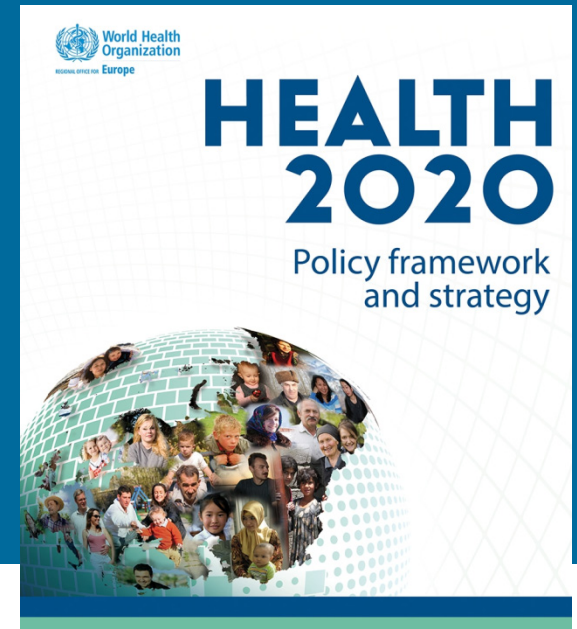


# Health 2020: a new European policy framework for health and well-being

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WHO Regional Director for Europe



# Health – a precious global good

- Higher on the **political and social agendas** of countries and international entities
- An important **global economic and security issue**
- A major **investment** sector for human, economic and social **development**
- A major **economic sector** in its own right
- A **human right** and matter of social justice

# Health 2020: adopted by the WHO Regional Committee for Europe in September 2012

*Aim* – To significantly improve health and well-being of populations, to reduce health inequities and to ensure sustainable people-centred health systems.

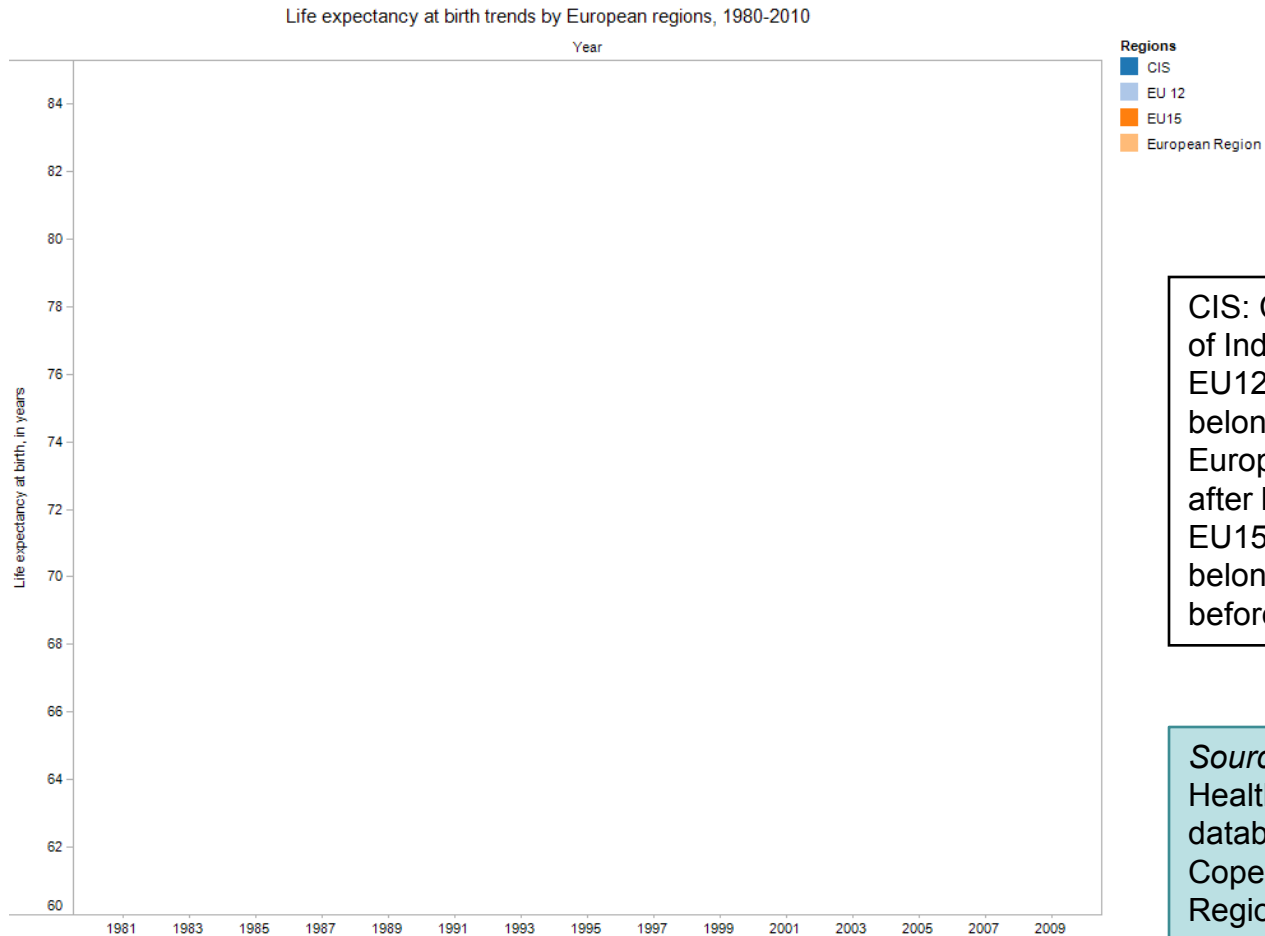


# Why Health 2020?



Significant improvements in health and well-being  
but uneven and unequal

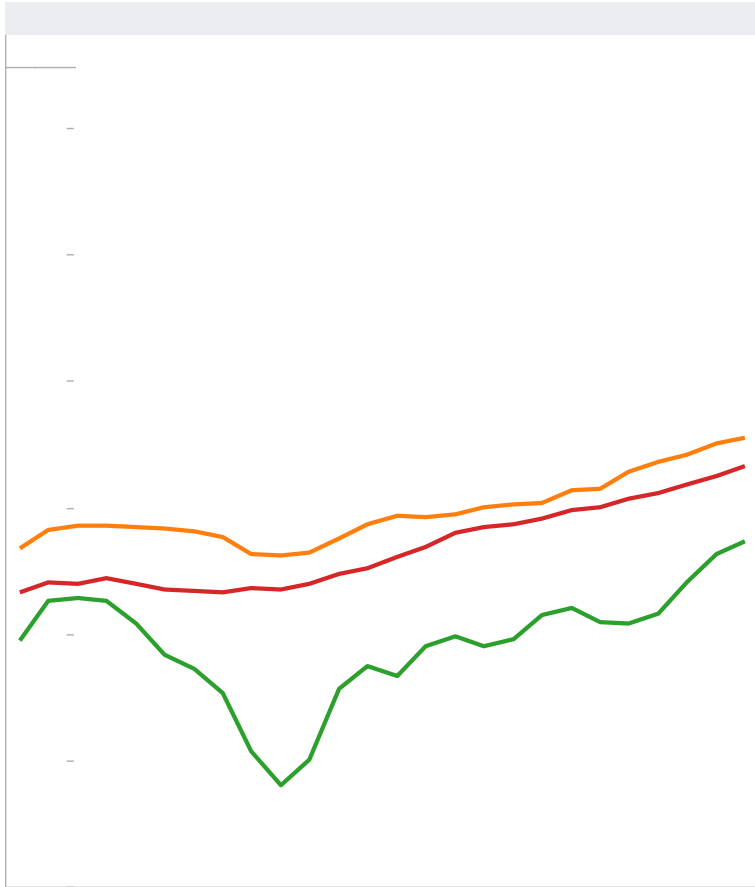
# Overall health improvement (+ 5 years life expectancy) but with an important divide in the Region



CIS: Commonwealth of Independent States  
EU12: countries belonging to the European Union (EU) after May 2004  
EU15: countries belonging to the EU before May 2004

Source: European Health for All database.  
Copenhagen, WHO Regional Office for Europe, 2010.

## Life expectancy trends in Latvia and Europe, 1985–2010



Source: European Health for All database. Copenhagen, WHO Regional Office for Europe, 2013.

# Increasing attention to inequity

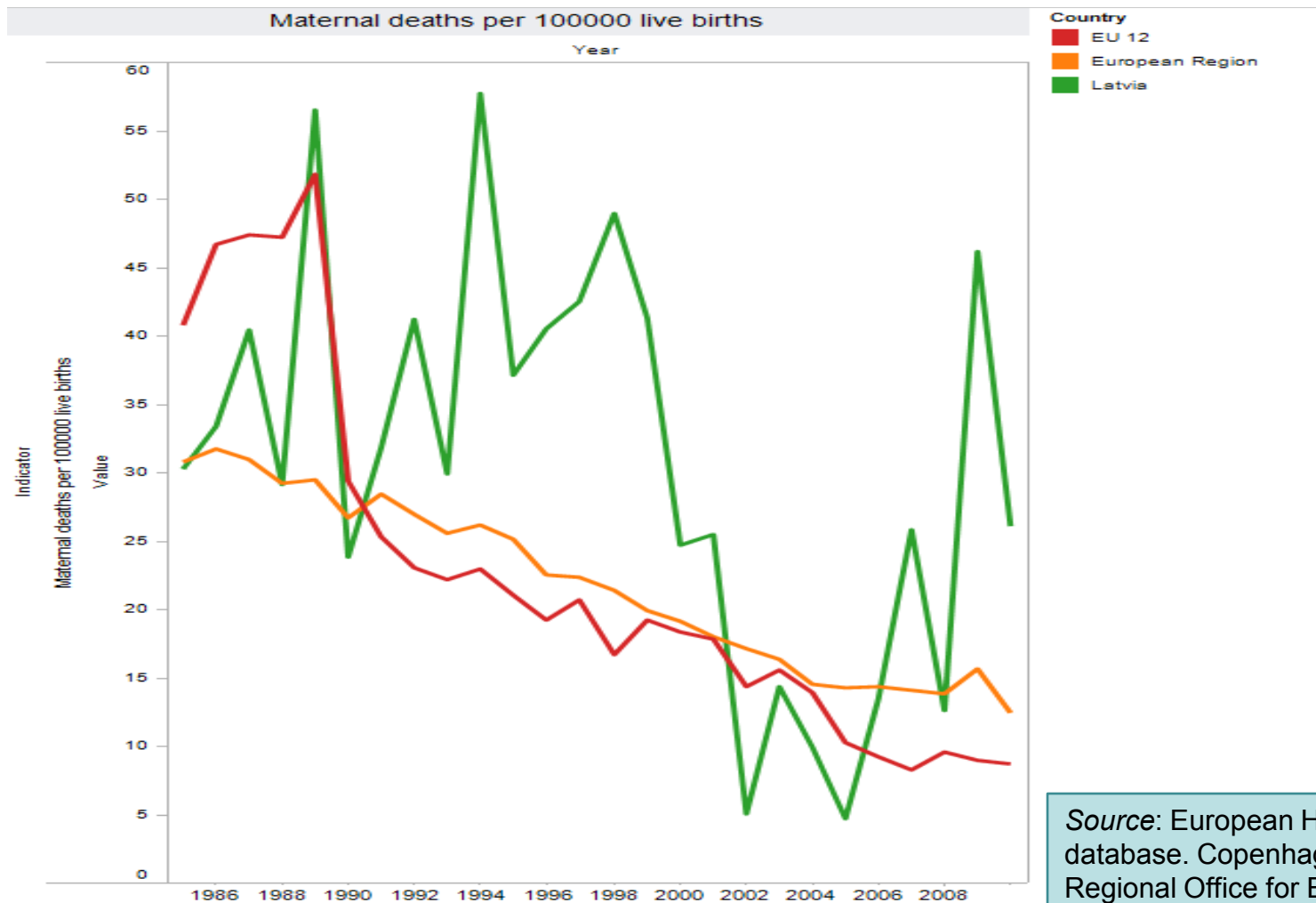


## For richer, for poorer

Growing inequality is one of the biggest social, economic and political challenges of our time. But it is not inevitable ...

– *The Economist*, special edition, 13 October 2012  
(<http://www.economist.com/node/21564414>)

# Maternal mortality in Latvia and Europe, 1985–2010



Source: European Health for All database. Copenhagen, WHO Regional Office for Europe, 2013.



# Why Health 2020?



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

# Health landscape of European Region

- Complexity and uncertainty
- Multifaceted health challenges, requiring active involvement of all levels of government (international, national and local)

People live longer and have fewer children

People migrate within and between countries; cities grow bigger

Noncommunicable diseases (NCDs) dominate the disease burden

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

Control of infectious diseases (such as HIV, tuberculosis (TB)) remains a challenge

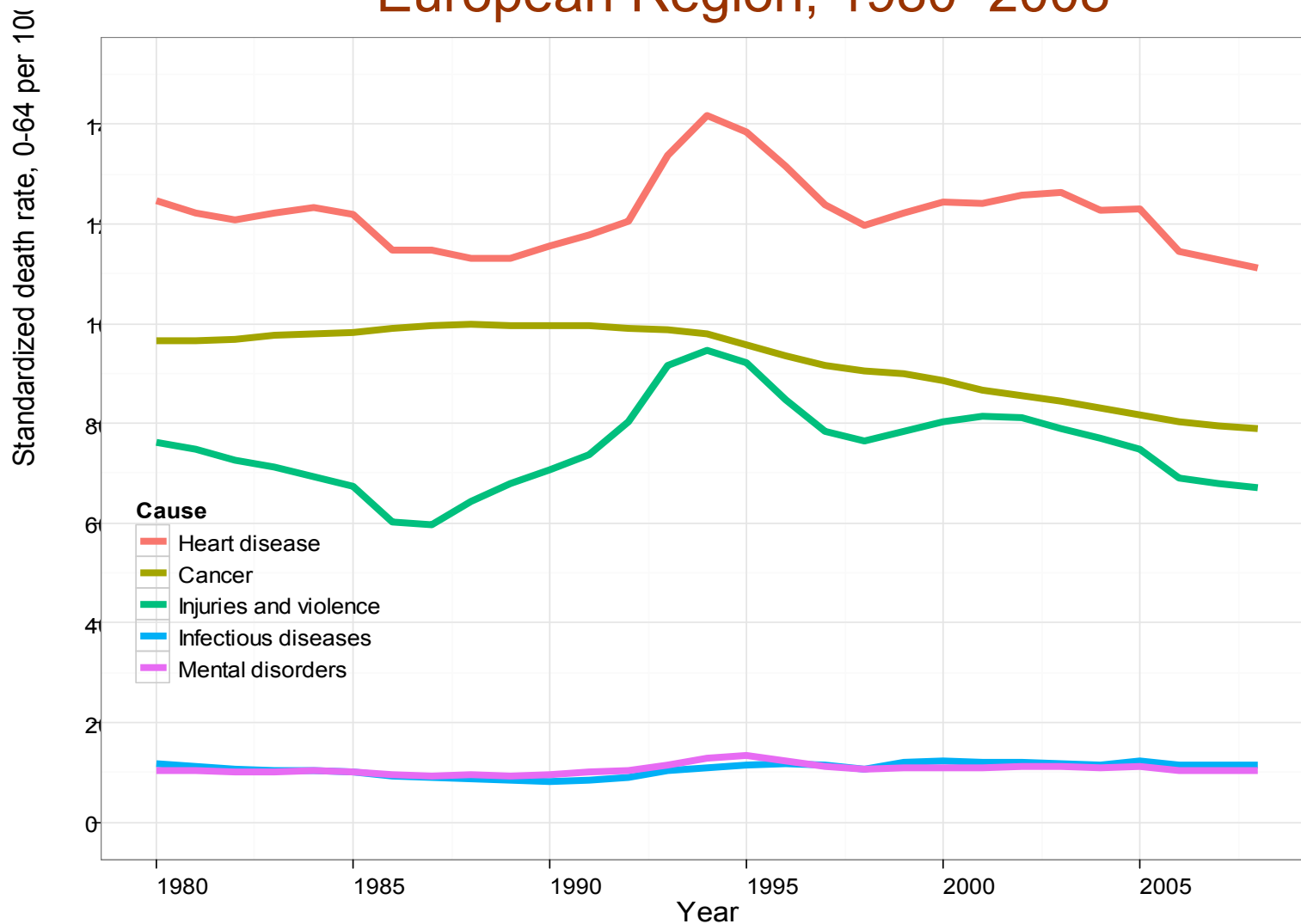
Antibiotic-resistant organisms are emerging

Health systems face rising costs

Primary health care systems are weak and lack preventive services

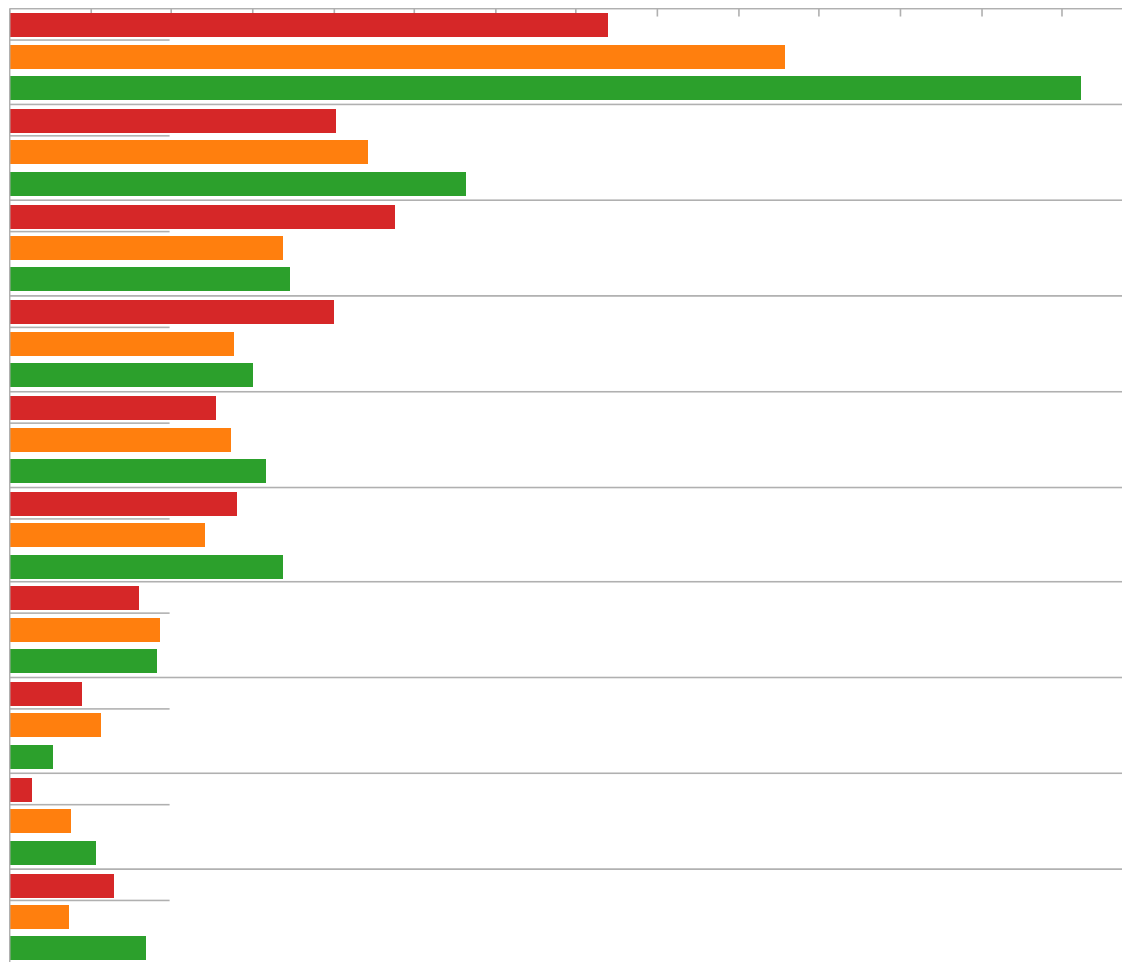
Public health capacities are outdated

# Trends in premature mortality by broad group of causes in the European Region, 1980–2008



Source:  
European  
Health for All  
database.  
Copenhagen,  
WHO  
Regional  
Office for  
Europe, 2010.

# Premature mortality by leading causes of death in Latvia and Europe, 2010



SDR: standardized death rate.

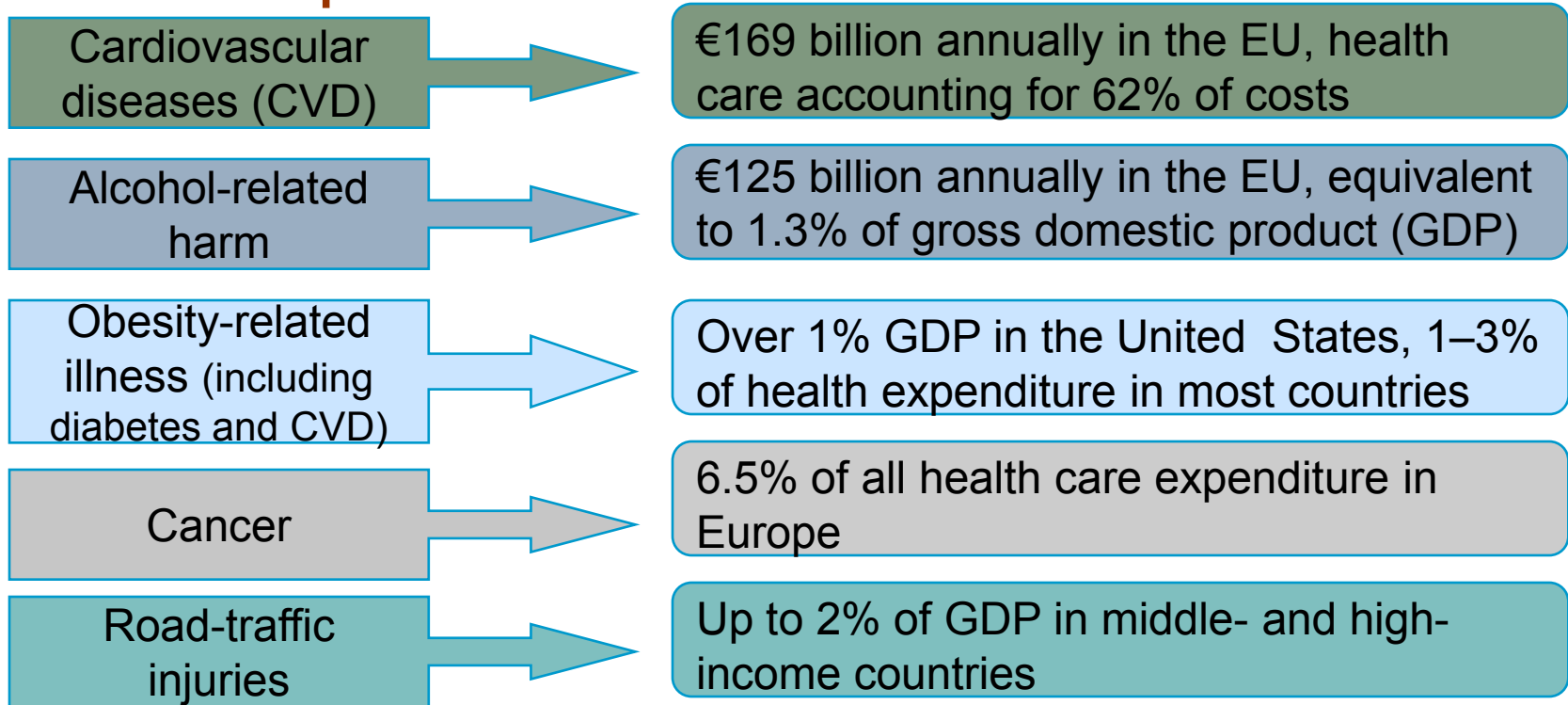
Source: European Health for All database. Copenhagen, WHO Regional Office for Europe, 2013.

# Why Health 2020?



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

# Economic case for health promotion and disease prevention



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](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=Uandei=BNI4TK7JoKL0QGxs6HFAgandved=0CBwQFjAFandusg=AFQjCNHS922oF8d0RLN5C14ddpMVeRn8BA>)).

# Additional layer of complexity from austerity: lessons learned from past and present crises

## Unemployment

- Associated with a doubling of the risk of illness and 60% less likelihood of recovery from disease<sup>\*</sup>
- Strong correlation with increased alcohol poisoning, liver cirrhosis, ulcers, mental disorders<sup>\*\*</sup>
- Increase of suicide incidence: 17% in Greece and Latvia, 13% in Ireland<sup>\*\*\*</sup>
- Active labour market policies and well-targeted social protection expenditure can eliminate most of these adverse effects<sup>\*\*\*\*</sup>



# Health impact of social welfare spending and GDP growth

## Social welfare spending

- Each additional US\$ 100 per capita spent on social welfare (including health) is associated with a **1.19%** reduction in mortality

## GDP

- Each additional US\$ 100 per capita increase in GDP is associated with **only 0.11%** reduction in mortality



# Health 2020 – reaching higher and broader

- Going upstream to address root causes such as social determinants
- Invest in public health, primary care, health protection and promotion, and disease prevention
- Making the case for whole-of-government and whole-of-society approaches
- Offering a framework for integrated and coherent interventions

## Health 2020: strategic objectives

Working to improve health for all and reducing the health divide

Improving leadership, and participatory governance for health

## Health 2020: 4 common policy priorities for health

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, surveillance and response

Creating resilient communities and supportive environments

# Health 2020 development journey – two-year participatory process with Member States and partners

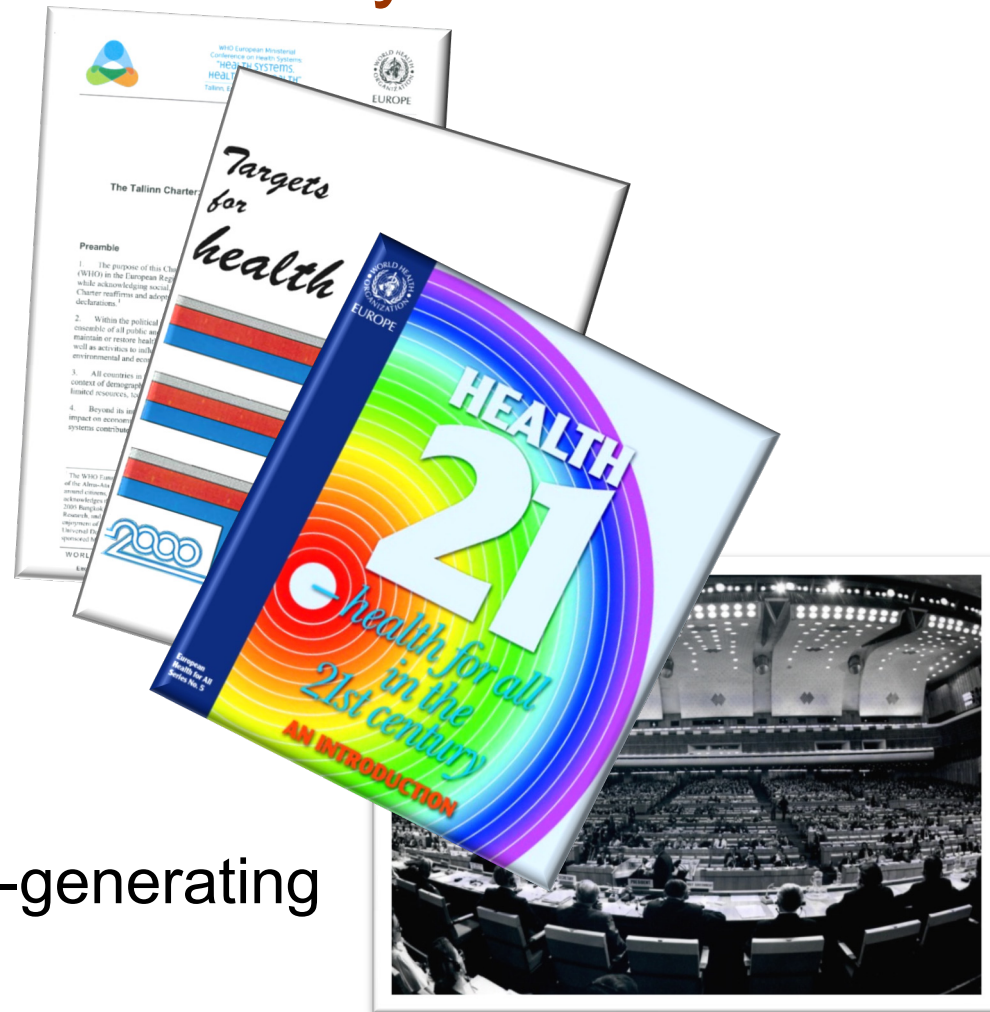
- Unprecedented evidence review
- Gathering of new evidence
- Solutions that work
- Integrating and connecting
- Stakeholder (peer) reviewed



# Building on public health history

- WHO Constitution
- Declaration of Alma-Ata
- Health for All strategy
- HEALTH21
- Tallinn Charter: Health Systems for Health and Wealth

Integrated policy frameworks can and have inspired health-generating actions on all levels.



# New evidence informing Health 2020

- Governance for health in the 21<sup>st</sup> century
- Supporting Health 2020: governance for health in the 21<sup>st</sup> century
- Promoting health, preventing disease: the economic case
- Intersectoral governance for health in all policies: structures, actions and experiences
- Report on social determinants of health and the health divide in the WHO European Region
- Review of the commitments of WHO European Member States and the WHO Regional Office for Europe between 1990 and 2010

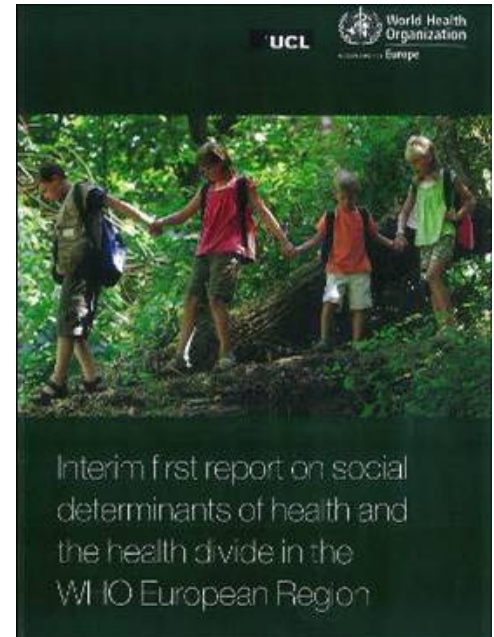
# WHO European review of social determinants and the health divide:\* key findings and recommendations to improve equity in health

## Policy goals

- Improve overall health of the population
- Accelerate rate of improvement for those with worst health

## Policy approaches

- Take a life-course approach to health equity.
- Address the intergenerational processes that sustain inequities
- Address the structural and mediating factors of exclusion
- Build the resilience, capabilities and strength of individuals and communities





# Improving governance for health

Supporting whole-of-government and whole-of-society approaches

Learning from a wealth of experience with intersectoral action and health-in-all-policies (HiAP) work in Europe and beyond

The 21st century approach to governance for health



Two studies on governance for health led by Professor Ilona Kickbusch (2011, 2012)

Intersectoral governance for HiAPs, by Professor David McQueen et al.

# Health 2020 framework:

- is an adaptable and practical policy framework;
- recognizes that countries engage from different starting points and have different contexts and capacities; and
- recognizes that every country is unique and that countries will pursue common goals through different pathways and use different approaches but be united in purpose.





# NCD action plan 2012–2016

## Planning and oversight

National plan

Health information system with social determinants disaggregation

## HiAP

Fiscal policies

Marketing

Salt

Trans fats

## Healthy settings

Workplaces and schools

Active mobility

## Secondary prevention

Cardio-metabolic risk assessment and management

Early detection of cancer

# European Action Plan for Strengthening Public Health Capacities and Services

Strengthening Public  
Health Services and Capacity:  
An Action Plan for Europe



*Promoting  
population health  
and well-being in  
a sustainable way*



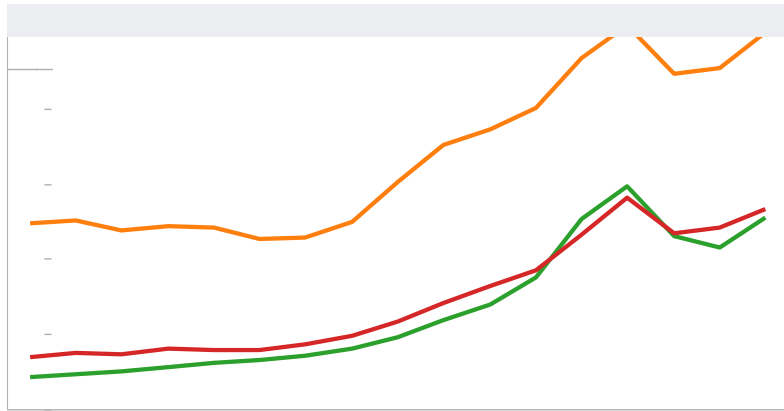
# Supporting Member States in navigating the crisis is central to WHO's work

- Strong economic case for health promotion and disease prevention, as economic cost of NCDs extremely high (governments devote only 3% of health spending to prevention)
- Prevention: one of the most cost-effective approaches to improving health outcomes
- Use of fiscal policy, for example, to raise taxes on tobacco and alcohol: so-called “sin taxes” have short-term benefits

# Supporting Member States in navigating the crisis is central to WHO's work

- Try to protect health budgets but, if cuts have to be made, avoid across-the-board budget cuts and focus public expenditures more tightly on the poor and vulnerable. (Avoid or reduce out-of-pocket payments, which lead to impoverishment.)
- Think long-term: save in good times and spend in bad times!

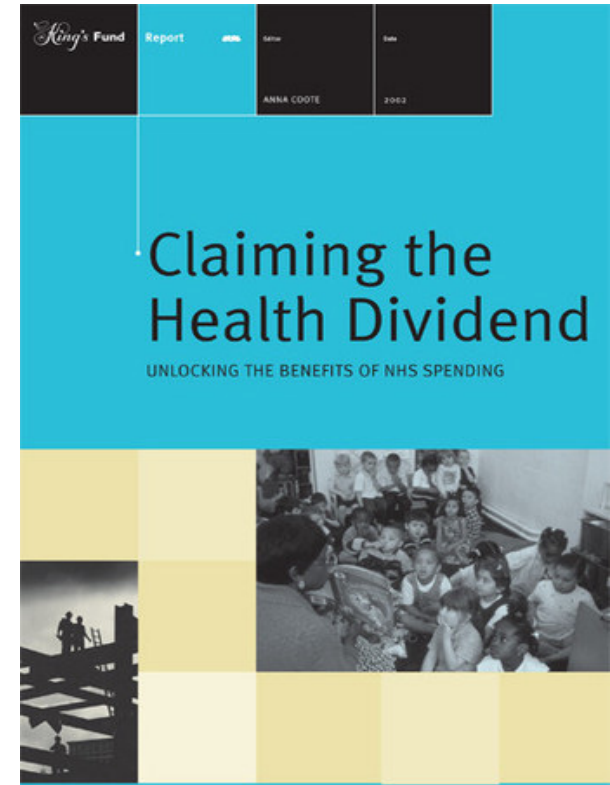
# Health expenditure trends in Latvia and Europe by type, 1995–2010



# Challenging the view of health as a cost to society: example from the United Kingdom

## Health sector's contribution to the economy

- Health and social care system in north-west region £8.2 billion (10% of regional total GDP: £88 billion): 60% on staff with £2 billion on goods and services
- 340 000 people employed directly (12% of regional employment)
- 0.5% of regional businesses primarily in the health sector :780 businesses
- 50% of health sector firms have turnovers of £100 000–499 000
- Capital spending programmes for 5 years is £4.5 billion



Source: *Claiming the health dividend*. London, The King's Fund, 2002  
(<http://www.kingsfund.org.uk/publications/claiming-health-dividend>).

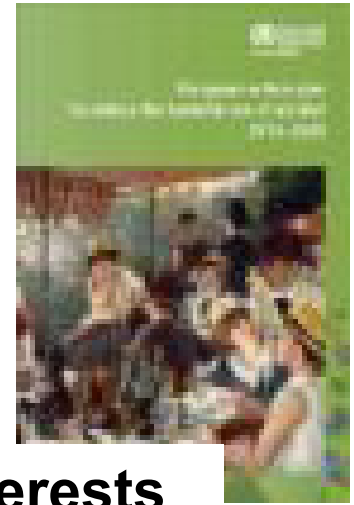
# Health 2020 helps to rethink policies for health and approaches to stakeholder engagement



## Alcohol-related harm

€125 billion annually in the EU, equivalent to 1.3% of GDP

## Example: fiscal policy on alcohol



## Mapping allies and interests

Ministry of justice and police

Employers and development sectors

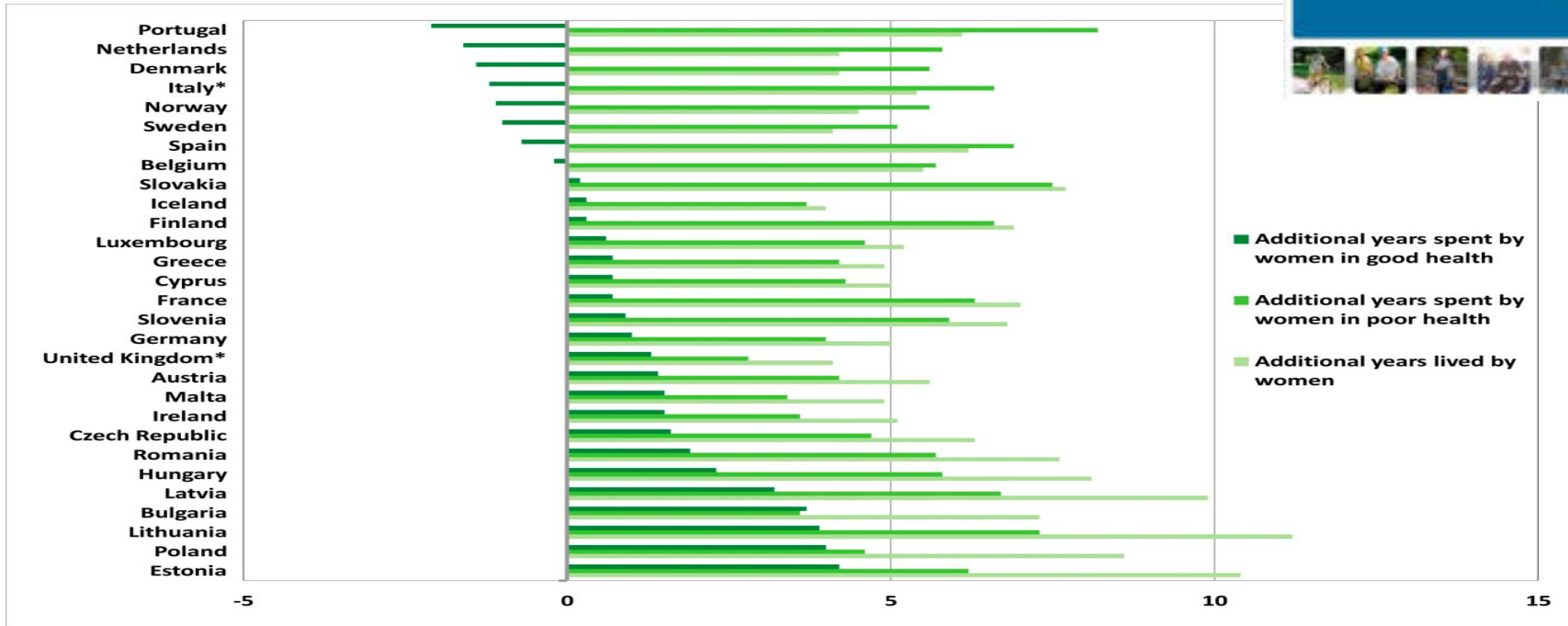
Health

Transport

Local communities

# Health as a contributor to public policies

European targets to increase the participation of older people in the workforce



Source: EUROSTAT data.



**Require a healthy population and complementary policies from the health, development and social sectors.**



Dear prime minister, minister, mayor or member of parliament:

Good health underpins social and economic development and strengthens policies across all sectors. However, the economic and fiscal crisis facing many countries presents serious challenges and potentially risks undermining the positive progress that has been made. Nevertheless, it also presents an important opportunity to refocus and renew our efforts to improve the health of all people.

All sectors and levels of government and society contribute to health creation. **Your leadership for health and well-being can make a tremendous difference** for the people of your country, state, region or city and for European Region as a whole.

Your support for **Health 2020** is truly essential.

