

Information document

Implementing Health 2020



**World Health
Organization**

REGIONAL OFFICE FOR **Europe**

Regional Committee for Europe
Sixty-second session

Malta, 10–13 September 2012



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Introduction

The 53 European Member States have been involved in developing the Health 2020 policy framework and strategy through a process of engagement facilitated by the WHO Regional Office for Europe. Implementation will depend on the situation, circumstances and priorities of each Member State. It will require action by a wide range of actors at all levels and offer new ways of working, including working together and outreach with all sectors of government, such as education, the environment, transport and social welfare, as well as civil society. This approach will enable the uptake, sharing and creating of knowledge for Health 2020 to be accelerated and will strengthen innovation.

Implementing the priority areas of Health 2020 will require strong leadership and supporting mechanisms. WHO will be a key partner with Member States in ways that are fully aligned with the global reform initiatives and especially the project led by the WHO Global Policy Group on national health policy and health system strengthening. The Regional Office is ready to support implementation through key activities and services: for example, by advancing a European Action Plan for Strengthening Public Health Capacities and Services¹ and implementing a series of Health 2020 targets and indicators.²

It now intends to work together with Member States, by supporting key strategic actions essential to the implementation of Health 2020:

- promoting improved governance and leadership capacity for health;
- advancing advocacy and awareness-raising;
- developing cooperation with other sectors;
- supporting Member States in developing and/or updating their national policies in accordance with Health 2020;
- helping to build capacity and developing skills for whole-of-government and whole-of-society approaches;
- providing evidence that is easy to access and navigate on interventions and solutions;
- monitoring progress on the attainment of targets using agreed indicators; and
- documenting practices and learning from experience

¹ Document EUR/RC62/12

² Document EUR/RC62/Inf.Doc./4

Developing the capacity of the Regional Office to support the implementation of Health 2020 and to deliver support to countries

Health 2020 must reach wider audiences to be successful. The expectations and demands will potentially be very high, ranging from limited requests for guidance and reports to more ambitious wide-ranging requests designed to achieve comprehensive platforms for change.

WHO cannot manage supporting implementation alone, and potential partners in implementation and open-source approaches for generating solutions and promoting and sharing learning will be continually explored.

Resources will be key. The Regional Office intends to introduce new initiatives but, very importantly, it will also use and reinforce existing resources, mechanisms and processes to support the process of implementing Health 2020. The Regional Office will take responsibility for this, with the full commitment of all technical divisions. Also required will be dedicated consultants who will act as health policy advisers and other resources such as WHO collaborating centres.

Given the resource constraints, priority will be given to types of support that can efficiently deliver maximum impact, such as using multicountry and intercountry mechanisms and new online learning forms.

The Standing Committee of the Regional Committee and the needs of Member States will guide implementation. As a priority, it is intended that the Regional Office will take the lead on several activities to support the implementation of Health 2020.

Specifically, the Regional Office intends:

- to develop a series of **seminars and/or master classes** for ministers and other high-level decision-makers;
- to develop a **core package of resources, services and training materials** with a menu for Member States to select from and engage with, depending on priorities, interests and preferred modes of support;
- to develop **Internet-based interactive platforms, including crowd sourcing approaches**, to provide innovative space for countries to apply and generate expertise, enable engagement and sharing of knowledge, and offer opportunities for policy dialogue, e-learning and access to resources;
- to optimize **the use of existing networks** (for example, those related to healthy cities, regions for health, health-promoting schools, health-promoting hospitals and health-promoting workplaces as well as the existing environment and infectious disease networks) and think innovatively of **creating new networks** to advance working for health between sectors and with the full involvement of civil society;
- to plan a series of innovative **events and joint ventures and activities** with international partners;
- to hold **country-level consultations**, such as with ministers and key policy-makers, national health councils, parliamentary committees, etc.;
- to streamline the planning processes for **biennial collaborative agreements and country cooperation strategies** to support integrated technical support in countries and to **gear**

the work of WHO's geographically dispersed offices towards implementing Health 2020;

- to consider reactivating **health policy monitoring and analysis** and, for this purpose, explore the possibility of reactivating the WHO European Health Policy Centre in Brussels and creating **collaborating centres** to support new thinking and leading-edge work in developing guidance for and in countries.

Example 1: a new resource for politicians

Promoting learning experiences for politicians and high-level officials can deepen their understanding of and engagement in successfully implementing Health 2020. New methods such as the “government learning spiral” will be used to allow maximum participation and multi stakeholder learning using real-time experiences while providing an opportunity for peers to draw inspiration from the past and from each other's experiences to address a specific challenge systematically.

Example 2: WHO networks as vehicles for implementing Health 2020

Political leaders of the city members of the WHO European Healthy Cities Network agreed to implement Health 2020 and frame Phase VI (2014–2019) of the Network around the Health 2020 objectives, policy priorities and approaches.

Conclusion

Health 2020 represents a joint commitment to developing health by the Regional Office and the 53 WHO European Member States. Nevertheless, if it is to make a real difference, the influence of Health 2020 should extend even more widely and create a movement for improving health across the European Region involving many networks, interests and partners.

This document puts forward proposals considering how the processes of implementing Health 2020 might develop. It considers particularly how the commitment, work and input of the Regional Office might develop and the ways it might offer to provide input to Member States and others. The document and its ideas are hereby put forward for comment and discussion. Following the sixty-second session of the WHO Regional Committee for Europe, the Regional Office will further develop and finalize the plan for implementing Health 2020.