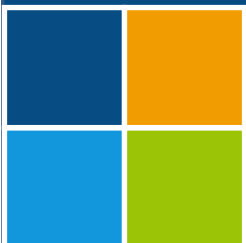


Andorra, 9-11 March 2011

THE TALLINN CHARTER - A BUILDING BLOCK FOR HEALTH 2020

Zsuzsanna Jakab



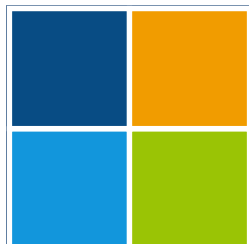
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“It is health that is real wealth and not pieces of gold and silver.”

Mahatma Gandhi



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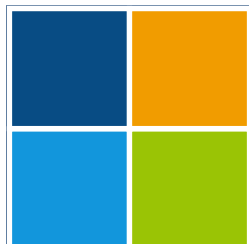
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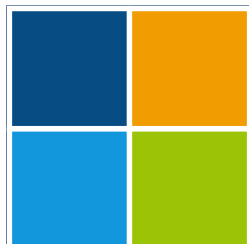
From the Tallinn Charter to Health 2020

- Health is wealth
- Health inequalities must be redressed
- Health systems save lives
- Health systems are more than just health care
- Health systems must be made more responsive to people's needs, preferences and expectations



Learning, deciding and acting - together

- Patients and other stakeholders must be engaged in decision-making
- Partnerships for learning and cooperation are a must
- Monitoring and evaluation are important



Going one step further ...

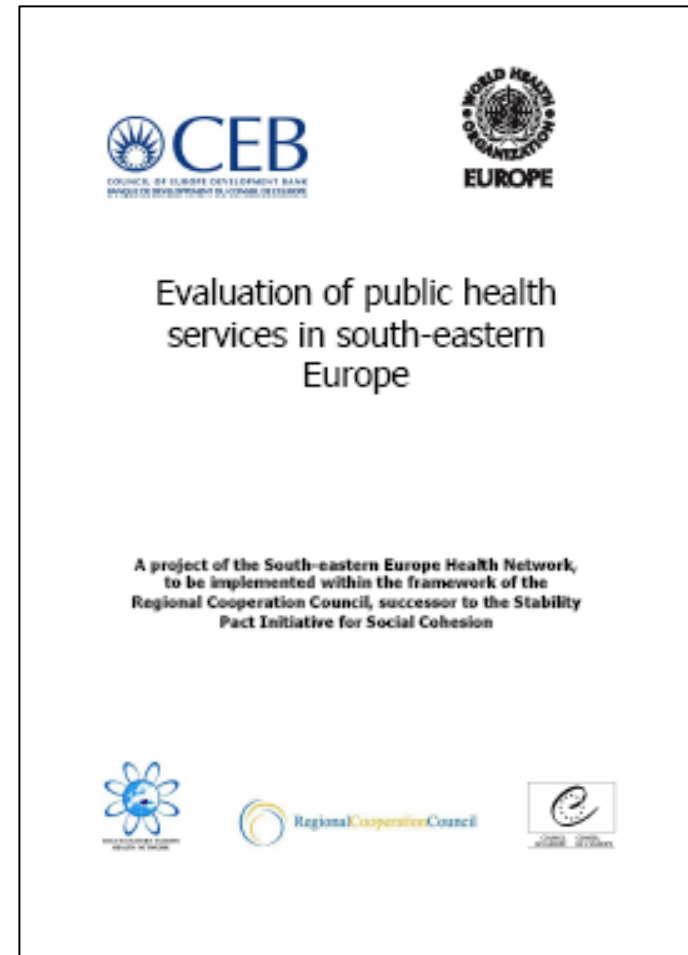
Public health must be brought to the forefront

- Noncommunicable diseases cause 86% of deaths in the Region
- Policy priorities are often dictated by relatively short electoral cycles
- Under-emphasis on long-term health gain and public health



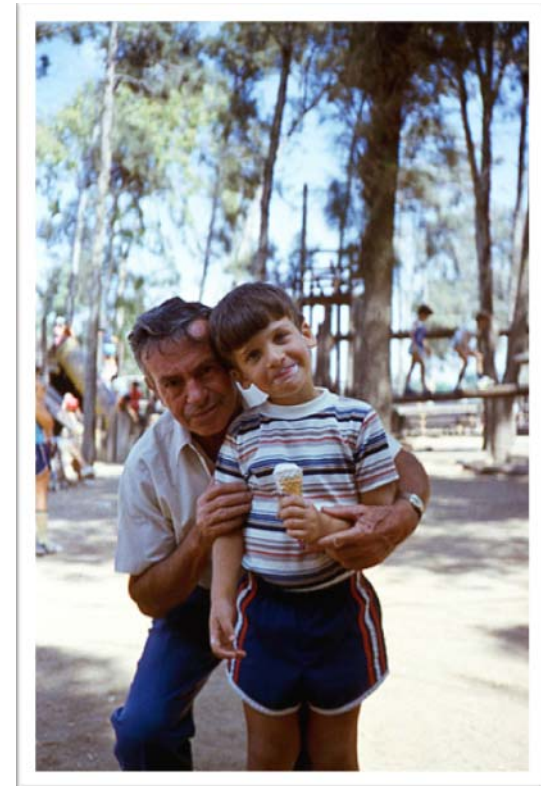
The emphasis on prevention and promotion must be rejuvenated

- Introduce and evaluate new and effective approaches, programmes and interventions
- Strengthen the institutional and functional basis of public health services
- Protect budgets for improving health including health promotion, protection and disease prevention



Leadership for health

- Health ministries must promote health in all policies
- To do this, they require more than just a mandate
- Responsibility for health must be nested at the highest level of government
- Governance mechanisms must be put in place



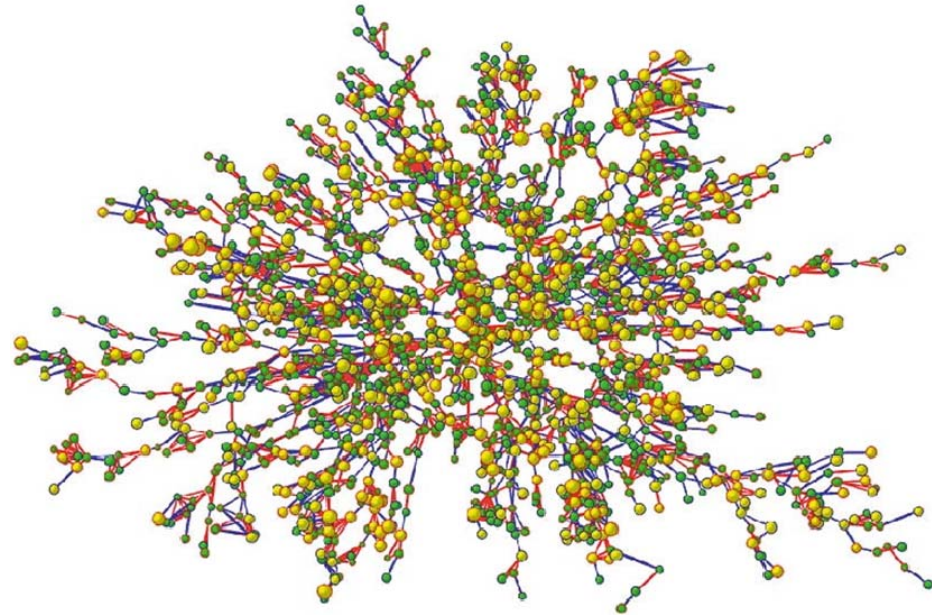
Going a few steps further ... Towards a “whole-of-government” approach in Health 2020

- Leadership is paramount
- Governance mechanisms required:
 - institutional platforms
 - incentive and accountability schemes
 - formal requirements for health impact assessment
- Effectively leveraging horizontal governance processes



The *complex problems* in health policy call for learning and adapting

- Complexity, uncertainty, high stakes, and conflicting value
- Systems thinking used to analyse problems and devise solutions
- Policies to be implemented as large-scale experiments
- A commitment to learning from practice
- Monitoring and evaluation systems
- Policies *adapted* based on experience



The Spread of Obesity in a Large Social Network over 32 Years. N Engl J Med 2007; 357:370-379

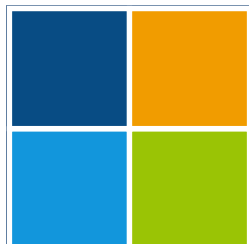
National health plans

- In line with Health 2020
- A vehicle for implementing Health 2020
- Documentation of good practise and case studies
- Training in national health plans
- Continue and scale up ongoing country efforts
- Strengthen engagement with key partners



The vision for Health 2020

- Health 2020 will seamlessly weave together two approaches for greater health and equity:
 - Strengthening health systems with a renewed emphasis on public health
 - Addressing social determinants of health, including inequalities and social exclusion
- The challenge is to find governance mechanisms that will allow these two approaches to be put in place at the global and regional levels of health governance and at country policy-making levels



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The Tallinn Charter: Health Systems for Health and Wealth

- A significant landmark for health policy in the WHO European Region

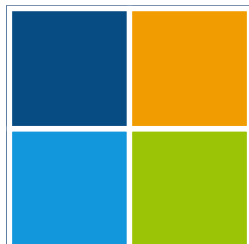


- Towards 2015: a valuable learning experience for the European health policy community

The Tallinn Charter

From values to action

Health 2020



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