



# **Health 2020: the new WHO European policy framework**

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# Outline

**Rationale**

**Content**

**Final  
remarks**

# Rapidly changing European context for health



# Changing environment for health

- Demographics (fertility, aging)
- Globalization and migration (including of health workers)
- New technologies (including medical genetics)
- More informed and demanding citizens
- Recognition of importance of health to human development
- Slower economic growth and austerity policies

# Why Health 2020 and why now?



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

# Why Health 2020 and why now?



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

# Why Health 2020 and why now?



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



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

THE EUROPEAN HEALTH POLICY FORUM  
FOR HIGH-LEVEL (GOVERNMENT OFFICIALS)



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# Goal of Health 2020

*“To improve health and well-being of populations, to reduce health inequities and to ensure sustainable people-centred health systems with further strengthened public health capacities”*

# Health 2020: two main strategic objectives:

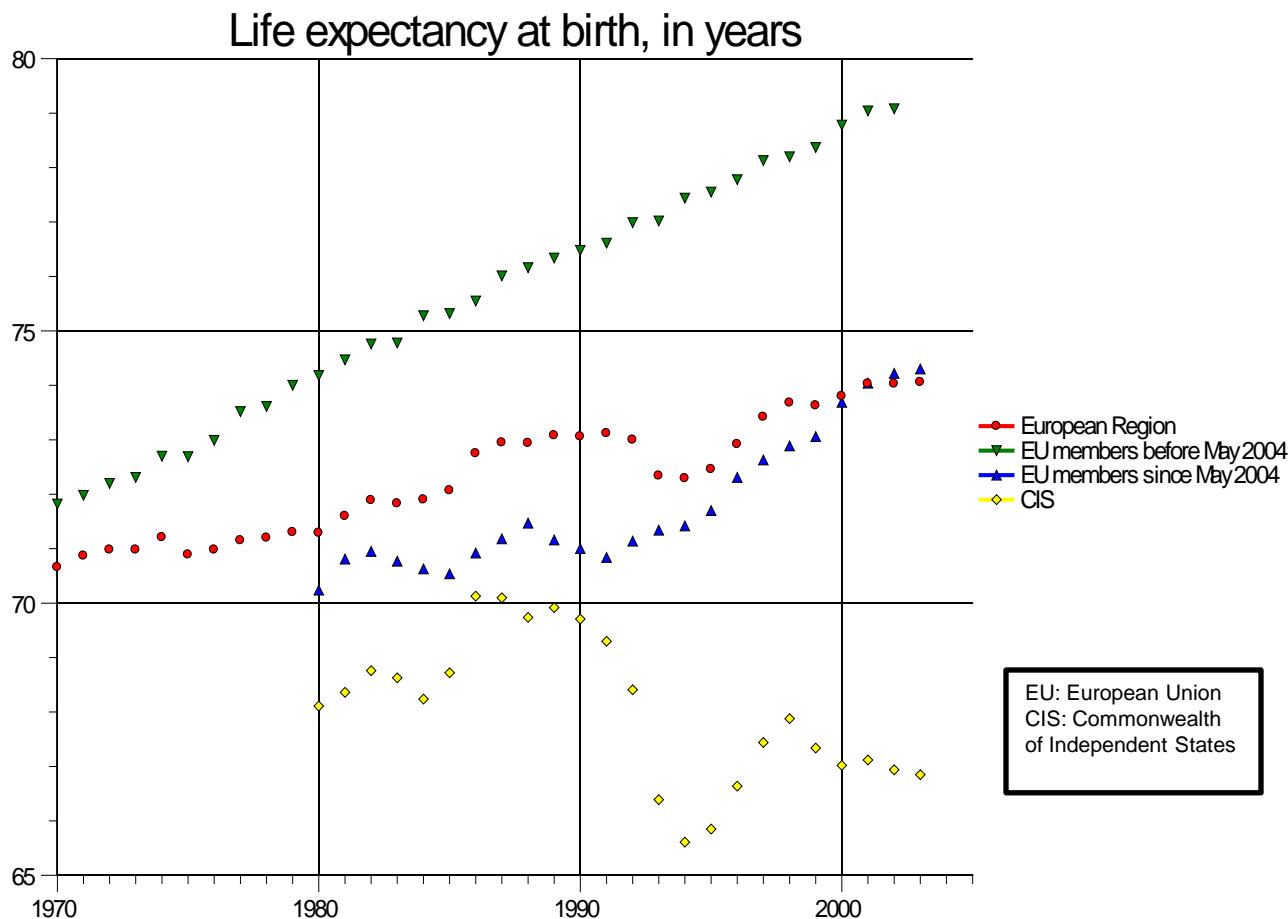
1. Working to improve health for all and reducing the health divide
2. Improving leadership and participatory governance for health

# Rising health inequalities in Europe

Address the social determinants of health

Emphasis on action across the social gradient and on vulnerable groups

Ensure that continuous reduction of health inequities become a criteria assessing health systems performance



# Europe's major health challenges

Implement global and regional mandates (noncommunicable diseases, tobacco, diet and physical activity, alcohol, HIV/AIDS, tuberculosis, antibiotic resistance, the International Health Regulations, etc.)

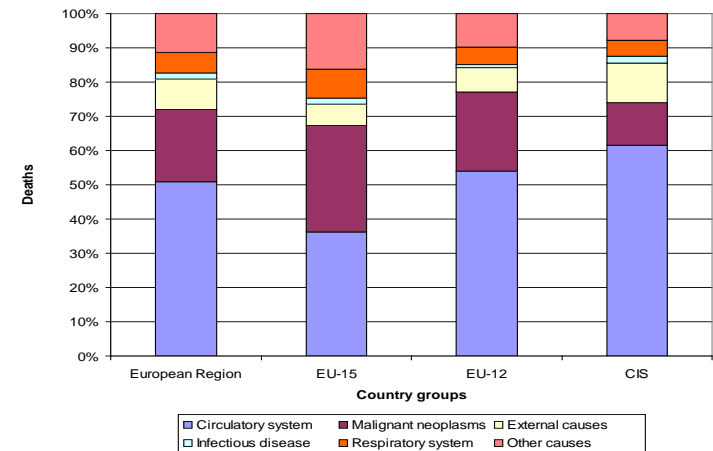
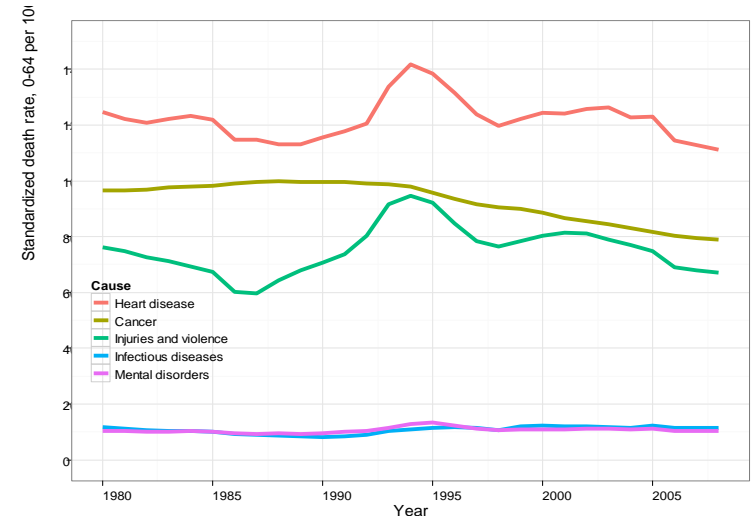
Promote healthy choices

Strengthen health systems, including public health, primary health care, health information and surveillance

Reach and maintain recommended immunization coverage

Develop healthy settings and environments

Attention to special needs and disadvantaged populations



# Stakeholder utility



What's in it  
for me?

# Health ministers and key policy leaders

- Leadership
- Health-system management
- Influence
- Problem solving
- Engagement strategies
- Intelligence exchange





# Prime ministers and other sectoral leaders

- Economic case for investment in health
- Upstream interventions
- Health and well-being as barometers of development
- New governance models



# Public health agencies, advocates and academics

## Health 2020:

- builds unity in community
- maps options and tradeoff for health improvement
- enhances public health authority
- stands up for public health
- identifies research priorities



# Health professionals

## Health 2020:

- identifies integrative strategies and new skills needed
- links clinical interventions to equity and social determinants
- advocates strengthening of health systems



# Partner agencies

## Health 2020:

- sets common targets
- reduces duplication
- enhances coherence



# Society

## Health 2020:

- champions engagement and empowerment approaches
- supports citizen/patient-centered systems
- provides a platform for advocacy and collaboration



**Final  
remarks**

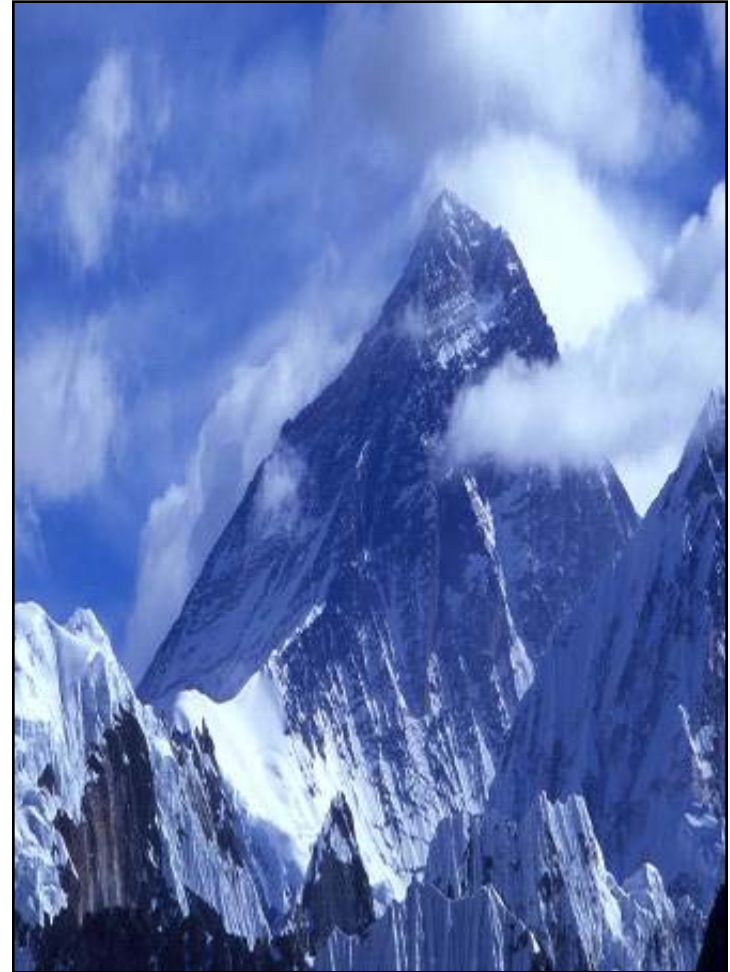
**Content**

**Rationale**

# Governance for health requirements

1. Whole-of-society and whole-of-government responsibility and mechanisms
2. Effective health ministries
3. Modern public health infrastructure
4. Robust health systems
5. New articulation and advocacy for health

# We are embarking on a new path



Photos: Donaldson, 2008





Photo: L. Donaldson, 2008.

# South Tyrol: sustainable and healthy community

