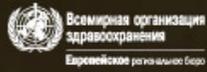


# Priorities in Europe – Health 2020

Tirana, Albania, 11 May 2012

Ms Zsuzsanna Jakab  
WHO Regional Director for Europe



# Tackling Europe's health priorities



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# The changing environment for health

- Demographic (fertility, ageing)
- Globalization and migration (inc. of health workers)
- New technologies (including medical genetics)
- More informed and demanding citizens
- Recognition of importance of health to human development

During last 2 years, WHO/Europe has been systematically and gradually adapted its work to its changing environment, partly through:

- “vision” approved by Member States at the sixtieth session of the WHO Regional Committee for Europe (RC60), which set the agenda; and
- WHO reform, globally and regionally.

This work has been taken through RC61 and will be completed this year at RC62 and next year at RC63.

# RC61. Tackling the most urgent health issues

## Technical topics

European action plans adopted on:

- noncommunicable diseases (NCDs), 2012–2016
- harmful use of alcohol, 2012–2020
- antibiotic resistance
- multi- and extensively drug-resistant tuberculosis (M/XDR-TB), 2011–2015
- HIV/AIDS, 2012–2015

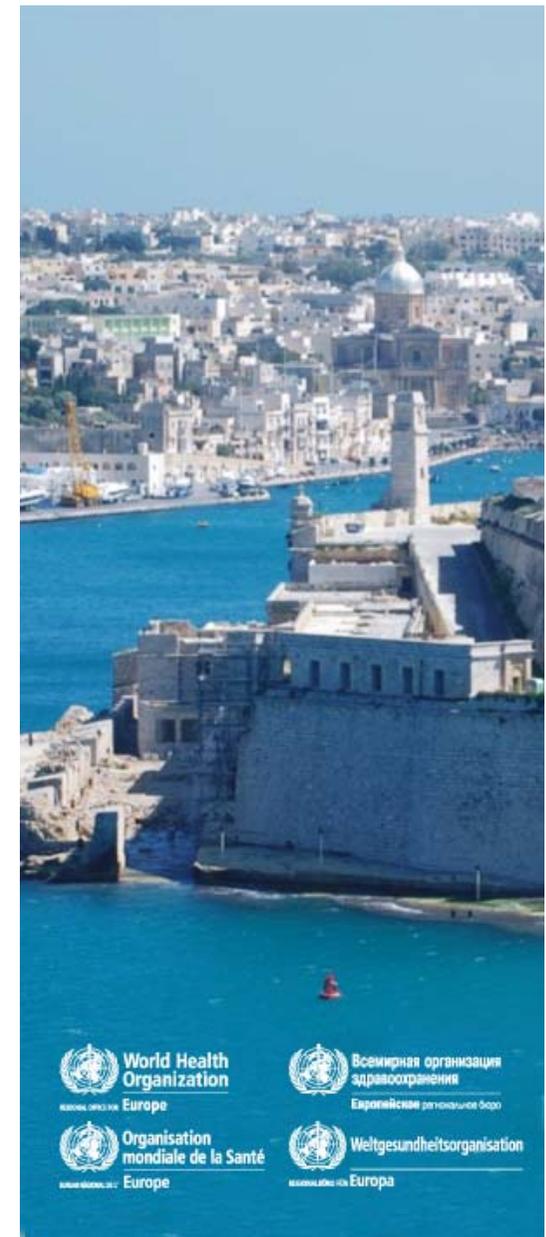
**All are now in implementation phases**

## Consulting on the future

- Developing the new European policy for health – Health 2020
  - (a) Governance of health in the 21<sup>st</sup> century
  - (b) Health divide: European experiences in addressing the social determinants of health
- Health-system strengthening in the WHO European Region
  - (a) Interim report on implementation of the Tallinn Charter and the way forward
  - (b) Strengthening public health capacities and services in Europe: a framework for action

# RC62. Laying the foundation for the future

- In 2012, RC62's will focus mainly on the European health policy, **Health 2020** (mandated by RC60), which has been developed through a truly participatory process. It will comprise two documents:
  1. Health 2020: policy framework for Europe
  2. Health 2020: policy framework and strategy
- Implementation arm of Health 2020: the European public health action plan
- Strategy on healthy ageing
- Country strategy and policy on geographically dispersed offices
- Communication strategy
- WHO reform



# 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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# What is Health 2020?

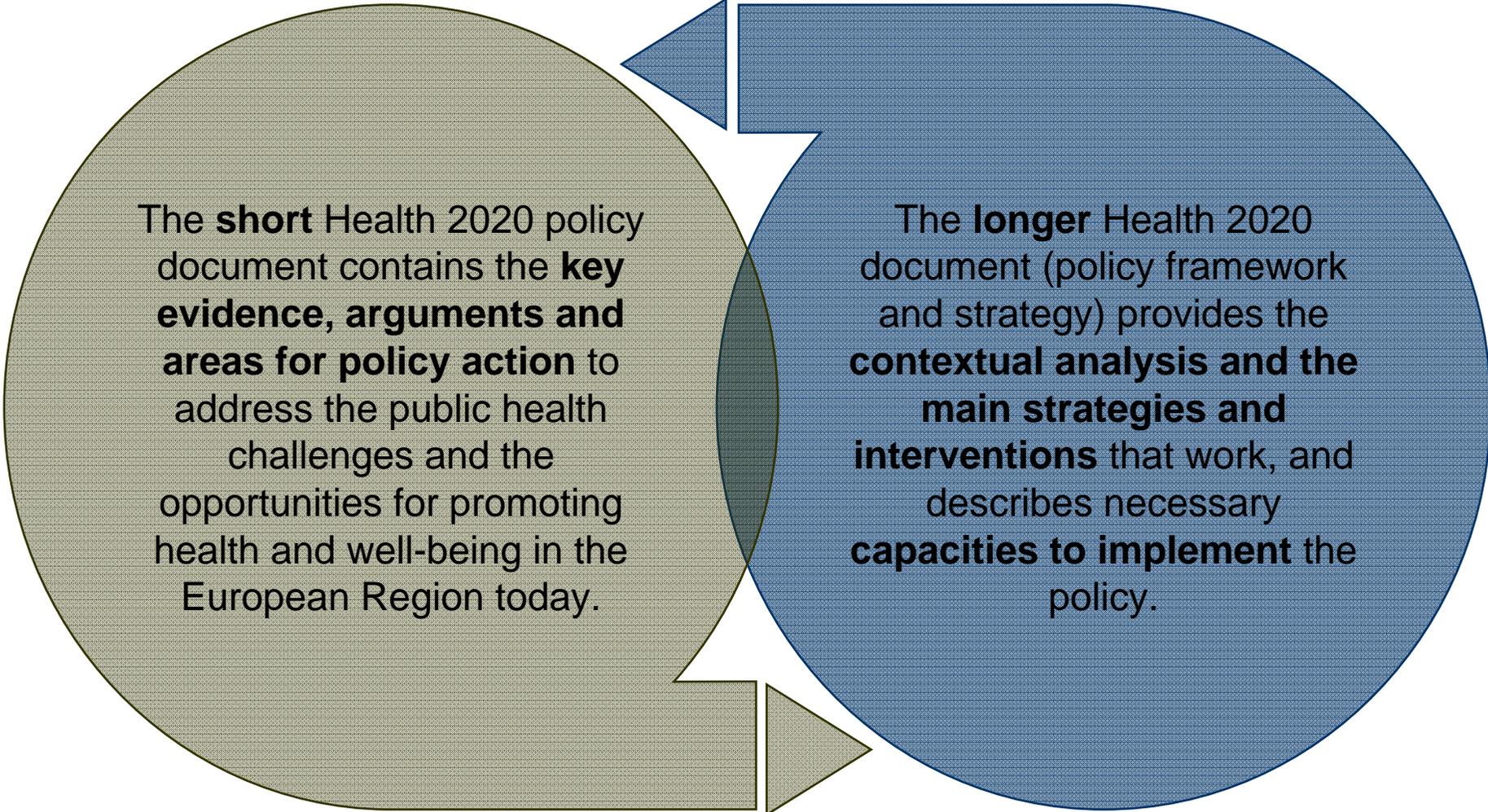


Health 2020 is a value-based action-oriented policy framework, adaptable to different realities in the countries in the WHO European Region.

Health 2020 addresses 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 documents



The **short** Health 2020 policy document contains the **key evidence, arguments and areas for policy action** to address the public health challenges and the opportunities for promoting health and well-being in the European Region today.

The **longer** Health 2020 document (policy framework and strategy) provides the **contextual analysis and the main strategies and interventions** that work, and describes necessary **capacities to implement the policy**.



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# Health 2020 – a common purpose and 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 significantly improve health and well-being of populations, to reduce health inequities and to ensure sustainable people-centred health systems

## Health 2020 strategic objectives: stronger equity and better governance

1. Working to improve health for all and reducing the health divide

2. Improving leadership, and participatory governance for health

# Health 2020: four common policy priorities for health

The four priority areas are interlinked, interdependent and mutually supportive

Addressing the four priorities will require a combination of governance approaches that promotes health, equity and well-being

Investing in health through a life course approach and empowering people

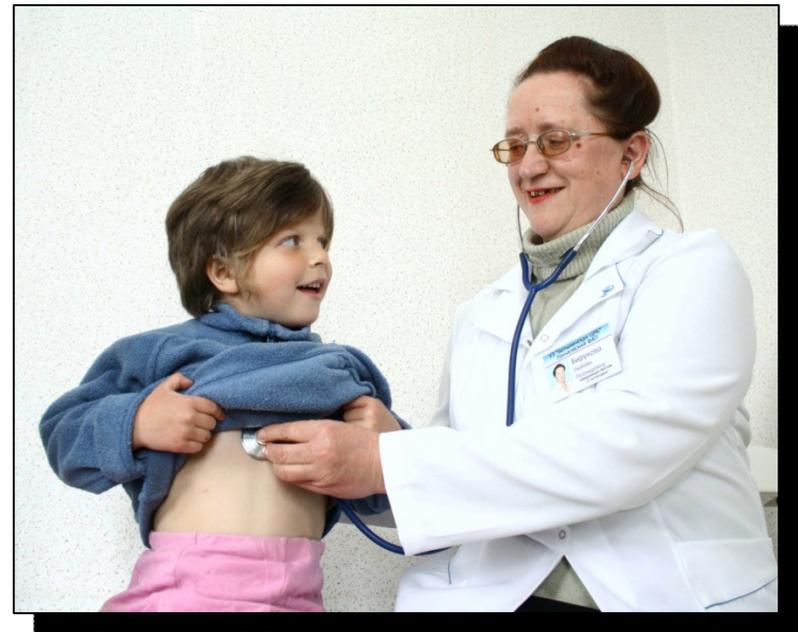
Tackling Europe's major health challenges:  
NCDs and communicable diseases

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

Creating supportive environments and resilient communities

# Health as a major societal resource and asset

- Good health benefits all sectors and the whole of society, making it a valuable resource
- What makes societies prosper and flourish also makes people healthy – policies that recognize this have more impact
- Health performance and economic performance are inter-linked – improving the health sectors' use of its resources is essential



# Why Health 2020?

Health in the WHO European Region has greatly improved in recent decades – but not everywhere and equally for all; this is not acceptable

*Countries have different starting and entry points, but share common goals and challenges, and use different pathways*

People live longer and have fewer children.

People migrate within and between countries; cities grow bigger.

NCDs dominate the disease burden.

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

Infectious diseases, such as HIV and tuberculosis 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.



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# New opportunities and challenges

## New concepts

Well-being as a measure of development

Anticipatory governance

Collaborative leadership

## New drivers of health

Technologies and innovation

Health literacy: information, participation and accountability

Globalization/urbanization

## New evidence

The macroeconomics of health and well-being

The social gradient and health equity

Genomics

## New demographics

Fertility levels dropping

Ageing

Migration



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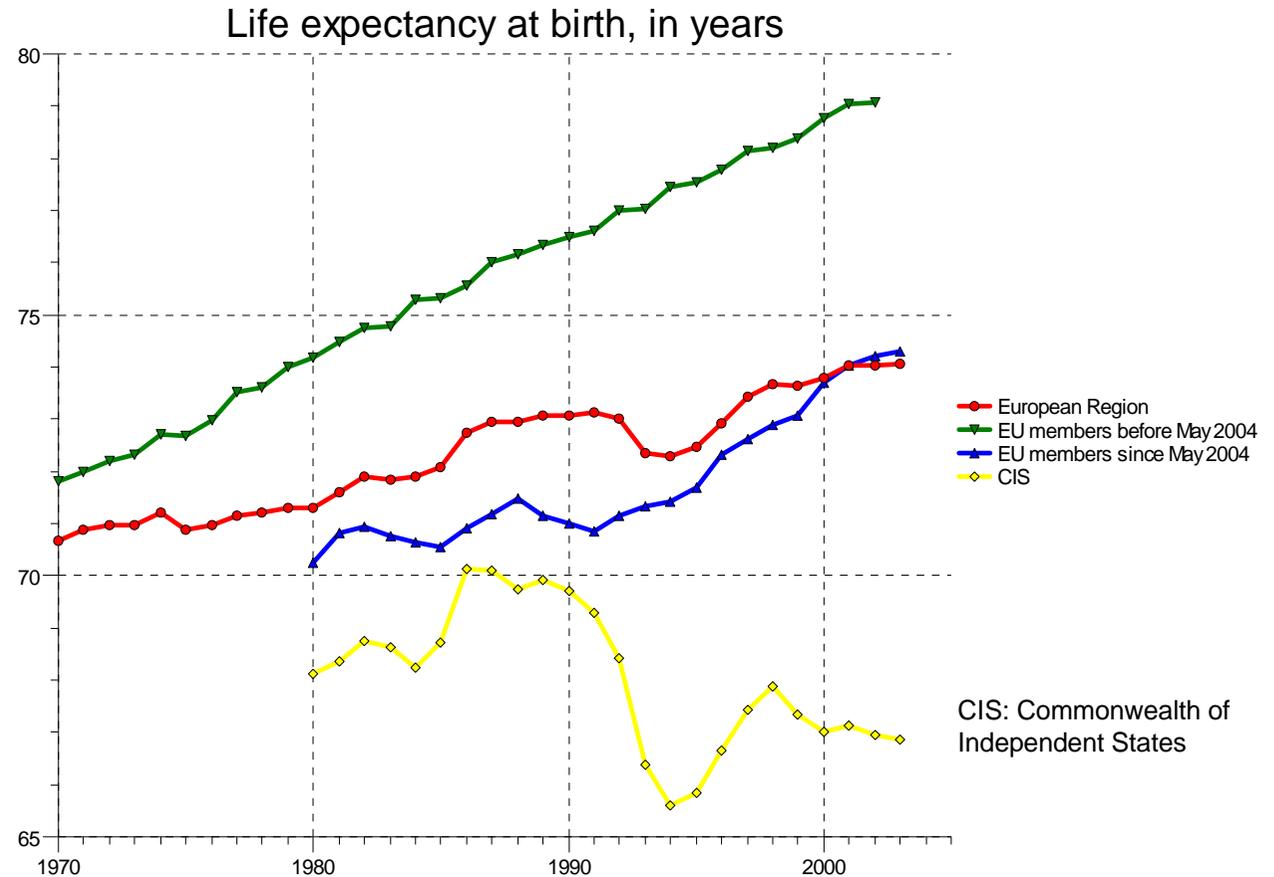
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# Strategic objective 1: tackle the health divide

Address the social determinants of health

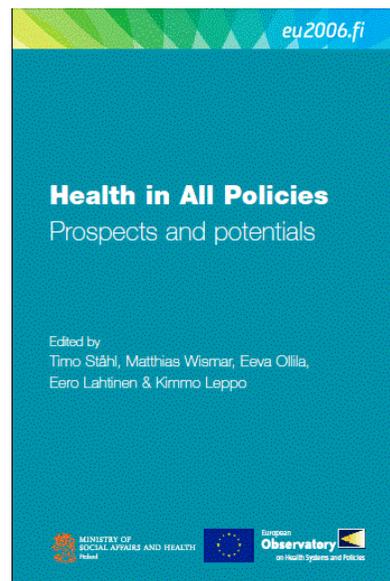
Emphasis on action across the social gradient and on vulnerable groups

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



# Strategic objective 2: improve leadership and participatory governance for health

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



Smart governance for health and well-being: governing through:

collaboration

citizen engagement

a mix of regulation and persuasion

agencies and expert bodies

adaptive policies, resilient structures and foresight

Whole-of-society and whole-of-government approaches to health and well-being

Joined-Up Government for Health in All Policies

Improved coordination, integration, and capacity centred on shared goals

Power and responsibility for health and well-being diffused throughout government and society

Good governance for health and well-being

Health is a Human Right

Health is a central component of well-being

Health is a Global Public Good

Health as Social Justice

# Policy priority 1. Invest in health through a life course approach and empowering people

- Supporting good health throughout the lifespan leads to increased healthy life expectancy and a longevity dividend, which can both yield important economic, societal and individual benefits
- Health promotion programmes based on principles of engagement and empowerment offer real benefits





# Policy priority 2. Tackle Europe's major health challenges

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

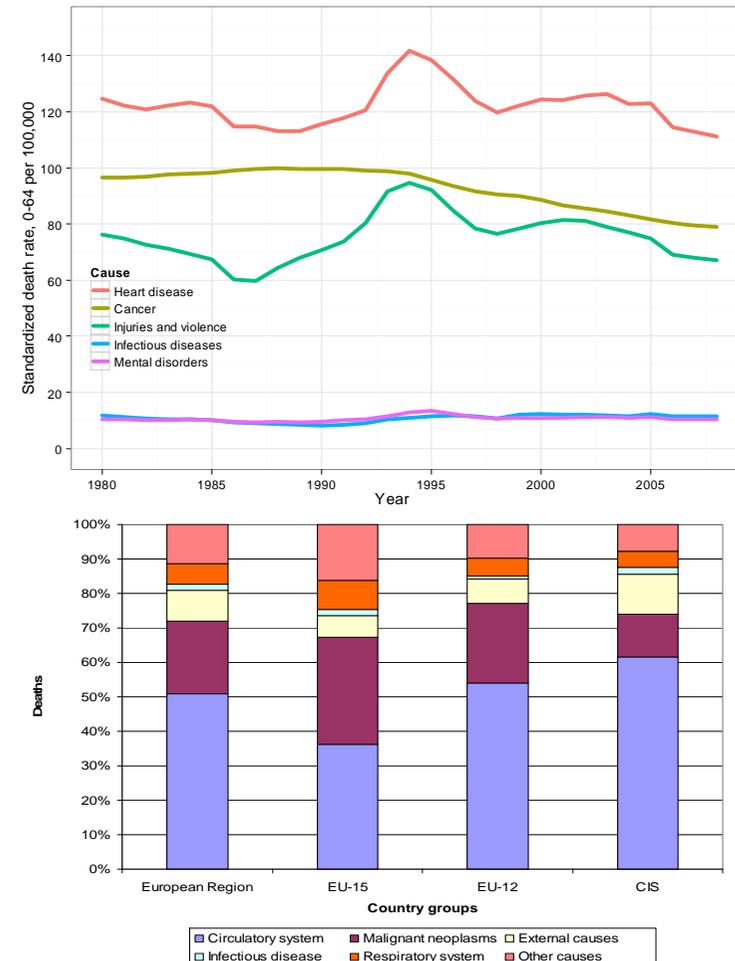
Promote healthy choices

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 priority 3. Strengthen people-centred health systems, public health capacity and preparedness for emergencies

Strengthen public health functions and capacities

Strengthen primary health care as a hub for people-centred health systems

Ensure appropriate integration and continuum of care

Foster continuous quality improvement

Improve access to essential medicines and invest in technology assessment



## Policy priority 3. Strengthen people-centred health systems, public health capacity and preparedness for emergencies

Ensure universal access

Make health systems financially viable, fit for purpose, people centred and evidence informed

Revitalize and reform education and training of key professionals

Develop adaptive policies, resilient structures and foresight to deal with emergencies

Foster continuous quality improvement



# Policy priority 4. Create healthy and supportive environments

Assess the health impact of sectoral policies

Fully implement multilateral environmental agreements

Implement health policies that contribute to sustainable development

Make health services resilient to the changing environment







# Relations between WHO/Europe and the European Union (EU)



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# Regional collaboration: a shared vision for joint health action

Six flagship initiatives as part of joint declaration by the European Commission (EC) and WHO/Europe

1. Make one **health security system** to protect Europe
2. Make one **health information system** to inform Europe
3. Share and exploit **good practice and innovations**
4. Exchange information and advocate policies to **tackle health inequalities**, also for future generations
5. Inform and facilitate **investing in health** to mitigate effects of economic crisis
6. Strengthen **in-country cooperation** through joint advocacy, information exchange and health assessments

# What has happened since

- WHO Director-General delegates global function to Regional Director, WHO/Europe: to lead on WHO–EU relations
- Global Policy Group mandates Regional Director to establish and chair WHO Steering Committee on EU
- WHO/Europe takes over high-level relations with the EU and oversight of WHO Brussels Office (Roberto Bertollini, Head)
- High-level and senior-official meeting with the **EC**, March 2011 and 2012
- Increased collaboration with **EU presidencies** of Spain, Belgium, Hungary, Poland, Denmark and Cyprus
- Renewed memorandum of understanding with the **European Centre for Disease Prevention and Control (ECDC)**
- Stronger relationship with **European Parliament**



Thank you



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