

# Health 2020: a New European policy framework for health and well-being

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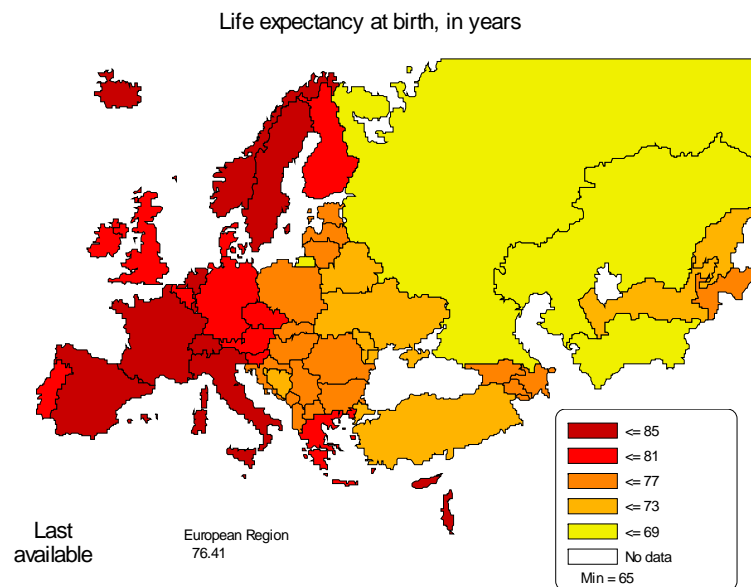
Zsuzsanna Jakab  
WHO Regional Director for Europe



Astana, Kazakhstan  
15 November 2012

# Health 2020: adopted by WHO Regional Committee for Europe in September 2012

53 Member States: the European policy framework for supporting action across government and society for health and well-being



# 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 documents

- Health 2020 – A European policy framework supporting action across government and society for health and wellbeing
- Health 2020 – European policy framework and strategy document

# Kazakhstan – highest political commitment to health



*“Healthy lifestyle and the principle of shared responsibility for health – these are what should be important both in the policy on public health and in everyday living.”*

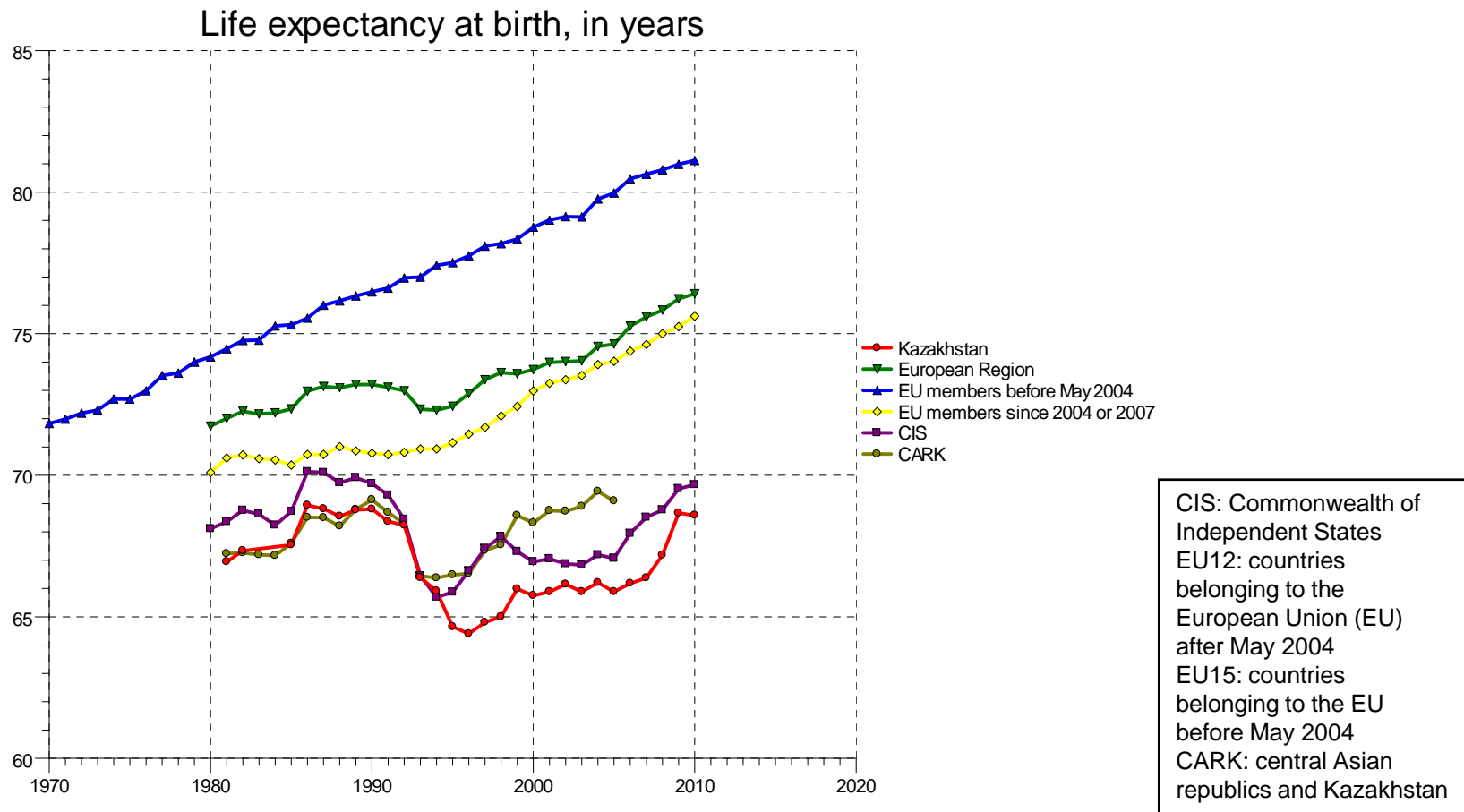
– Nursultan Nazarbayev, President of the Republic of Kazakhstan  
(address to the nation, January 2012)

# Why Health 2020?



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

# Overall health improvement (5 years' life expectancy gained) but with an important divide



# Why Health 2020?



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



# Health landscape of European Region

- Complexity and uncertainty
- Multifaceted health challenges, requiring active involvement of all levels of government (international, national and local)

People live longer and have fewer children

People migrate within and between countries; cities grow bigger

Noncommunicable diseases (NCDs) dominate the disease burden

Depression and heart disease are leading causes to healthy life-years lost

Control of infectious diseases (such as HIV, tuberculosis (TB)) remains a challenge

Antibiotic-resistant organisms are emerging

Health systems face rising costs

Primary health care systems are weak and lack preventive services

Public health capacities are outdated

# Why Health 2020?



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

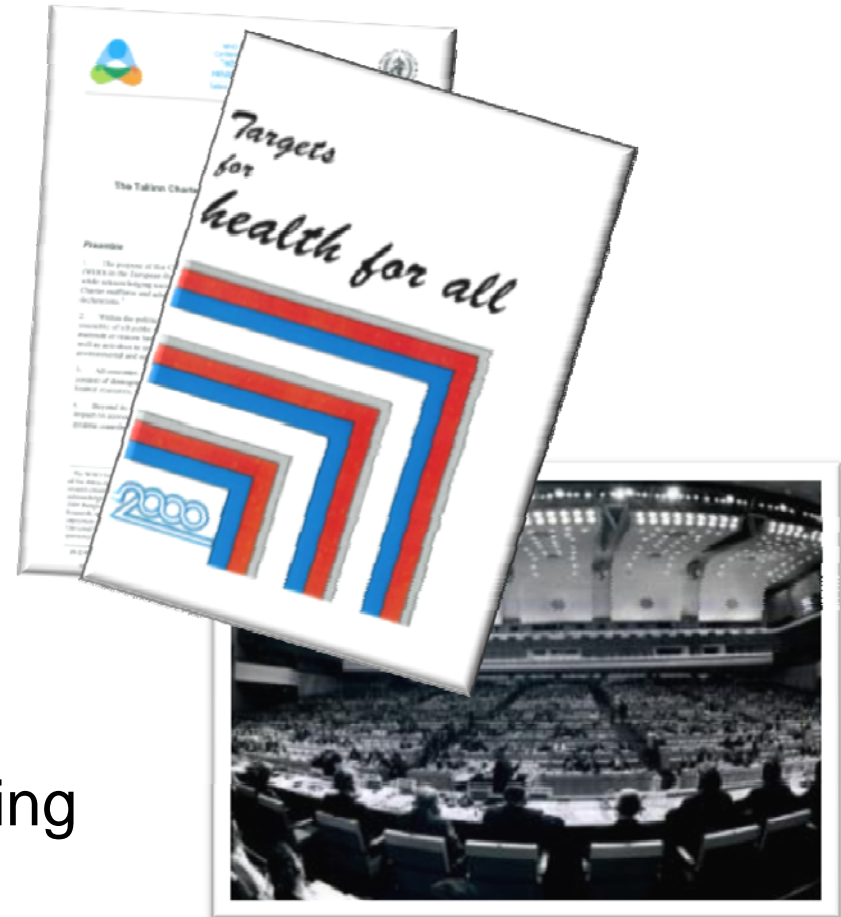
# Health 2020: key studies

- Governance for health in the 21<sup>st</sup> century
- Supporting Health 2020: governance for health in the 21<sup>st</sup> century;
- Intersectoral governance for health in all policies: structures, actions and experiences
- Review of social determinants of health and the health divide in the WHO European Region
- Review of the commitments of WHO European Member States and the WHO Regional Office for Europe between 1990 and 2010
- The economic case for public health action

# Building on public health history

- WHO Constitution
- Declaration of Alma-Ata  
(35<sup>th</sup> anniversary: 1978–2013)
- Health for All
- Health21
- Tallinn Charter: Health Systems for Health and Wealth

Integrated policy frameworks can and have inspired health-generating actions on all levels.



# Who is it for?

- Health 2020 is addressed to health ministries but also aims to engage ministers and policy-makers across government and stakeholders throughout society who can contribute to health and well-being
- The Health 2020 strategy document is aimed at multidisciplinary professionals dealing with health, health ministry officers and the wider public health community

# Health 2020 strategic objectives

- Working to improve health for all and reducing the health divide (address all health determinants simultaneously – mostly in other sectors)
- 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 of NCDs and communicable diseases
- Strengthening people-centred health systems and public health capacities, and emergency preparedness, surveillance and response
- Creating resilient communities and supportive environments



# Health 2020 framework

- Health 2020 is an adaptable and practical policy framework relevant for all countries
- Health 2020 recognizes that countries engage from different starting points and have different contexts and capacities
- Health 2020 recognizes that each country is unique and that countries will pursue common goals through different pathways but be united in purpose



# Kazakhstan: health as a determinant and barometer of economic development

In the Global Competitive Index rating, Kazakhstan holds 94th position owing to the incidence of TB (index of 2007 was 130.0) and 121th position in terms of the influence of TB prevalence on business

Source: *The global competitiveness report 2011–2012*. Geneva, World Economic Forum, 2011 ([http://www3.weforum.org/docs/WEF\\_GCR\\_Report\\_2011-12.pdf](http://www3.weforum.org/docs/WEF_GCR_Report_2011-12.pdf)).

# Kazakhstan – Health 2020



# Health 2020 documents and Kazakhstan strategies

- Health 2020 – A European policy framework supporting action across government and society for health and wellbeing
- Health 2020 – European policy framework and strategy document

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- *Kazakhstan 2030 & Health Code of Kazakhstan (2009)*
- *Salamatti Kazakhstan [Healthy Kazakhstan] 2011–2015*
- *20 steps to social modernization of Kazakhstan (2012)*

# Kazakhstan: Health 2020 priorities

## Health 2020

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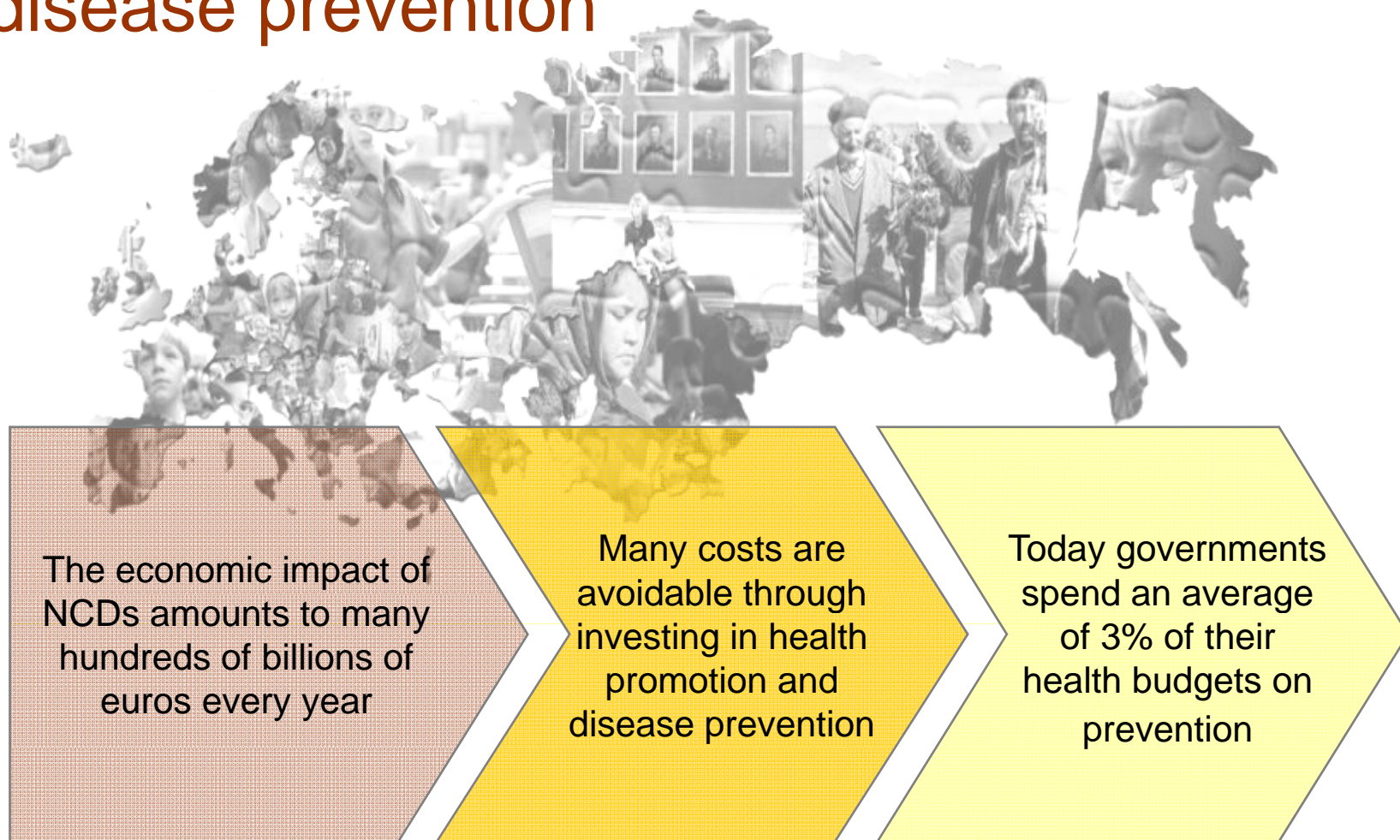
## Healthy Kazakhstan

- Child and adolescent health, ageing
- TB, HIV, especially dangerous pathogens, smoking- and alcohol-related diseases, nutrition, cardiovascular diseases (CVD), cancer
- Transport medicine and emergency medicine, public health surveillance
- Environment and health, and occupational health

# Healthy Kazakhstan is based on four pillars

1. Strengthen cross-sectoral and interministerial cooperation to improve population health and public health
2. Develop and strengthen unified national health care system
3. Improve medical and pharmaceutical education
4. Development of medical science and pharmaceutical activity

# The economic case for health promotion and disease prevention



# NCD action plan

## Planning and oversight

National plan

Health information system with social determinants disaggregation

## Health in all policies

Fiscal policies  
**Kazakhstan, Tobacco Award Marketing**

Salt

Trans fats

## Healthy settings

Workplaces and schools

Active mobility

## Secondary prevention

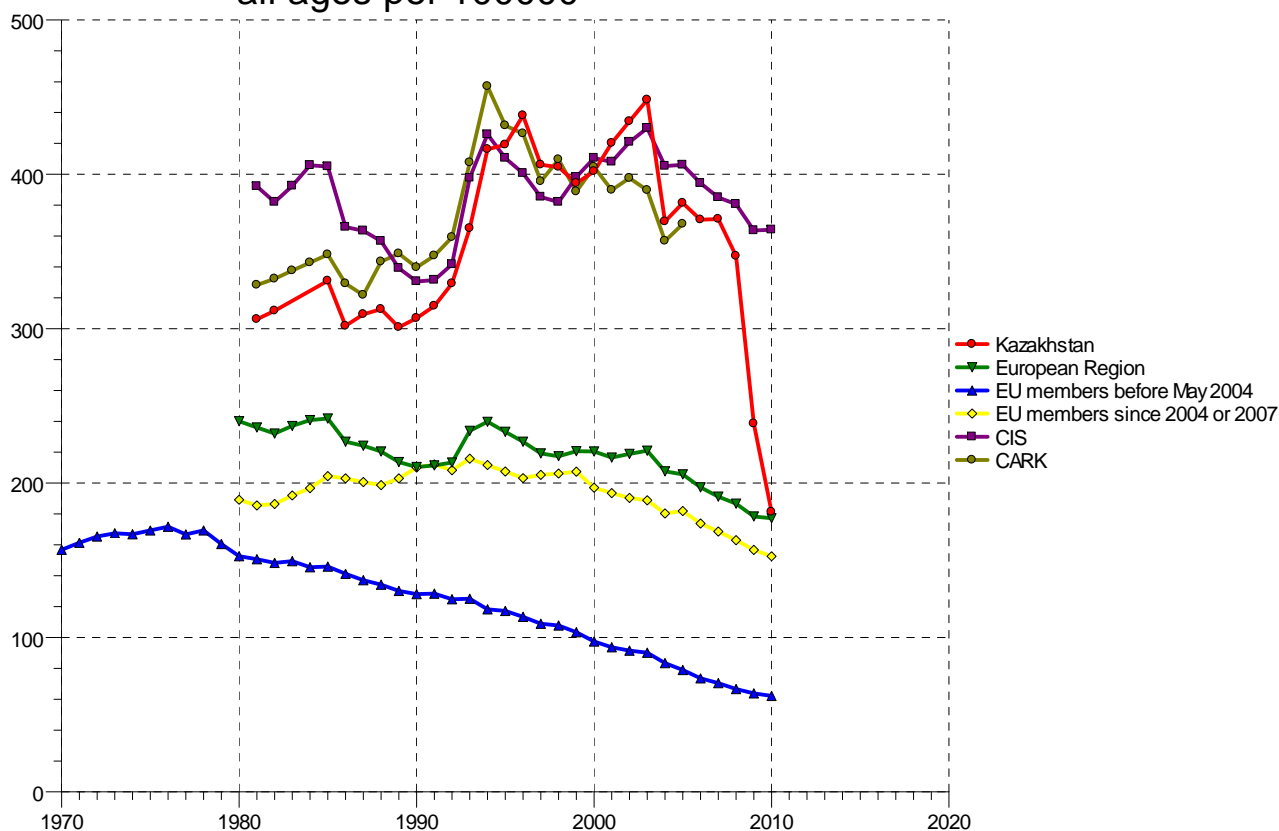
Cardio-metabolic risk assessment and management

Early detection of cancer



# Standardized death rate for ischaemic heart disease per 100 000 population, all ages

SDR, ischaemic heart disease, all ages per 100000



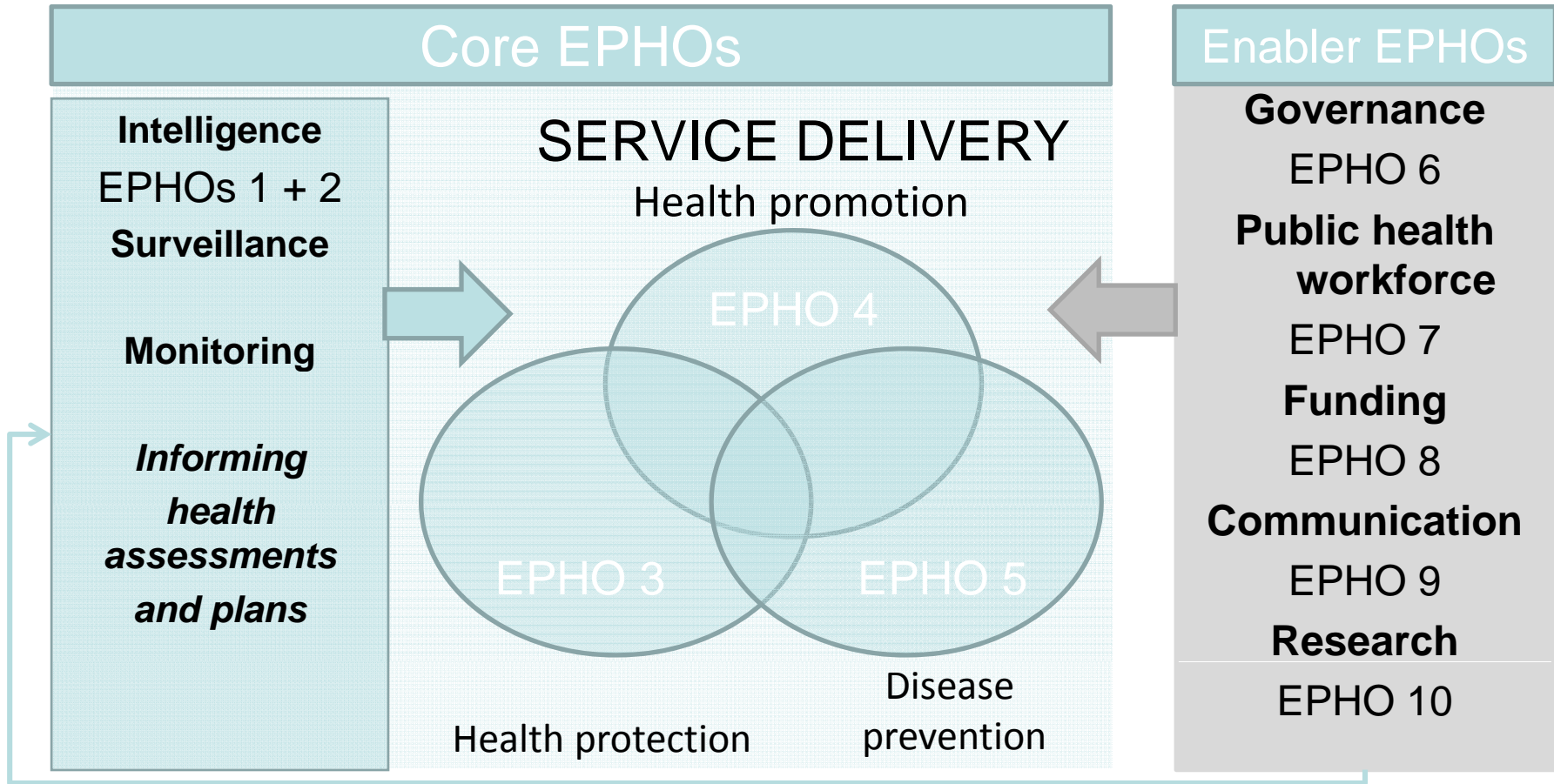


# European Action Plan for Strengthening Public Health Capacities and Services



# Strengthening public health: 10 essential public health operations (EPHOs)

**Vision:** sustainable health and well-being



## Additional layer of complexity from austerity

- Evidence from previous crisis of **relationship between unemployment, social welfare and health**
- **Active labour-market policies and well-targeted social protection can eliminate adverse effects**
- Unemployment associated with doubled risk of illness and reduced likelihood of recovering from disease
- Strong correlation with alcohol poisoning, liver cirrhosis, ulcer, mental disorders, suicide

## Supporting Member States in navigating the crisis is central to our work: universal messages

- Strong economic case for health promotion and disease prevention, as economic cost of NCDs is extremely high
- Prevention: one of most cost-effective approaches to improve health outcomes
- Use of fiscal policy, like increased taxes on tobacco and alcohol
- Short-term benefits of “sin” taxes

## Supporting Member States in navigating the crisis is central to our work: universal messages

- Protect health budgets, avoid across-the-board budget cuts and focus public expenditures more tightly on poor and vulnerable people (design out-of-pocket payments carefully and spare the poor to avoid impoverishment)
- Think long-term: save in good times and spend in bad times!

# Health impact of spending on social welfare and growth of gross domestic product (GDP)

- Each additional US\$ 1 per capita spent on social welfare is associated with a 1.19% reduction in mortality
- Effect of social-welfare spending on mortality reduction is significantly greater ...
- Each increase in GDP of US\$ 100 per capita results in only a 0.11% reduction in mortality
- Than that of GDP growth



# Improving efficiency reduces adverse effects of the crisis: universal messages

- Eliminate ineffective and inappropriate services
- Improve rational drug use
- Allocate more to primary and outpatient specialist care at the expense of hospitals
- Invest in infrastructure that is less costly to run
- cut the volume of the least cost-effective services



# Health 2020 in Kazakhstan

- Strengthen public health functions
- Review all determinants of health, including social and environmental determinants (and have intersectoral mechanism in place)
- Review link between health, employment and welfare/social policy
- Improve health literacy and empower people through life-course approach



# Health 2020 in Kazakhstan

- Analyse the policy and strategy document
- Analyse the evidence-based studies
- Identify areas relevant for the Kazah context and build them into Healthy Kazakhstan
- **“It is the right policy that produces health” that needs to be integrated with health-system strengthening for best results**

# Health 2020: towards a healthier Europe

