



Egészség a jövő Európájában [Health for Europe's future]: Health 2020

Zsuzsanna Jakab, WHO Regional Director for Europe

Why Health 2020?

In the WHO European Region, health is improving overall but not as rapidly as it could or should.

Countries have different starting points, but share common challenges.

People live longer and have fewer children.

People migrate within and between countries, and cities grow bigger.

Noncommunicable diseases (NCDs) dominate the disease burden.

Depression and heart disease are leading causes of healthy life years lost.

Infectious diseases, such as HIV and tuberculosis (TB) remain a challenge to control.

Antibiotic-resistant organisms are emerging.

Health systems face rising costs.

Primary health care systems are weak and lack preventive services.

Public health capacities are outdated.

New opportunities and challenges

New concepts

Well-being as a measure of development
Anticipatory governance
Collaborative leadership

New drivers of health

Technology and innovation
Health literacy: information, participation and accountability
Globalization/ Urbanization

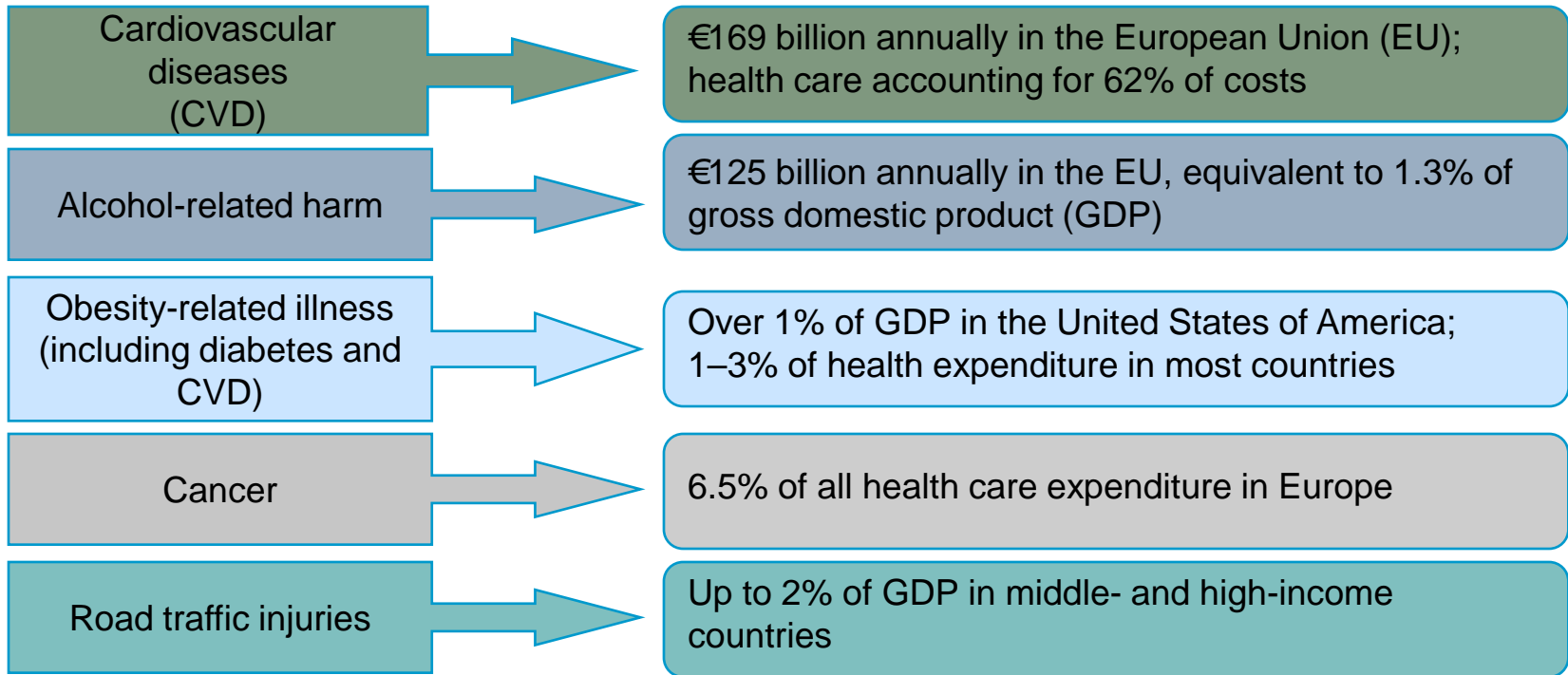
New evidence

Macroeconomics of health and well-being
Social gradient and health equity
Genomics

New demographics

Falling fertility levels
Ageing
Migration

Macroeconomic impact of health – costs



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=U&ei=BNI4T-K7JoKL0QGxs6HFAg&ved=0CBwQFjAF&usq=AFQjCNHS922oF8d0RLN5C14ddpMVeRn8BA>)).

Reducing costs – addressing financial challenges:

economic case for health promotion and disease prevention

Parenting and social/emotional learning to prevent childhood behavioural problems give a 9:1 return on investment.

Combination of food labelling, self-regulation, school action, media and counselling is highly cost-effective against childhood obesity: (< €10 000 per disability-adjusted life-year (DALY) gained).

For healthy diets, taxes and regulatory measures (such as restricting fat content of products), shown as cost-effective measures in different contexts.

Combination of taxation, advertising restrictions, brief intervention and increased roadside testing is highly cost-effective against harmful use of alcohol in Europe.

What is 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 health ministries, 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 builds on strong commitments and values

- Health as a fundamental human right
- Solidarity, fairness and sustainability



Health 2020 – a common purpose, a shared responsibility

Health 2020 vision

A WHO European Region in which all people are enabled and supported in achieving their full health potential and well-being and in which countries, individually and jointly, work towards reducing inequities in health within the Region and beyond

Health 2020 goal

To improve health and well-being of populations, to reduce health inequities and to ensure sustainable people-centred health systems

Health 2020 strategic objectives

1. Working together: adding value through partnership
2. Setting common priorities
3. Improving governance for health and increasing participation
4. Accelerating the uptake of new knowledge and innovation through leadership

Health 2020: taking action

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Six areas for policy action

Tackle the health divide

Invest in making people healthier, empower citizens and create resilient communities

Tackle Europe's major disease burdens

Create healthy and supportive environments for health and well-being

Strengthen people-centred health systems, public health capacities and preparedness for emergencies

Promote and adopt health-in-all-policies, whole-of-government and whole-of-society approaches

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The 21st century approach to governance for health

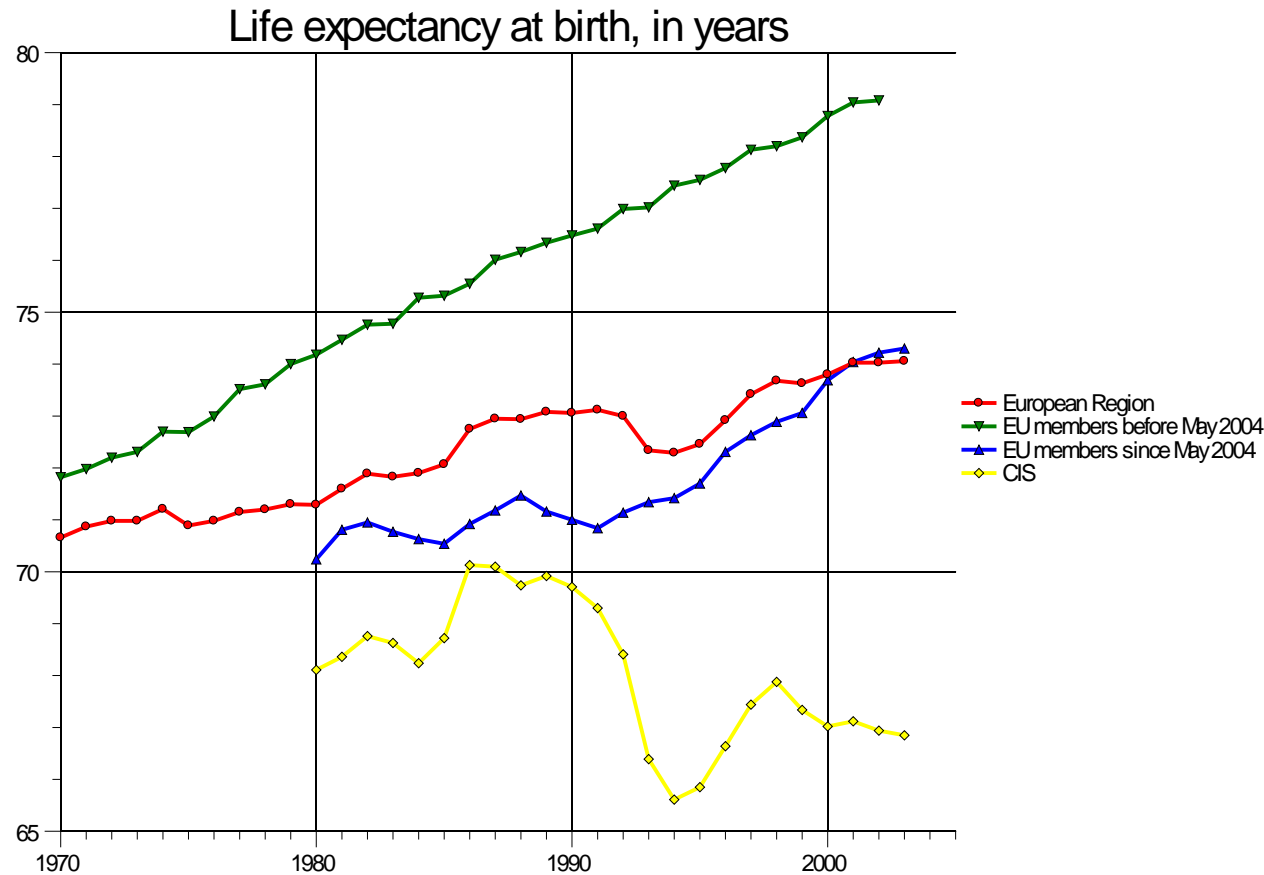


Policy action 1. Tackle the health divide

Address the social determinants of health

Redress patterns of health inequities

Ensure that continuous reduction of health inequities becomes a criterion for assessing health systems' performance



Policy action 2. Invest in making people healthier

Health promotion, empowerment and resilience through the life-course



Policy action 3. Tackle Europe's major disease burdens

Implement global and regional mandates (on NCDs, tobacco, diet and physical activity, alcohol, HIV/AIDS, TB, International Health Regulations (IHR), antibiotic resistance, etc.)

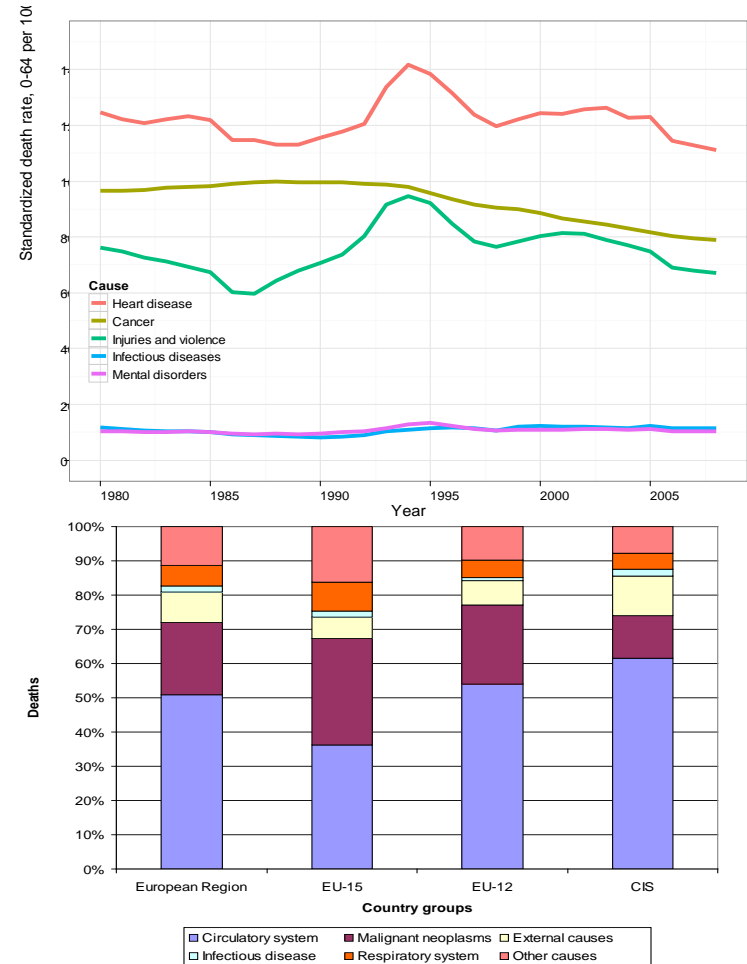
Promote healthy choices

Strengthen health systems, including 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



Policy action 4. Create healthy and supportive environments

Assess the health effects of sectoral policies

Fully implement multilateral environmental agreements

Implement health policies that contribute to sustainable development

Make health services resilient to the changing environment



Policy action 5. Strengthen people-centred health systems, public health capacity and preparedness for emergencies

Make primary health care a hub for people-centred health systems

Empower patients

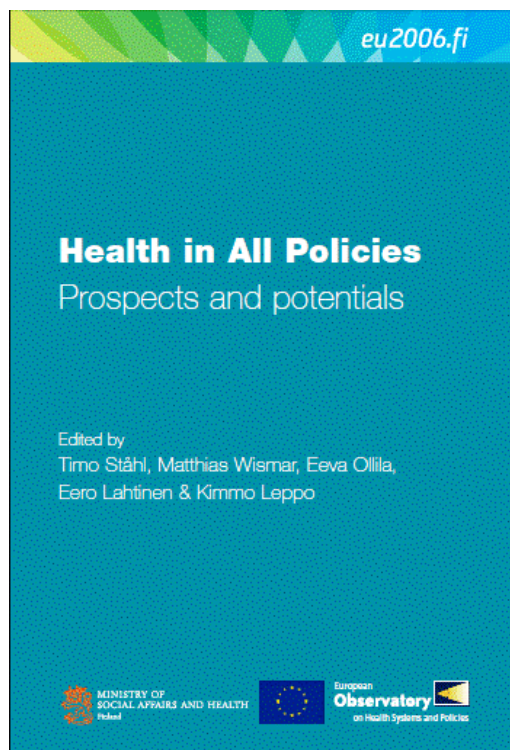
Ensure appropriate continuum of care

Improve access to affordable medicines

Foster continuous quality improvement



Policy action 6. Promote and adopt health-in-all-policies, whole-of-government and -society approaches



Source: Kickbusch (2011).

Strategic objective 3. Improving governance for health and increasing participation

Governing through:

- collaboration
- citizen engagement
- a mix of regulation and persuasion
- independent agencies and expert bodies
- adaptive policies, resilient structures and foresight

The 21st century approach to governance for health



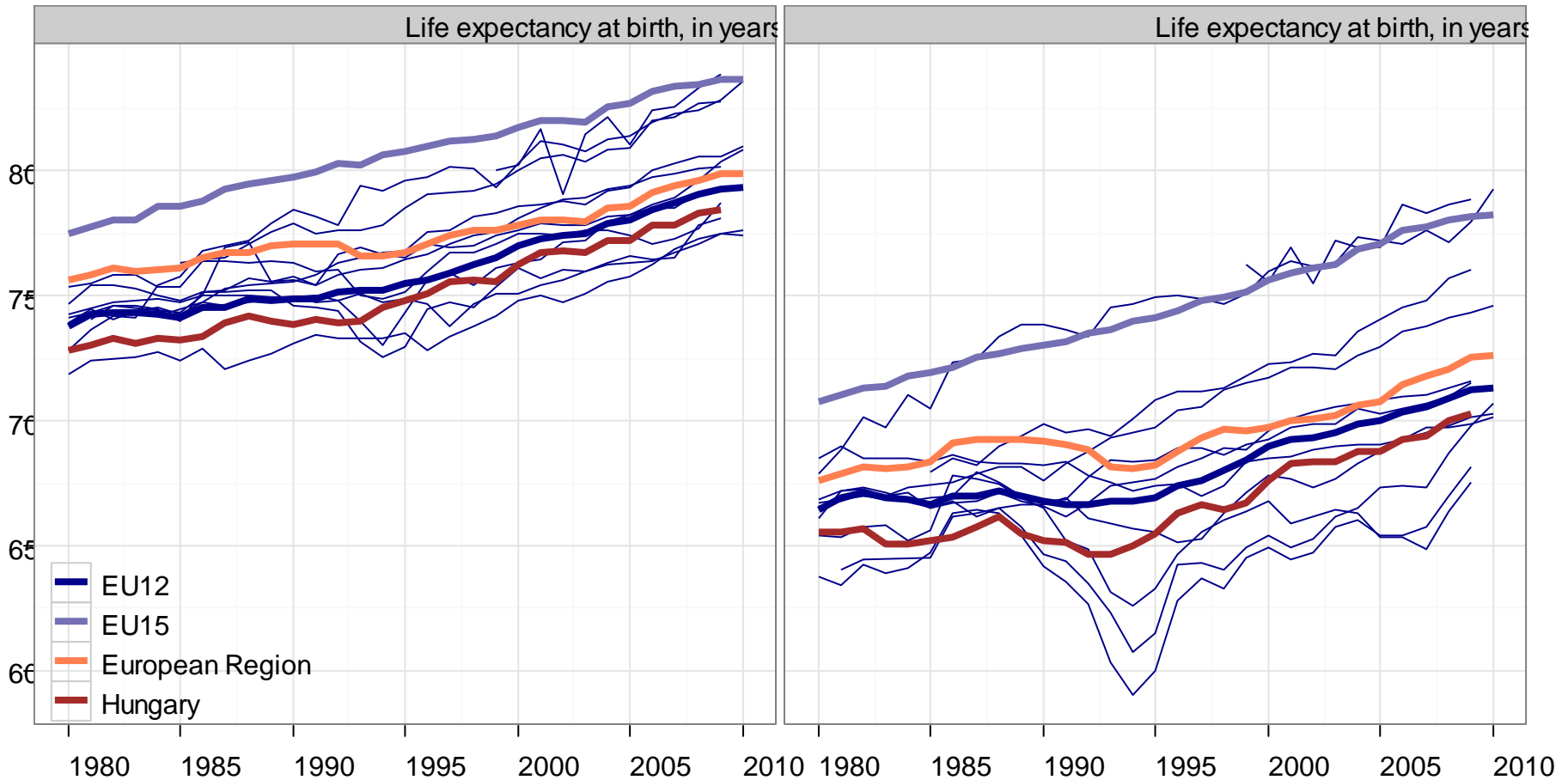
Health 2020 leadership

Health ministers and the health sector have a key leadership role in promoting and supporting intersectoral action for health and the health-in-all-policies approach



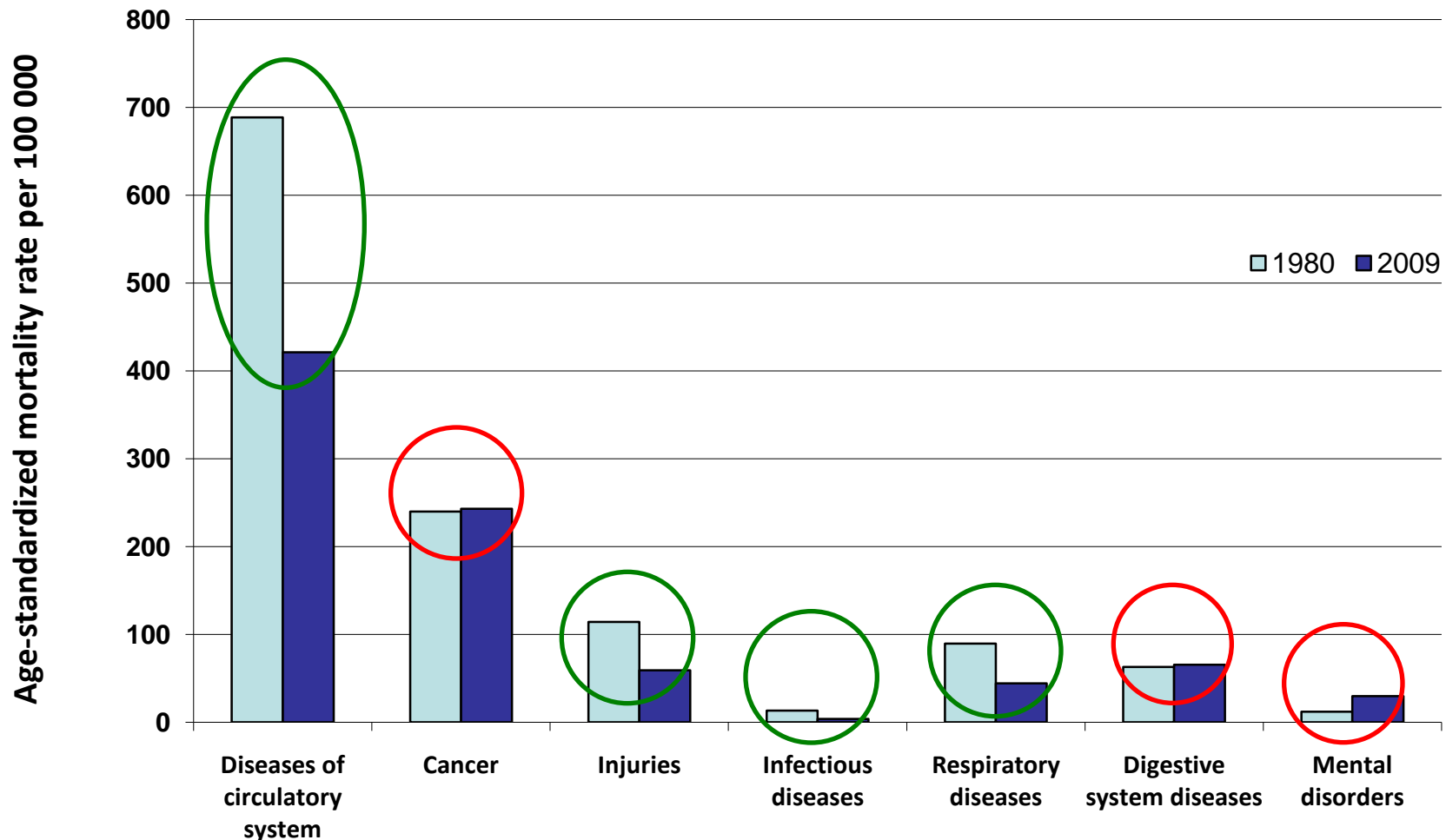
Health situation and trends: highlights in Hungary

Trends in life expectancy at birth in Hungary and other EU countries, by sex, 1980–2010



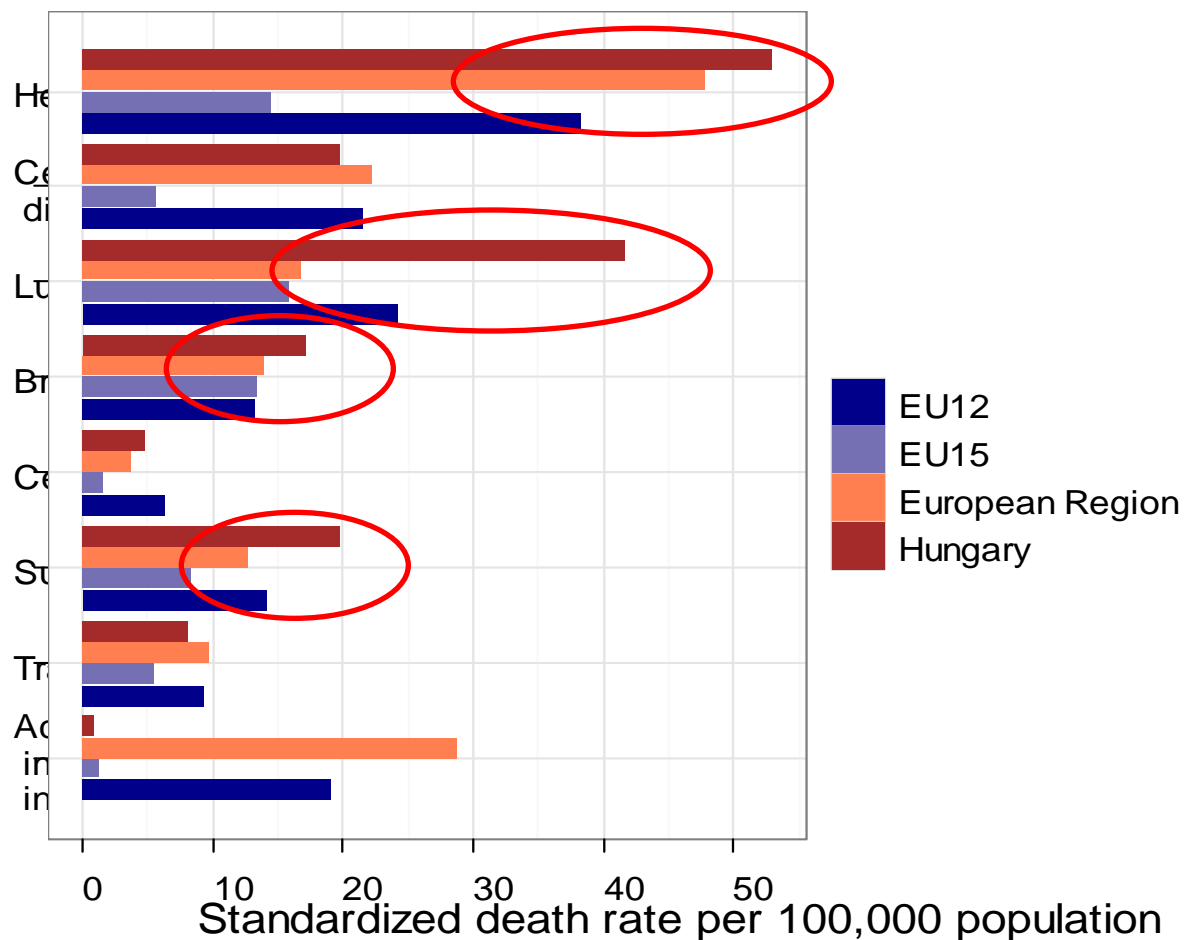
Source: European Health for All database (HFA-DB). Copenhagen, WHO Regional Office for Europe, 2012.

Mortality profile by broad causes of death in Hungary, 1980 and 2009



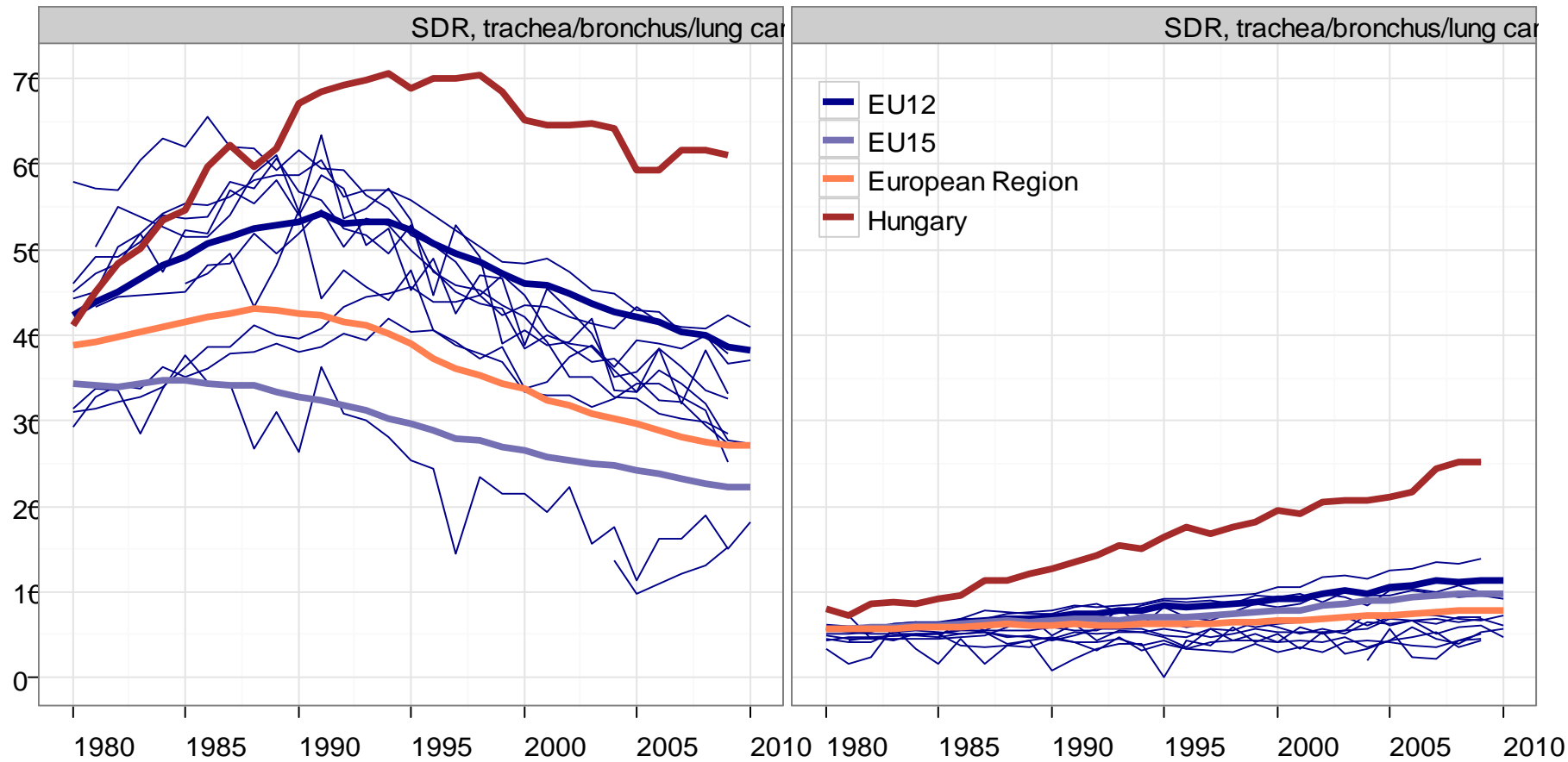
Source: European Health for All database (HFA-DB). Copenhagen, WHO Regional Office for Europe, 2012.

Premature mortality from leading causes of death in Hungary and the European Region, 2009



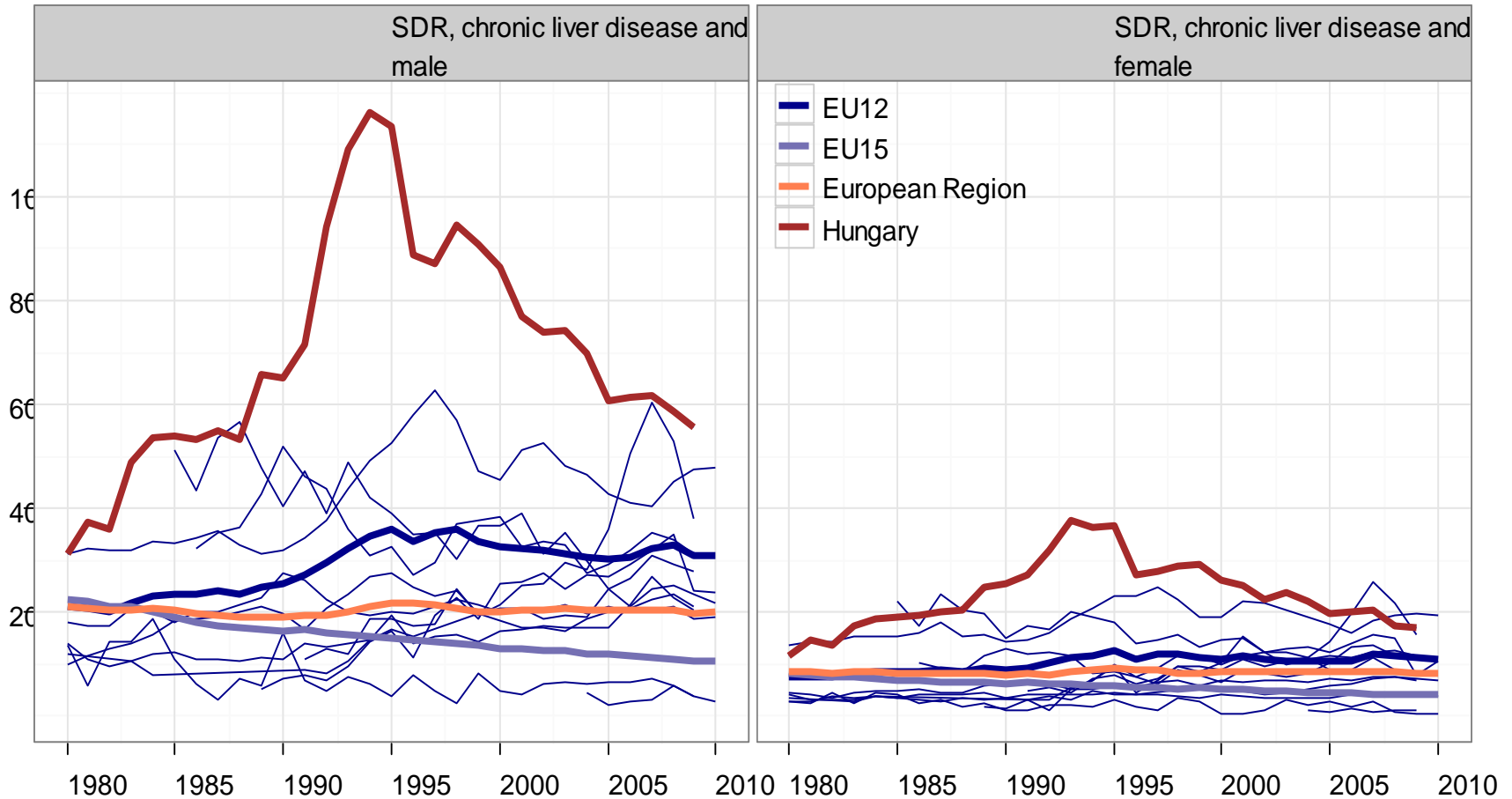
Source: European Health for All database (HFA-DB). Copenhagen, WHO Regional Office for Europe, 2012.

Premature mortality from lung cancer trends in Hungary and other EU countries, by sex, 1980–2009



Source: European Health for All database (HFA-DB). Copenhagen, WHO Regional Office for Europe, 2012.

Premature mortality from liver disease and cirrhosis in Hungary and EU countries, 1980-2009, by sex



Concluding remarks for Hungary

- Hungary's life expectancy at birth is increasing, with consequent rapid population ageing. In addition, the population is not growing. The joint effects may create future demands for health and social services that require planning.
- Overall premature adult mortality is decreasing in Hungary, but remains high.
- Deaths from CVD (mainly heart disease among men), cancer (particularly cancers of the lung for men and women, the breast for women, and liver and colon for both) and injuries (suicides) predominate. Their main risk factors are known and modifiable.
- A significant fraction of deaths is associated with high rates of tobacco smoking and alcohol abuse. These problems are enhanced by low prices and easy access (costs and policies); intersectoral action in these areas should be considered.