

A photograph of four children of diverse ethnicities smiling and touching a globe. The globe is positioned in the foreground, and the children are leaning over it from behind. The background is a bright, outdoor setting with trees and a clear sky.

**Inequality in health –
WHO European policies
and activities
Moving towards Health 2020**

Zsuzsanna Jakab, WHO Regional Director for Europe



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Health 2020



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Health 2020

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 towards reducing inequalities in health within the Region and beyond



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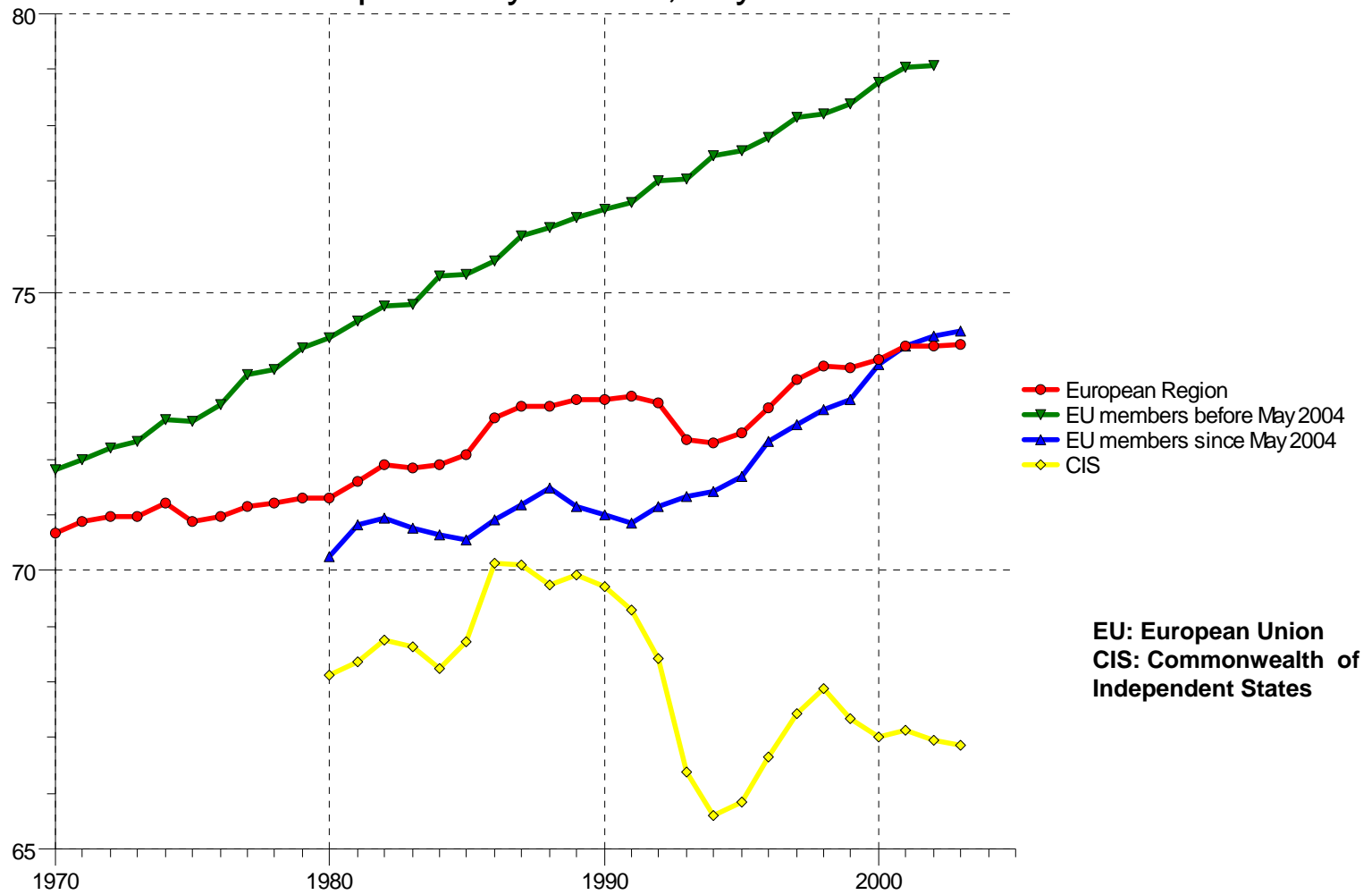
Health
Equity



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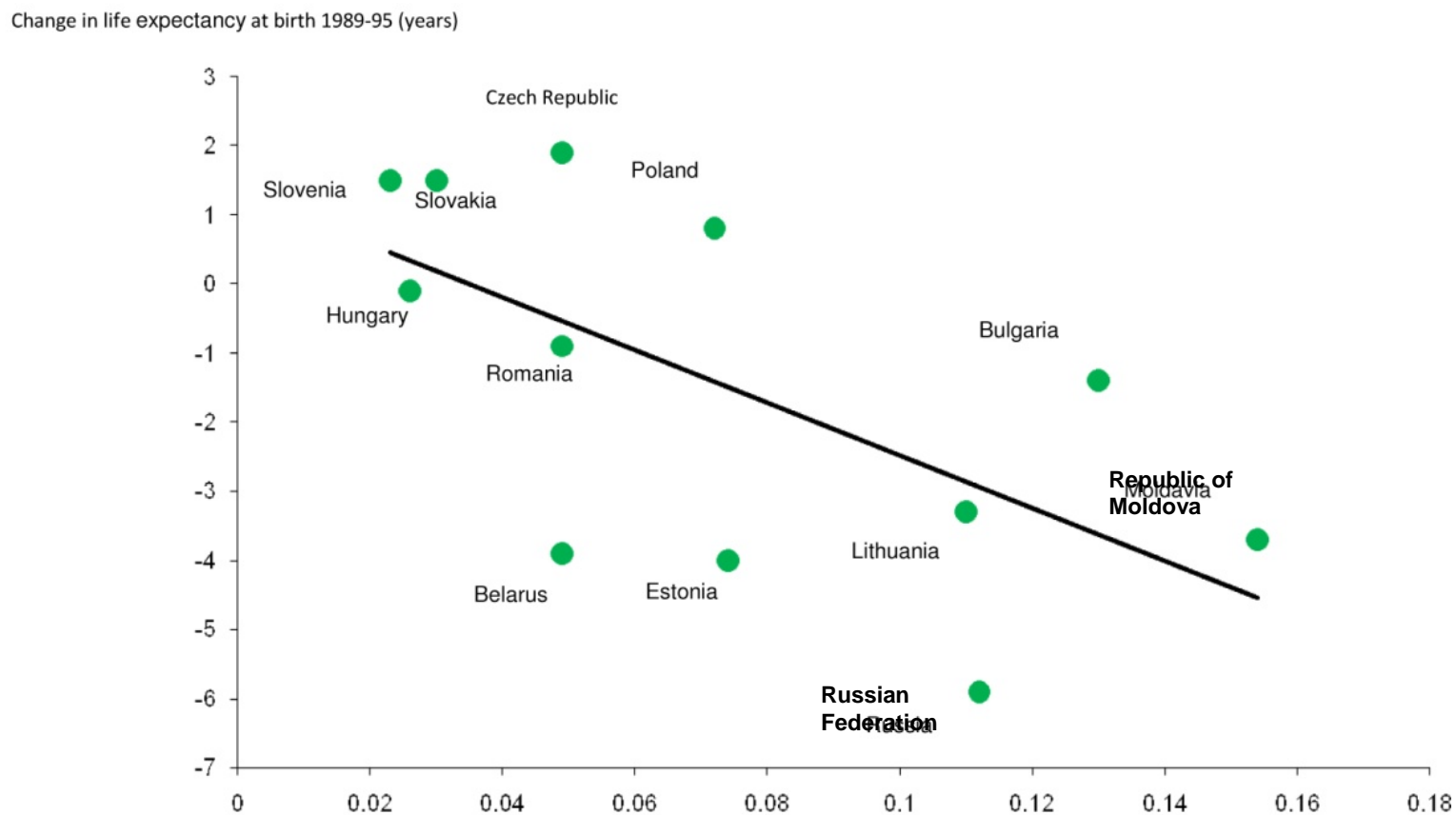
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Life expectancy at birth, in years



Health inequalities are socially determined

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



Source: Marmot & Bobak.

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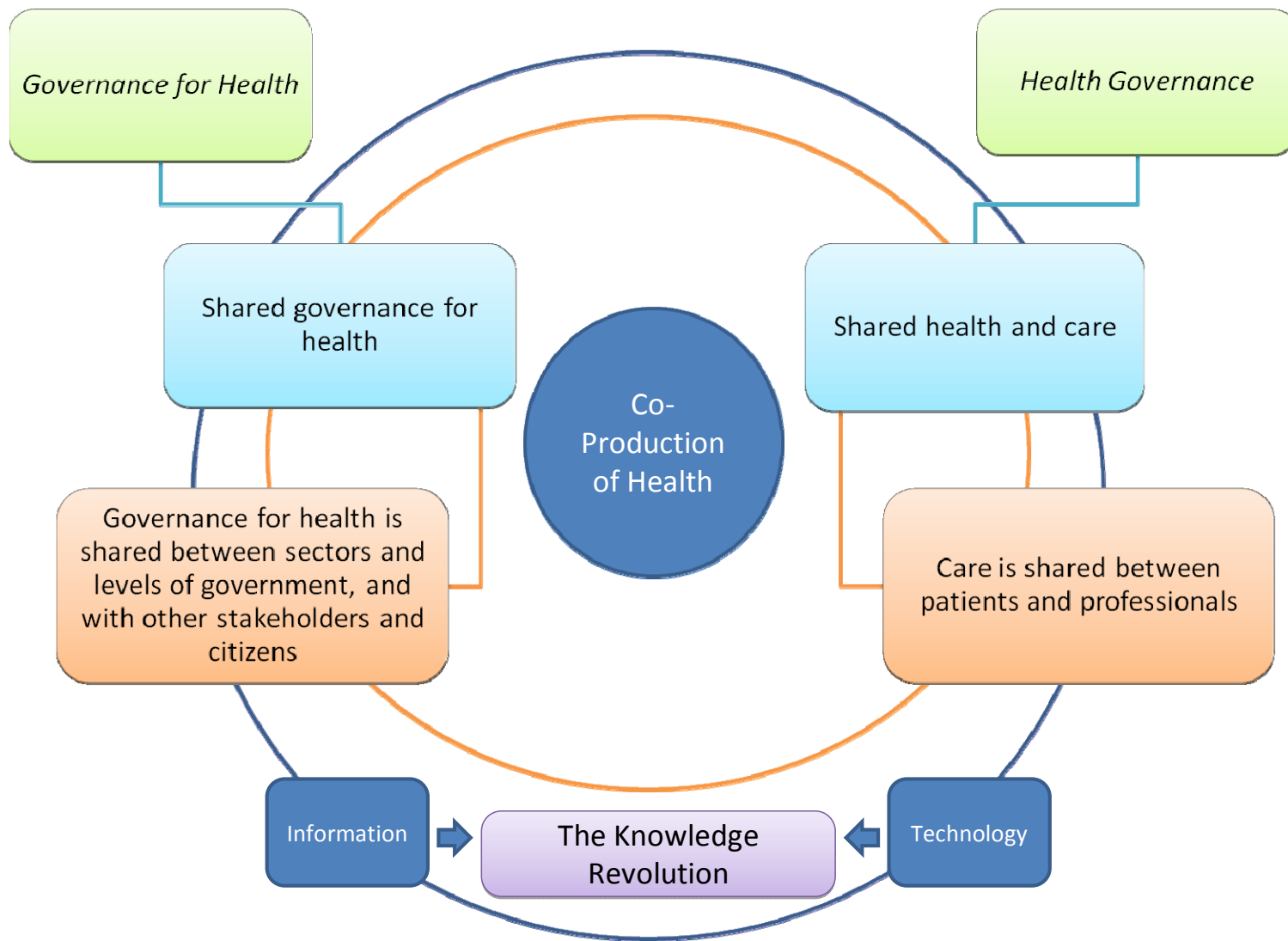
Health
Governance



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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



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Economics
of
Prevention



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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

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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

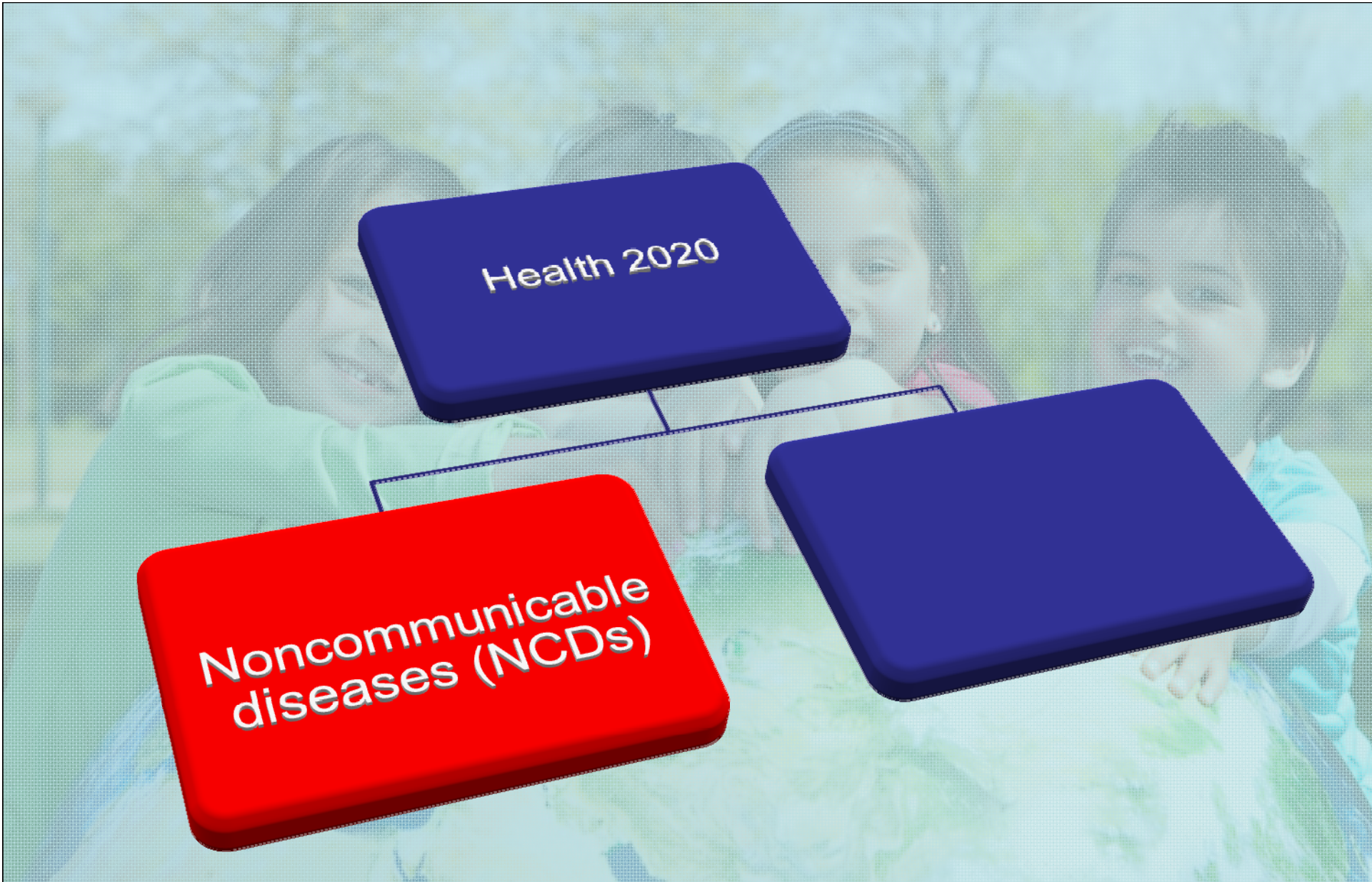


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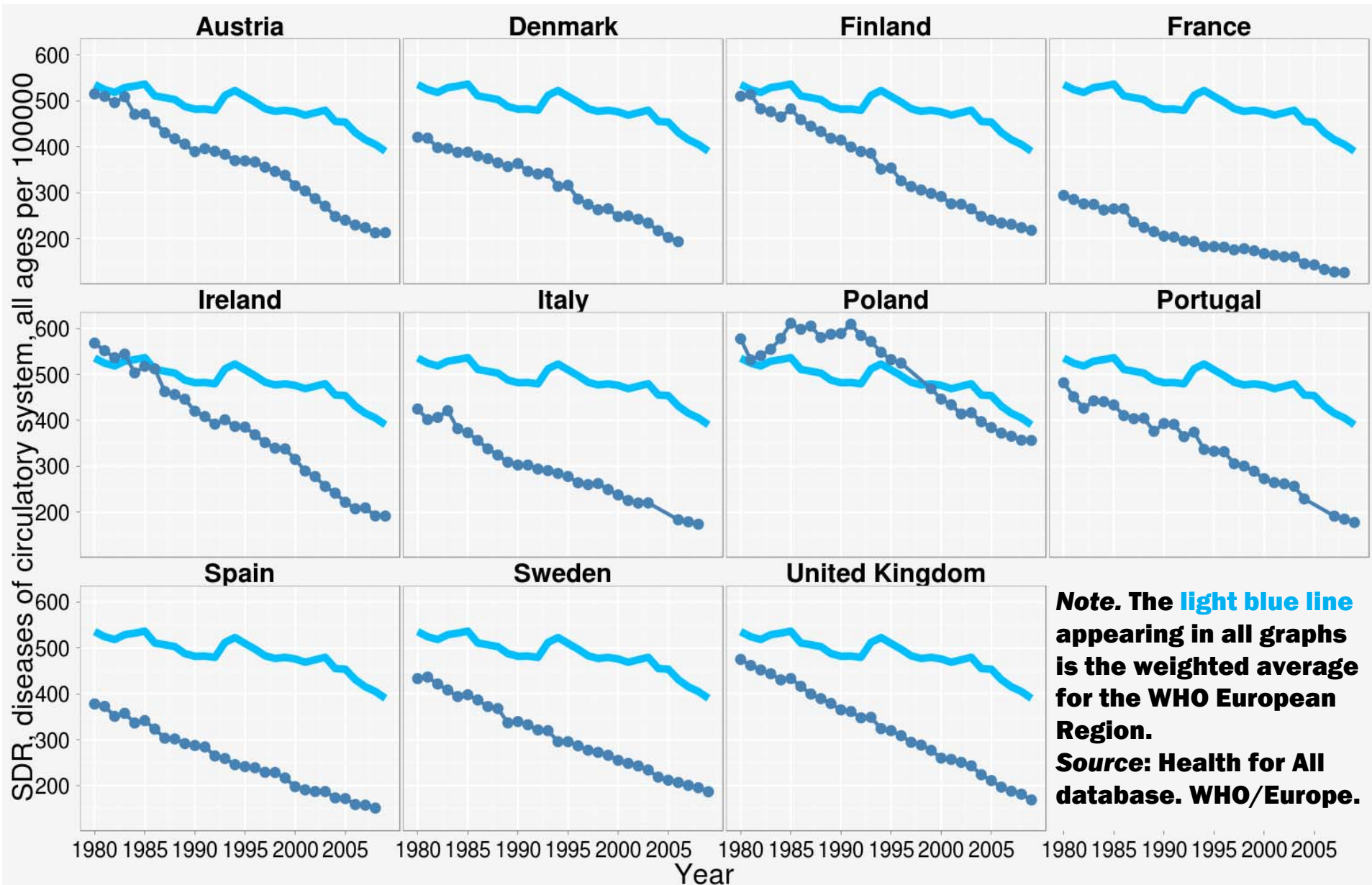
Strengthening public health capacities and services in Europe: a framework for action

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



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Note. The **light blue line** appearing in all graphs is the **weighted average for the WHO European Region.**
Source: Health for All database. WHO/Europe.

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

Planning & oversight

National plan

Health info. sys. with social determinants disaggregation

Health in all policies

Fiscal policies

Marketing

Salt

Trans-fat

Healthy settings

Workplace wellness

Active transport

Secondary prevention

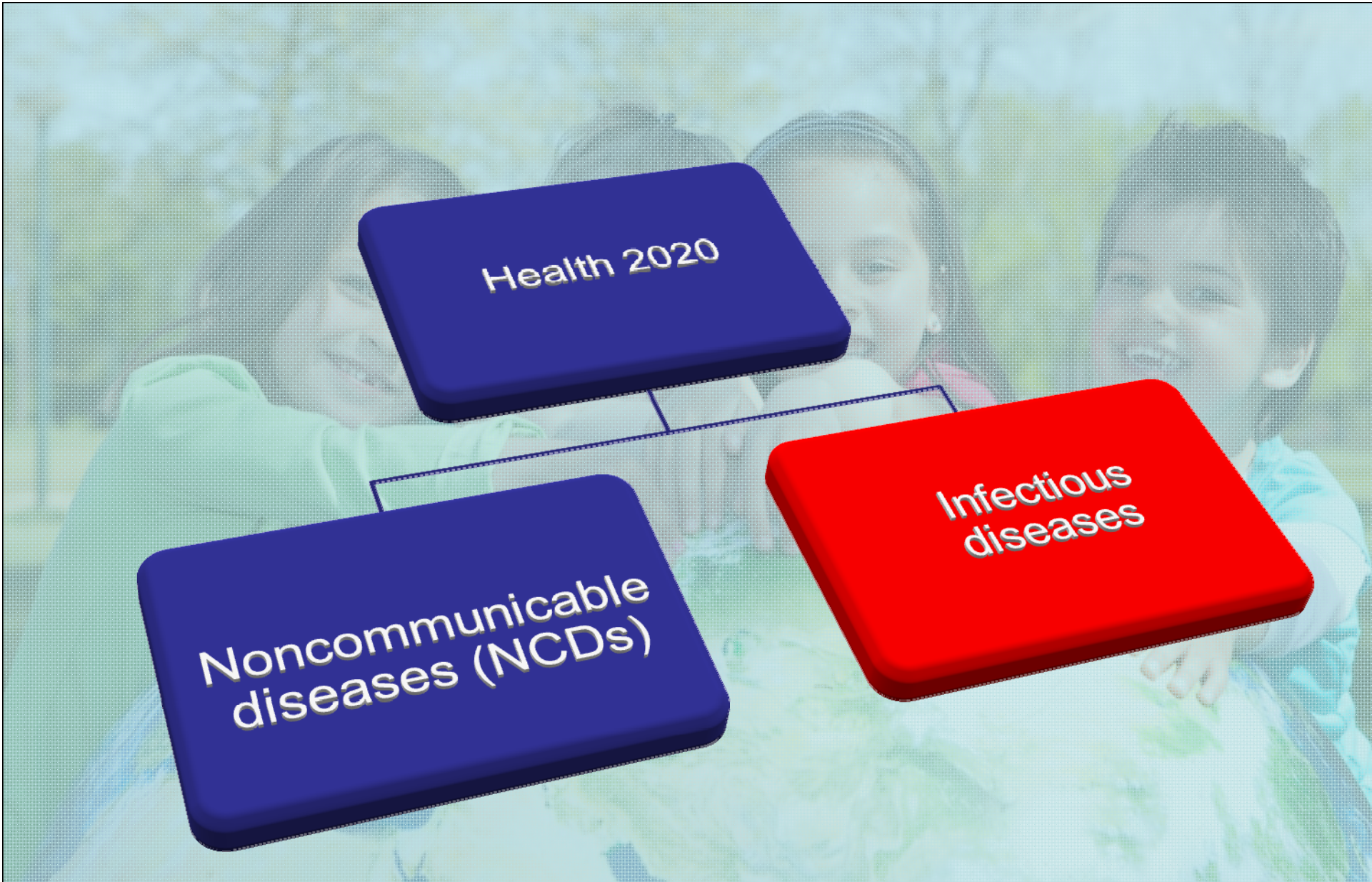
Cardio-metabolic risk assessment & management

Early detection of cancer



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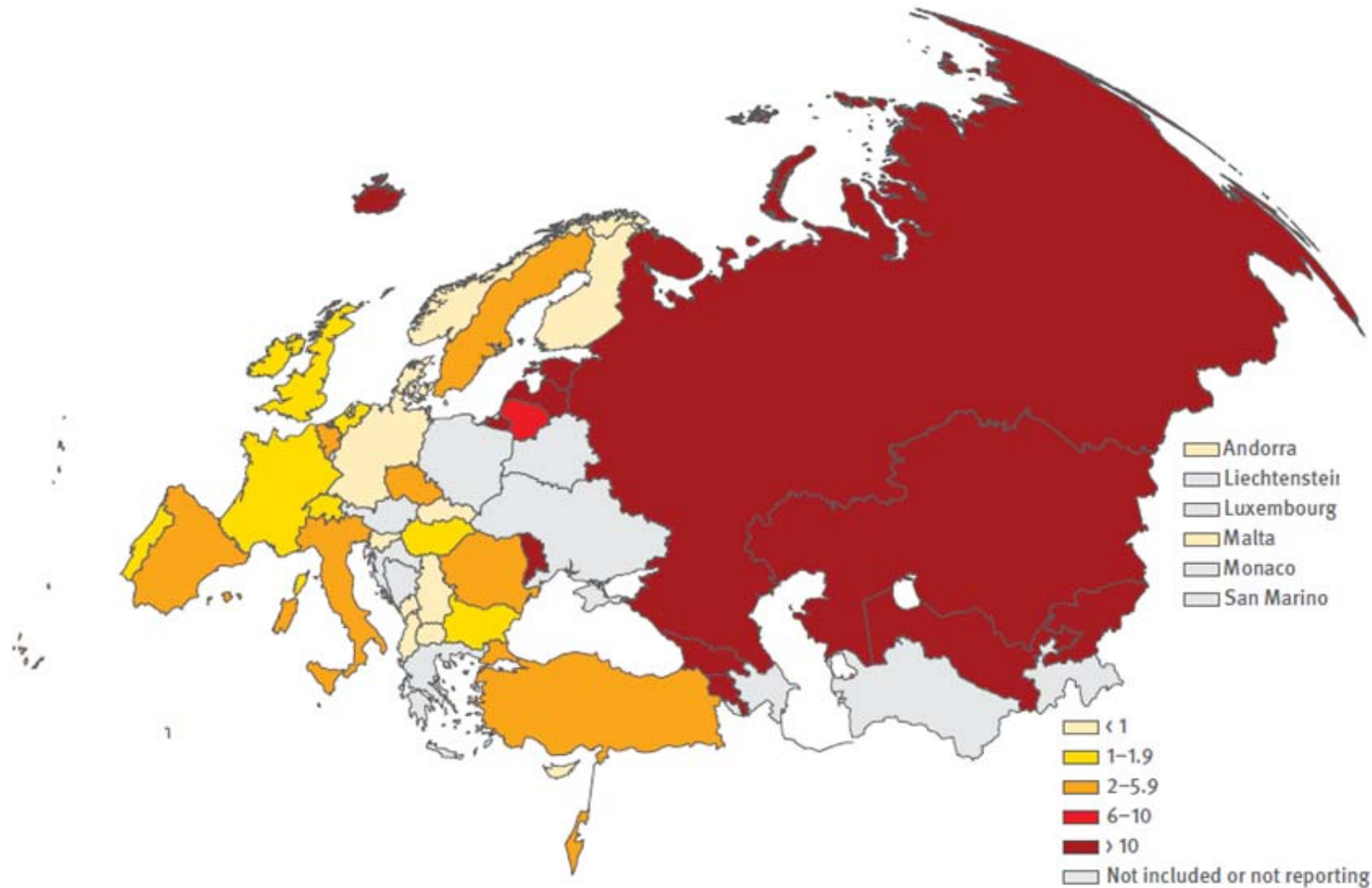


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Tuberculosis (TB) kills 7 people per hour in Europe

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



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



Thank you



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