

Health 2020: A New European Policy Framework for Health and Well-Being

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Health 2020 was adopted by the WHO Regional Committee in September 2012

The European policy framework for supporting action across government and society for health and well-being



Health 2020 goal

- To significantly improve health and well-being of populations, to reduce health inequities and to ensure sustainable people-centred health systems.

Health 2020 documents

- Health 2020 - A European policy framework supporting action across government and society for health and wellbeing;
- Health 2020 – European policy framework and strategy document.

Health 2020 highlights

The Policy Framework

- Health is a major societal resource and asset;
- A strong value base: reaching the highest attainable standard of health;
- A strong social and economic case for improving health;
- Strategic objectives and common policy priorities;
- Working together: adding value through partnerships;
- Health 2020 – a common purpose and a shared responsibility;
- **Renewing the commitment to health and well-being: the context and drivers;**
- **Applying evidence-based strategies that work and the key stakeholders;**
- **Enhancing effective implementation, requirements, pathways and continuous learning.**

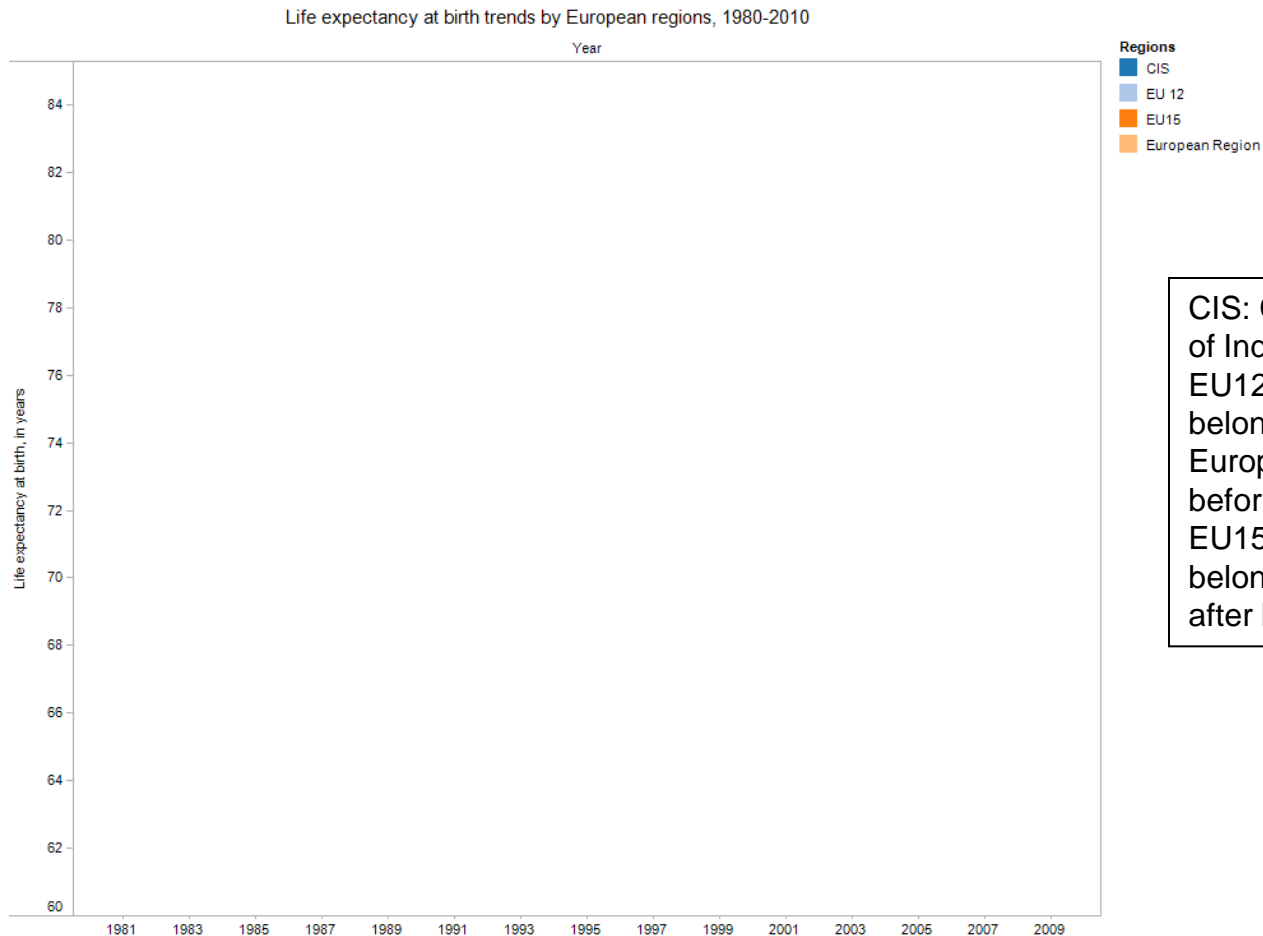
The Strategy

Why Health 2020?



Significant improvements in health and well-being
butuneven and unequal

Overall health improvement (+ 5 years life expectancy) but with an important divide in the Region



CIS: Commonwealth of Independent States
EU12: countries belonging to the European Union (EU) before May 2004
EU15: countries belonging to the EU after May 2004

Why Health 2020?



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

European Region landscape

- *We are dealing with complexity and uncertainty*
- *Health challenges are multi-faceted and require active involvement of all levels of government (international, national, and local)*

People live longer and have less children.

People migrate within and between countries, cities grow bigger.

Noncommunicable diseases dominate the disease burden.

Depression and heart disease are leading causes to healthy life years lost.

Infectious diseases, such as HIV, tuberculosis remain a challenge to control.

Antibiotic-resistant organisms are emerging.

Health systems face rising costs.

Primary health care systems are weak and lack preventive services.

Public health capacities are outdated.

Why Health 2020?



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

Financial crisis of 2008: additional layer of complexity by austerity

- Evidence from previous crisis on relationship between unemployment, social welfare and health;
- Active labour market policies and well targeted social protection can eliminate adverse effects.
- Unemployment associated with doubling the risk of illness and less likelihood to recover from disease;
- Strong correlation with alcohol poisoning, liver cirrhosis, ulcer, mental disorders, suicide.

The Health 2020 development journey – 2 years participatory process with MS`s and partners

- Unprecedented evidence-review
- New evidence gathering
- Solutions that work
- Integrating and connecting
- Stakeholder (peer)-reviewed



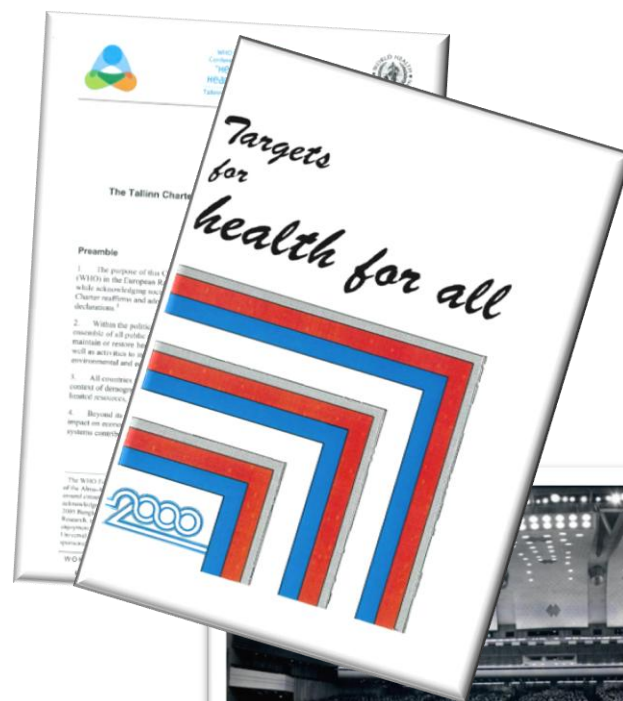
Health 2020: key studies

- Governance for health in the 21st century;
- Supporting Health 2020: governance for health in the 21st Century;
- Intersectoral Governance for Health in All Policies: Structures, actions and experiences;
- Report on social determinants of health and the health divide in the WHO European Region;
- Review of the commitments of WHO European Member States and the WHO Regional Office for Europe between 1990 and 2010;
- The Economic case for Public Health Action.

Building on public health history

- WHO Constitution
- Alma Ata Declaration
- HFA
- Health 21
- Tallinn Charter

Integrated policy frameworks can and have inspired health generating actions on all levels.



Health 2020 – a unifying policy framework to meet these challenges

- Recognizing that countries have different starting points and seek different approaches
- Aim: to improve health outcomes, reduce health divide
- By simultaneously addressing all determinants of health, most outside the health sector and socially determined incl. social determinants (root causes)!
- New type of governance.

Health 2020 strategic objectives

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

Health 2020: Four common policy priorities 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

Life expectancy and Gross Domestic Product per capita in European countries, around 2007



Going upstream; reaching higher and broader

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

WHO European Social Determinants & Health Divide Review: *Key findings*

- Inequities in health between and within countries persist which are socially determined
- Taking a **life course approach** to health equity.
- Address the **processes of exclusion**.
- Need to build on the **resilience, capabilities and strength of individuals and communities**
- **Inter-generational equity** must be emphasised

Do something, do more, do better

The study was carried out by a Consortium chaired by professor Michael Marmot (2012)

Improving Governance for Health

Supporting whole-of-government and whole-of-society approaches

Learning from a wealth of experience with inter-sectoral action and Health in All Policies work in Europe and beyond

The 21st century approach to governance for health

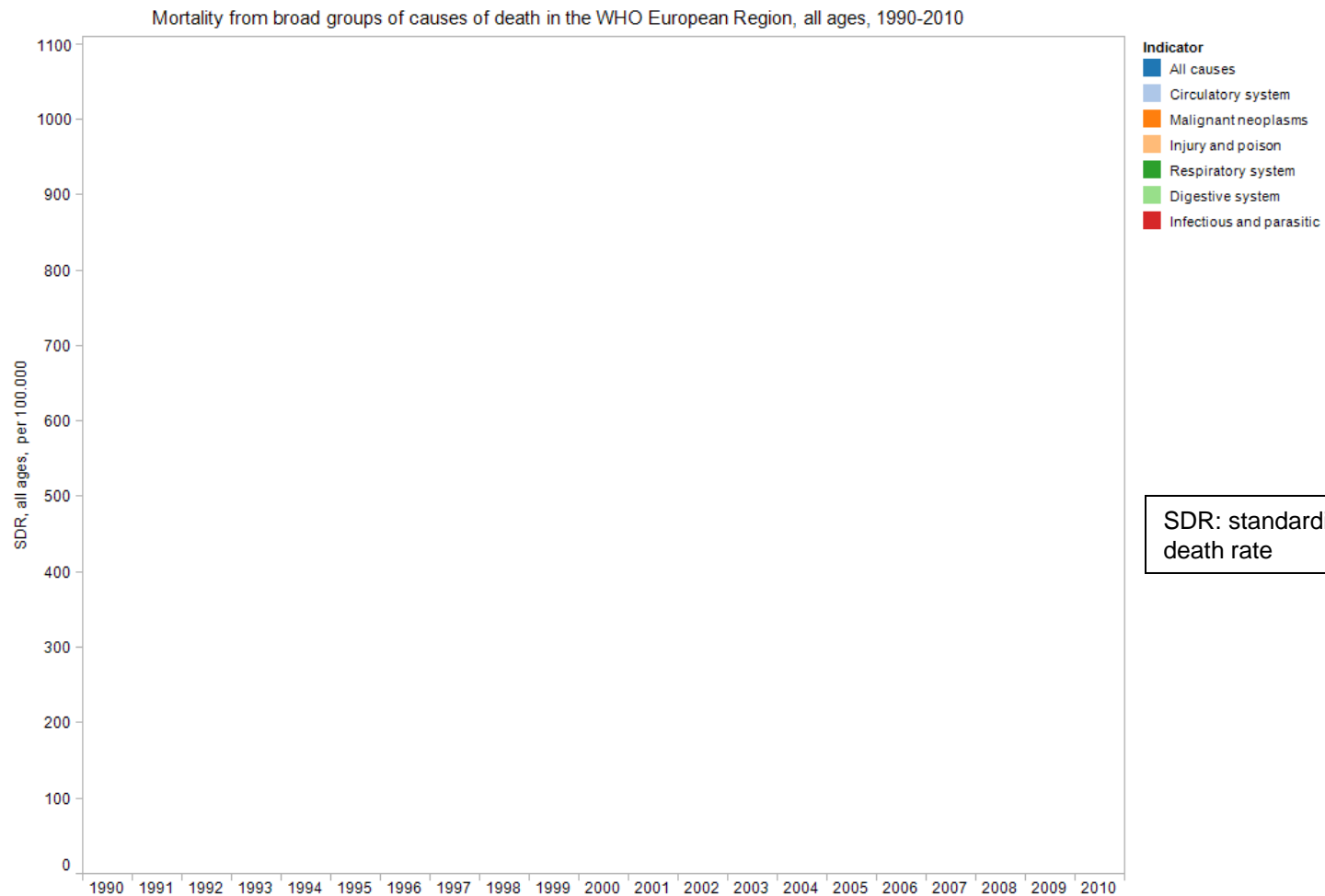


Source: Kickbusch, 2011

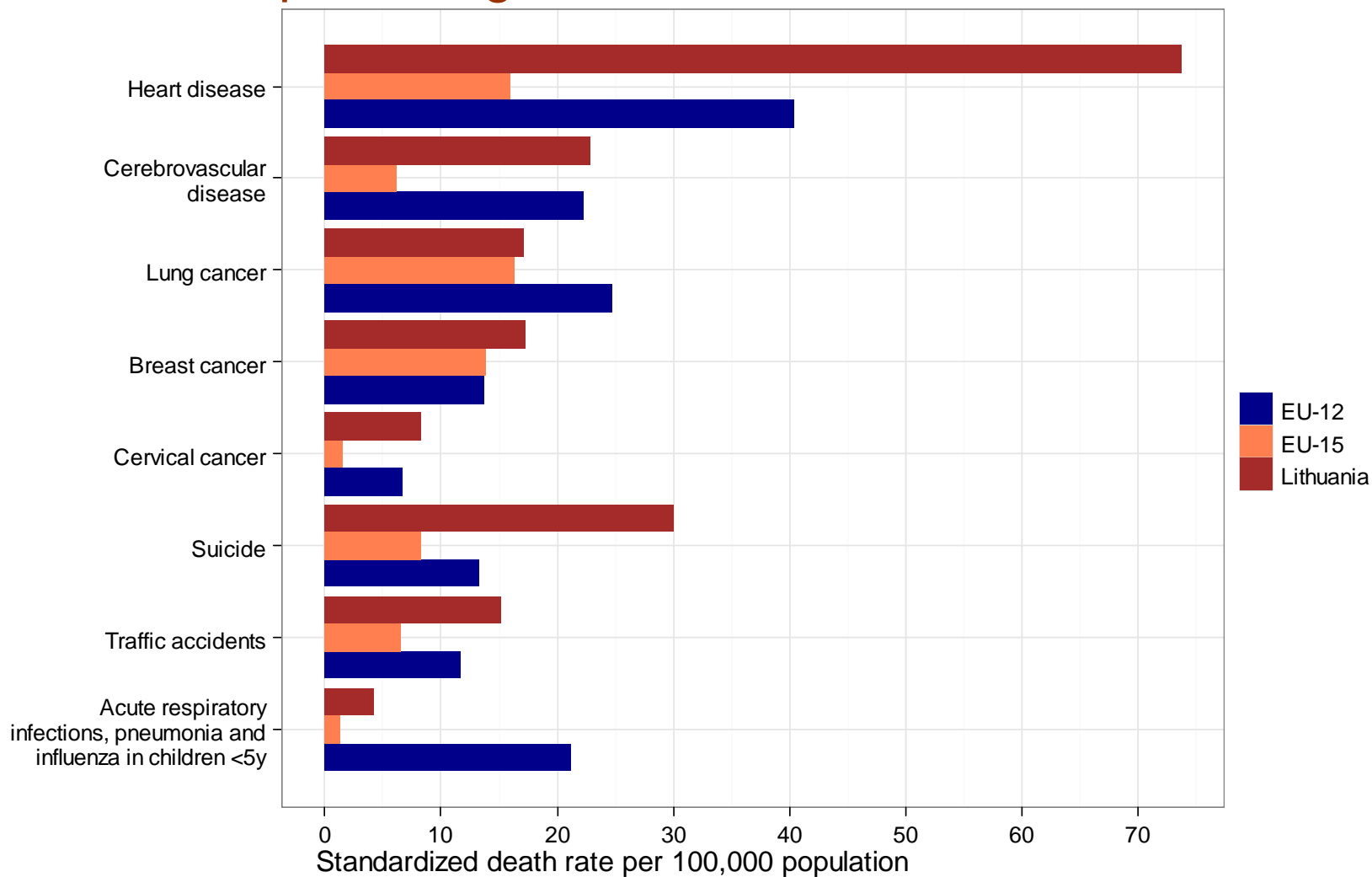
Two Governances for health studies led by professor Ilona Kickbusch (2011, 2012)

Inter-sectoral governance for HiAPs by professor David McQueen et al

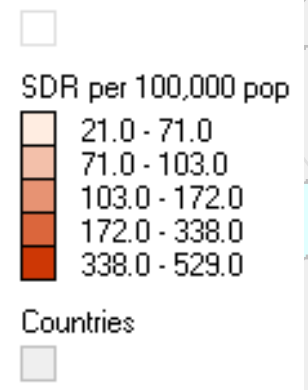
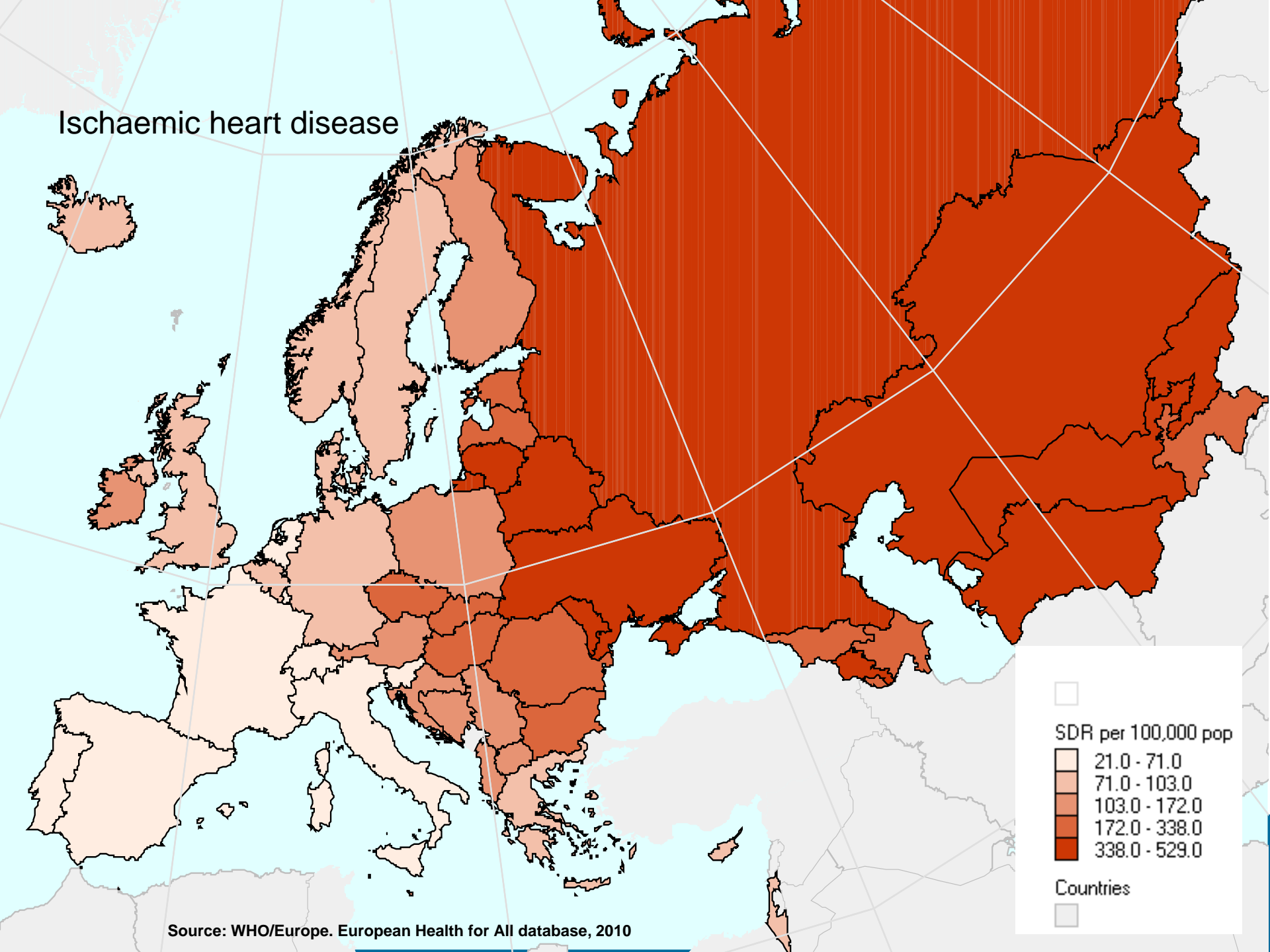
Major burden in the Region due to noncommunicable diseases



Premature mortality from leading causes of death for Lithuania and European Regions



Ischaemic heart disease



Source: WHO/Europe. European Health for All database, 2010

The economic case for health promotion and disease prevention

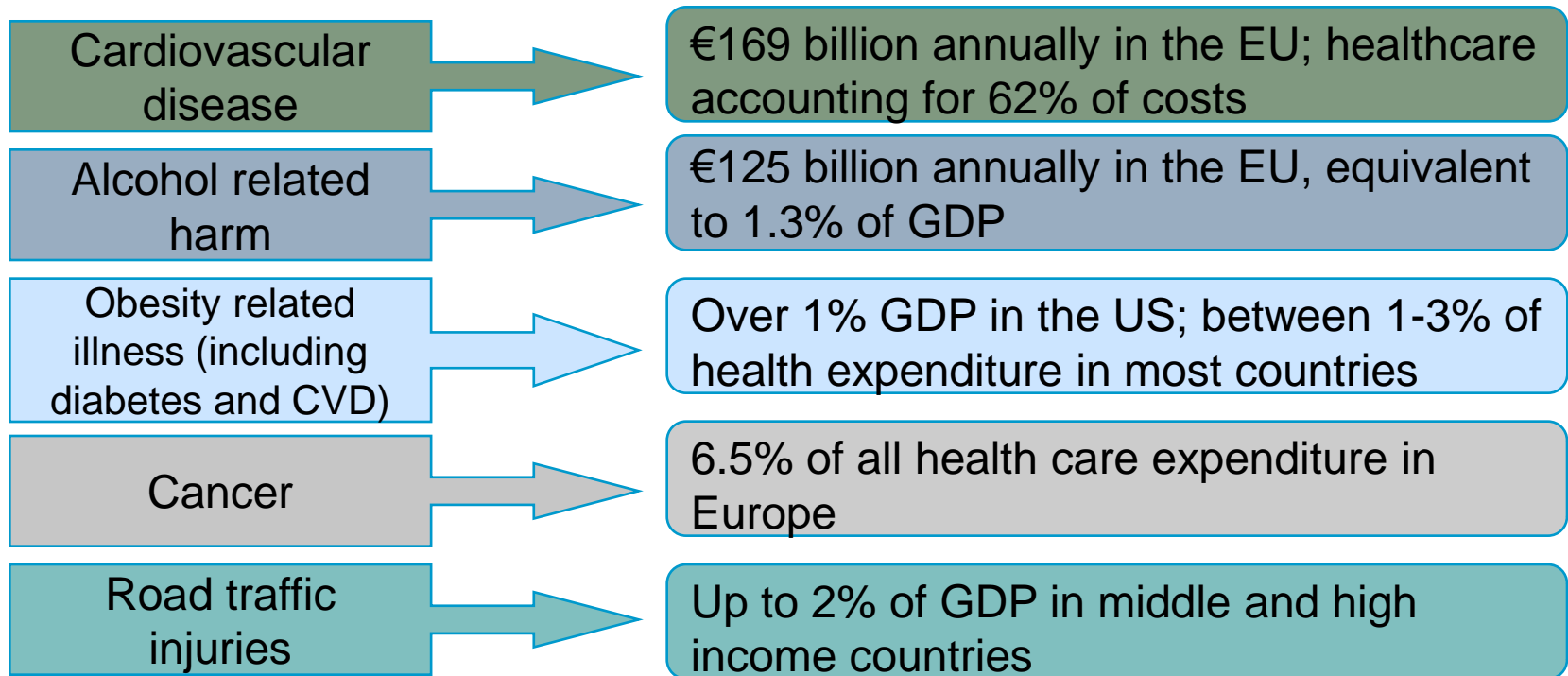


The economic impact of non-communicable diseases amount to many hundreds of billions of euros every year

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

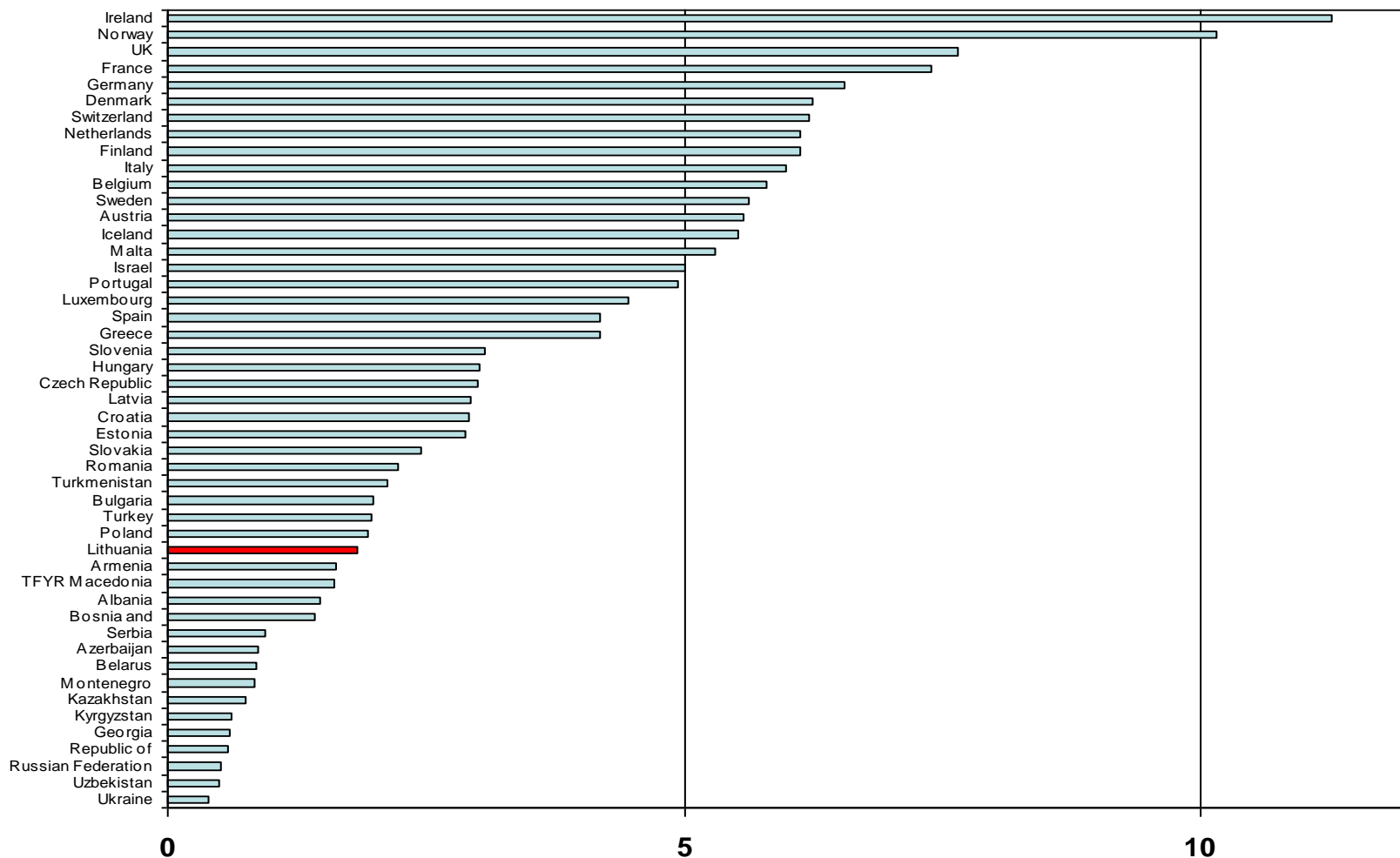
Today governments spend an average 3% of their health budgets on prevention

The economic case for health promotion and disease prevention



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

Price of a 20-cigarette pack in US\$ at official exchange rates, 2008



NCD action plan

Planning and oversight

National plan

Health information system with social determinants disaggregation

Health in all policies

Fiscal policies

Marketing

Salt

Trans-fat

Healthy settings

Workplaces and schools

Active mobility

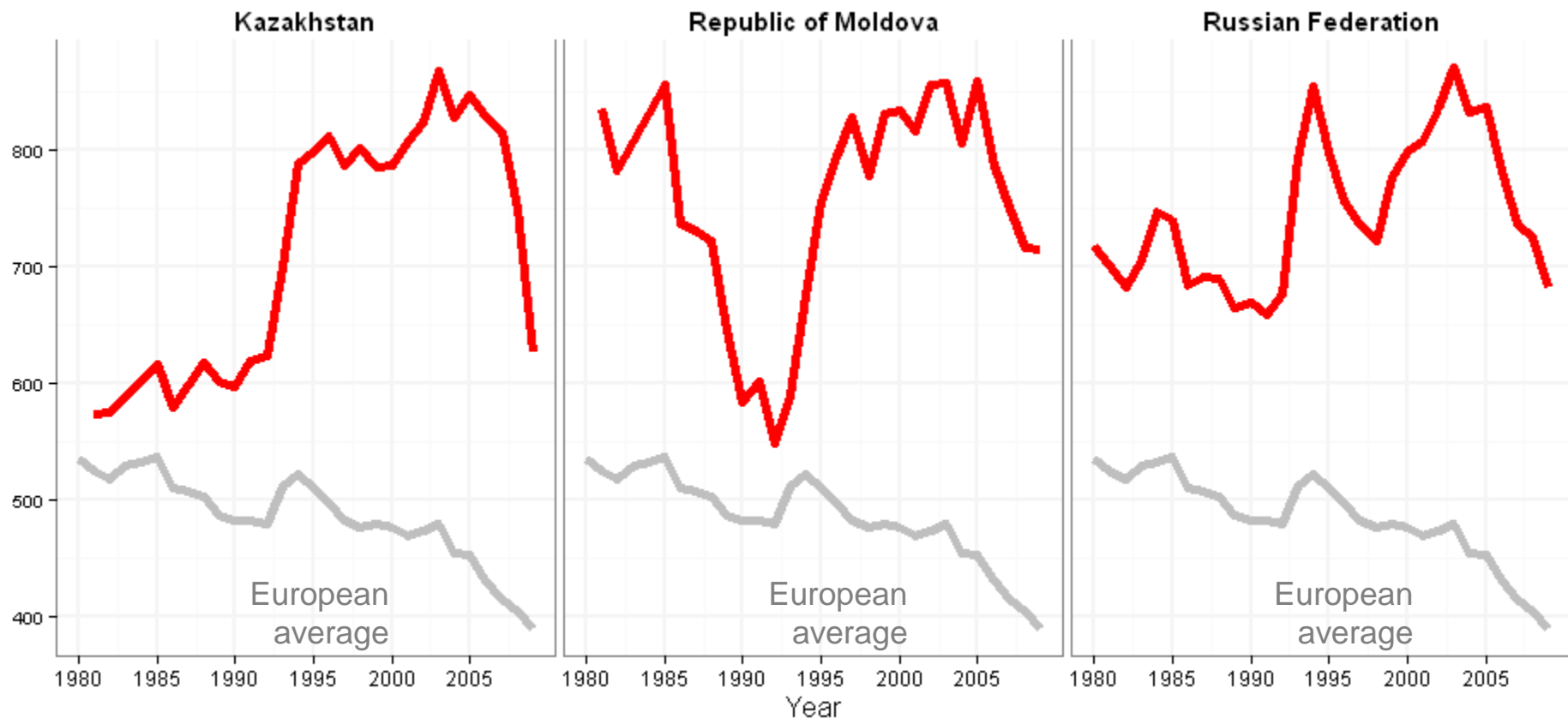
Secondary prevention

Cardio-metabolic risk assessment and management

Early detection of cancer

Reduction of Circulatory Mortality

SDR, diseases of circulatory system, all ages per 100000



European Action Plan for Strengthening Public Health Capacities and Services



Strengthening Public
Health Services and Capacity:
An Action Plan for Europe

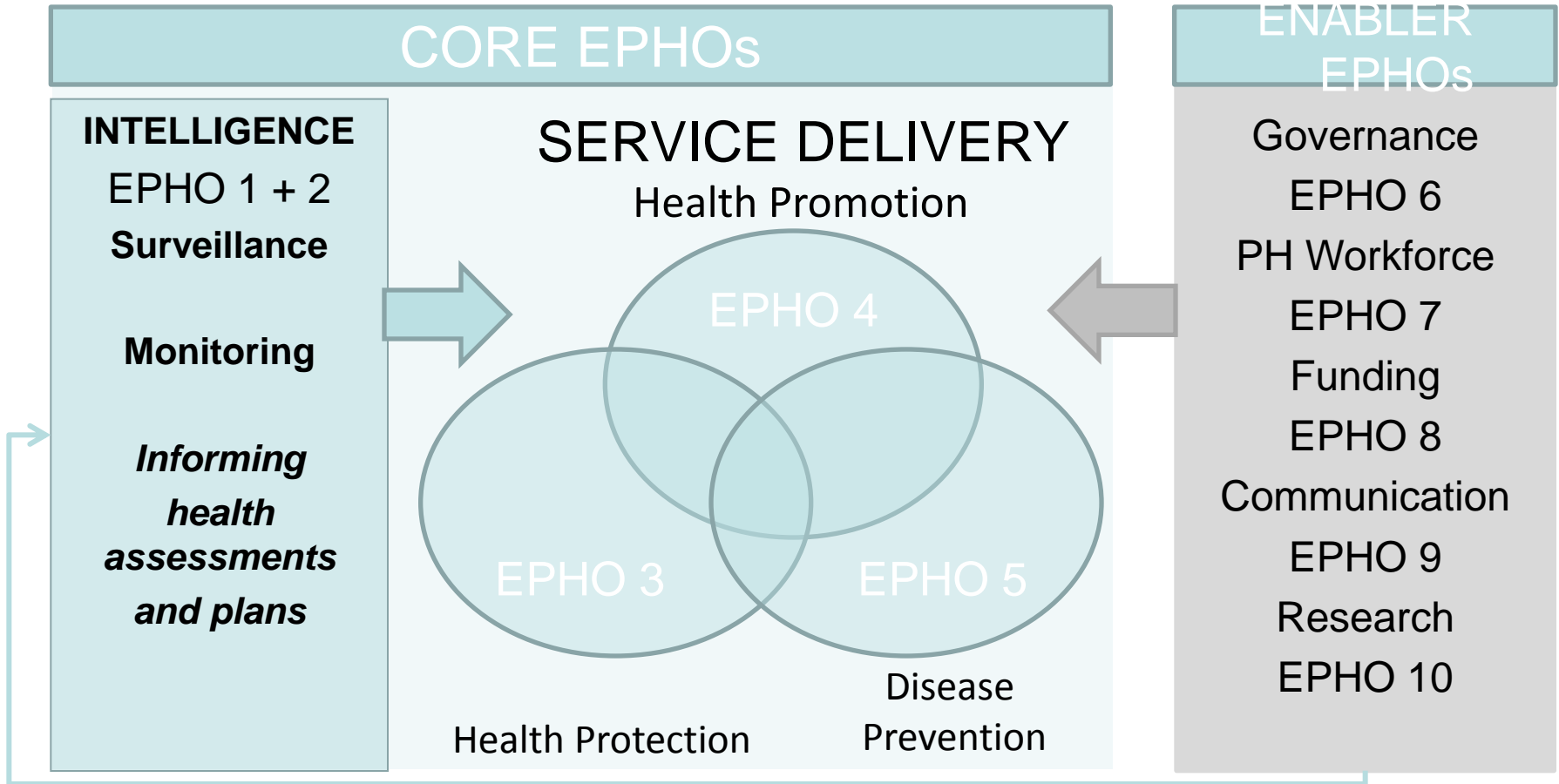


*Promoting
population health
and well-being in
a sustainable way*



Strengthening Public Health Services and Capacity – the ten Essential Public Health Operations (EPHOs)

VISION: Sustainable Health & Well-Being



Support Member States to navigate the crisis is central to our work

- Strong economic case for health promotion and disease prevention as economic cost of NCD extremely high (only 3 % investment);
- Prevention one of most cost-effective approaches to improve health outcomes;
- Fiscal policy can be used like raising taxes of tobacco and alcohol;
- Sin taxes have short-term benefits.

Support MS`s to navigate the crisis is central to our work (2).

- Try to protect health budgets but if cuts have to be made, avoid across the board budget cuts and target public expenditures more tightly on poor and vulnerable (avoid or reduce out-of-pocket payments which lead to impoverishment);
- Think long- term: save in good times and spend in bad times!

Improving efficiency reduces adverse effects of the crisis

- Eliminate ineffective and inappropriate services
- Improve rational drug use
- 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



Health impact of social welfare spending and GDP growth

- Each additional dollar per capita spending on social welfare is associated with 1,19 % reduction in mortality;
- There is a significantly greater effect of social welfare spending.
- Each 100 dollar per capita increase in GDP results only in 0,11 % reduction in mortality;
- Than of GDP growth on mortality reduction.

Health 2020 framework



- Health 2020 is an adaptable and practical policy framework
- Health 2020 recognizes that countries engage from a different starting point and have different contexts and capacities
- Health 2020 recognizes that every country is unique and that countries will pursue common goals through different pathways and use different entry points and approaches but be united in purpose