



Better health for Europe

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Interdepartmental Plan for Public Health of Catalonia (PINSAP)
Strategy and Programme
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**World Health
Organization**

REGIONAL OFFICE FOR
Europe



**Organisation
mondiale de la Santé**

BUREAU RÉGIONAL DE L'
Europe



Weltgesundheitsorganisation

REGIONALBÜRO FÜR
Europa



**Всемирная организация
здравоохранения**

Европейское региональное бюро

WHO definition of health

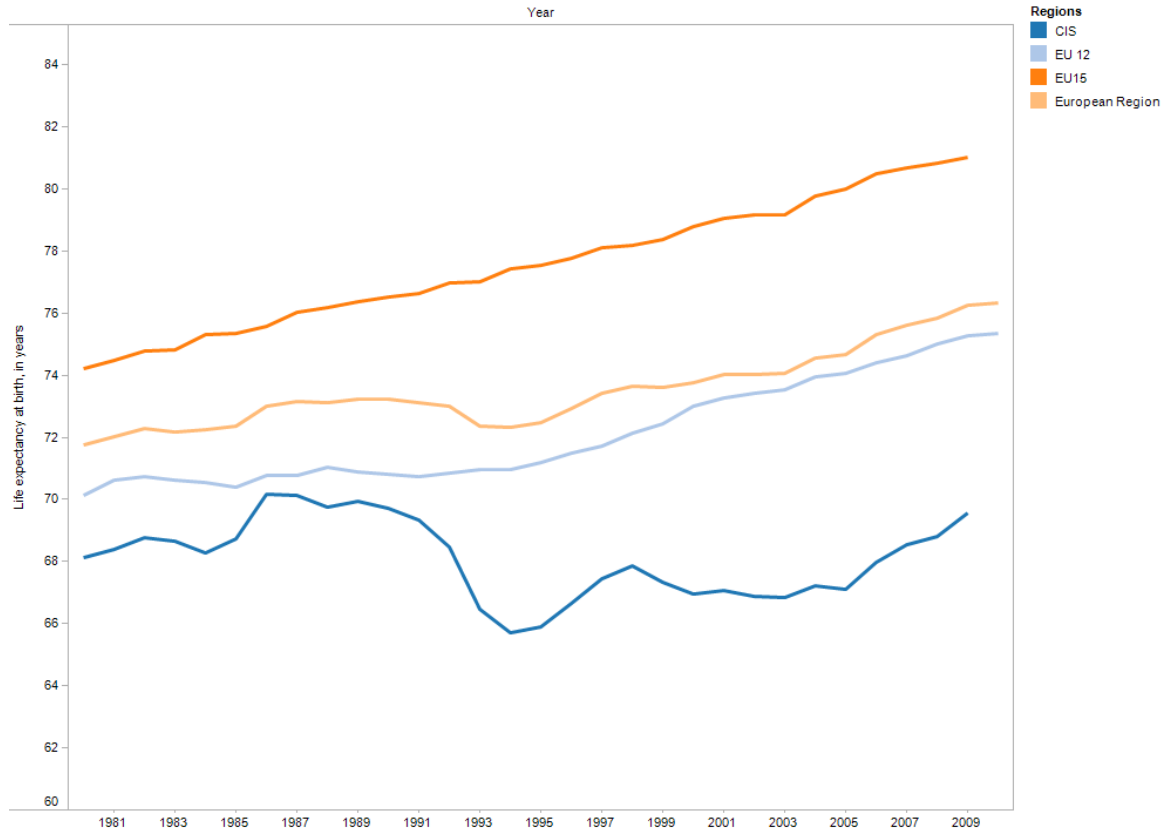
“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”
– WHO Constitution

Health – a precious global good

- Higher on countries' and the international political and social agenda
- A human right and matter of social justice
- Important global economic, trade and security issue
- Major investment sector for human, economic and social development
- Major economic sector in its own right

WHO European Region: improved life expectancy but scarred by inequalities

Life expectancy at birth trends by European regions, 1980-2010



CIS: Commonwealth of Independent States
EU12: countries belonging to the European Union (EU) after May 2004
EU15: countries belonging to the EU before May 2004

Source: European Health for All database. Copenhagen, WHO Regional Office for Europe, 2010.

What is Health 2020?



World Health Organization **Better Health for Europe HEALTH 2020**

Health 2020 is a value-based action-oriented policy framework, adaptable to different realities in the countries in the WHO European Region.

Health 2020 is addressed to ministries of health but also aims to engage ministers and policy-makers across government and stakeholders throughout society who can contribute to health and well-being.



Health 2020 – reaching higher and wider

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

Health 2020: two strategic objectives

Working to improve health
for all and reducing
the health divide

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:
noncommunicable
diseases (NCDs)
and communicable
diseases

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

Creating resilient
communities and
supportive
environments

WHO European review of social determinants and the health divide:* key findings and recommendations to improve equity in health

Policy goals

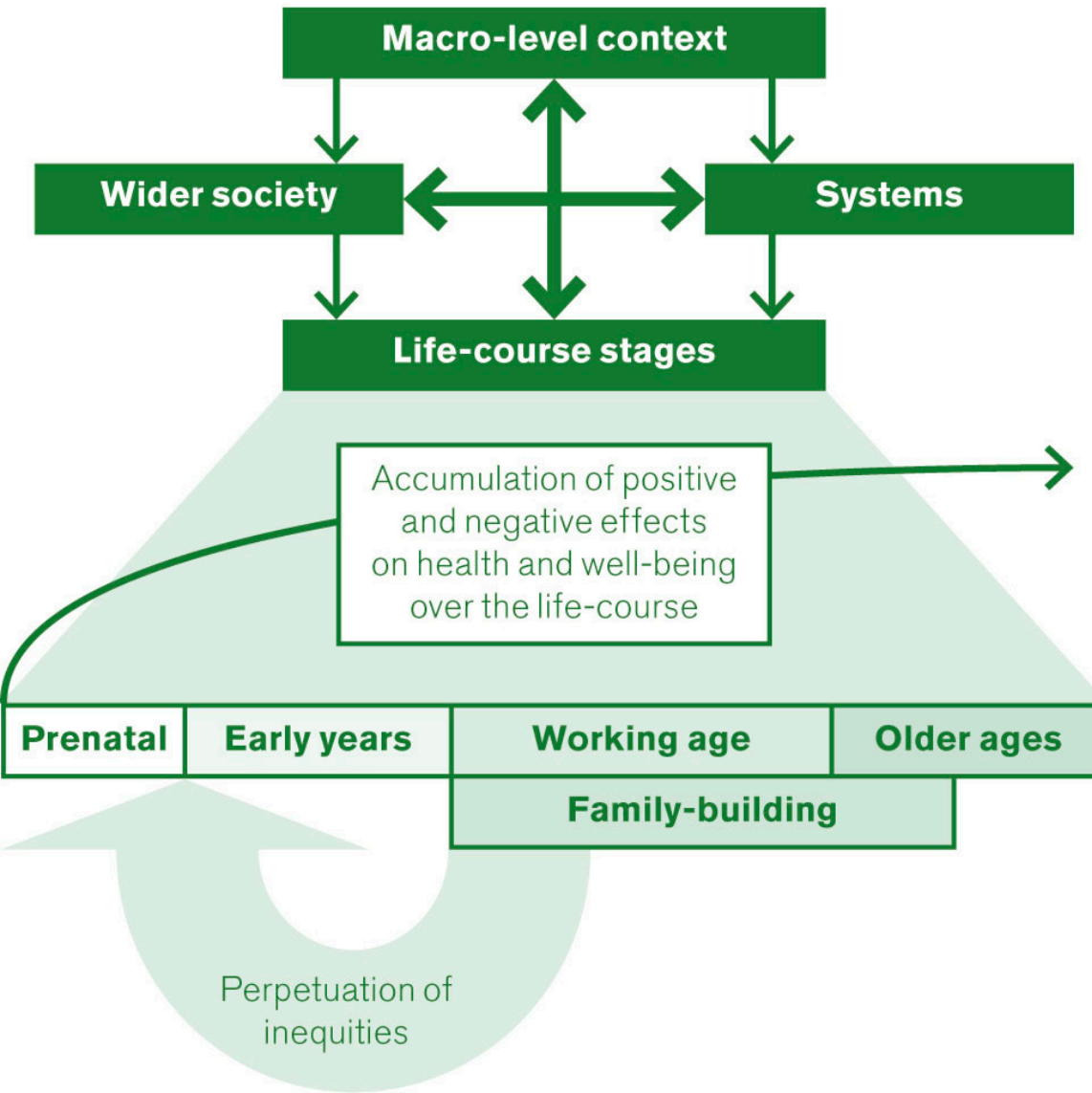
- Improve overall health of the population
- Accelerate rate of improvement for those with worst health

Policy approaches

- Take a life-course approach to health equity.
- Address the intergenerational processes that sustain inequities
- Address the structural and mediating factors of exclusion
- Build the resilience, capabilities and strength of individuals and communities



Four areas for action to address health inequalities – emphasizing priorities



Improving governance for health

Supporting whole-of-government and whole-of-society approaches

Learning from a wealth of experience with intersectoral action and HiAP work in Europe and beyond

The 21st century approach to governance for health



Two studies on governance for health led by Professor Ilona Kickbusch (2011, 2012)

Intersectoral governance for HiAP, by Professor David McQueen et al.

Increasing momentum in Europe

Charité Berlin
World Health Summit
Berlin, October 21st - 22nd, 2013
Federal Foreign Office

NEWS THE SUMMIT ABOUT WHS REGIONAL MEETING M8 ALLIANCE PARTNER PRESS & MEDIA CONTACT LOGIN

2012 WHS, Tuesday 23rd
Main Hall

Berlin, Germany
October 21st - 24th, 2012
www.worldhealthsummit.org

The Economist Events

The Global Healthcare Summit 2012

HOME > CALENDAR > THE GLOBAL HEALTHCARE SUMMIT 2012

25% OF THE WORLD'S CHILDREN ARE OVERWEIGHT

33% OF THE WORLD'S CHILDREN ARE OVERWEIGHT

17% IN CHILDREN UNDER 5 GLOBALLY

PREVENT A VACCINE COULD PREVENT 17% IN CHILDREN UNDER 5 GLOBALLY

SOUTH AFRICA HAS HIGHEST RATE OF AIDS/HIV INFECTION IN THE WORLD

THE GLOBAL HEALTHCARE SUMMIT
Building a unified vision
November 29th - 30th 2012
Park Plaza Victoria, London

IN THE UNITED STATES ANNUAL TREATMENT FOR ONCOLOGICAL DISEASES COSTS AROUND US\$10.0

BY 2050, 34% WILL OVER 65 OF JAPAN'S POPULATION

HOW DO WE INCENTIVISE HEALTHY LIVING?

CARDIOVASCULAR DISEASES ARE THE #1 DEADLY DISEASE WORLDWIDE

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HEALTHCARE FROM THE BLOG >

HEALTH 2020

A European policy framework and strategy for the 21st century

World Health Organization
MINISTRY OF SOCIAL AFFAIRS AND HEALTH
Finland

8th Global Conference on Health Promotion
HELSINKI 2013
10-14 June, 2013

Home About Conference Programme Health Promotion Media Contact Information

8th Global Conference on Health Promotion

The 8th Global Conference on Health Promotion (8GCHP) was held in Helsinki, Finland, from 10 to 14 June 2013. The conference was co-organized by the World Health Organization (WHO) and the Ministry of Social Affairs and Health of Finland (MSAH).

The plenary sessions and the press briefings were broadcasted live on the Internet and may be viewed as recordings here: [Videos and webcasts](#)
The presentations may be viewed here: [http://www.slideshare.net/stmslide](#)

Further information: healthpromotion@who.int

From Twitter

Leksis RT @SOSTE10: Tarvitaan toimintatapoja, joihin terveyssektorin ulkopuoliset voivat sitoutua. Mikkinen arvioi #healthinallia. <http://t.co/...>

Katink RT @SOSTE10: Tarvitaan toimintatapoja, joihin terveyssektorin ulkopuoliset voivat sitoutua. Mikkinen arvioi #healthinallia. <http://t.co/...>

SOSTE10 Tarvitaan toimintatapoja, joihin terveyssektorin ulkopuoliset voivat sitoutua. Mikkinen arvioi #healthinallia. <http://t.co/UqjSprSp60>

News

Finland leads the way in taking health into all policies

European Health Forum Gastein

Creating a better future for health in Europe

EHFG CONFERENCE AWARD PRESS SPONSORSHIP YOUNG FORUM GASTEIN

European Health Forum

October 2013

EHFG is the leading health policy event in the EU. It takes place annually. It provides a major platform for decision-makers in various fields of public health & health care. With its wide-ranging three-day programme, the EHFG offers an unparalleled opportunity to exchange information about a broad spectrum of contemporary health issues.

More About EHFG >

PROGRAMME ANNOUNCEMENT CONFERENCE REGISTRATION OPEN

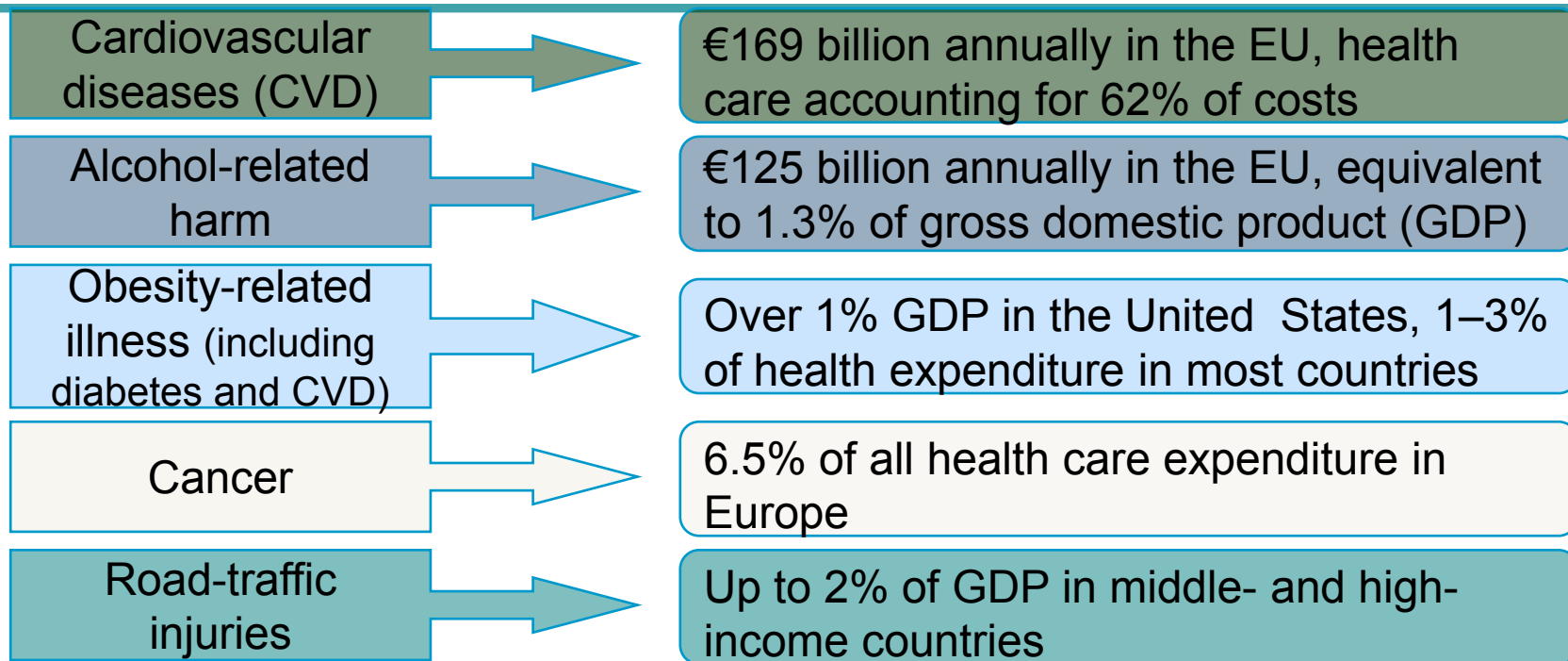
Resilient and Innovative Health Systems

KONGRESS-ZENTRUM

EHFG 2013 early bird fee rates available until 16th August

How much return would this new strategy bring?

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)), 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-K7JoKL0QGxs6HFAgandved=0CBwQFjAFandusg=AFQjCNHS922oF8d0RLN5C14ddpMVeRn8BA>)).

Cost-effective policies using fiscal policy to improve health outcomes



Tobacco

A 10% price increase in taxes could result in up to 1.8 million fewer premature deaths at a cost of US\$ 3–78 per disability-adjusted life-year (DALY) in eastern European and central Asian countries



Alcohol

In England, benefits close to €600 million in reduced health and welfare costs and reduced labour and productivity losses, at an implementation cost of less than €0.10 per capita

Fiscal policies: incentives and disincentives

Fiscal policies can be used:

- to encourage positive behaviour (e.g. healthy eating)
- to discourage negative behaviour (e.g. smoking)
- or a combination of both

Hungary

2011 earmarked tax on sugary drinks, confectionery, and sugary/salty snacks: early results show product reformulation and reduced consumption

Denmark

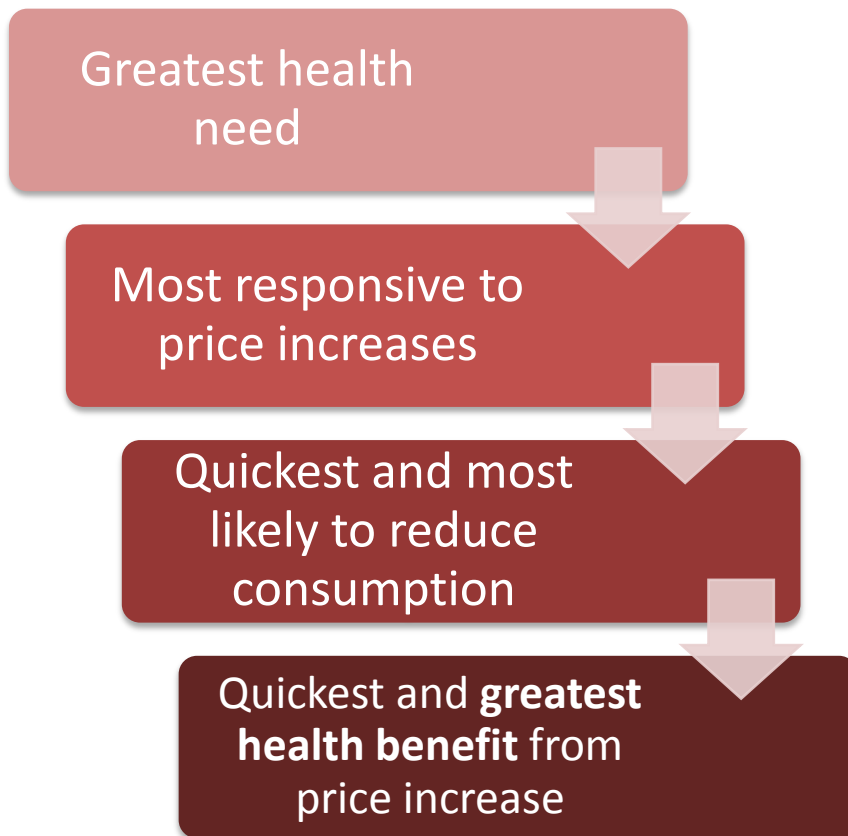
Modelling shows reducing tax on vegetables and fruit by 25% and increasing tax on foods high in fats and sugars by 33% is most effective scenario for people on low incomes

Scotland

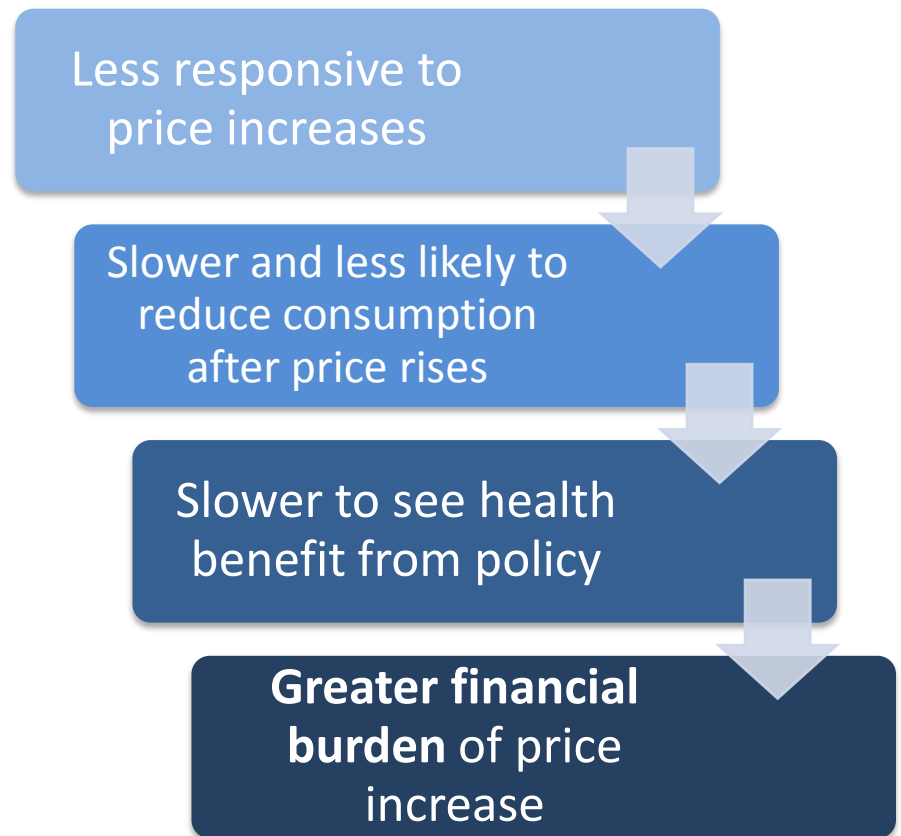
Minimum unit price for Alcohol (not a tax but a minimum price per unit of alcohol, to prevent discounting or abuse of cheaper types of alcohol)

Fiscal policies: a tool to reduce inequities

Low-income groups



High-income groups



NCD action plan 2012–2016

Planning and oversight

National plan

Health information system with social determinants disaggregation

HiAP

Fiscal policies

Marketing

Salt

Trans fats

Healthy settings

Workplaces and schools

Active mobility

Secondary prevention

Cardio-metabolic risk assessment and management

Early detection of cancer

Intersectoral action: elements for success

High-level commitment and champions

- Mayors, prime ministers, celebrities

Dedicated resources

- Taxation, private sector
- Coordination function needs resourcing

Institutional structures

- Health promotion agencies, advisory task forces, local government
- Do not discount informal relationships and power of community

Joint planning

- Quality of the planning can be more important than the plan

Legislative tools

- Trans fats, setting up structures for health promotion

Accountability

- Identity of accountable party/parties needs to be clear (shared or not, health or non-health sector)

Monitoring and reporting

- Targets focus action
- Results are important for advocacy

Global best practice in tobacco control: Turkey

First country to fully implement WHO MPOWER strategy

- ✓ Taxation
- ✓ Smoke-free environments
- ✓ Warnings of dangers of tobacco
- ✓ Pictorial pack warnings
- ✓ Bans on advertising, promotion and sponsorship
- ✓ Free 24/7 quitline and subsidized NRT

NRT: nicotine replacement therapy
FCTC: Framework Convention on Tobacco Control



Success factors

- High-level commitment from Prime Minister and health minister
- Legislation and coordination structure
- Public concern (mobilized)
- Taxation
- Sustained effort (10 years)
- Supported by WHO FCTC framework

Food and nutrition plan: Slovenia

Drivers

- EU accession → adoption of Common Agricultural Policy
- Health ministry devising new food and nutrition plan to align with WHO European plan
- Growing concern about health gap in rural regions



- Multisectoral HiAP approach (including community) to investigate health concerns in agriculture and food
- Look at broader determinants of health, including impact on rural unemployment, environmental impacts of farm intensification
- Unintended benefits: farmers advocating healthy agricultural policy in the media

Fiscal policy to address obesity: Hungary

- Tax on prepackaged products with high sugar and salt content
- Revenue raised and earmarked for public health activities
- 25–35% of the population consumed fewer products subject to the tax
- 40% of manufacturers changed the formulation of their products



Contribution of health systems

Tallinn meeting: basis of WHO's work to strengthen health systems

Supporting Member States in keeping or moving towards universal health coverage (UHC), guided by the mission and vision of Health 2020

- Transforming financing arrangements to overcome sustainability concerns
- Positioning primary health care as the hub for other levels of care
- Ensuring coordination across primary health care and public health services
- Revitalizing a flexible, multiskilled workforce with aligned task profiles
- Strategizing the use of modern technology and medicines for maximum benefits

The Tallinn Charter and the Declaration of Alma-Ata: two key anniversaries



Tallinn: 2008 and 2013
governance



Alma-Ata: 1978 and 2013
primary health care

Compelling challenges call for the transformation of primary health care

- The future shape of the NCD epidemic is characterized by multiple and interacting risk factors and multimorbidity
- Most health systems are not designed to cope with these
- There is a “response gap”

Source: Atun R, Jaffar S, Nishtar S, Knaul FM, Barreto ML, Nyirenda M et al . Improving responsiveness of health systems to NCDs. Lancet. 2013;381(9867):690-7 ([http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(13\)60063-X/fulltext](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(13)60063-X/fulltext)).

How far does the present economic climate make things more difficult for Member States?

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^{***}
- More demand on health care – for the vulnerable
- Active labour market policies and well-targeted social protection expenditure can eliminate most of these adverse effects^{****}

Health system responses to economic crisis in Europe



Health, Health Systems and Economic Crisis in Europe

Implications for health system performance

Edited by
Sarah Thomson,
Josep Figueras
Matthew Jowett,
Tamás Evetovits,
Philipa Mladovsky,
Anna Maresso,
Hans Kluge

Health Systems and Economic Crisis in Europe

Country experience

Observatory
Studies Series

POLICY SUMMARY 10

Health, health systems and economic crisis in Europe

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Philipa Mladovsky, Anna Maresso,
Marina Karanikolos, Jonathan Cylus,
Martin McKee, Melitta Jakab,
Hans Kluge



Oslo meeting on impact of economic crisis: 10 policy lessons and messages

1. Be consistent with long-term health system goals

2. Factor health impact into fiscal policy

3. Safety nets can mitigate many negative health effects

4. Target efficiency gains over patient charges

5. Protect funding for cost-effective public health services

Oslo meeting on impact of economic crisis: 10 policy lessons and messages

6. Avoid prolonged and excessive cuts in health budgets

7. High-performing health systems may be more resilient

8. Structural reforms require time to deliver savings

9. Safeguarding access requires reliable information and monitoring system

10. Prepared, resilient health systems are primarily the result of good governance

Health 2020 lays the foundation for a healthier European Region

“So many factors affect health, and health has an impact on so many areas of our lives that progress on public health can only come from whole-of-society and whole-of-government efforts.

That is why there is a role for everyone to play in implementing Health 2020, from prime ministers, to civil society, to citizens.”

– Zsuzsanna Jakab, WHO Regional Director for Europe



Thank you!