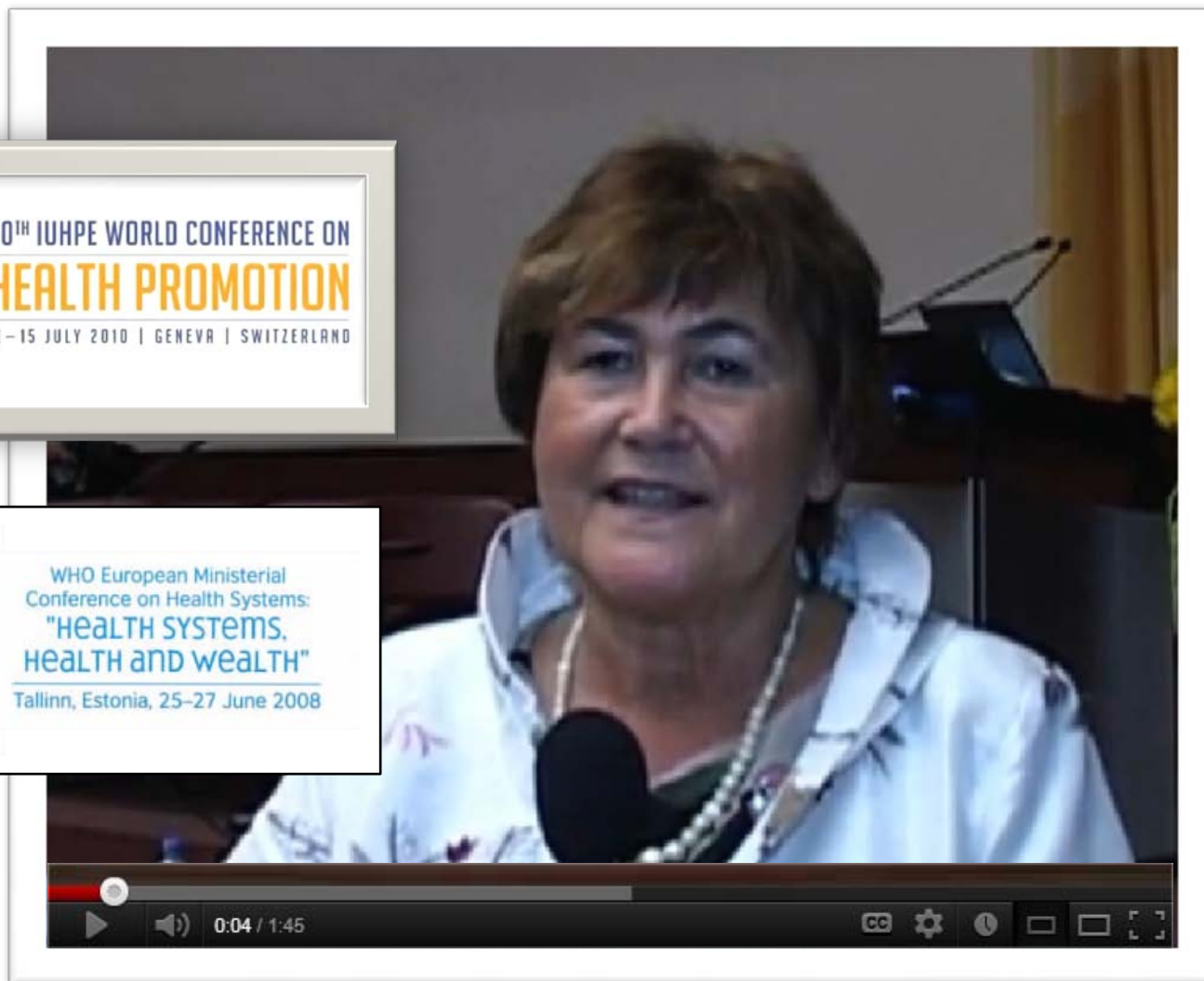




Health 2020: the new
European health policy

Renewing commitment to health and to health promotion

Zsuzsanna Jakab
WHO Regional Director for Europe



International Union for Health Promotion and Education (IUHPE) Conferences Archive (<http://www.iuhpeconference.net/en/archive.php?menuId=5>)

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WHO/Europe home page

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Our work in European countries

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Data and evidence, health topics, events

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Health 2020: The European policy for health and well-being



Strategic objectives

- ▶ Reducing inequalities
- ▶ Better governance

Priority areas

- ▶ Life-course approach
- ▶ Burden of disease
- ▶ Health systems
- ▶ Resilient communities

WHO/Europe web site (<http://www.euro.who.int/en/what-we-do/health-topics/health-policy/health-2020>)



Tackling Europe's health challenges and priorities

Health 2020 and WHO reform

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



Why Health 2020?



Improvements in health and well-being: significant but uneven and unequal

Why Health 2020?



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

Why Health 2020?



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

The development journey

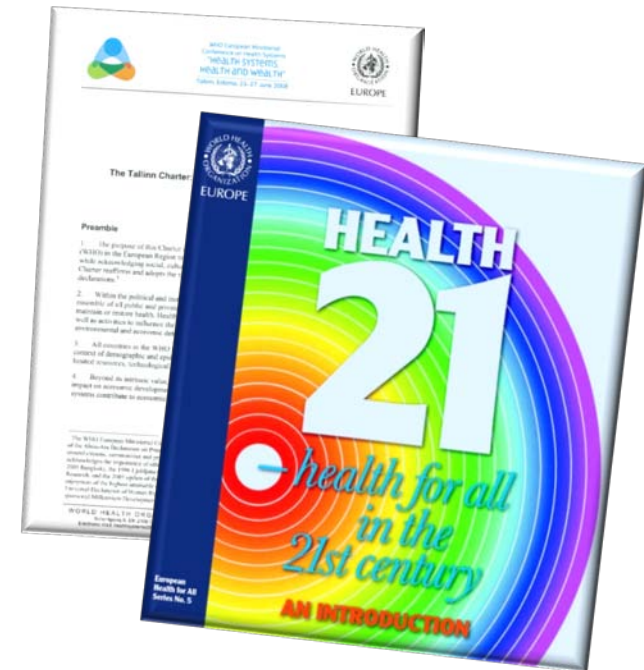
- Evidence-based
- Experience-informed
- Stakeholder(Peer)-reviewed



Building on public health history

- WHO Constitution
- Declaration of Alma-Ata
- Health for All
- Ottawa Charter for Health Promotion
- Health21
- Tallinn Charter: Health Systems for Health and Wealth

Integrated policy frameworks
have inspired health-generating
action on all levels



Reaching higher and wider

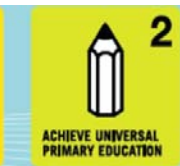
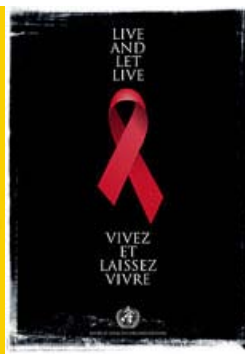
- Going upstream to address root causes
- Making the case for whole-of-government and whole-of-society approaches
- Offering a framework for integrated and coherent interventions

Vision

A WHO European Region in which all people are enabled and supported in achieving their full health potential and well-being and in which countries, individually and jointly, work towards reducing inequities in health within the Region and beyond

Health 2020 builds on strong values

- Health as a fundamental human right
- Solidarity, fairness and sustainability



Health 2020 – a common purpose, a shared responsibility

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 strategic objectives: stronger equity and better governance

1. Working to improve health for all and reducing the health divide

2. Improving leadership and participatory governance for health

Health 2020: four common policy priorities for health

The four priority areas are interlinked and are interdependent and mutually supportive

Addressing them will require a combination of governance approaches that promote health, equity and well-being

Investing in health through a life course approach and empowering people

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

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

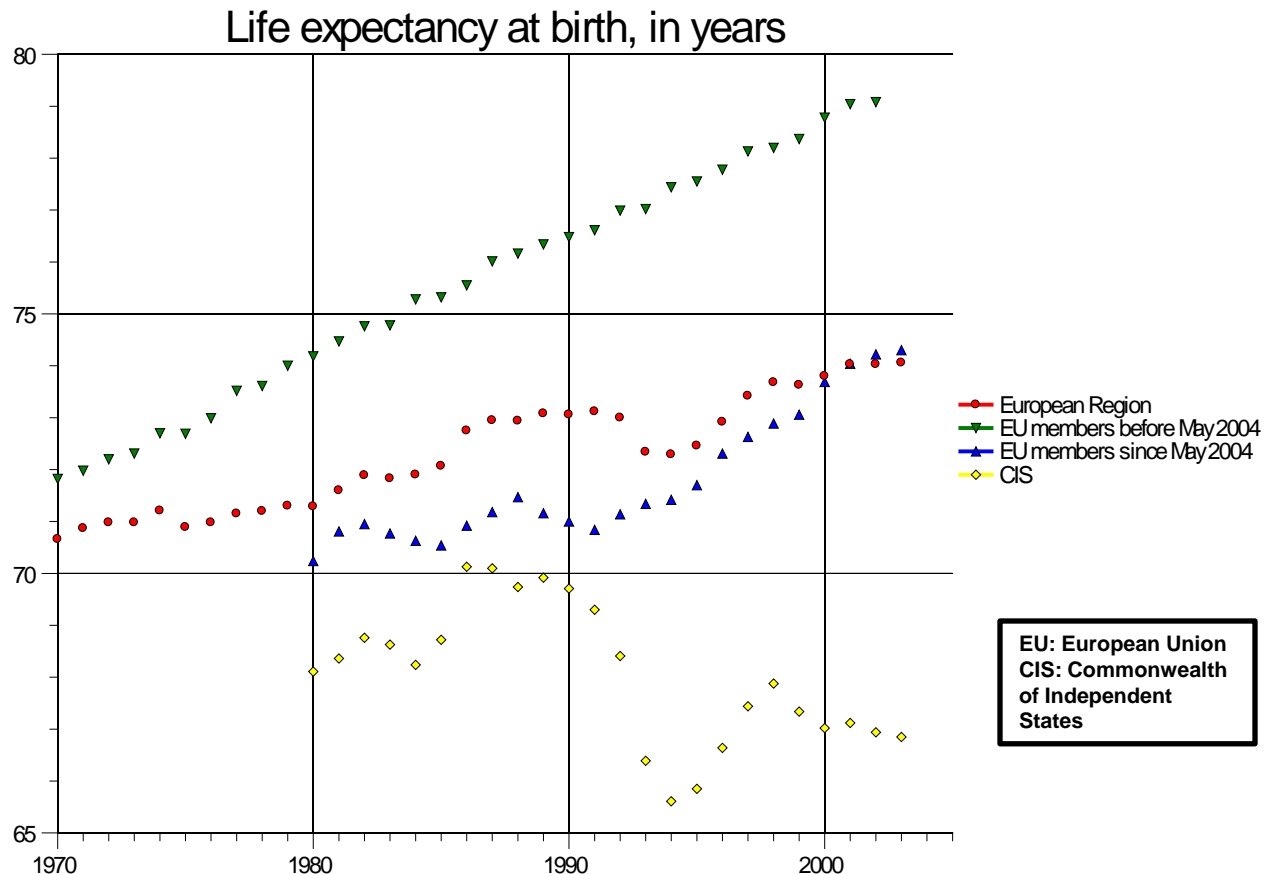
Creating supportive environments and resilient communities

Tackle the health divide

Address the social determinants of health

Emphasize action across the social gradient and on vulnerable groups

Ensure that continuous reduction of health inequities becomes a criterion in assessing health systems' performance



Stakeholder utility



What's in it
for me?

Ministers of Health

- Leadership
- Health-system management
- Influence
- Problem solving
- Engagement strategies
- Intelligence exchange

Prime ministers other sectoral leaders

- Economic case for investment in health
- Upstream interventions
- Health and well-being as barometers of development
- New governance models

Public health agencies, advocates and academics

Health 2020:

- builds unity in community
- maps options and tradeoff for health improvement
- enhances public health authority
- stands up for public health
- identifies research priorities

Health professionals

Health 2020:

- identifies integrative strategies and new skills needed
- link clinical interventions to equity and social determinants
- advocates for strengthening health systems

Partner agencies

Health 2020:

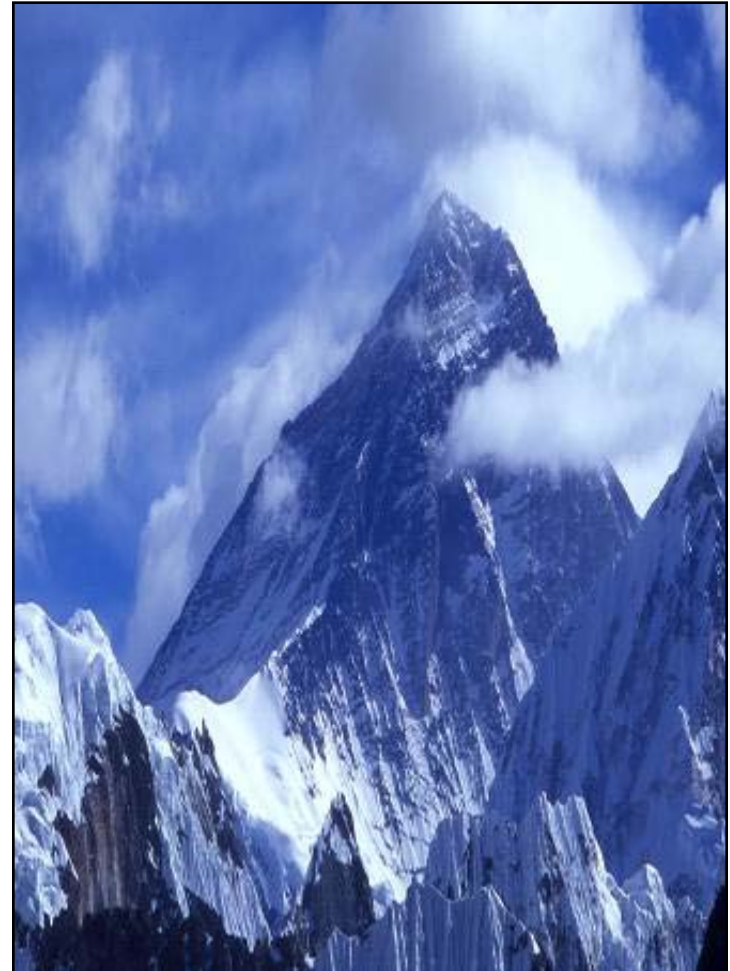
- sets common targets
- reduces duplication
- enhances coherence

Society

Health 2020:

- champions engagement and empowerment approaches
- supports citizen/patient-centred systems
- provides a platform for advocacy and collaboration

We are embarking on a new path ...



Photos: Donaldson, 2008

How can WHO help?

- Support national policy reviews
- Help analyse priority needs
- Help engage presidents and prime ministers for whole-of-government and -society approaches
- Build capacity

Health 2020: Towards a healthier Europe





8th Global Conference
on Health Promotion
HELSINKI 2013



World Health
Organization

www.who.int