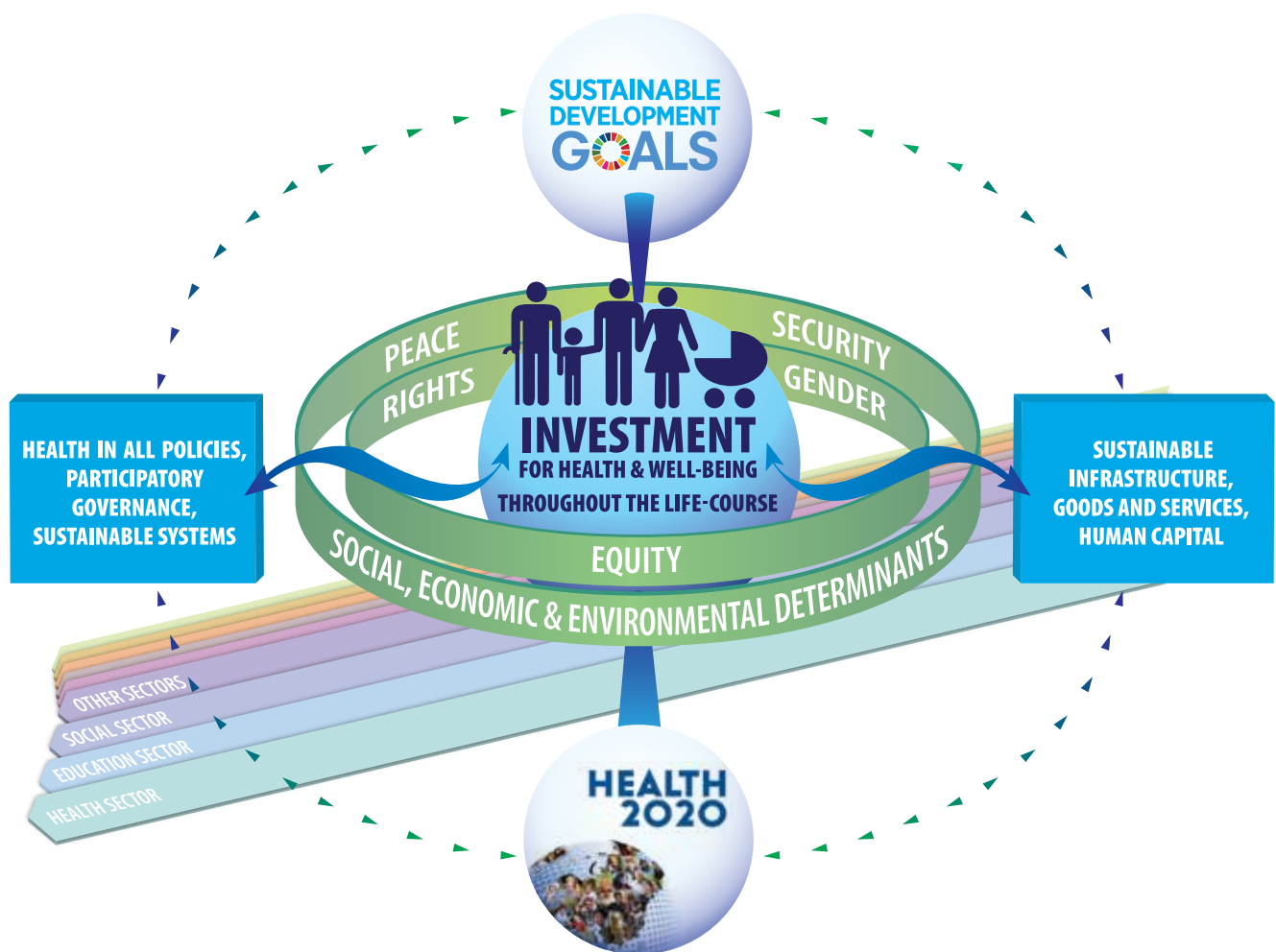


Investment for health and well-being

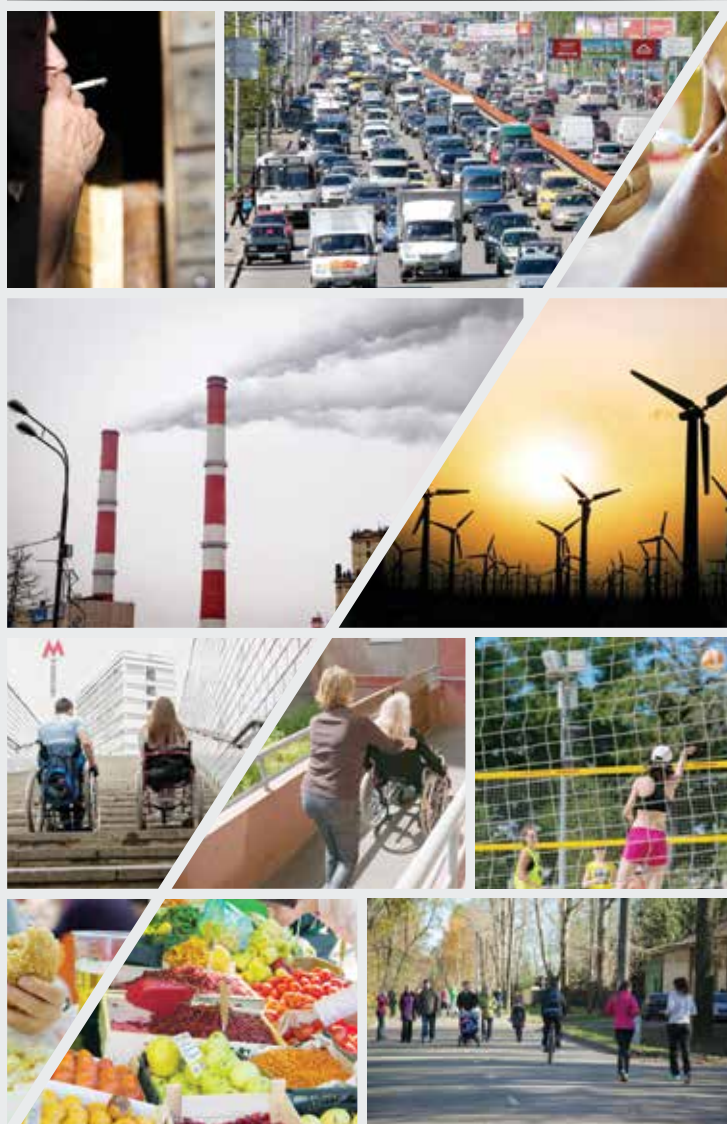
A review of the social return on investment from public health policies to support implementing the Sustainable Development Goals by building on Health 2020



Dyakova M, Hamelmann, C, Bellis MA, Besnier E, Grey C, Ashton K, Schwappach A, Clar C.

A FRAMEWORK FOR INVESTMENT FOR HEALTH AND SUSTAINABLE DEVELOPMENT

Urgent action for health and well-being is needed by governments across the WHO European Region to address growing health, inequality, economic and environmental challenges.



Through an evidence synthesis review,¹ a framework for investment for health and sustainable development (illustrated on cover page) has been developed and key policy options identified.

The framework builds on the Health 2020 strategy in the WHO European Region to show that investment for health and well-being is instrumental for achieving the United Nation's 2030 Agenda for Sustainable Development. Conversely, investing in social, economic and environmental sustainability is essential for preserving and enhancing people's health and well-being.

Investment for health and well-being should happen along the life-course in partnership with all sectors and levels of government and society. It influences the wider determinants of health, using equity, gender and human rights approaches. It also contributes to national and global health security and peace, thus ensuring the future of humanity and our planet.

Photographs © Row 1: WHO/Sergey Volkov, WHO/Ivan Chernichkin, WHO/PAHO; Row 2: WHO/Sergey Volkov, Larry Prossor/UNEP; Rows 3 and 4: WHO/Sergey Volkov

¹ Dyakova M, Hamelmann C, Bellis MA, Besnier E, Grey CNB, Ashton K. et al. Investment for health and well-being: a review of the social return on investment from public health policies to support implementing the Sustainable Development Goals by building on Health 2020. Copenhagen: WHO Regional Office for Europe; 2017 (Health Evidence Network (HEN) synthesis report 51; http://www.euro.who.int/__data/assets/pdf_file/0008/345797/HEN51.pdf)

The costs of business as usual are substantial New sustainable solutions are available

Examples from HEN synthesis report 51



COSTS



Health inequalities
cost **€980 billion**
for one year
in the European Union



Each 16–18-year-old
NEET
cost **€123 000**
over their lifetime in the UK

Smoking costs

€800 million per year
for health care in the Russian Federation



OOP payments for
health care can move
3% to 9%
of people into
poverty in the CEE-CIS



Air pollution
health impacts cost
€1.2 trillion
per year
in the WHO European Region



SOLUTIONS

Early years interventions



can save over
€1.7 trillion
spent on
social
problems
in 20 years



Early child development interventions

can
return 1.5–17
for 1 unit
invested



in high
income
countries

100% reduction of heart disease



can save
€20 billion
per year in lower
and middle income
countries



Public health policies

can
return
14.3



for every
1 unit
invested in
high income
countries

20% reduction in greenhouse gases



can save up to
€29 billion
by 2020 in the
European Union

CEE-CIS: central and eastern Europe and Commonwealth of Independent States; NEET: not in education, employment or training; OOP: out of pocket.

This infographic provides a few brief examples from HEN Synthesis Report 51. For more information and further examples, please refer to the full report available at http://www.euro.who.int/__data/assets/pdf_file/0008/345797/HEN51.pdf.

THERE IS STRONG EVIDENCE TO SUPPORT INVESTMENT IN PUBLIC HEALTH AS A DRIVER AND ENABLER OF SOCIAL, ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY

PATHWAYS FROM HEALTH AND WELL-BEING TOWARDS SUSTAINABLE DEVELOPMENT:

- ❖ health and security pathway, e.g. through prolonging life and improving its quality, enhancing labour productivity and ensuring national and global health security;
- ❖ social and equity pathway, e.g. through closing the health gap along the social gradient, ensuring gender equity, building social capital and protecting the poorest; and
- ❖ economic and innovation pathway through direct, indirect and induced economic effects, e.g. building skills and sustainable infrastructures, providing decent jobs, encouraging innovation and creating a quality health sector, especially one that "walks the talk" to drive sustainable production and consumption.

KEY POLICY OPTIONS FOR INVESTMENT

The following options for policy-making are suggested:

-
- ❖ address social, economic and environmental determinants of health through a proportionate universalism approach;
-
- ❖ ensure gender equity, women's and girl's rights and empowerment and address violence and abuse;
-
- ❖ ensure the best start in life, leaving no child behind;
-
- ❖ ensure early and youth education, health literacy and decent employment;
-
- ❖ ensure healthy and active ageing;
-
- ❖ reduce smoking, alcohol misuse, obesity, unhealthy diet and physical inactivity;
-
- ❖ address noncommunicable and communicable diseases;
-
- ❖ ensure universal health coverage and minimize out-of-pocket payments;
-
- ❖ strengthen public health systems, capacities and services to ensure national and global health security;
-
- ❖ transform, expand and optimize the health workforce;
-
- ❖ establish healthy and health-enabling places, settings and resilient communities, including sustainable natural and urban environments; and
-
- ❖ ensure a green and circular economy (minimizing waste and negative impacts) with sustainable production, consumption and procurement.
-

Investment for health and well-being aims at achieving the highest attainable standard of health for all at all ages

KEY CONCLUSIONS

- ◆ Current investment policies and practices (doing business as usual) are unsustainable as they have high costs for individuals, families, communities, society, the economy and the planet.
- ◆ Investment in public health policies that are based on values and evidence provides effective and efficient, inclusive and innovative solutions that can drive social, economic and environmental sustainability.
- ◆ Investment for health and well-being is a driver and an enabler of sustainable development, and it empowers people to achieve the highest attainable standard of health for all.



Photographs © 1 WHO/Pierre Viot; 2,3 WHO/Sergey Volkov; 4 WHO/Ivan Chernichkin

Investment for health and well-being is a rights- and results-based responsibility for all, driven by values, evidence and justice to ensure the health and well-being of present and future generations, and of our planet

WORKING TOGETHER WITH MEMBER STATES

The proposed roadmap to implement the 2030 Agenda for Sustainable Development, building on the Health 2020 policy framework,¹ will strengthen the capacity of Member States to achieve better, more equitable and sustainable health and well-being for all at all ages in the European Region.

Support the Member States to strengthen an investment approach for health and well-being includes:

- ❖ increasing knowledge and understanding of the complex, dynamic, bidirectional link between investment for health and well-being and achieving sustainable development and inclusive growth;
- ❖ supporting a regional network for cooperation and sharing of good practice, evidence and policy solutions;
- ❖ offering expert advice and support, e.g. providing access to an expert network and evidence to prioritize investment decisions in a national context; and
- ❖ providing guidance and tools for advocacy and cross-sectoral communication, e.g. developing policy briefs or infographics.

¹ Roadmap to implement the 2030 Agenda for Sustainable Development, building on the Health 2020 policy. Copenhagen: WHO Regional Office for Europe; 2017 (EUR/RC67).

An urgent change in the status quo is needed to ensure full, healthy, happy and prosperous lives for all people at all ages in all countries in the European Region and to preserve and sustain our planet for future generations.

The HEN report on investing for health and well-being shows that investing in cross-sectoral multidisciplinary public health policies not only saves lives and benefits health and well-being across the life-course but also drives and enables social, economic and environmental sustainability, contributing to national and global security, prosperity and peace.

Looking forward, the HEN report supports the proposed WHO European Region's roadmap and its strategic directions to advance the implementation of the 2030 Agenda for Sustainable Development and to translate global, regional and national commitments into tangible actions and investments for transformational change that will make a real difference to the health and well-being of people and our planet.

Zsuzsanna Jakab, WHO Regional Director for Europe

The Health Evidence Network

HEN – the Health Evidence Network – is an information service for public health decision-makers in the WHO European Region, in action since 2003 and initiated and coordinated by the WHO Regional Office for Europe under the umbrella of the European Health Information Initiative (a multipartner network coordinating all health information activities in the European Region).

HEN supports public health decision-makers to use the best available evidence in their own decision-making and aims to ensure links between evidence, health policies and improvements in public health. The HEN synthesis report series provides summaries of what is known about the policy issue, the gaps in the evidence and the areas of debate. Based on the synthesized evidence, HEN proposes policy options, not recommendations, for further consideration of policy-makers to formulate their own recommendations and policies within their national context.

Office for Investment for Health and Development

The Office for Investment for Health and Development in Venice, Italy, is the centre of excellence of the WHO Regional Office for Europe in the thematic areas of social and economic determinants of health, health equity and investment for health in the context of the 2030 Agenda for Sustainable Development. It also coordinates the WHO Regional Office's Regions for Health Network and the Small Countries Initiative. It aims to generate and disseminate cutting-edge knowledge and to assist the Member States of the WHO European Region by building strong partnerships and networks with governments, public and private sector, academia and think tanks, and a broad range of civil society stakeholders. The Office was established in 2003 through a Memorandum of Agreement between the Government of Italy, the Veneto Region and the WHO Regional Office for Europe. The Policy, Research and International Development Directorate of Public Health Wales was the lead collaborator for the HEN 51 report.