

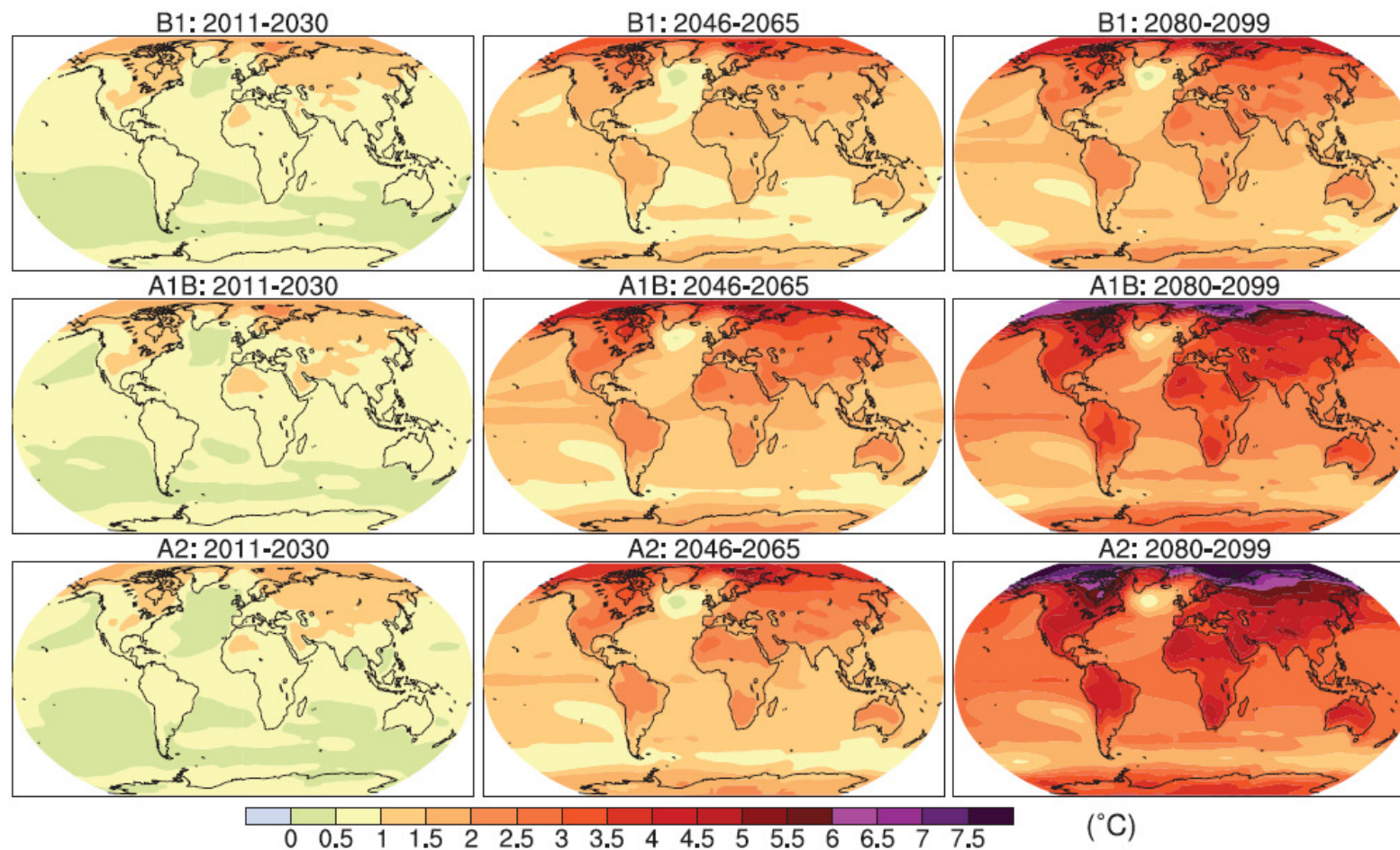


Health Promotion in a Fast-changing World

Zsuzsanna Jakab

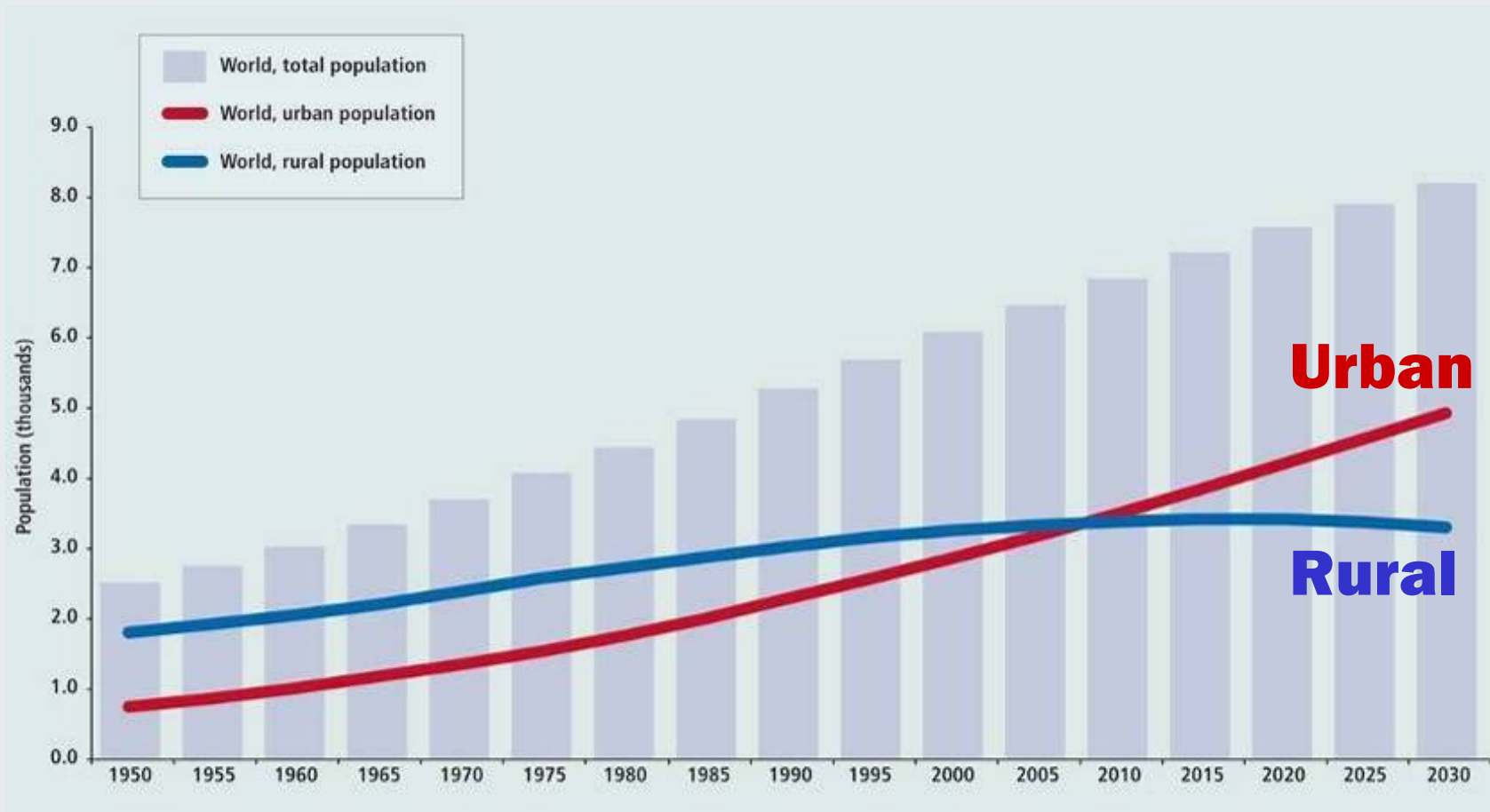
WHO Regional Director for Europe

A Changing Climate



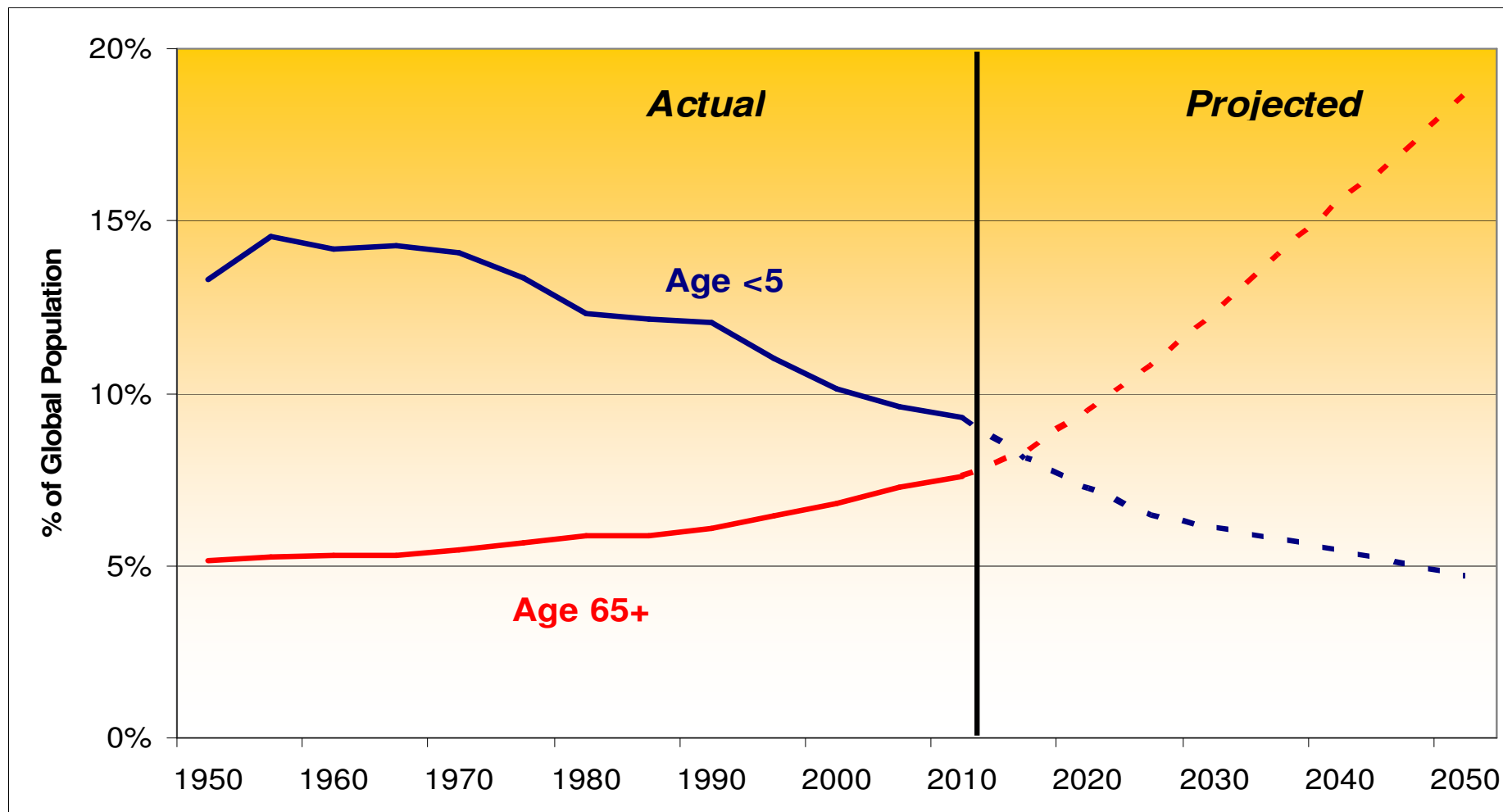
Source: Intergovernmental Panel on Climate Change. *Climate change 2007. The physical science basis*. Cambridge, Cambridge University Press, 2007 (<http://www.ipcc.ch/pdf/assessment-report/ar4/wg1/ar4-wg1-chapter10.pdf>).

An Urban Planet



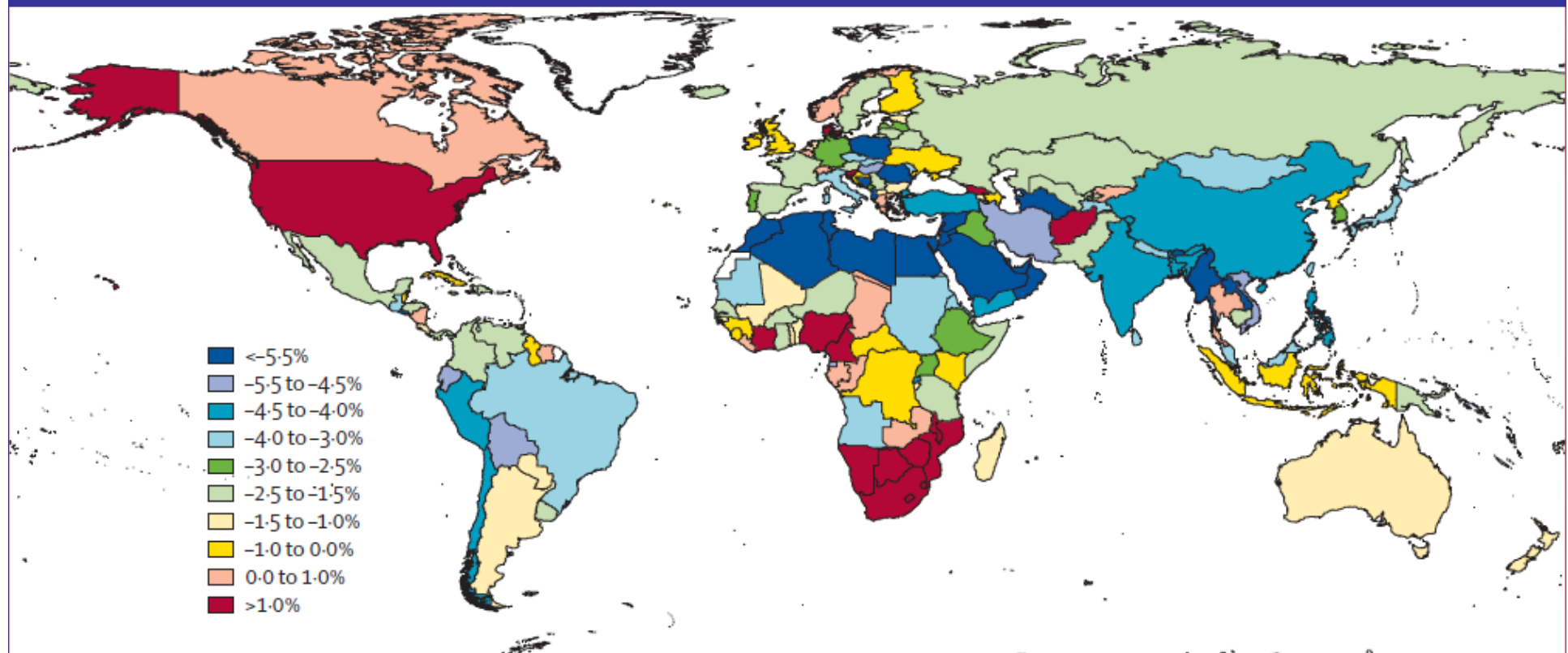
Source: World urbanization prospects. The 2005 revision. New York, United Nations, 2005
(<http://www.un.org/esa/population/publications/WUP2005/2005wup.htm>).

And, by your next Conference ... More People Aged 65+ Than < 5



Source: data from World population prospects, the 2008 revision. Estimates, 1950–2010. Low-fertility variant, 2010–2050 [web site]. New York, United Nations, 2008 (http://esa.un.org/unpd/wpp2008/peps_population-by-age-and-sex_5x1.htm).

Traditional Burdens Remain Unacceptably High



Yearly rate of decline in maternal mortality ratio, 1990–2008

Source: Hogan MC et al. Maternal mortality for 181 countries, 1980–2008: a systematic analysis of progress towards Millennium Development Goal 5. *Lancet*, 2010, 375:1609–1623
(http://www.containerstoclinics.org/documents/Maternal_Mortality_for_181_Countries.pdf).

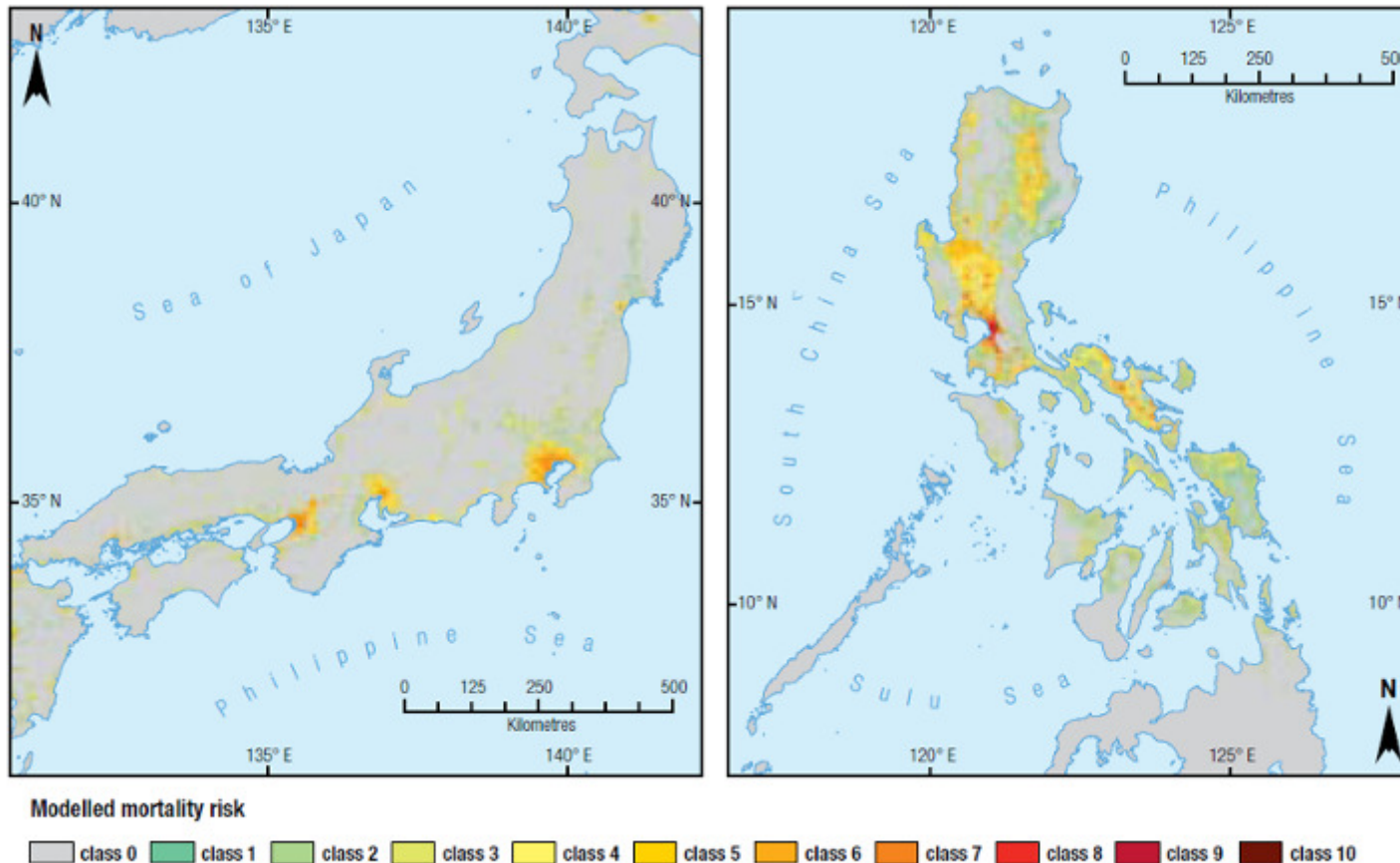
And New Burdens Threaten Health and the Economy



- Of all global risks assessed in 2010, the epidemic of chronic diseases is deemed:**
- **third most likely to occur**
 - **fourth most severe in economic impact**

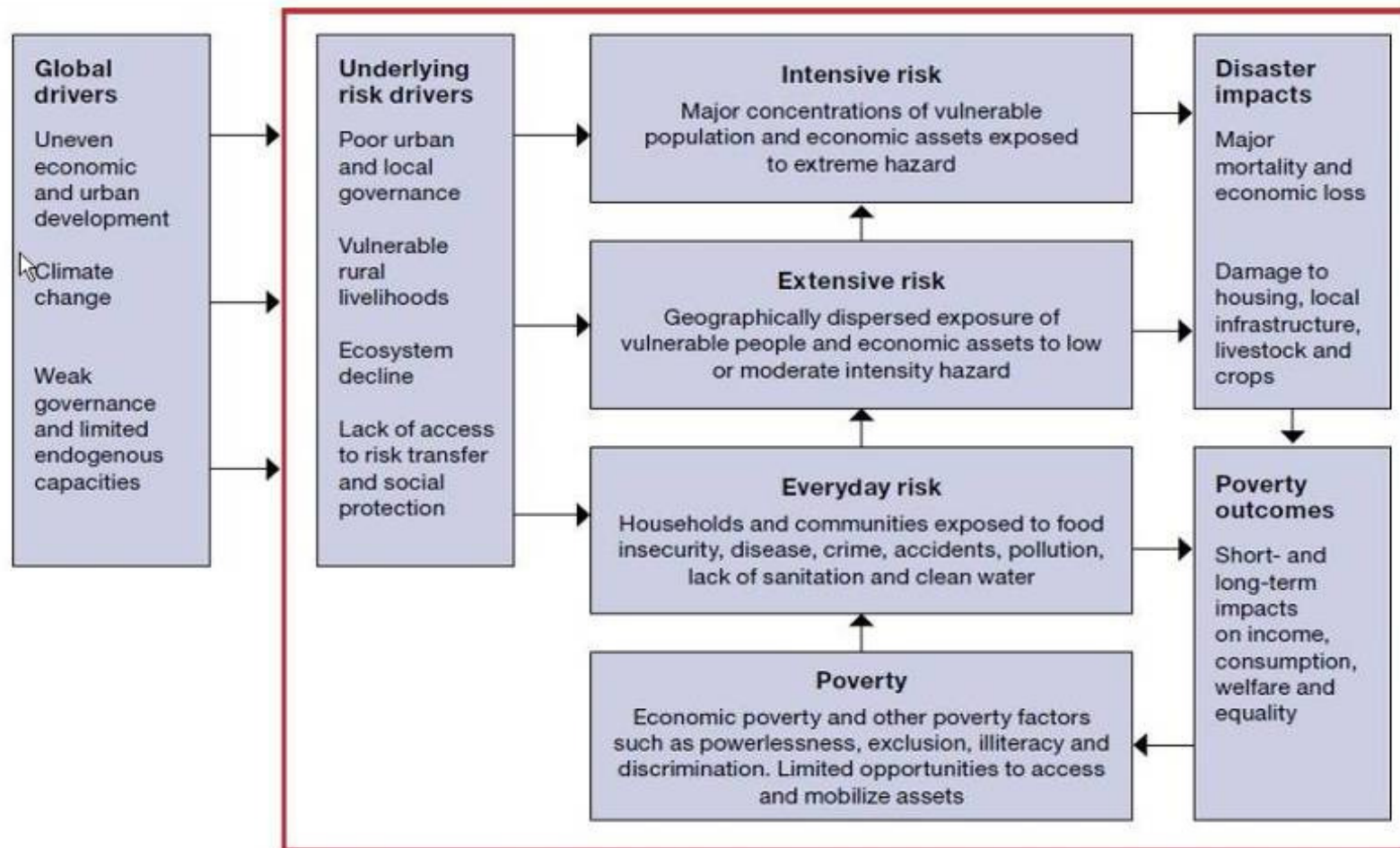
Source: *Global risks 2010. A Global Risk Network report.* Geneva, World Economic Forum, 2010 (<http://www.weforum.org/pdf/globalrisk/globalrisks2010.pdf>).

Poor Populations Are More Vulnerable



Source: Global assessment report on disaster risk reduction 2009. New York, United Nations, 2009 (http://www.preventionweb.net/english/hyogo/gar/report/documents/GAR_Chapter_1_2009_eng.pdf).

And Their Vulnerability Is Structural

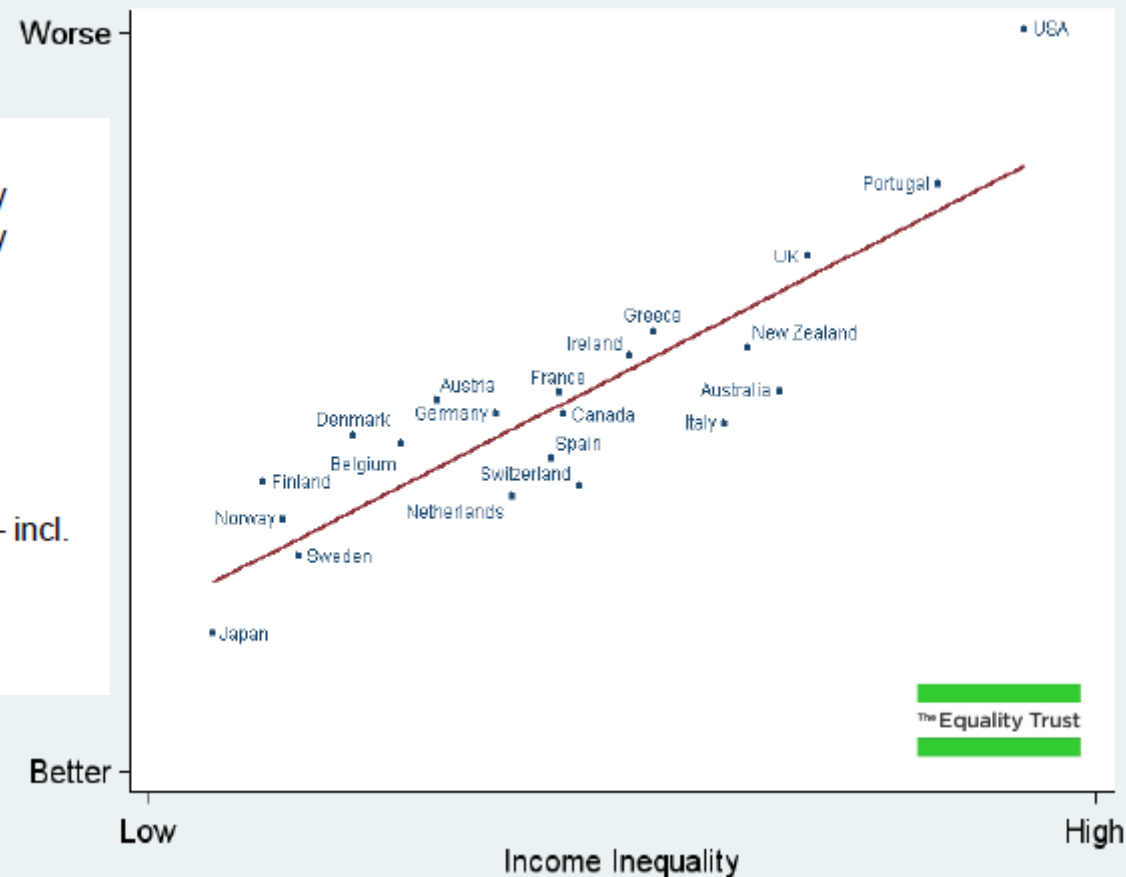


Source: Global assessment report on disaster risk reduction 2009. New York, United Nations, 2009 (http://www.preventionweb.net/english/hyogo/gar/report/documents/GAR_Chapter_1_2009_eng.pdf).

Health and Social Problems Are Worse in More Unequal Countries

Index of:

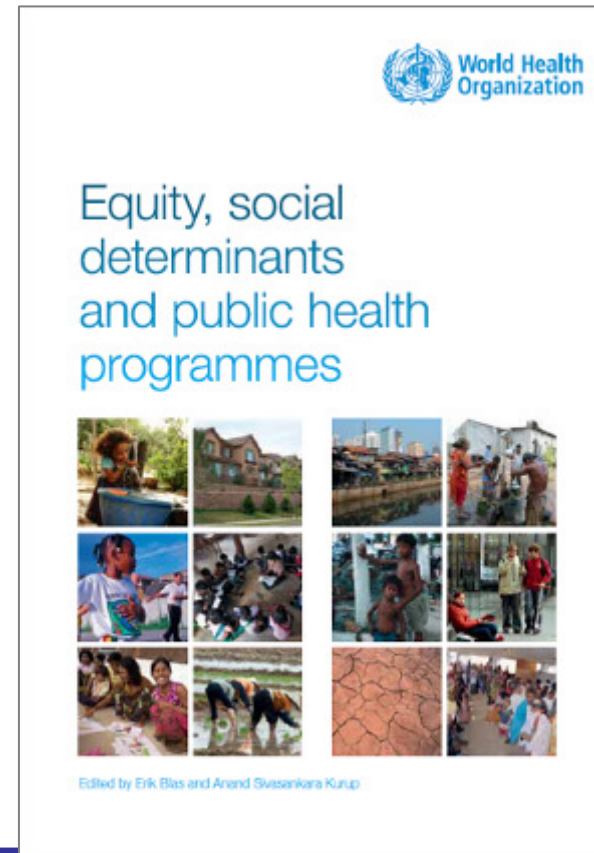
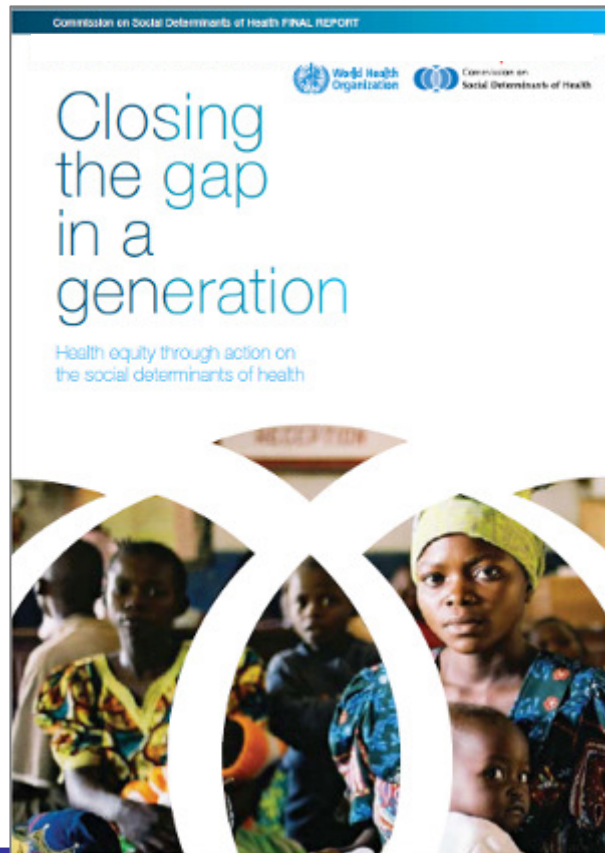
- Life expectancy
- Math & Literacy
- Infant mortality
- Homicides
- Imprisonment
- Teenage births
- Trust
- Obesity
- Mental illness – incl. drug & alcohol addiction
- Social mobility



Source: The spirit level – slides from the Equality Trust [web site]. London, Equality Trust, 2009
(<http://www.slideshare.net/equalitytrust/the-spirit-level-slides-from-the-equality-trust>).

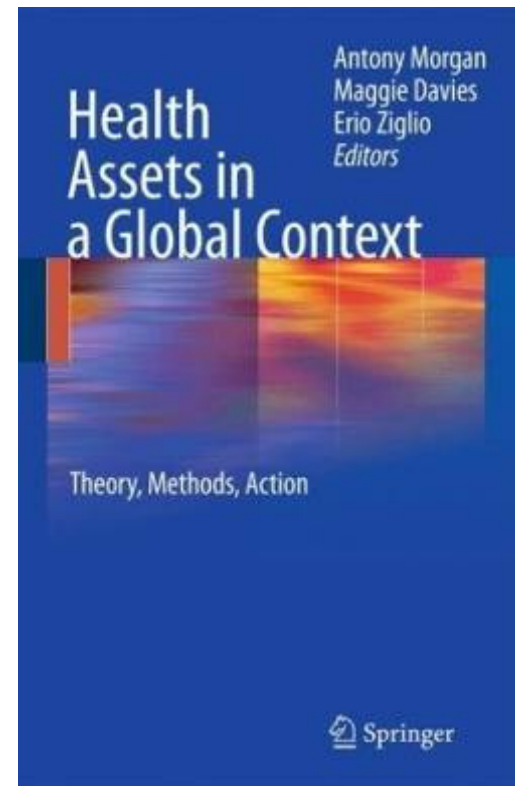
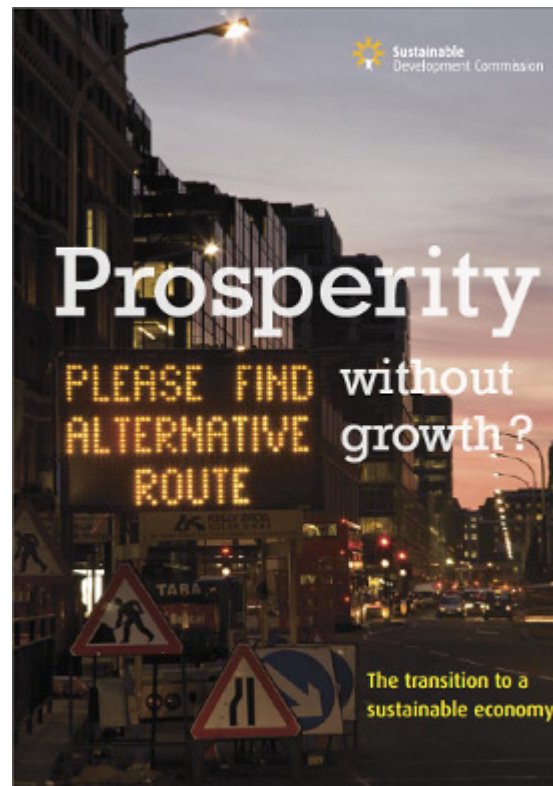
Social Injustice

The Ultimate **Cause** of the Causes



WHO books: *Closing the gap in a generation: health equity through action on the social determinants of health* (http://www.who.int/social_determinants/thecommission/finalreport/en/index.html) and *Equity, social determinants and public health programmes* (http://www.who.int/social_determinants/en/)

New Approaches Must Be Found



Prosperity without growth? London, Sustainable Development Commission, 2009 (<http://www.sd-commission.org.uk/publications.php?id=914>).

Morgan A et al., eds. *Health assets in a global context*. Heidelberg, Springer (in press).

← **Mainstreaming Health Promotion** →

Putting Health Back in "Health" Policies



Upstream



Legislation and fiscal policies

Cash transfers

Environmental interventions

Community organization

Settings-based approaches

Household interventions

Behaviour change

Brief counselling interventions

Self-care and adherence to therapy



Downstream

Health in All Policies



World Health Organization



Government of South Australia

And in Europe ...



- European health policy
 - Social determinants review
 - Vulnerable population groups
 - Noncommunicable diseases as a priority
 - Revitalizing public health and health promotion
 - Climate change (within environment and health)
 - Elderly people
 - Health sector strengthening
 - Partnerships
-
- **BETTER HEALTH FOR EUROPE AND REDUCED HEALTH DIVIDE**