

Health challenges and priorities in Europe
Chisinau, Republic of Moldova,
4 June 2012

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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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The changing environment for health

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

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

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

This work was ongoing through the sixty-first session of the WHO Regional Committee (RC61), will continue at the sixty-second session (RC62) this year and be completed at the sixty-third session (RC63) next year.

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 plans are being implemented.

Consulting on the future

- Developing the new European policy for health – Health 2020
 - (a) Governance of health in the 21st 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 the 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, the sixty-second session of the Regional Committee for Europe (RC62) will focus mainly on the European health policy, **Health 2020** (mandated by RC60), which will comprise two documents:

1. Health 2020: policy framework for Europe
2. Health 2020: policy framework and strategy

Other issues:

- European public health action plan (implementation arm of Health 2020)
- Strategy on healthy ageing
- Country strategy and policy on geographically dispersed offices
- Communication strategy
- WHO reform



What is Health 2020?



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

Health 2020 is addressed to Ministries of Health but also aims to engage ministers and policy-makers across government and stakeholders throughout society who can contribute to health and well-being.



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Health 2020 documents

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

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

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

Health 2020 strategic objectives: stronger equity and better governance

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

2. Improving leadership and promoting participatory governance for health

Health 2020: Four common policy priorities for health

The four priority areas are interlinked, interdependent and mutually supportive
Addressing them will require a combination of governance approaches that promote health, equity and well-being

Investing in health through a life course approach and empowering people

Tackling Europe's major health challenges of noncommunicable diseases 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 recognizing this have more impact
- Health performance and economic performance are interlinked – improving the use of health-sector 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, and use different pathways but share common goals and challenges

People live longer and have fewer children

People migrate within and between countries; cities grow bigger

Noncommunicable diseases dominate the disease burden

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

Control of infectious diseases, such as HIV and tuberculosis, 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.



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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

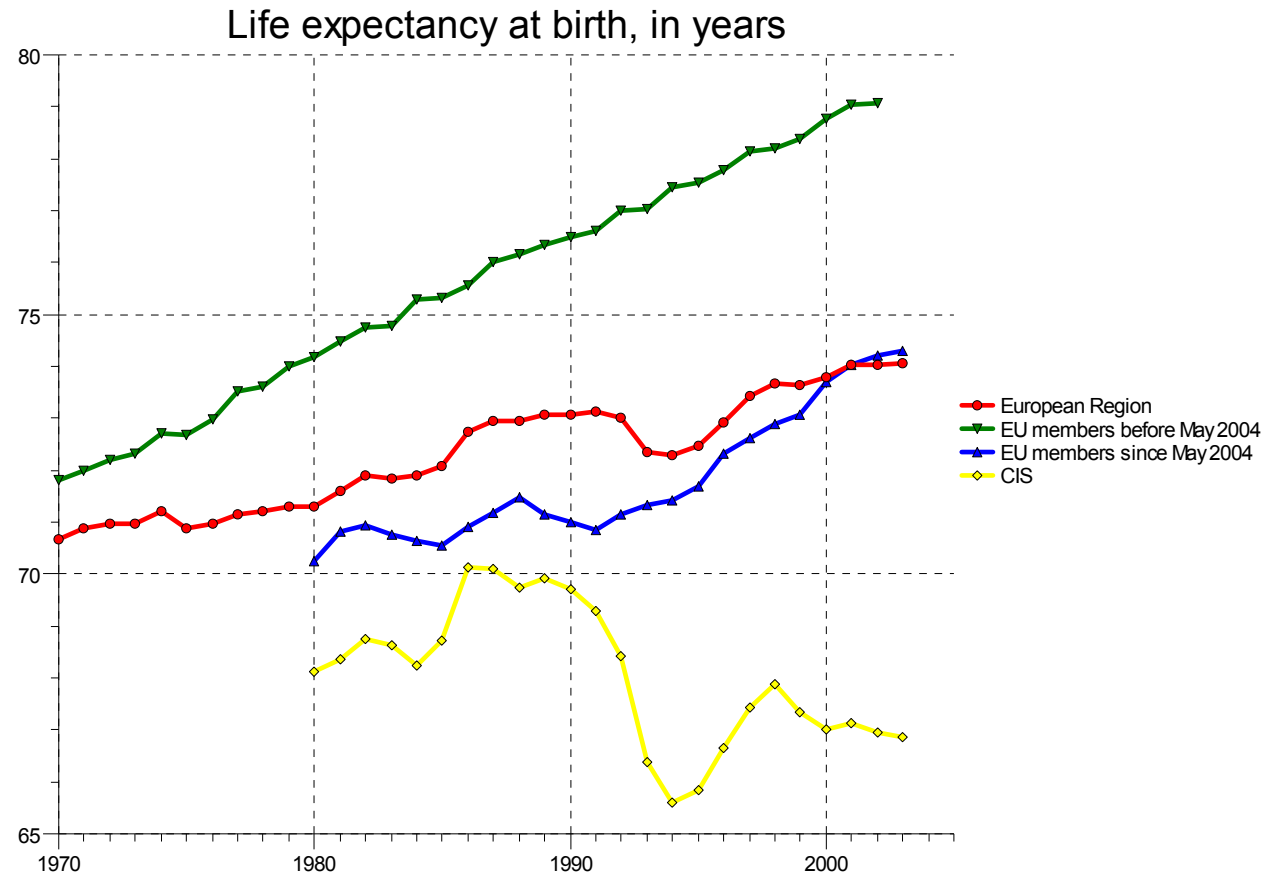
Decreasing fertility levels
Ageing
Migration

Strategic objective 1: tackle the health divide

Address the social determinants of health

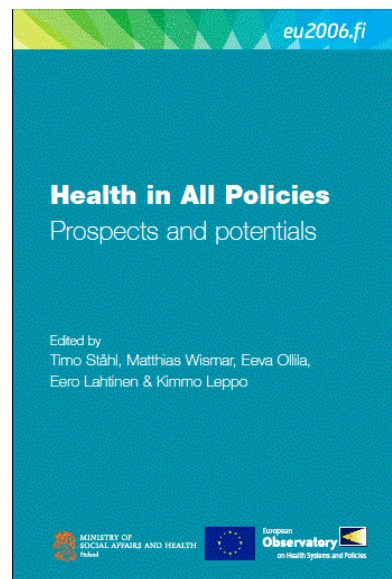
Place emphasis on action across the social gradient and on vulnerable groups

Ensure that the continuous reduction of health inequities becomes a criteria for assessing health-system performance



Strategic objective 2: improve leadership and participatory governance for health

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



Smart governance for health and well-being

Governing through collaboration

Governing through citizen engagement

Governing through a mix of regulation and persuasion

Governing through independent agencies and expert bodies

Governing through 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 centered 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 empower people

- Supporting good health throughout the lifespan leads to increasing healthy-life expectancy and a "longevity dividend", both of which can 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 (noncommunicable diseases, tobacco, diet and physical activity, alcohol, HIV/AIDS, tuberculosis, International Health Regulations, antibiotic resistance, etc.)

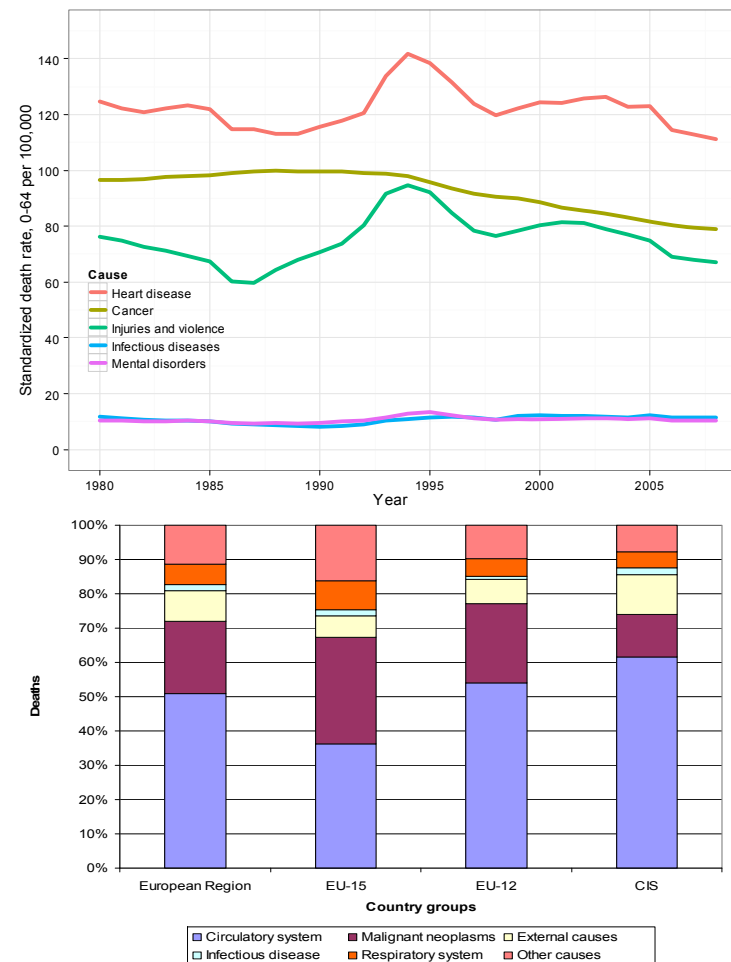
Promote healthy choices

Strengthen health systems, including primary health care, health information and surveillance

Reach and maintain recommended immunization coverage

Develop healthy settings and environments

Pay 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



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Policy priority 4: create healthy and supportive environments

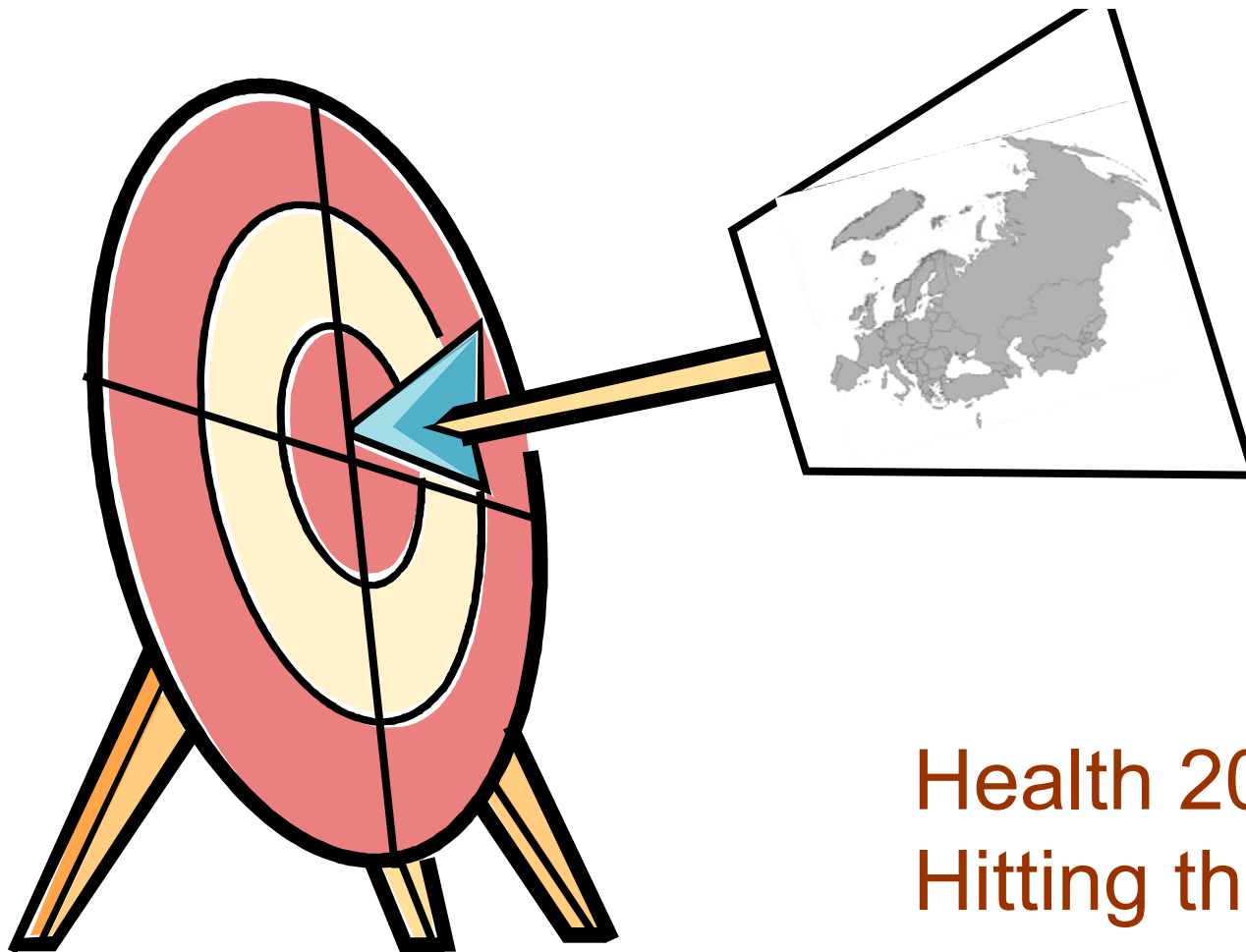
Assess the health impact of sectoral policies

Fully implement multilateral environmental agreements

Implement health policies that contribute to sustainable development

Make health services resilient to the changing environment





Health 2020 Hitting the target



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Targets should....

- be few in number (10–12 maximum);
- cover the three main areas of Health 2020:
 - burden of disease and risk factors;
 - healthy people, wellbeing and determinants (life expectancy, inequalities, vulnerable groups);
 - processes, including governance and health systems;
- be described as REGIONAL not national targets (although national efforts are encouraged);
- be in line with global efforts (e.g. noncommunicable diseases action plan);
- build on the target-setting efforts of Health for All and Health 21.

Setting targets for Health 2020 - proposal for the Regional Committee

Health 2020 area	Overarching goals or targets	Content and quantification
1. Burden of disease and risk factors	1. Reduce premature mortality in Europe by 2020	1. 1.5% relative annual reduction in overall mortality from cardiovascular disease, cancer, diabetes, and chronic respiratory disease until 2020 2. Achieved and sustained elimination of selected vaccine-preventable diseases (polio, measles, rubella, prevention of congenital rubella syndrome) 3. 30% reduction in road- traffic accidents by 2020
2. Healthy people, well-being and determinants	2. Increase life expectancy in Europe	Continued increase in life expectancy at current rate coupled with (1) 50% or (2) 25% reduction in the difference in life expectancy between European populations by 2020
	3. Reduce inequities in health in Europe (social determinants target)	Reduction in the gap in health status between population groups experiencing social exclusion and poverty and the rest of the population.
	4. Enhance the well-being of the European population (to be further elaborated during 2012–2013)	To be developed
3. Processes, governance and health systems	5. Universal coverage and the “right to health”	Funding systems for health care guarantee universal coverage, solidarity and sustainability by 2020
	6. National targets/goals set by Member States	Establishment of national target-setting processes and formulation of targets

Dear Prime Minister, Minister, Mayor:

Health is a prerequisite for social and economic development. The health of the population can be seriously damaged by the financial crisis that is affecting many countries in many ways. But it can also present an opportunity to do more and better for people's health. All sectors and levels of government contribute to the creation of health.

Your leadership for health and well-being can make a tremendous difference for the people of your country or city and for Europe as a whole.

Your support for Health 2020 is truly essential.



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

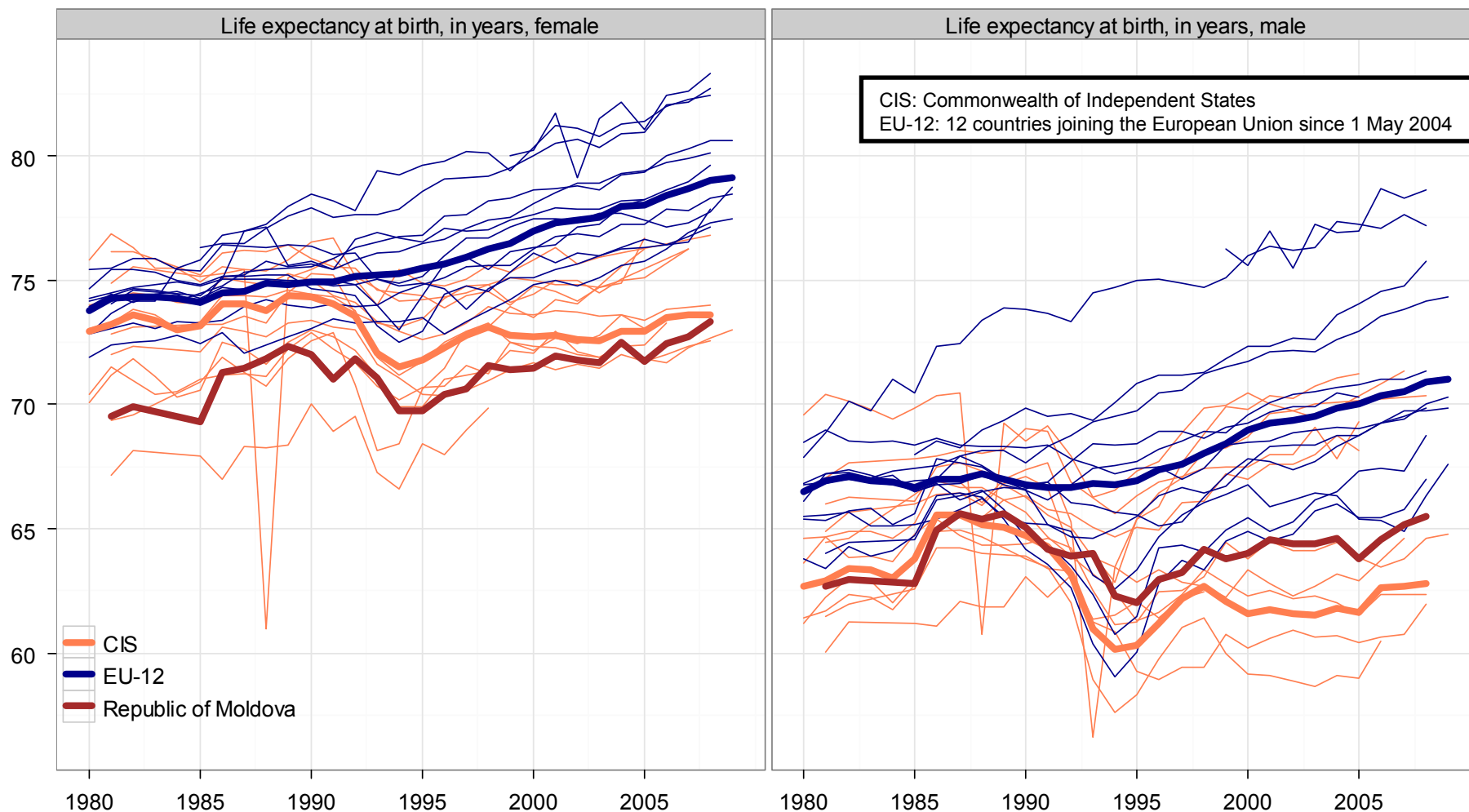
Regional collaboration: a shared vision of joint action for health

Six flagship initiatives are being taken forward as part of the joint declaration of the European Commission (EC) and WHO/Europe

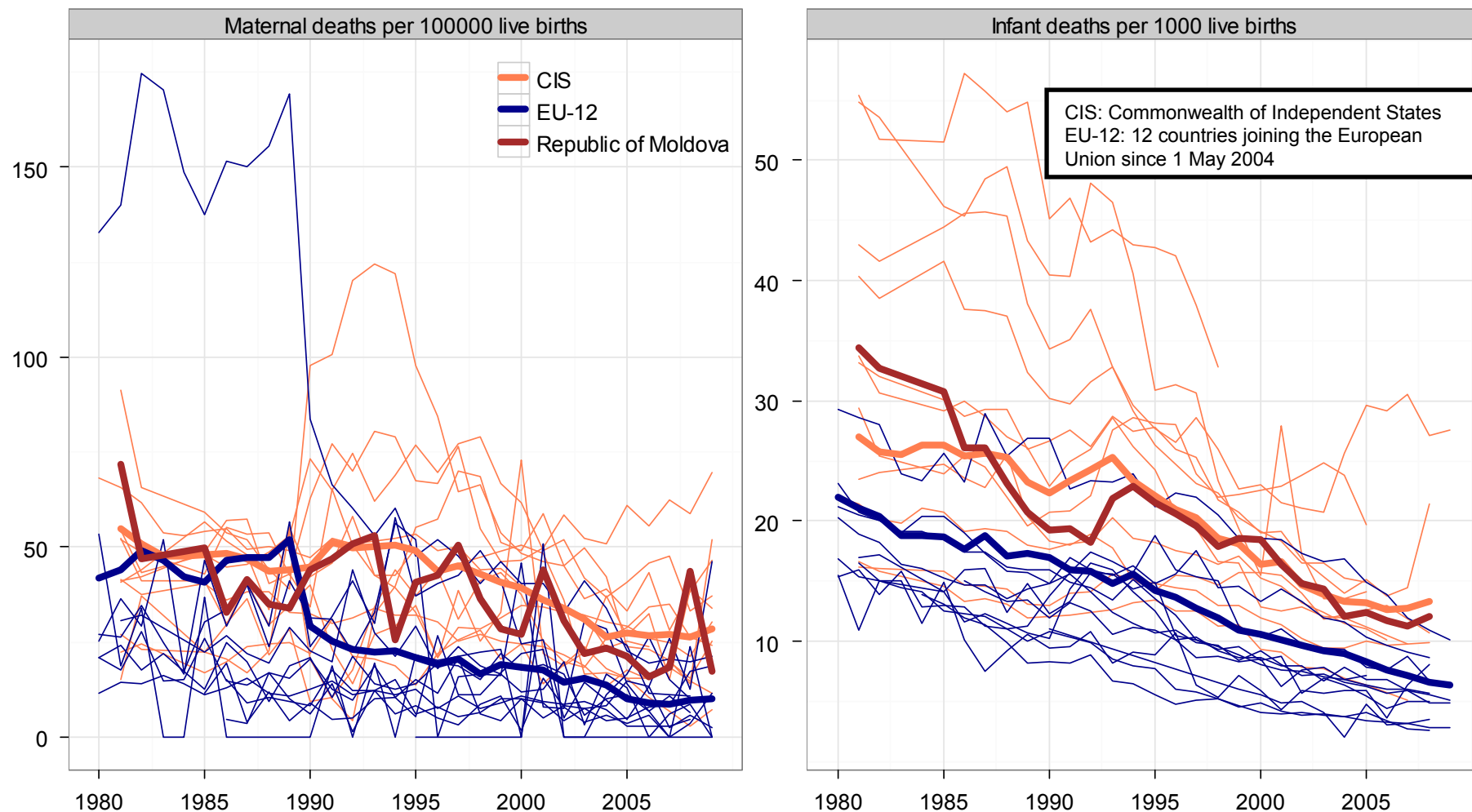
1. Make one **health security system** to protect Europe
2. Make one **health information system** to inform Europe
3. Share and exploit **good practice and innovations**
4. Exchange information and advocate policies to **tackle health inequalities**, also for future generations
5. Inform and facilitate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

Illustrations on the health situation and trends in the Republic of Moldova

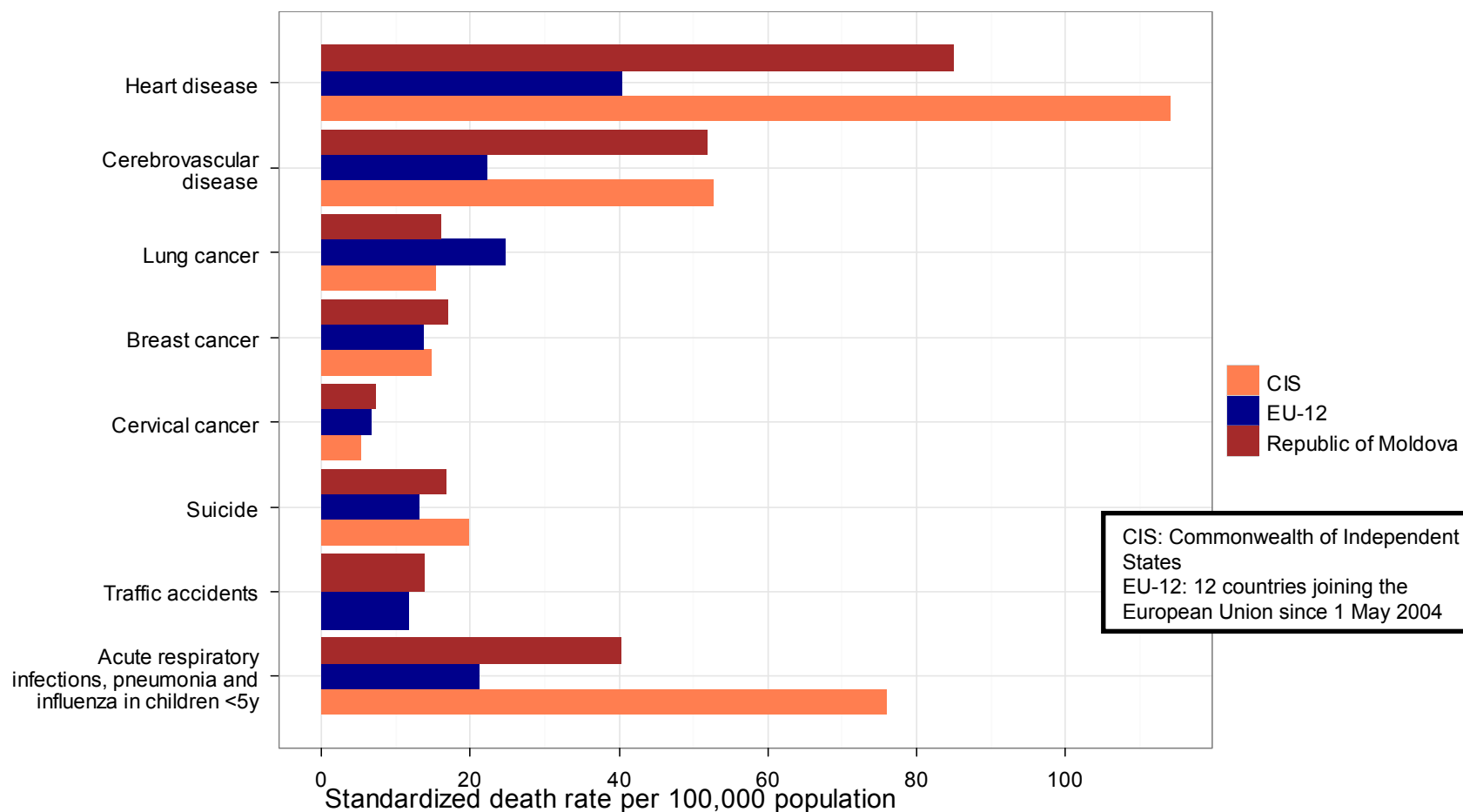
Trends of life expectancy at birth in the Republic of Moldova, CIS and EU-12 countries, 1980–2008, by sex



Maternal and child mortality trends in the Republic of Moldova, CIS and EU-12 countries, 1980–2008

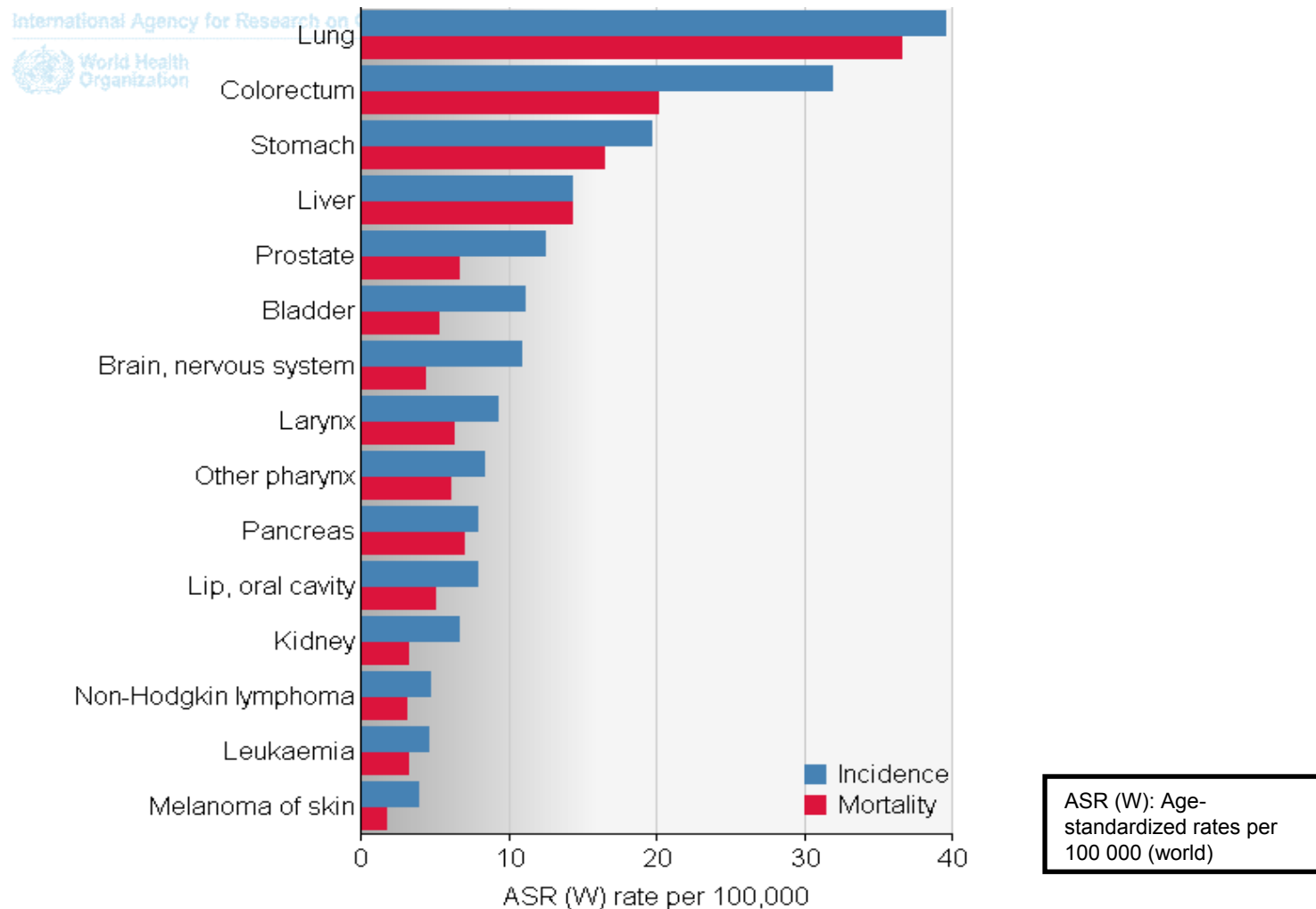


Premature mortality from leading causes of death for the Republic of Moldova, CIS and EU-12 countries, 2008



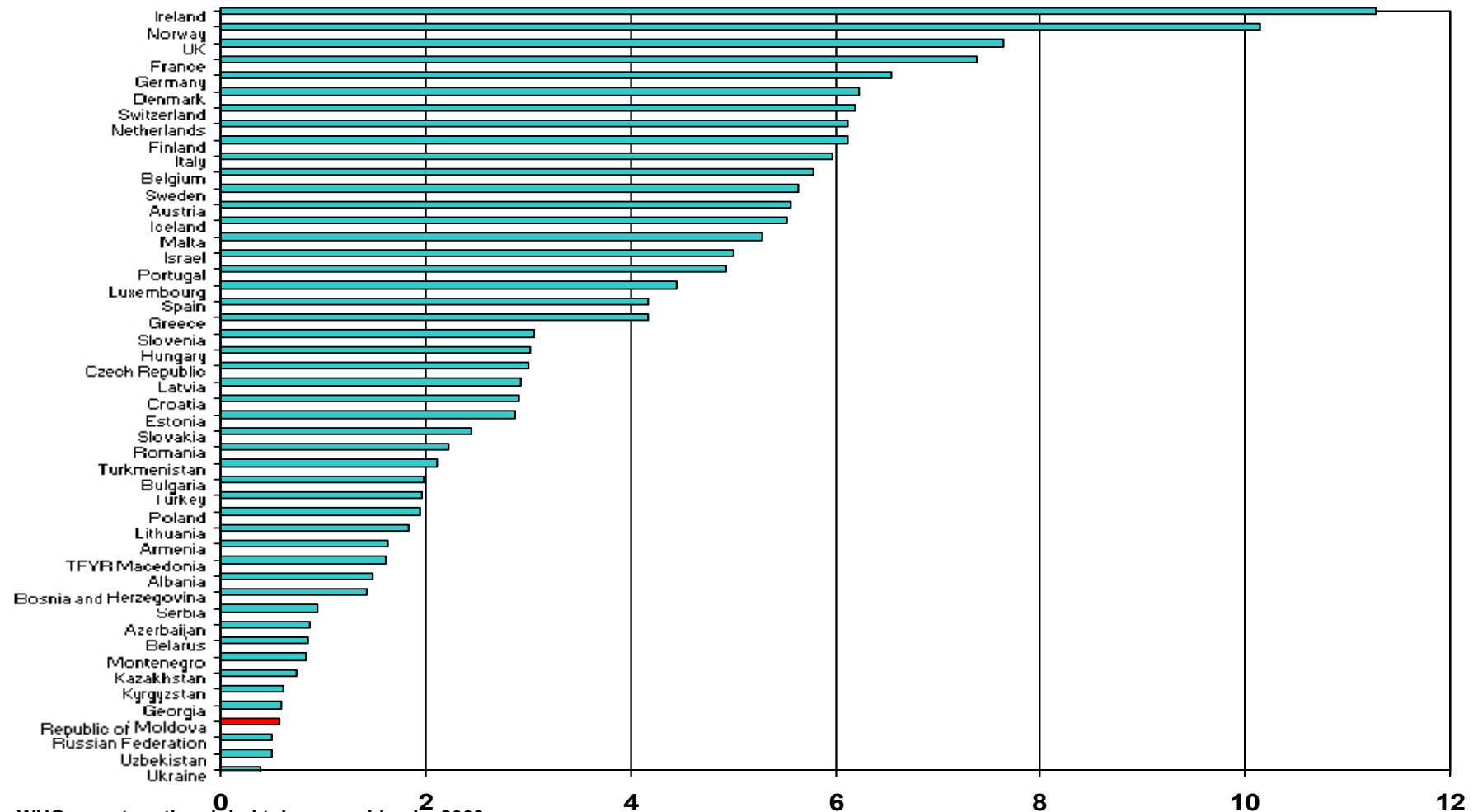
Source: WHO/Europe. European Health for All and Mortality databases, 2011

Most frequent cancers in the Republic of Moldova, men, 2008 estimates



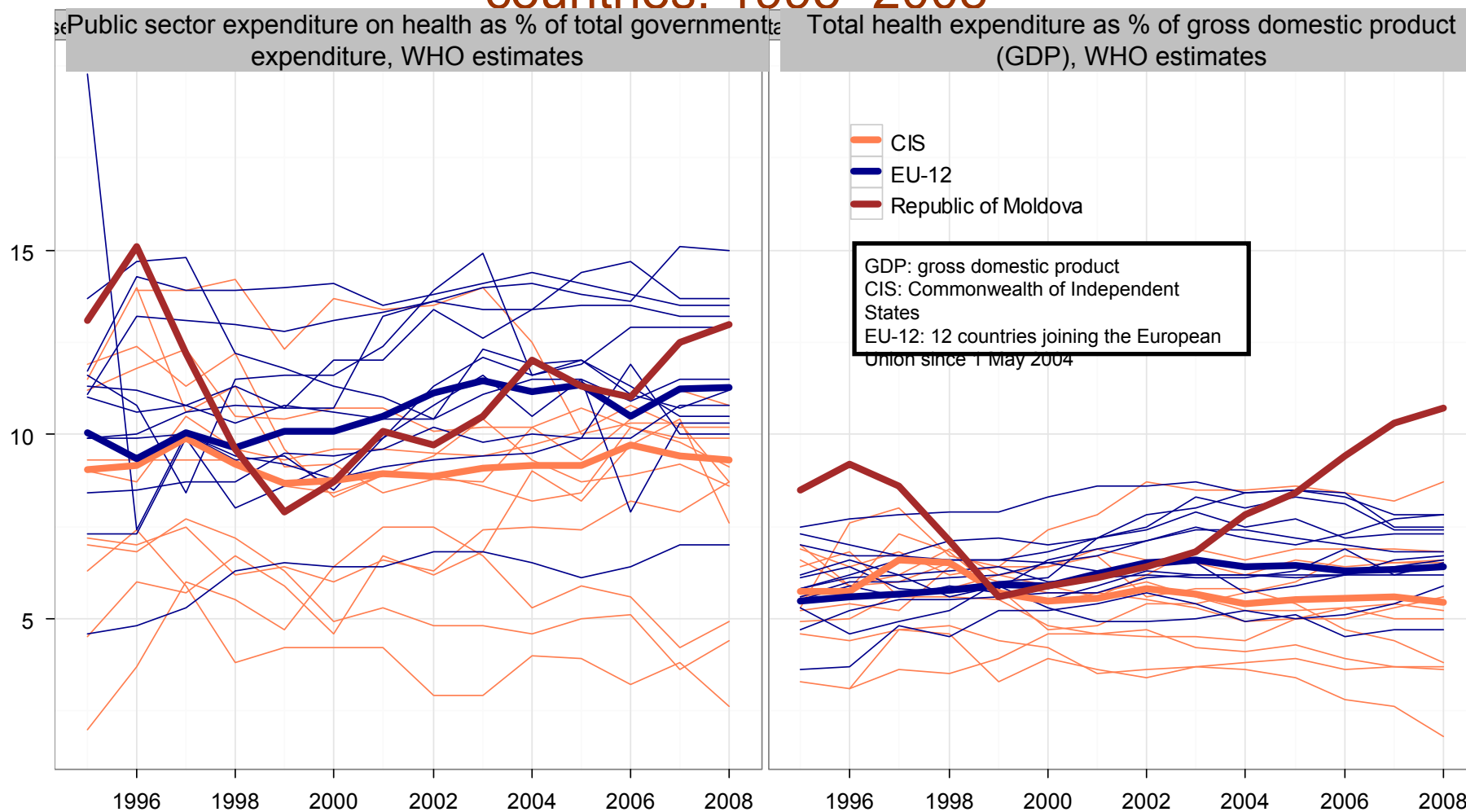
Source: GLOBOCAN 2008, International Agency for Research on Cancer (IARC)

Price of a 20-cigarette pack in US\$ at official exchange rates, 2008



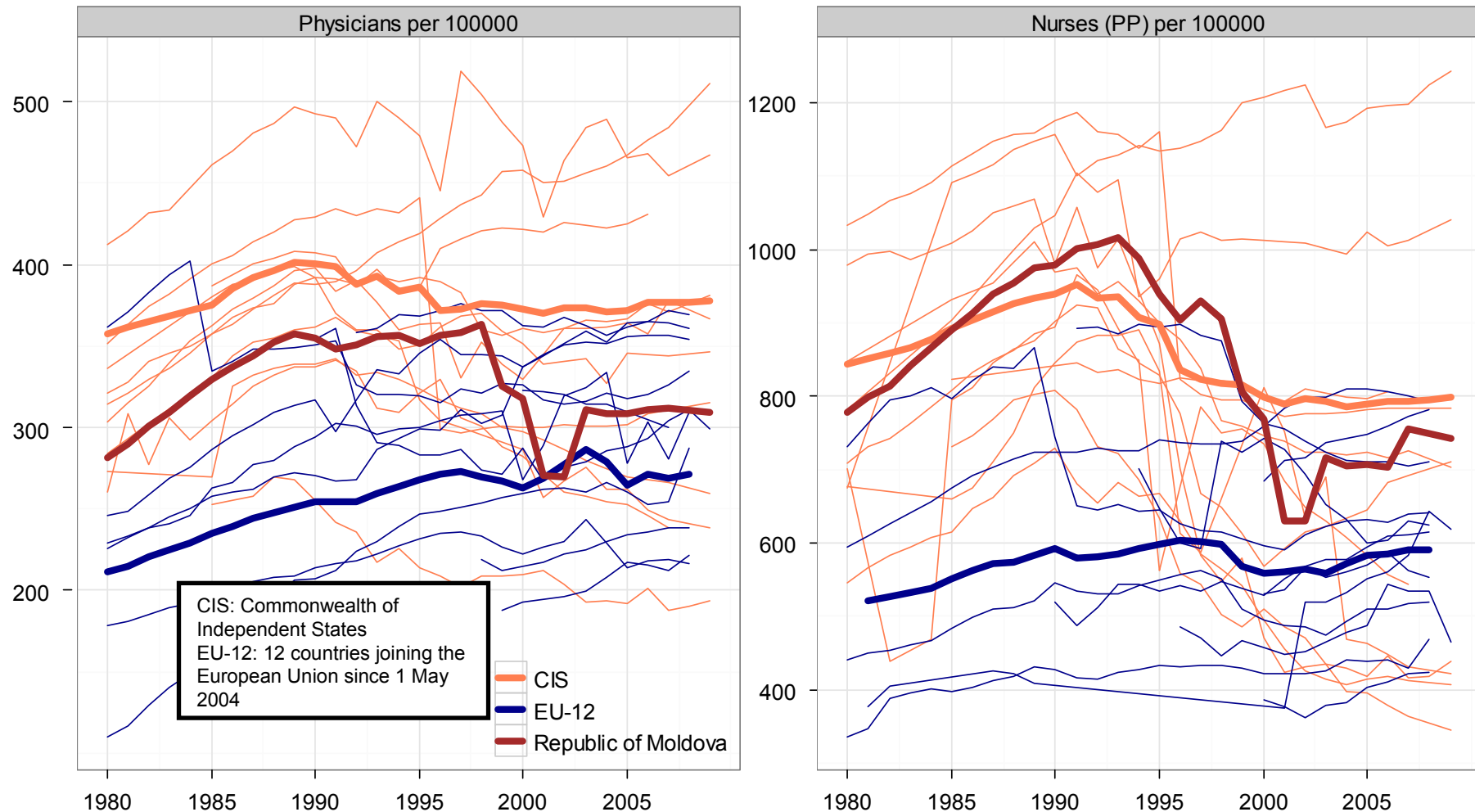
Source: WHO report on the global tobacco epidemic, 2009

Health expenditures in the Republic of Moldova, CIS and EU-12 countries. 1995–2008



Source: WHO/Europe. European Health for All database, 2011

Trends of health-system human resources in Republic of Moldova, CIS and EU-12 countries, 1980–2009



Source: WHO/Europe. European Health for All database, 2011

WHO priorities in the Republic of Moldova in 2012–2013

1. European health policy – Health 2020
2. Health-system strengthening and public health
3. Noncommunicable diseases, health promotion and healthy lifestyles
4. Communicable diseases, health security and environment
5. Health information, evidence, research and innovation



Thank you



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