

**Meeting of Chief Medical Officers and Chief Nursing Officers**

# **Health and well-being – a perspective from WHO**

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Health 2020:  
a European policy framework  
supporting action across government  
and society for health and well-being



# Health 2020 European policy framework

# 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.



# Rapidly changing European context for health



Photos: S. Turner, 2003; L. Donaldson, 2008 ; I. Brandemer, 2009.

# WHO Constitution

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity

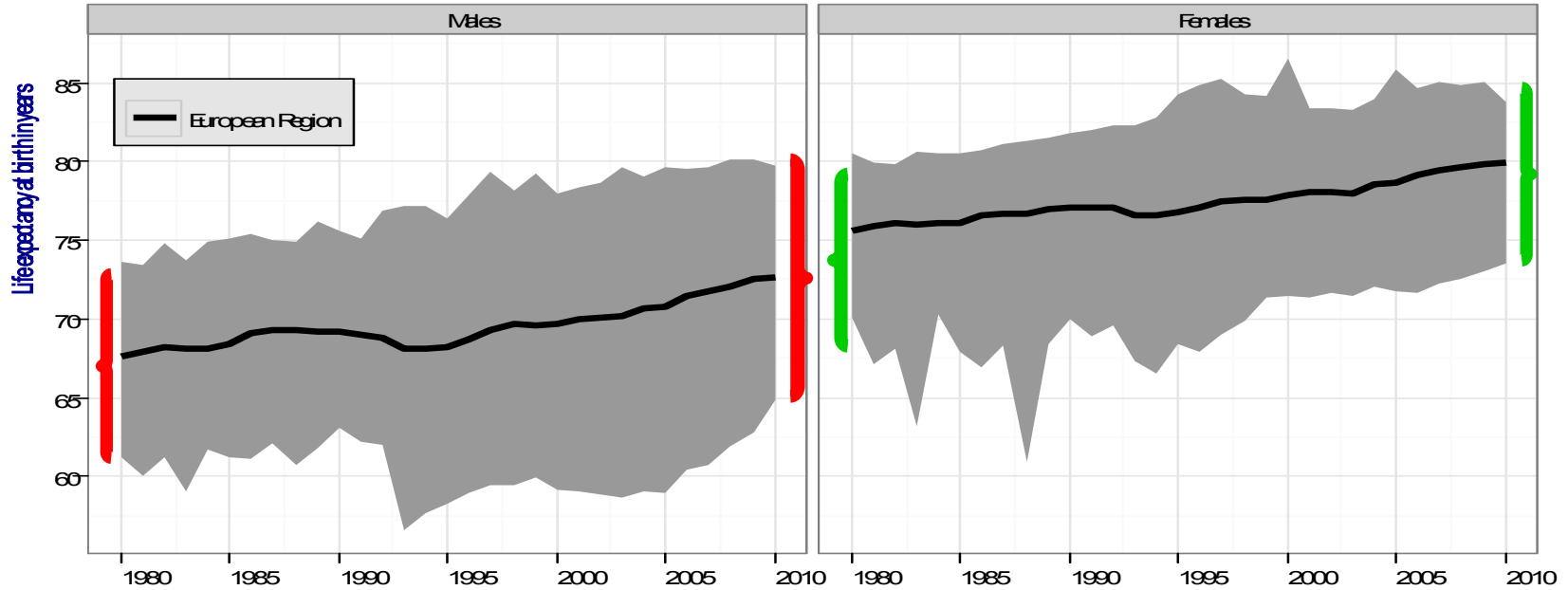
# Bridging six decades of WHO

- Health as a fundamental right
- Unacceptability of inequality in health
- Health and well-being as major social goals and resources
- Reciprocal relationship between health and development
- Need to involve different sectors in working towards health
- Need to enable people to take control on the determinants of their health
- Need to tackle the determinants of population health

# WHO Constitution

The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition.

# Life expectancy at birth: gains over 30 years but varying between the sexes and across the WHO European Region

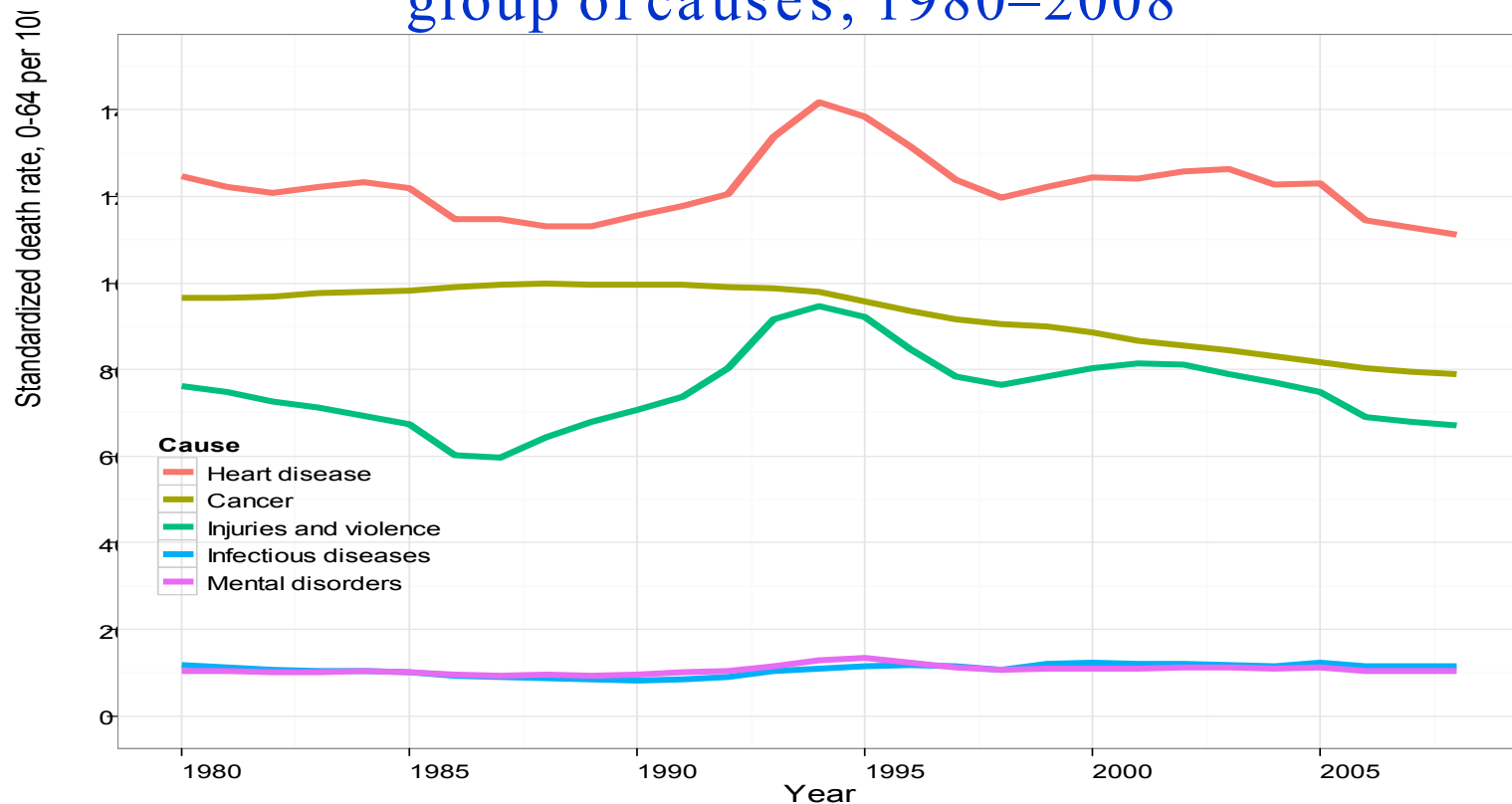




# Mortality from all causes of death

SDR: age- and sex-standardized death rate.

# Trends in premature mortality in the European Region, by broad group of causes, 1980–2008



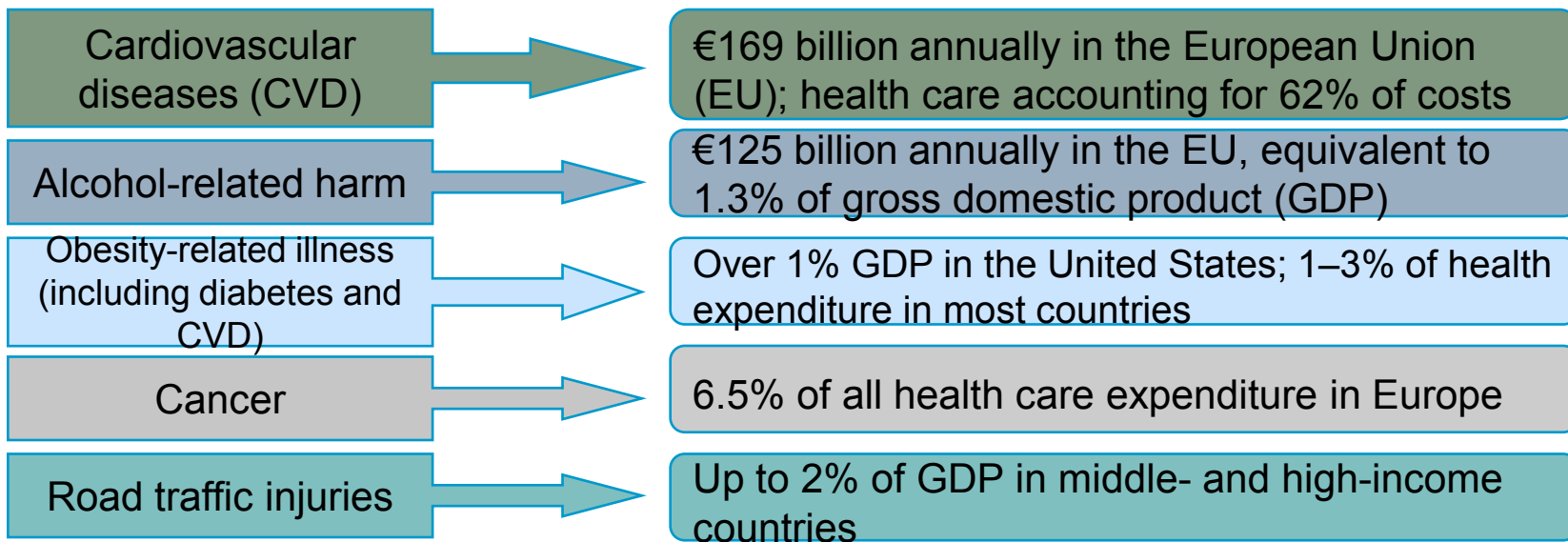
# Increasing attention to inequity



For richer, for poorer  
Growing inequality is one of the biggest social, economic and political challenges of our time. But it is not inevitable ...

– *The Economist*, special edition, 13 October 2012  
(<http://www.economist.com/node/21564414>)

# Economic case for health promotion and disease prevention



Sources: data from Leal et al. (*Eur Heart J*, 2006, 27(13):1610–1619 (<http://www.herc.ox.ac.uk/pubs/bibliography/Leal2006>)).

*Alcohol-related harm in Europe – Key data* (Brussels, European Commission Directorate-General for Health and Consumer Protection, 2006 ([http://ec.europa.eu/health/archive/ph\\_determinants/life\\_style/alcohol/documents/alcohol\\_factsheet\\_en.pdf](http://ec.europa.eu/health/archive/ph_determinants/life_style/alcohol/documents/alcohol_factsheet_en.pdf))).

Sassi (*Obesity and the economics of prevention – Fit not fat*. Paris, Organisation for Economic Co-operation and Development, 2010) and Stark (*EJHP Practice*, 2006, 12(2):53–56

(<http://www.google.co.uk/url?q=http://www.eahp.eu/content/download/25013/162991/file/SpecialReport53-56.pdf&sa=Uandei=BNI4T-K7JoKLOQGxs6HFAgandved=0CBwQFjAFandusg=AFQjCNHS922oF8d0RLN5C14ddpMVeRn8BA>)).



# The European health report 2012

# Health 2020: two strategic objectives

1. Working to improve health for all and reducing health inequities
2. Improving leadership and participatory governance for health

# Health 2020: main priorities

- Investing in health through a life-course approach
- Tackling the Region's major health challenges
- Strengthening people-centred health systems
- Creating resilient communities and supportive environments

# Health 2020 – reaching higher and wider

- Going upstream to address root causes (such as social determinants)
- Investing in public health, primary care, health protection, health promotion and disease prevention
- Making the case for whole-of-government and whole-of-society approaches
- Offering a framework for integrated and coherent interventions



# Additional layer of complexity from austerity: lessons learned from past and present crises

## Unemployment

- Associated with a doubling of the risk of illness and 60% less likelihood of recovery from disease\*
- Strong correlation with increased alcohol poisoning, liver cirrhosis, ulcers, mental disorders\*\*
- Increase of suicide incidence: 17% in Greece and Latvia, 13% in Ireland\*\*\*
- Active labour market policies and well-targeted social protection expenditure can eliminate most of these adverse effects\*\*\*\*

# Health impact of social welfare spending and GDP growth

## Social welfare spending

- Each additional US\$ 100 per capita spent on social welfare (including health) is associated with a **1.19%** reduction in mortality

## GDP

- Each additional US\$ 100 per capita increase in GDP is associated with **only a 0.11%** reduction in mortality

# Challenging the view of health as a cost to society: example from the United Kingdom

## Health sector's contribution to the economy

- Health and social care system in north-west region, £8.2 billion (10% of regional total GDP: £88 billion): 60% on staff with £2 billion on goods and services
- 340 000 people employed directly (12% of regional employment)
- 0.5% of regional businesses primarily in the health sector: 780 businesses
- 50% of health sector firms have turnover of £100 000–499 000
- Capital spending programmes for 5 years: £4.5 billion



Source: *Claiming the health dividend*. London, The King's Fund, 2002  
(<http://www.kingsfund.org.uk/publications/claiming-health-dividend>).

# WHO/Europe expert group

- International alliance of Member States, academe, the Organisation for Economic Co-operation and Development (OECD), European Commission and other stakeholders
- **Tasks:**
  - provide definition of and framework for well-being in the context of health (subjective and objective); and
  - advise on measurement of and setting targets for well-being.



# Expert group's definition of well-being

“Well-being exists in two dimensions, subjective and objective.”

It comprises an individual's experience of his or her life (subjective), as well as a comparison of life circumstances (objective) with social norms and values.



# Health 2020 – Concepts and approaches (1)

- Health and well-being are key factors in and ultimate aims of economic development, innovation and investment in human development: goals of a fairer and sustainable society.

# Health 2020 – Concepts and approaches (2)

- Success depends on ability to mobilize other sectors and high-level political support.
- Changing individual behaviour requires supportive policy environment.
- Reducing inequities is a priority for all sectors.

# Health 2020 – Concepts and approaches (3)

- Economic difficulties are no reason for inaction on health inequities, as their costs are huge. No society can afford inaction.
- New forms of governance for health are needed: horizontal, vertical, wider, more inclusive, open, transparent.



# Health 2020 – Concepts and approaches (4)

- Health is a fundamental human right.
- Health and well-being are essential resources for economic, social and human development.

**Thank you!**