



# Health 2020: a new European policy for health

• Montenegro



World Health  
Organization

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Всемирная организация  
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Европейское региональное бюро

Zsuzsanna Jakab  
WHO Regional Director for Europe

# Health – a precious global good

- Higher on the political and social agenda of countries and internationally
- Important global economic and security issue
- Major investment sector for human, economic and social development
- Major economic sector in its own right
- Matter of human rights and social justice

# Why Health 2020?

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

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

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



# Improved life expectancy but the European Region is scarred by inequalities

Life expectancy at birth trends by European regions, 1980-2010

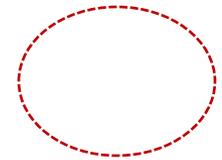
Regions

- CIS
- EU 12
- EU15
- European Region

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

*Source:* European Health for All database. Copenhagen, WHO Regional Office for Europe, 2010.

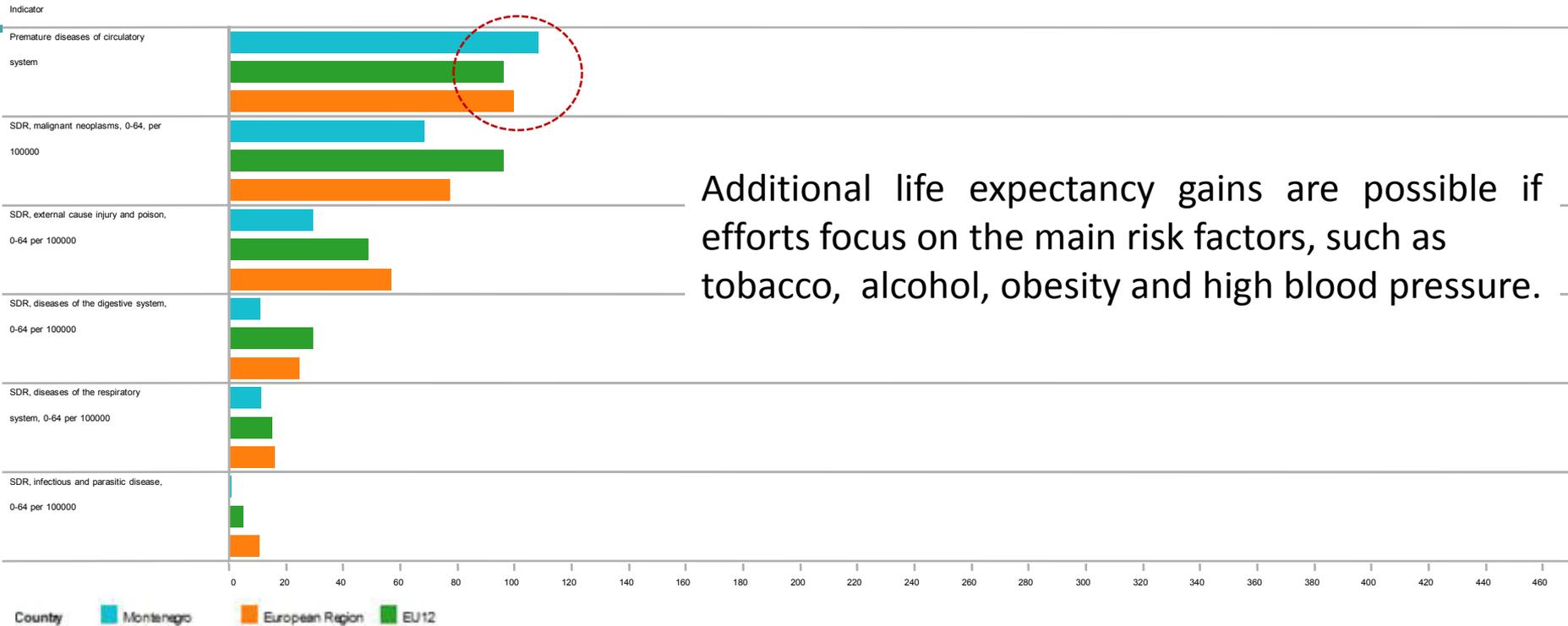
# Life expectancy at birth and at 65 years in Montenegro and European regions, 2000–2011



# Infant and maternal mortality in Montenegro and European regions 2000–2011

# Premature mortality from broad groups of causes of death in Montenegro and European regions, 2009–2010

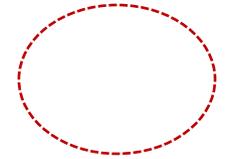
SDR, 0-64 per 100000, by broad causes of death



Additional life expectancy gains are possible if efforts focus on the main risk factors, such as tobacco, alcohol, obesity and high blood pressure.

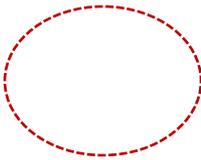
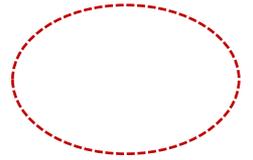
SDR: standardized death rate.

# Tobacco smoking and lung cancer in Montenegro and European regions, 2000–2011





# Key health expenditures in Montenegro and European regions, 2000–2011



# 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

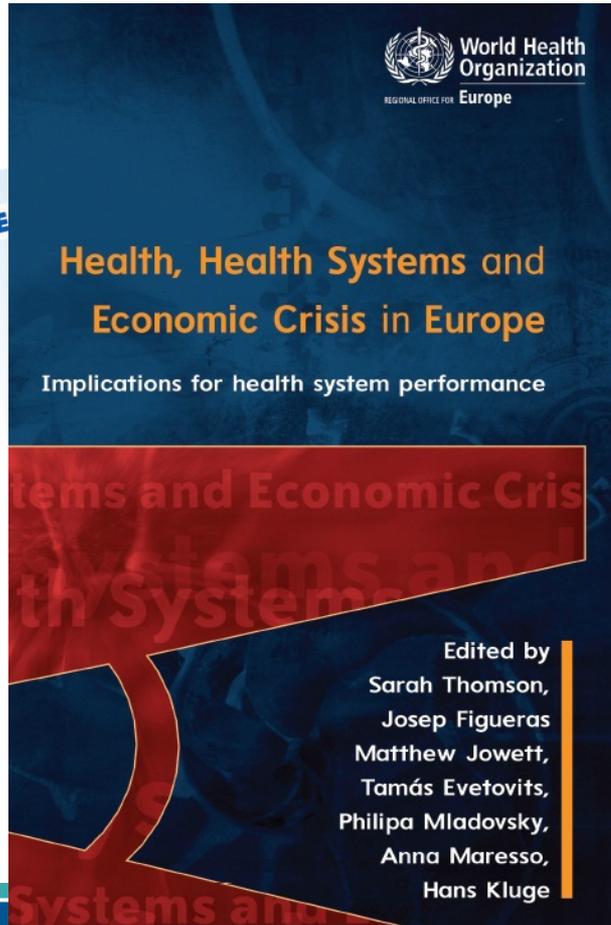
Investing in health through a life-course approach and empowering people

Tackling Europe's major health challenges: noncommunicable diseases (NCDs) and communicable diseases

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

Creating resilient communities and supportive environments

# Health systems' responses to economic crisis in Europe



# Health systems in times of global economic crisis: an update, 17–18 April, Oslo, Norway

## Objectives

- To review the impact of the economic crisis on health and health systems in the Region
- To draw policy lessons around three themes: maintaining and reinforcing equity, solidarity and universal coverage; coping mechanisms, with a focus on improving efficiency improving health system preparedness and resilience
- To identify policy recommendations for consideration by countries and possible future political commitments



# Some positive responses of countries in challenging circumstances

- Introduction of needed reforms
- Immediate efficiency gains – lower drug prices
- Other efficiency gains – identifying and prioritizing cost-effective services
- Efforts to protect people from financial hardship

# But also negative implications for health systems' performance

- Countries that reduced population coverage often targeted vulnerable people (poorer people, migrants)
- Over 25 countries increased user charges for essential services
- Some cuts had unintended consequences

# Principles of universal health coverage

Ensure that people have equal access to high-quality health services and financial protection:

- coverage with health services (promotion, prevention, treatment and rehabilitation)
- coverage with financial risk protection

Potential indicators, focusing on coverage and protection:

1. increased coverage of essential services
2. increased equity and financial protection
3. strengthening health systems

# The Tallinn Charter: health Systems for Health and Wealth and the Declaration of Alma-Ata: two key anniversaries



Tallinn: 2008 and 2013  
(governance)



Almaty: 1978 and 2013  
(primary health care)

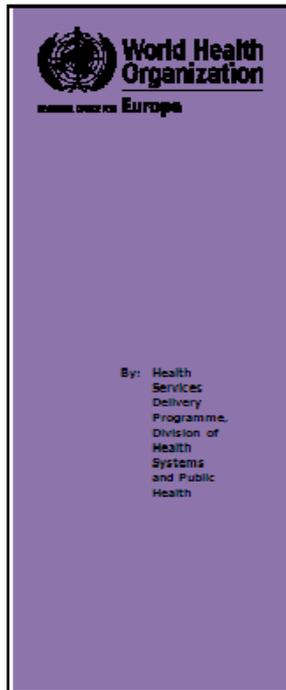


# The Tallinn meeting: basis of WHO's work to strengthen health systems

*Supporting Member States in keeping or moving towards universal health coverage (guided by the mission and vision of Health 2020)*

- Transforming financing arrangements to overcome sustainability concerns
- Positioning primary health care as the hub for other levels of care
- Ensuring coordination across primary health care and public health services
- Revitalizing a flexible, multiskilled workforce with aligned task profiles
- Strategizing the use of modern technology and medicines for maximum benefits

# Transforming service delivery, addressing NCDs, investing in prevention



# Using fiscal policy to improve health outcomes



## Tobacco

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

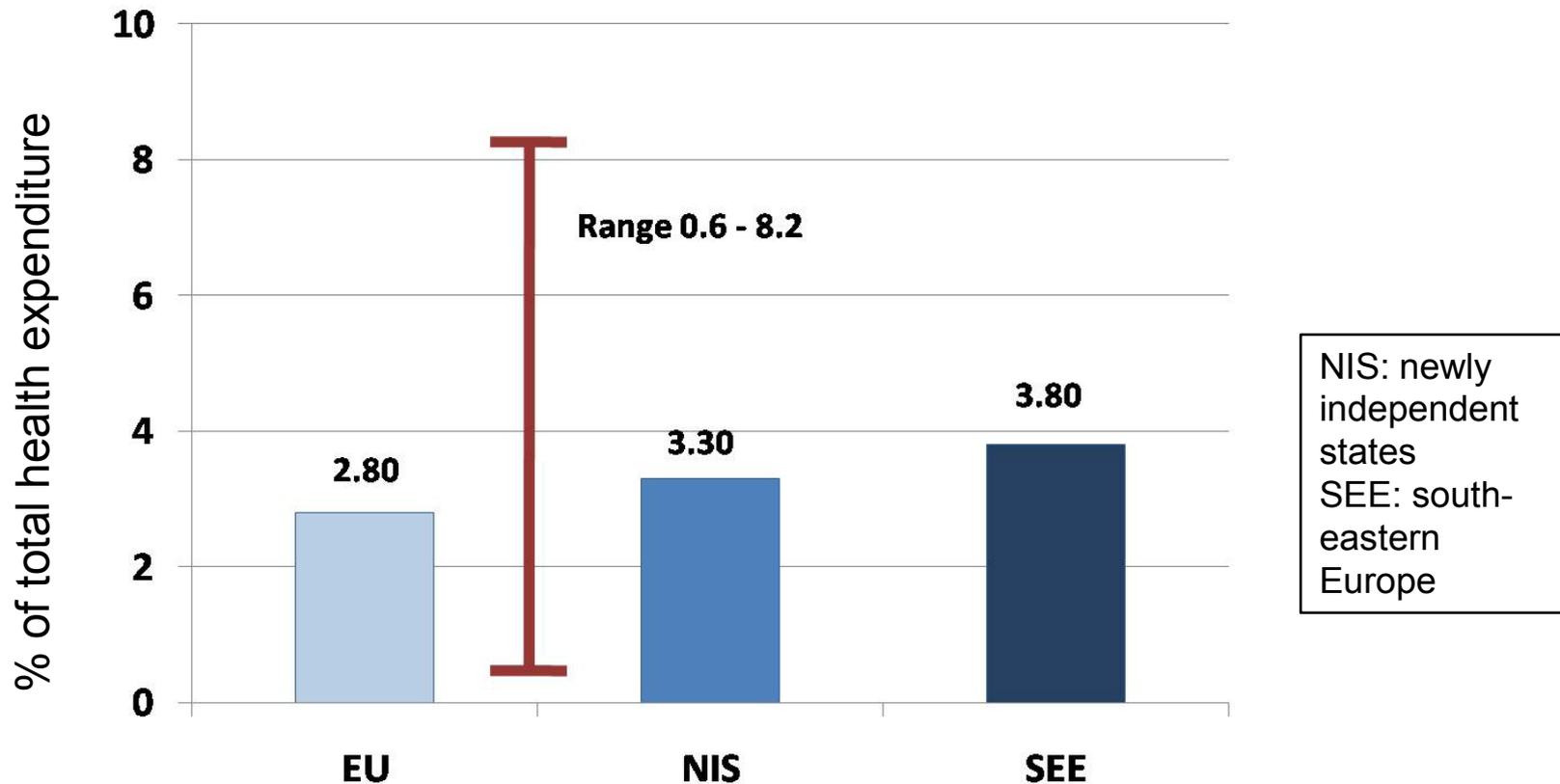


## Alcohol

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

Source: McDaid D, Sassi F, Merkur S, eds. The economic case for public health action. Maidenhead: Open University Press (in press).

# Case for investing in public health: estimated expenditure on prevention and public health

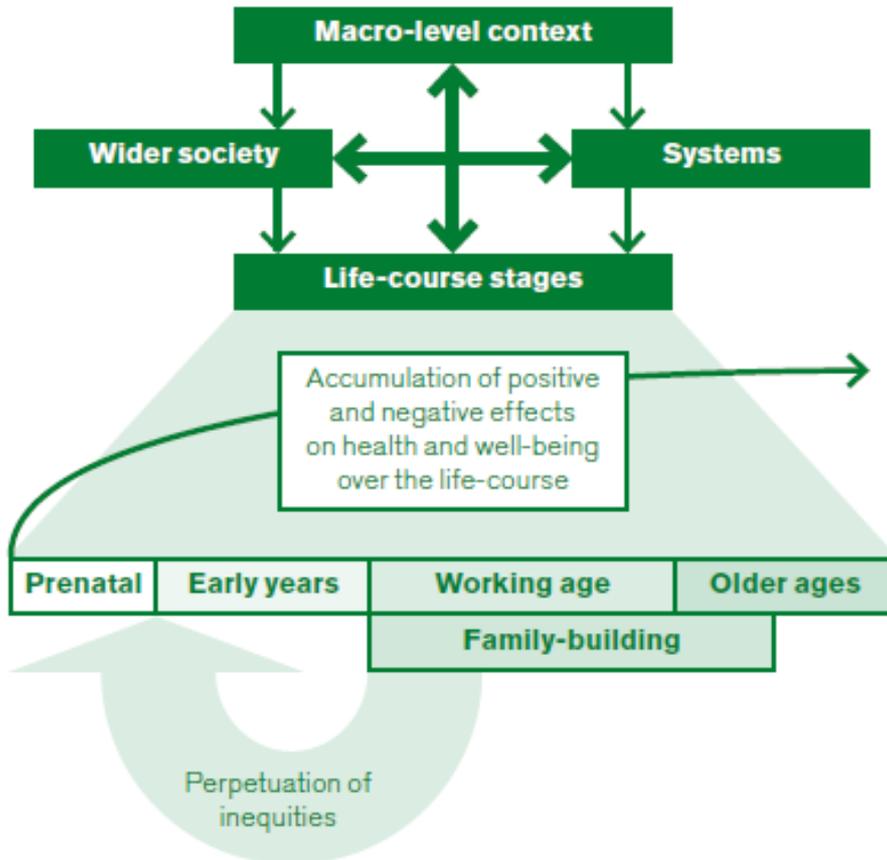


# WHO's cost-effective public health interventions

- Reducing tobacco use
  - Taxes, tobacco-free environments, health warnings, advertising bans
- Reducing harmful alcohol use
  - Taxes, health warnings, advertising bans
- Improving diet and physical activity
  - Reducing salt intake and salt content, reducing *trans* fats, promoting public awareness

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

## Broad themes



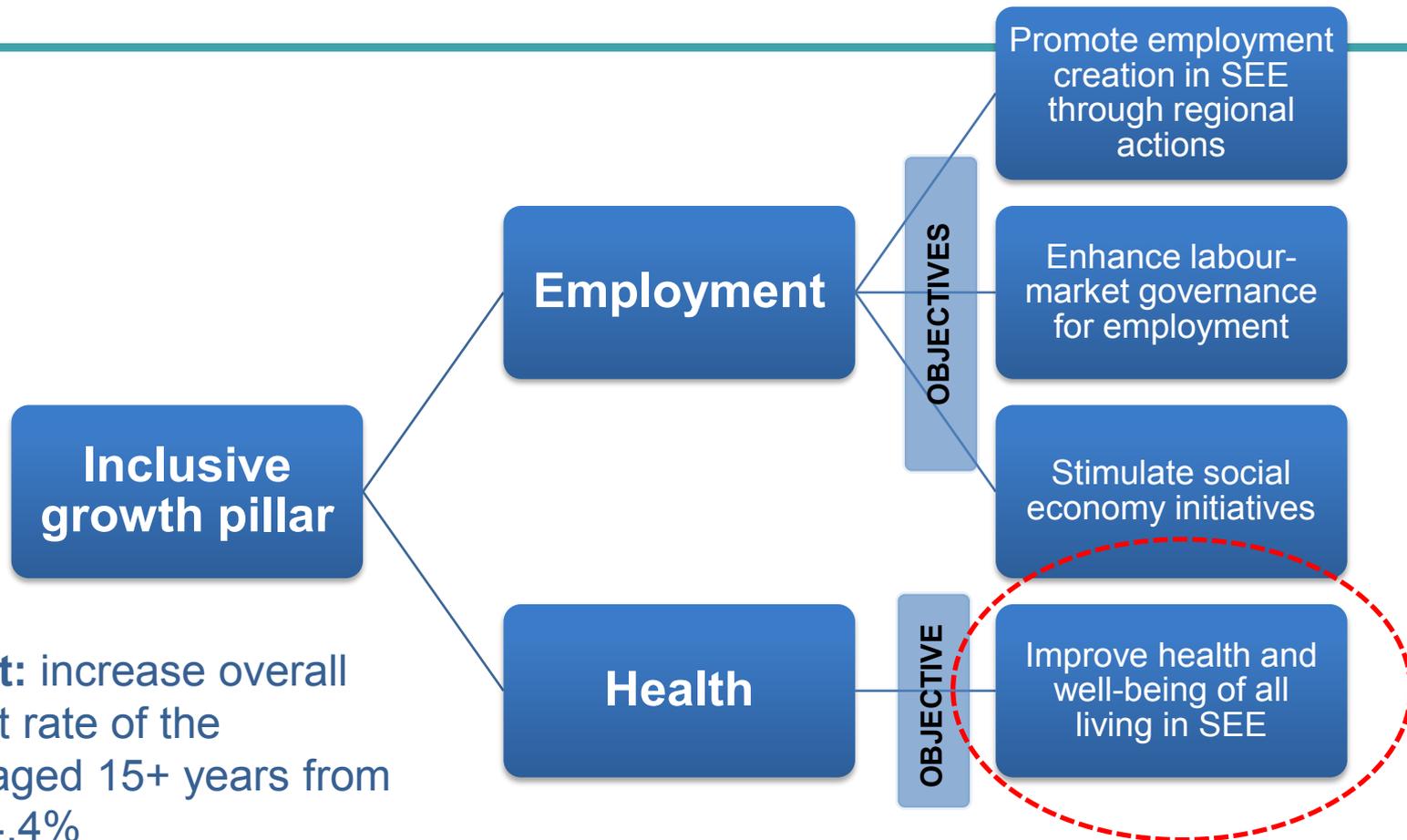
The cost of health inequities to health services, lost productivity and lost government revenue is so high that no society can afford inaction.

Tackling inequities in SDH brings other improvements in societal well-being, such as greater social cohesion, greater efforts for climate change mitigation and better education.

# New governance for health

- Strategic role of the health ministry
  - Alignment of governance, regulatory capacity and legal instruments
  - Organizational and management changes
- Involvement of stakeholders
- Empowerment of people

# The SEE 2020 strategy: improving health for inclusive growth



**Pillar target:** increase overall employment rate of the population aged 15+ years from 39.5% to 44.4%

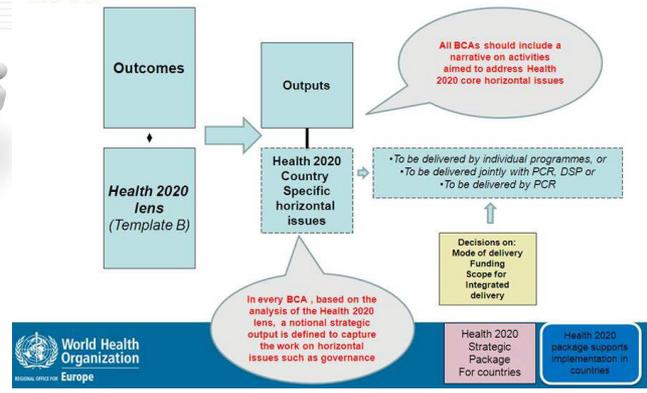


# WHO Regional Office for Europe gearing up for Health 2020 implementation



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## Integrating Health 2020 in BCAs 2014 - 2015

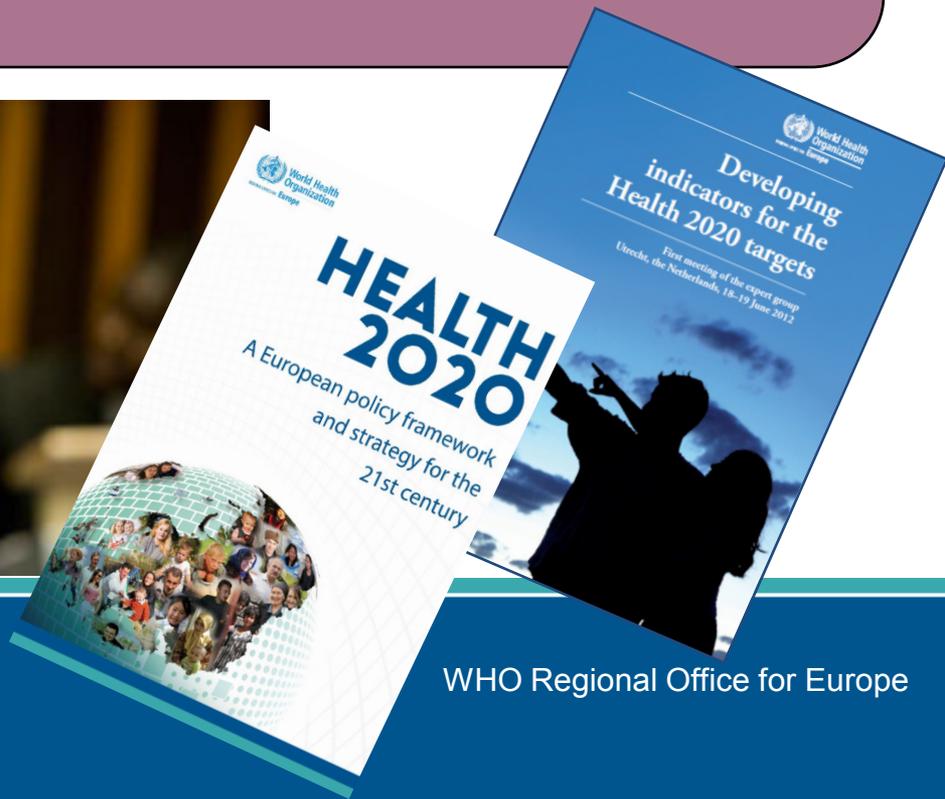


# Health 2020 lays the foundation for a healthier European Region

“So many factors affect health, and health has an impact on so many areas of our lives that progress on public health can only come from whole-of-society and whole-of-government efforts.

That is why there is a role for everyone to play in implementing Health 2020, from prime ministers, to civil society, to citizens.”

– Zsuzsanna Jakab, WHO Regional Director for Europe





# THANK YOU



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