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# DEVELOPING THE NEW EUROPEAN HEALTH POLICY: HEALTH 2020

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# Challenges and the new imperatives

- Sustainable financing of the health sector
- Dealing with the communicable disease epidemic
- Dealing with public health emergencies
- Upholding the values that matter
- Playing the health card: health as a whole-of-government responsibility
- Involving key actors, engaging other sectors and levels of government
- Introducing governance for health to make change happen
- Developing capacity to play a strong leadership and advocacy role
- Mobilizing action on the determinants of health and inequalities
- Understanding the drivers of health and health itself as a driver
- Understanding the need to connect, the need to listen, the need to anticipate
- Developing the evidence on the economics of health and prevention
- Understanding the context on the ground

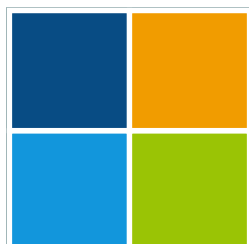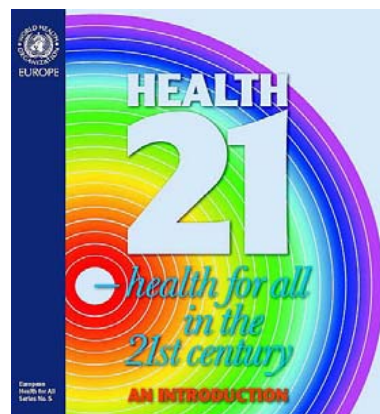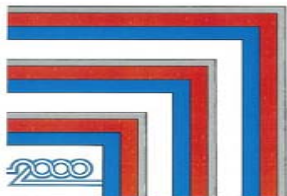# Why a new health policy for the European Region ?

- New era, with rapidly developing global and European trends and drivers that influence health, demanding a new approach

- Need to strengthen the capacity of health ministries to lead a whole-of-government approach in advocating and implementing health equity in all policies

- Need to create a truly participatory process and a movement for health and well-being

# Attributes of the Health 2020 policy

- Inspiring, challenging and practical

- Interconnects new evidence on health and its determinants, and effective interventions for better health, equity and well-being

- Provides a value-based framework for health development, strategic goals, realistic but challenging targets, and tools for planning, implementation, monitoring and evaluation

- Relevant to low-, medium- and high-income countries in the Region

Countries in the European Region have a shared history of working together for public health. Europe was the only WHO region to set its own Health for All targets back in the 1980s. It has initiated and pioneered new concepts and accumulated extensive experience working with other sectors.

# Health 2020 – A new policy for a new era

- What makes the present situation different is the increased degree of *interconnectivity.*

  Through globalization, travel, migration and the Internet, institutions such as trade, banking systems, social networks and even health care have become tightly interconnected.

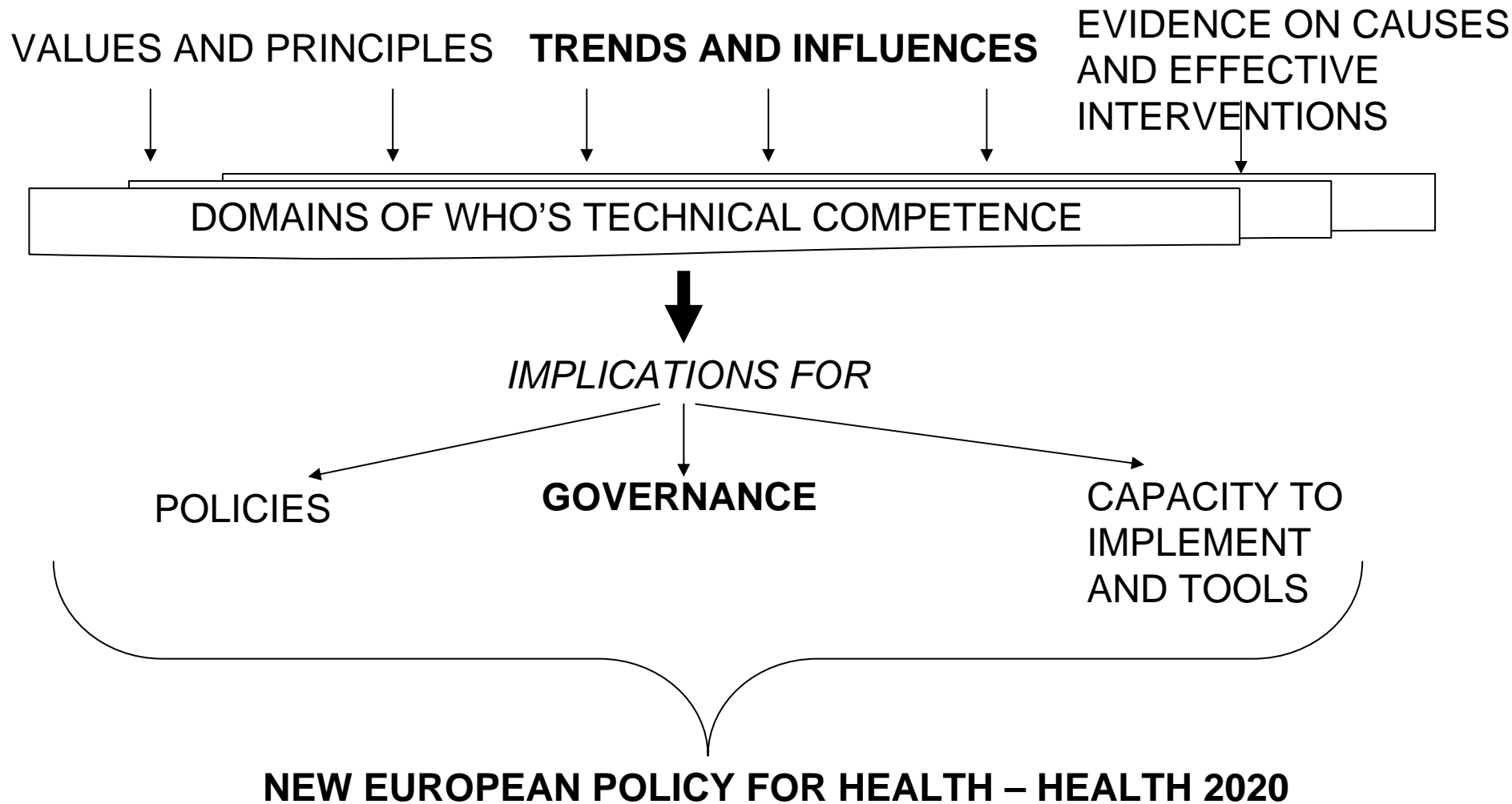- There is a rapid spread of ideas and technology.

  The power of information is changing even our concepts of democracy and participation.

- Decision-making power is shifting both upwards, beyond the national level, and downwards, towards those with a link to the Internet.

*These changes are affecting the whole of society, not just the health sector*

# New era (continued)

- There is a need to manage this complexity,  creating new processes and tools for doing so.

- Health 2020 comes in response to the need:

  - to re-examine the governance mechanisms and instruments that can improve health policy and deliver health outcomes in an equitable and sustainable manner;  and
  - to consider how priorities are set and strategic goals are implemented.

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VALUES AND PRINCIPLES **TRENDS AND INFLUENCES** EVIDENCE ON CAUSES AND EFFECTIVE INTERVENTIONS

DOMAINS OF WHO'S TECHNICAL COMPETENCE

*IMPLICATIONS FOR*

POLICIES **GOVERNANCE** CAPACITY TO IMPLEMENT AND TOOLS

**NEW EUROPEAN POLICY FOR HEALTH – HEALTH 2020**

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# Health 2020 will address six questions

1. Which types of intervention would make the biggest difference to the health and well-being of the people of the Region?

2. What opportunities hold the greatest promise?

3. How can we prepare for the next 10 years?

4. How can we accelerate action to reduce inequalities?

5. How can the Regional Office support decision-makers in their efforts to achieve better health and well-being for their people?

6. How can the Regional Office and Member States join forces and work with international partners within a coherent policy framework?

# Vision for 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."

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# Health 2020 values

- Universality of the right to health and health care

- Equity

- Solidarity

- Sustainability

- Right to participate in decision-making relating to personal health and the health of the society in which people live

- Dignity

# Proposed main goals

1. **Work together** – Health 2020 aims to harness the joint strength of the Regional Office for Europe and the Member States, to further promote health and well-being

2. **Create better health** – Further increase the number of years in which people live in health (healthy life-years), reduce health inequities and deal with the impact of demographic changes;

3. **Improve health governance** – Illustrate how the drivers of change may affect health, and how health itself is a driver of change, by ensuring that key actors and decision-makers in all sectors are aware of their responsibility for health and their potential role in health promotion and protection

# Proposed main goals (continued)

4. **Set common strategic goals** to support the development of policies and strategies in countries, at the appropriate level, giving stakeholders and potential partners a clear map of the way forward

5. **Accelerate knowledge sharing** – Increase the knowledge base for developing health policy by enhancing the capacity of health and other professionals to adapt to the new approach to public health and the demands of patient-oriented health care in an ageing and multicultural society

6. **Increase participation** – Empower the people of the European Region to assess the health challenges facing them and to address them by increasing health literacy, as well as to ensure that health systems become patient-centred

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# The Health 2020 document

Part 1

The case for a shift in dealing with health: rapidly changing global and regional context for health

Part 2

The policy framework for health to 2020

Part 3

Making it happen

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# Part 1.   Global and regional context

- The global context for health

- The European context

- Building on experience

- The epidemiological context

- The determinants of health

- The way forward

# Part 2. Policy framework

- Vision, values, guiding principles, strategic goals and objectives and target setting

- Leadership for health and development

- Governance for health

- Tackling the social determinants of health

- The economics of health and well-being

- Pathways to health and well-being

- Innovation in public health and health care services

# Part 3. Making it happen

- Enhancing capacity

- Partnerships for change at the European and global levels

# Main products

- Health 2020 policy document

- Report on European review of the social determinants of health and health divide

- Report on study of governance for health in the 21st century

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# Defining targets for the European Region: possible types of targets

Targets will be both qualitative and, where appropriate, quantitative and innovative, for example:

- targets relating to structures and processes to ensure a whole-of-government approach

- targets for facilitating access to health care

- targets related to capacity-building

- intermediate targets relating to health risks and health literacy

- outcome targets relating to health status

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# Developing Health 2020

- Participatory process

- Intention to aim at and reach/involve a wide range of constituencies, formally and informally

- Not (only) a document, but also a vehicle to generate interest, debate and commitment to action for health and equity nationally, locally, transnationally, internationally

- Ultimately a movement to promote health as a whole-of-government responsibility engaging and connecting with decision-makers and civil society

# Three sessions this morning will address the following sets of questions about Health 2020

- **Health 2020** – What is the added value of Health 2020? What is the context, the vision and values informing Health 2020? How can Health 2020 contribute to Member States efforts in dealing with current and future health challenges?

- **Governance for health** – Why is it important? What are the key challenges for Member States in governance, and through what tools and actions can we support it?

- **Country Partnerships** – Using Health 2020 a participatory mechanism, how can WHO best engage and support countries as partners? How can Health 2020 best involve national and subnational stakeholders?

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# Important Health 2020 milestones

- March 2011, Andorra: first official consultation with Member States – European Health Policy Forum for High-level Government Officials

- March and May 2011: consultations with Standing Committee of the Regional Committee

- September 2011: sixty-first session of the WHO Regional Committee for Europe, agreement on strategic directions

- November 2011, Israel: first Health 2020 conference to engage broader range of sectors and levels of government

- September 2012, Malta: sixty-second session of the Regional Committee, Health 2020 final

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*The New European Policy for Health*

## Улучшить здоровье жителей Европы Здоровье-2020
*Новая европейская политика здравоохранения*

Helping people achieve their full health potential and well-being

Оказание поддержки в полной реализации всеми людьми их потенциала здоровья и благополучия

Tackling the health divide between and within countries

Сокращение неравенств в отношении здоровья между странами и внутри стран

Improving governance for health, ensuring that all sectors understand and act on their responsibility for health

Стратегическое руководство охраной здоровья, с тем чтобы каждый сектор осознавал свою ответственность и действовал в интересах здоровья людей

Investing in solutions that address the public health challenges of the Region

Инвестирование в эффективные меры, направленные на решение задач общественного здравоохранения в Регионе

Anticipating change and fostering innovation

Прогнозирование изменений и содействие инновациям

The whole-government and whole-society approach

Общегосударственный и общенародный подход