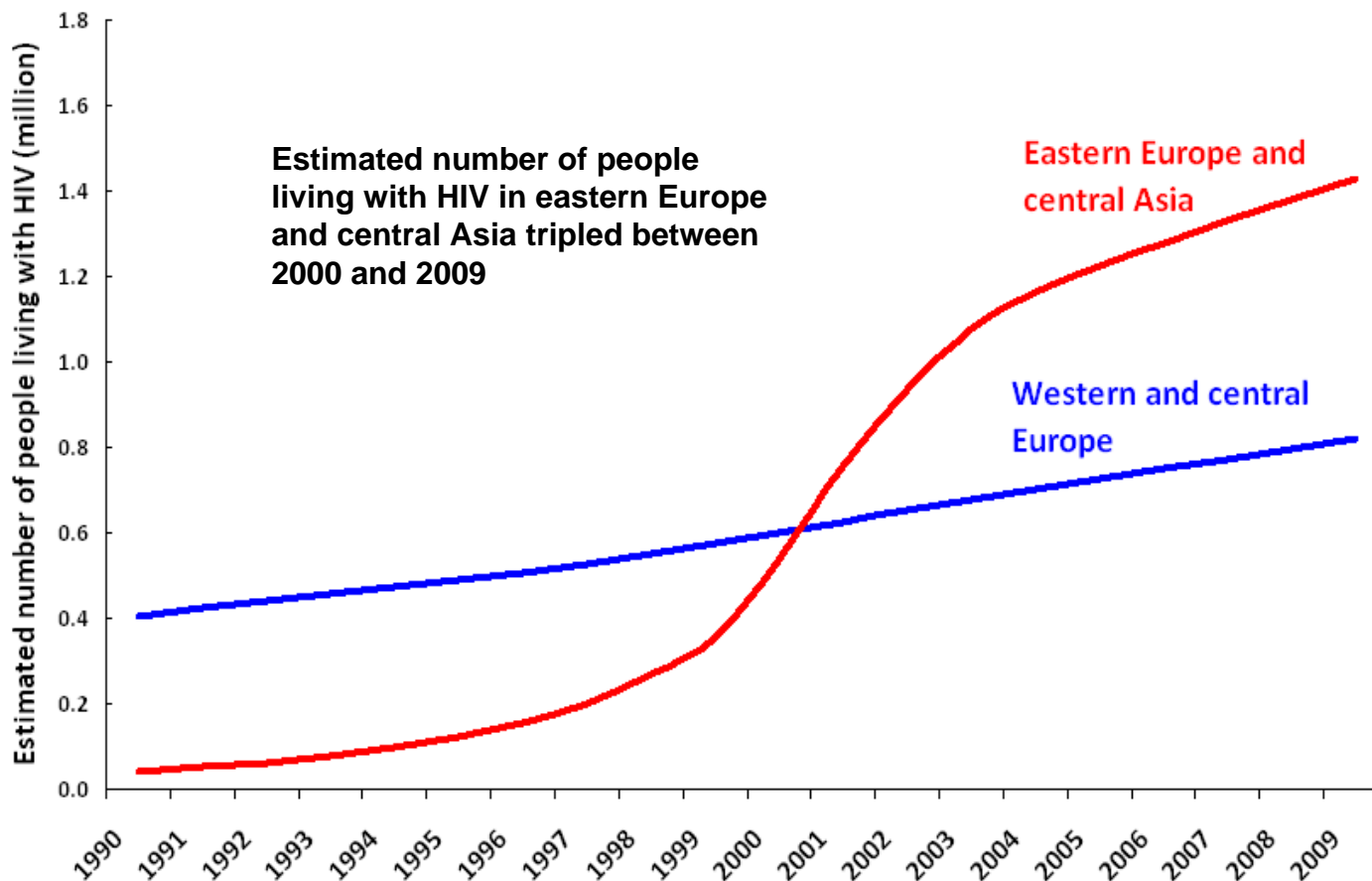
Tuberculosis (TB) kills 7 people per hour in Europe

Percentage of notified TB cases with primary multidrug resistance, Europe, 2008

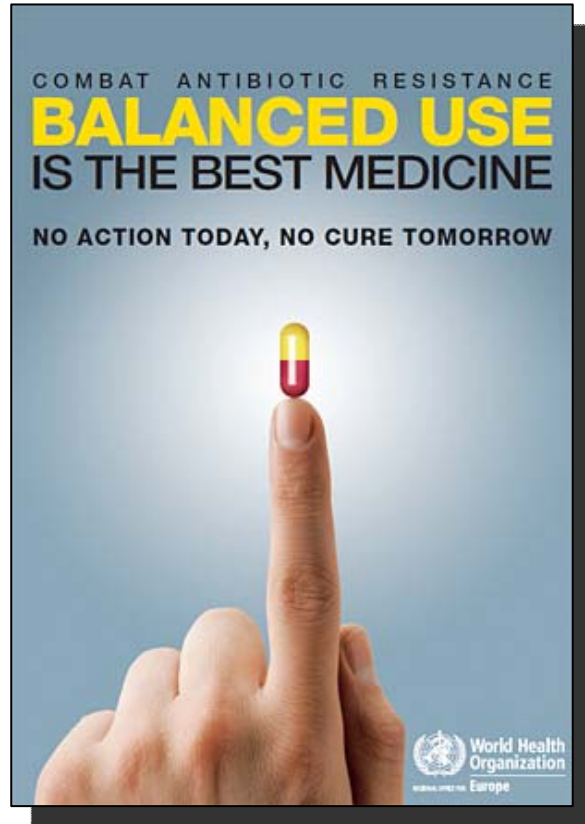


Source: Global tuberculosis database. Geneva, World Health Organization, 2011 (accessed on 10 October 2011).

Need for accelerated action to halt HIV/AIDS epidemic in Europe



New strategy on antibiotic resistance in Europe





Thank you



**World Health
Organization**

REGIONAL OFFICE FOR **Europe**