

# Facing future challenges for global health

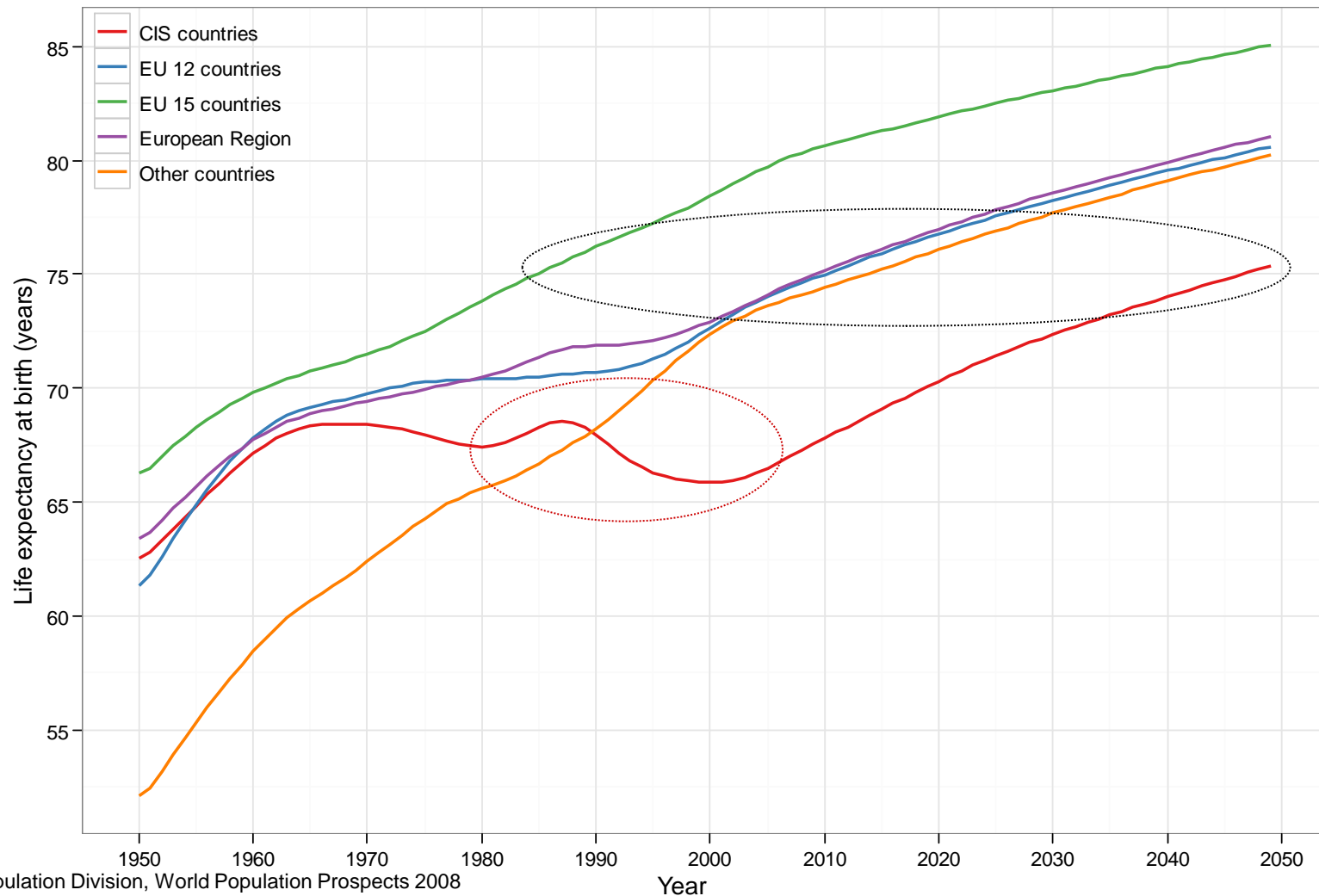
---

Zsuzsanna Jakab  
WHO Regional Director for Europe

# Health – a precious global good

- Higher on the political and social agenda of countries and internationally
- An important global economic and security issue
- A major investment sector for human, economic and social development
- a major economic sector in its own right
- A matter of human rights and social justice

# Life expectancy in European country groups in 1950-2045: population health improvement and ageing

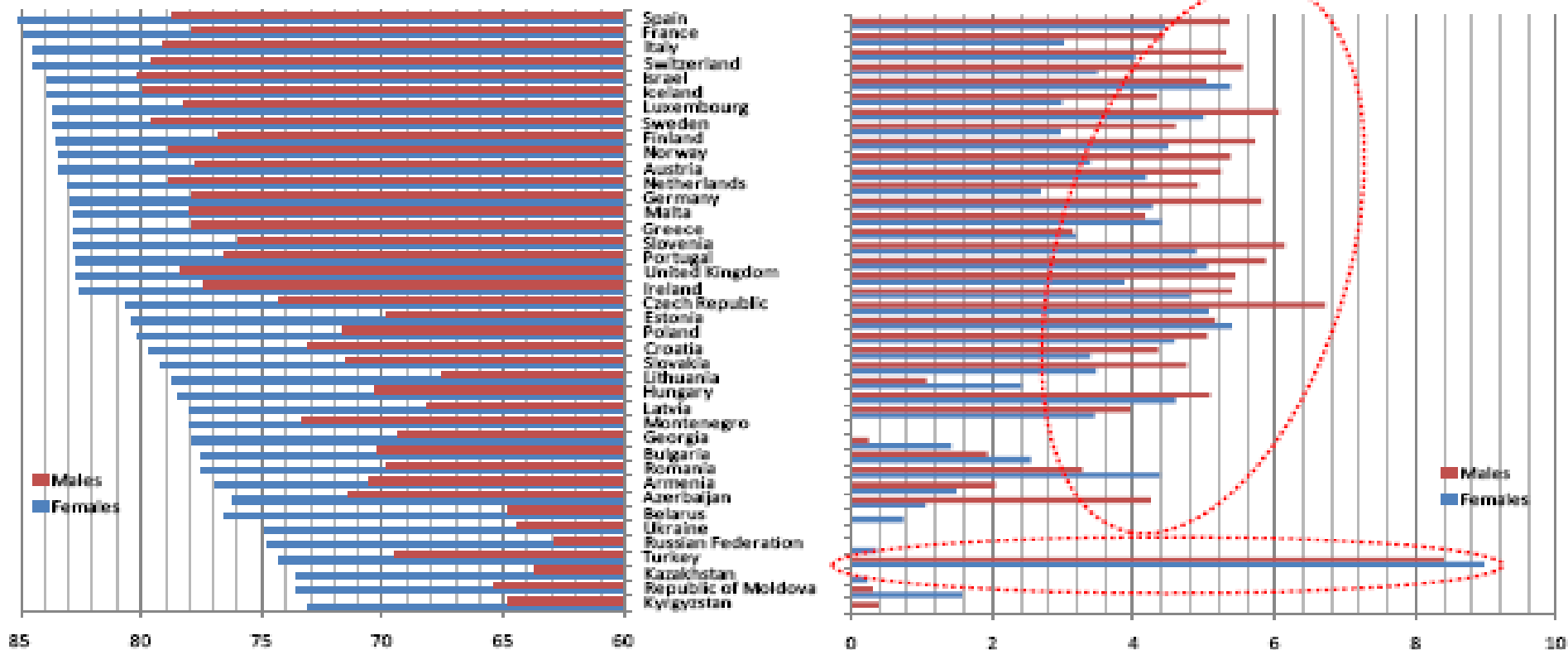


Source: UN Population Division, World Population Prospects 2008

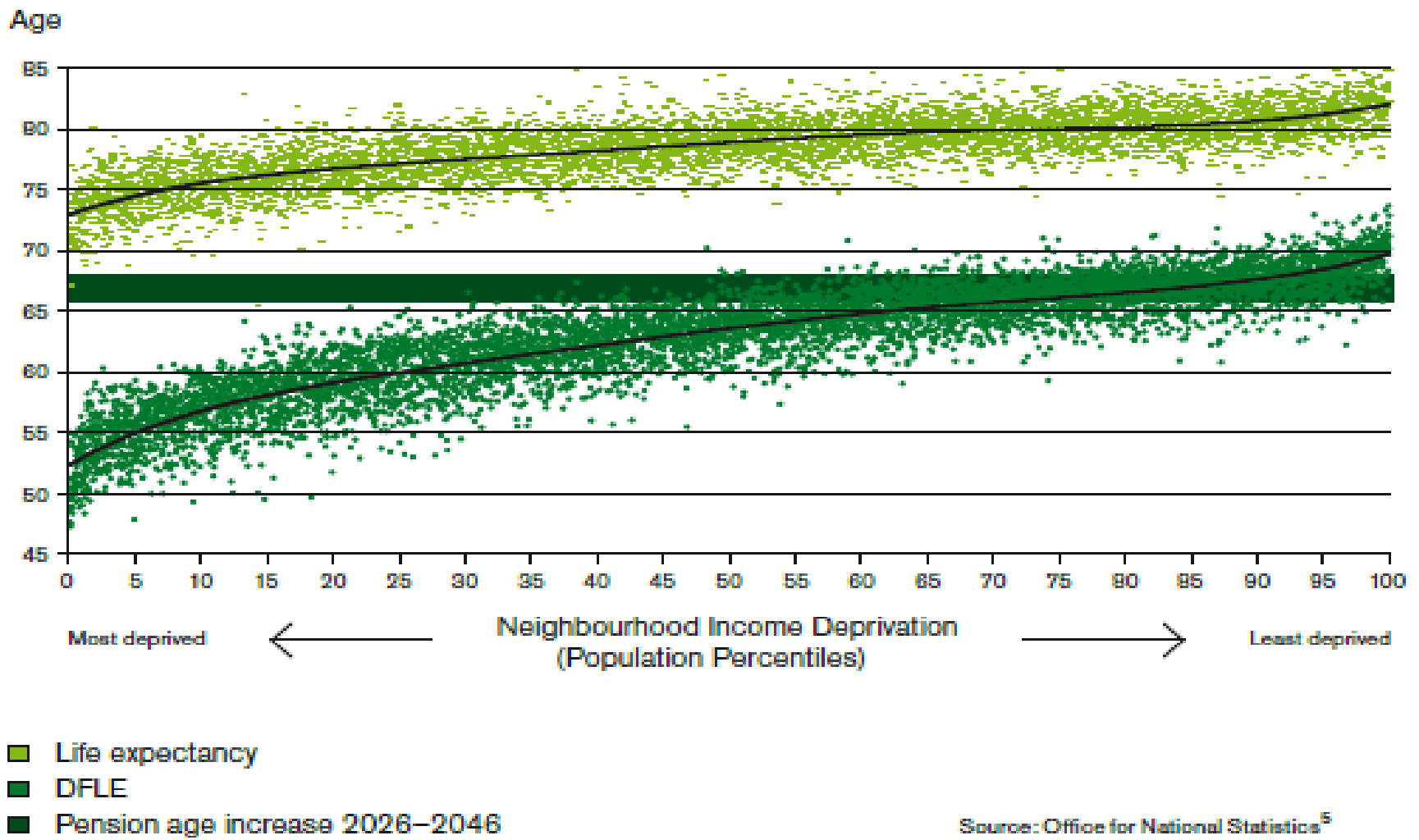
# Life expectancy is improving, but the gains are unequal

Life expectancy at birth in 2009

Years gained, 1990–2009



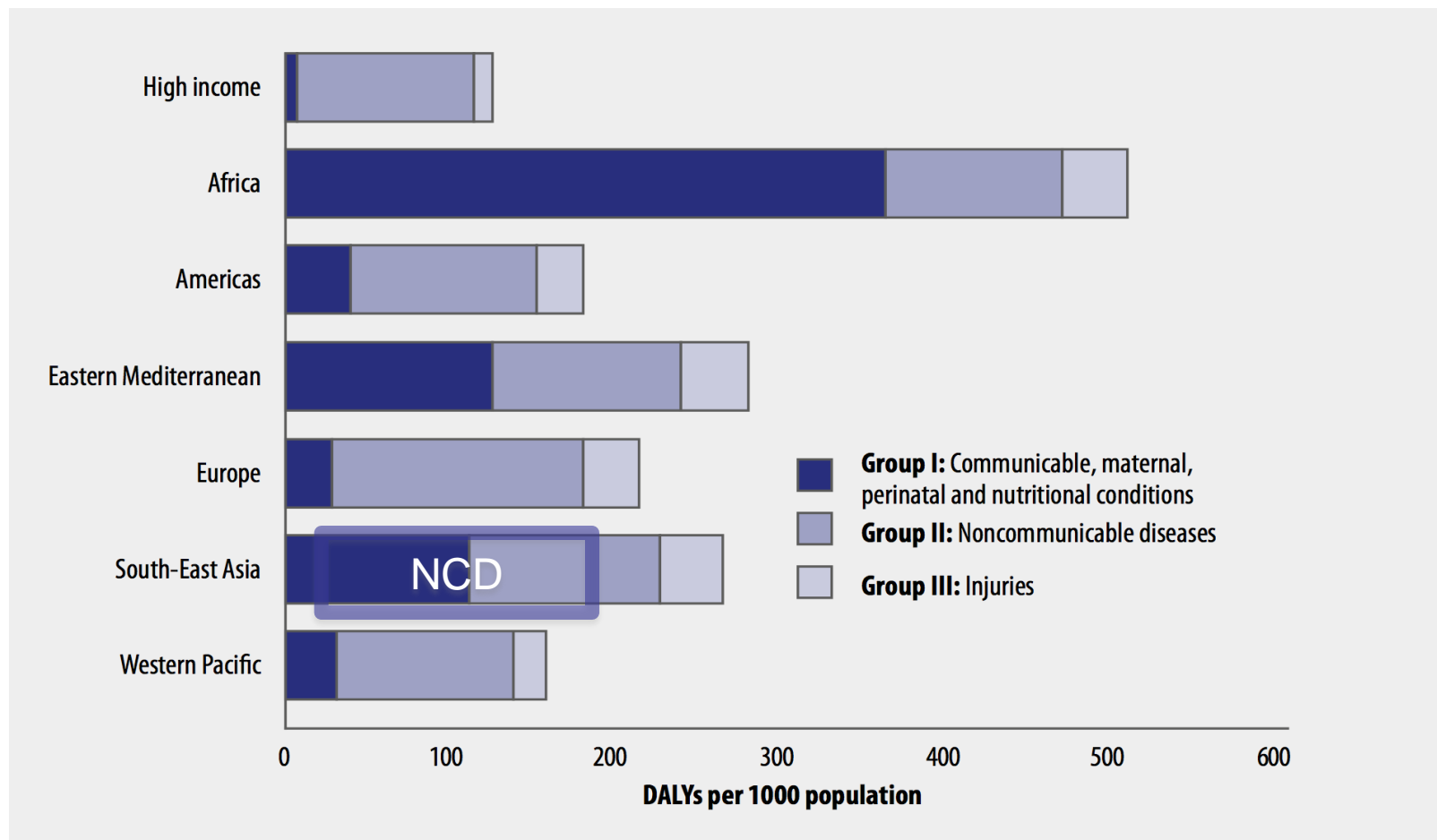
**Figure 1** Life expectancy and disability-free life expectancy (DFLE) at birth, persons by neighbourhood income level, England, 1999–2003



Source: Office for National Statistics<sup>5</sup>

# Burden of Noncommunicable Disease

Burden of disease by broad cause group and region, 2004



# The economic case for health promotion and disease prevention

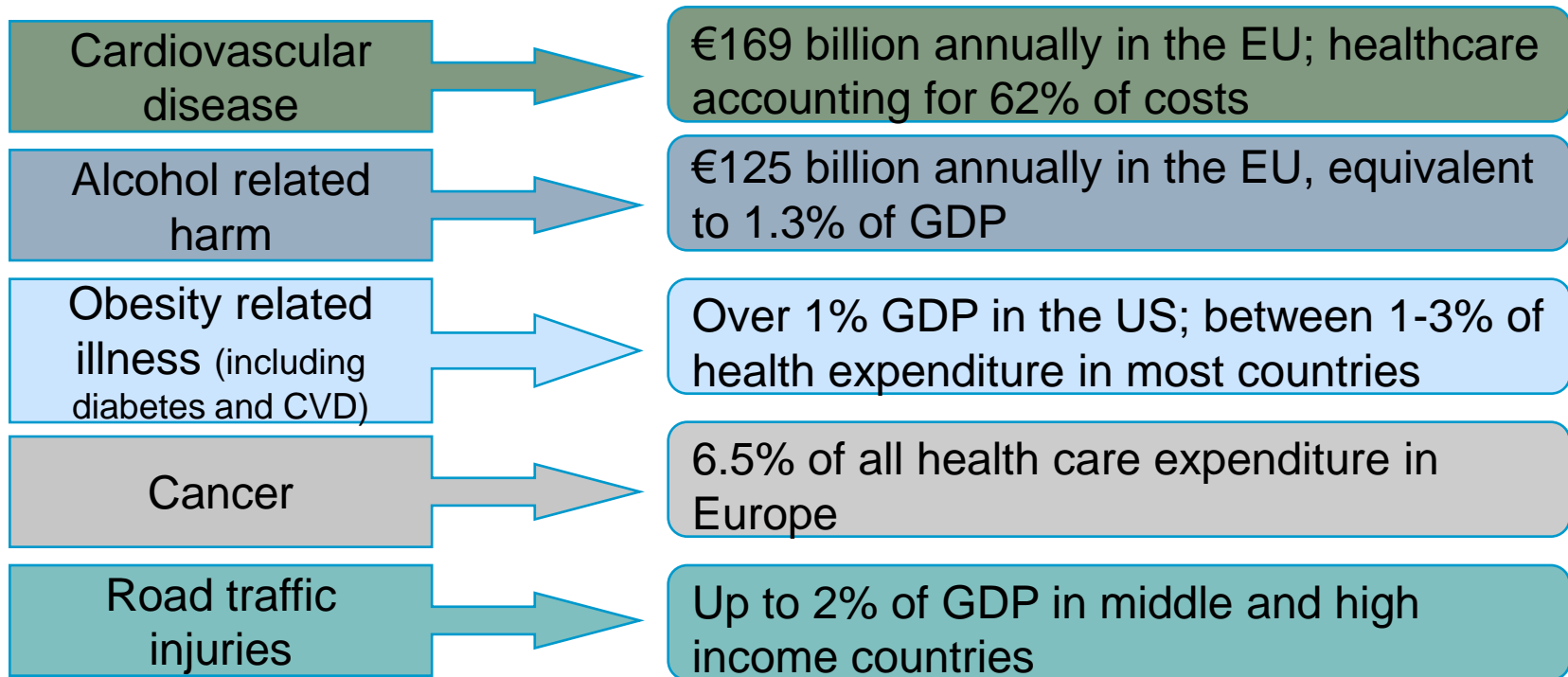


The economic impact of non-communicable diseases amount to many hundreds of billions of euros every year

Many costs are avoidable through investing in health promotion and disease prevention

Today governments spend an average 3% of their health budgets on prevention

# The economic burden of chronic disease



Sources: Leal (2006), DG Sanco (2006), Stark (2006), Sassi (2010), WHO (2004)



# Using fiscal policy: taxation and the short term benefits of sin taxes



## **Tobacco**

A 10% price increase in taxes could result in up to 1.8 million fewer premature deaths at a cost of between \$3 and \$78 per DALY in eastern European and central Asian countries



## **Alcohol**

In England, benefits close to €600 million in reduced health and welfare costs and reduced labor and productivity losses, at an implementation cost of less than €0.10 per capita

# Why Health 2020?

Significant improvements in health and well-being but ....uneven and unequal

Europe's changing health landscape: new demands, challenges and opportunities

Economic opportunities and threats: the need to champion public health values and approaches



# Reaching higher and broader – acting on the social determinants of health

- Going upstream to address root causes e.g. public health, promotion and prevention
- Making the case for whole-of-government and whole-of-society approaches
- Offering a framework for integrated and coherent interventions



# Improving governance for health and increasing participation

## *Governing through:*

collaboration

citizen engagement

a mix of regulation and persuasion

independent agencies and expert bodies

adaptive policies, resilient structures and foresight

## The 21st century approach to governance for health



Source: Kickbusch, 2011

# Health challenges are complex, multi-faceted and multi-level

- Increasing health inequities
- Demographic shifts
- Environmental threats
- Obesity
- Alcohol misuse
- Narcotic drug use
- Major disease outbreaks
- Financial pressures on health and welfare systems
- Social and technological transformations
- Geopolitical shifts

# The complex problems in health policy call for learning and adapting

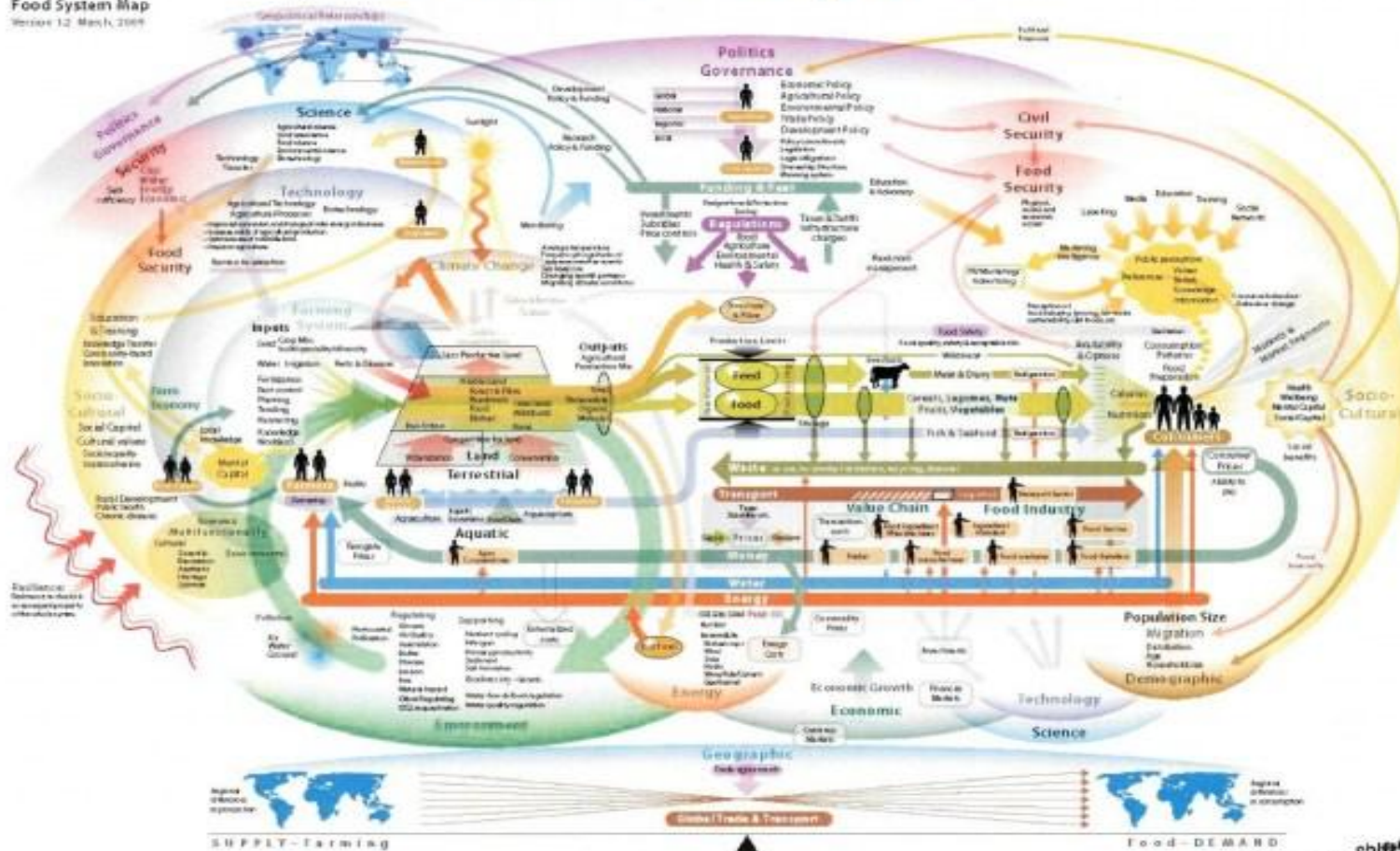
- Complexity, uncertainty, high stakes, and conflicting value
- Systems thinking used to analyse problems and devise solutions
- Policies to be implemented as large-scale experiments
- A commitment to learning from practice
- Monitoring and evaluation systems
- Policies *adapted* based on experience



# Connectedness

## The Global Food System

Food System Map  
Version 1.2, March, 2019



# Health 2020 2+4

Two strategic objectives  
and four common policy priorities for health

**Working to improve health for all and reducing the health divide**  
**Improving leadership, and participatory governance for health**

**Investing in health through a life course approach and  
empowering people**

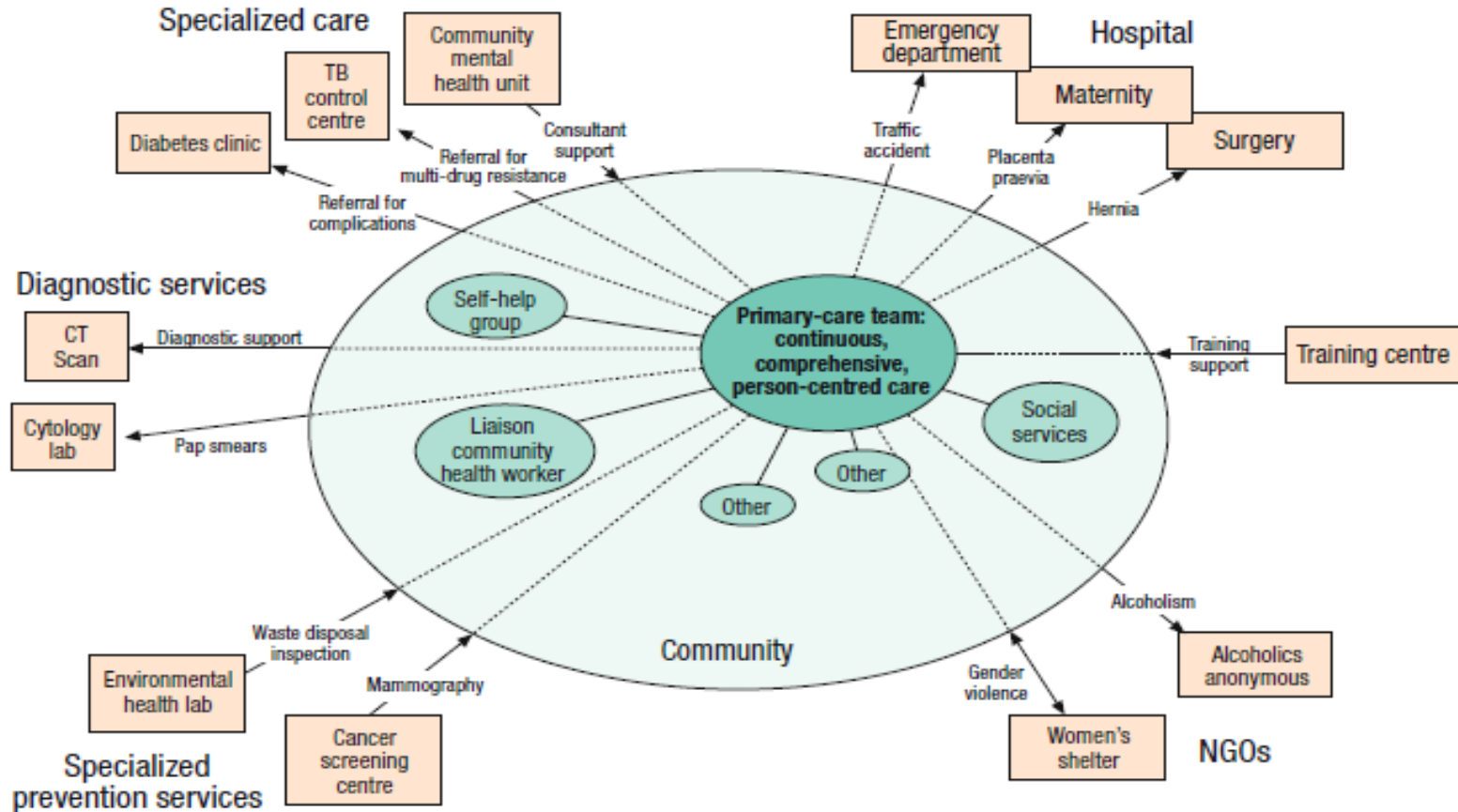
**Tackling Europe's major health challenges of non communicable  
diseases and communicable diseases**

**Strengthening people-centred health systems and public health  
capacities, and emergency preparedness, surveillance and  
response**

**Creating resilient communities and supportive environments**



# Primary care as a hub with coordination with hospital services



# WHO European Action Plan to Strengthen Public Health 2012-2020

VISION: Sustainable Health & Well-Being

## CORE EPHOs

## ENABLER EPHOs

### INTELLIGENCE

**Surveillance**

EPHO 1

**Monitoring**

EPHO 2

**Informing  
health  
assessments  
and plans**

### SERVICE DELIVERY

**Health Promotion**

EPHO 4

**Health Protection**

**Disease  
Prevention**

EPHO 3

EPHO 5

**Governance**

EPHO 6

**PH Workforce**

EPHO 7

**Funding**

EPHO 8

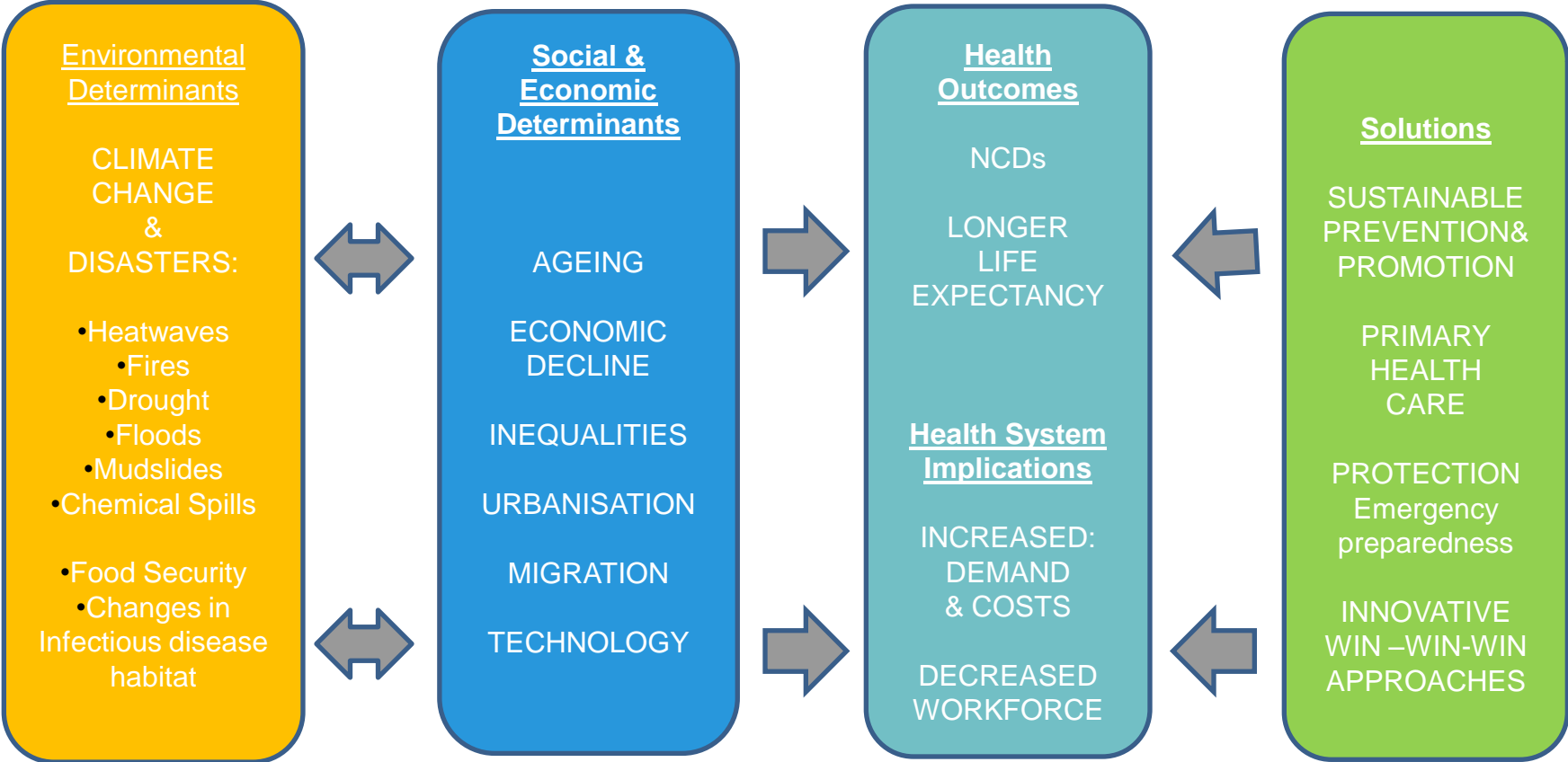
**Communication**

EPHO 9

**Research**

EPHO 10

# Summary of Public Health Challenges and Solutions for 2050



Risks & Projections      RESEARCH IMPLICATIONS      Innovative solutions

# Promoting health in times of austerity

- Countries in the European Region differ greatly
- Across the Region we see lower economic growth, higher unemployment
- The health system challenges exacerbated by the crisis were already there before

# Facts from present and past crises

## Unemployment

- Associated with a doubling of the risk of illness and 60% less likelihood of recovery from disease<sup>\*</sup>
- Strong correlation with increased alcohol poisoning, liver cirrhosis, ulcer, mental disorders<sup>\*\*</sup>
- Increase of suicide incidence<sup>\*\*\*</sup>  
GRE and LVA 17%, IRE 13%
- Active labour market policies and well-targeted social protection expenditure can eliminate most of these adverse effects

# Health impact of social welfare spending and GDP growth

## Social welfare spending

- Each additional 100USD per capita spending on social welfare (including health) is associated with **1,19%** reduction in mortality

## GDP

- Each additional 100USD per capita increase of GDP is associated with **only 0,11%** reduction in mortality

# Further reflections on navigating the crisis

- Avoid across the board budgets cuts
- Target public expenditures more tightly on the poor and vulnerable
- Protect access to services by focusing on supply-side efficiency gains for example:
  - the wiser use of medicines and technologies
  - rationalizing service delivery structures
- Think long-term and implement counter-cyclical public spending (save in good times to spend in bad times)

# Improving efficiency reduces adverse effects of the crisis and help secure support for more future spending



Eliminate ineffective and inappropriate services

Improve rational drug use  
(including volume control)

Allocate more to primary and outpatient specialist care at the expense of hospitals

Invest in infrastructure that is less costly to run

Cut the volume of least cost-effective services



# A challenging, complex and uncertain environment

- The global health architecture has become more extensive but very complex
- Health challenges require active involvement of all levels of government (international, national, and local)
- In an interdependent world, the need to act together on health challenges and on the determinants of health becomes ever more important

# WHO in the 21<sup>st</sup> century

- The role of WHO in the global health architecture - The reform process will enhance WHO's role as a global health player
- Forging partnerships for health and sustainable development a top priority
- One WHO – Regions working together
- Closer to countries needs and realities
- Increasing appreciation of health in foreign policy and international health diplomacy

# Health 2020 lays the foundation for a healthier European Region

- The importance of shared governance for health at all levels supporting whole-of-government and whole-of-society approaches
- A partnership-based vision engaging governments, nongovernmental organizations, civil society, the private sector, science and academe, health professionals, communities – and every individual
- Systematically strengthening partnerships is a key goal of the Health 2020

“We want to see better health and well-being for all, as an equal human right. Money does not buy better health. Good policies that promote equity have a better chance. We must tackle the root causes (of ill health and inequities) through a social determinants approach that engages the whole of government and the whole of society”

Dr Margaret Chan, Director  
General of WHO

