

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

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

The European policy framework for supporting action across government and society for health and well-being





# Health 2020 goal

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

# Health 2020 documents

- Health 2020 - A European policy framework supporting action across government and society for health and well-being
- Health 2020 – European policy framework and strategy document

# Health 2020 highlights

## Policy framework

- Health is a major societal resource and asset
- A strong value base: reaching the highest attainable standard of health
- A strong social and economic case for improving health
- Strategic objectives and common policy priorities
- Working together: adding value through partnerships
- Common purpose and a shared responsibility
- **Renewing the commitment to health and well-being: the context and drivers**

## Strategy

- **Applying evidence-based strategies that work and the key stakeholders**
- **Enhancing effective implementation, requirements, pathways and continuous learning**

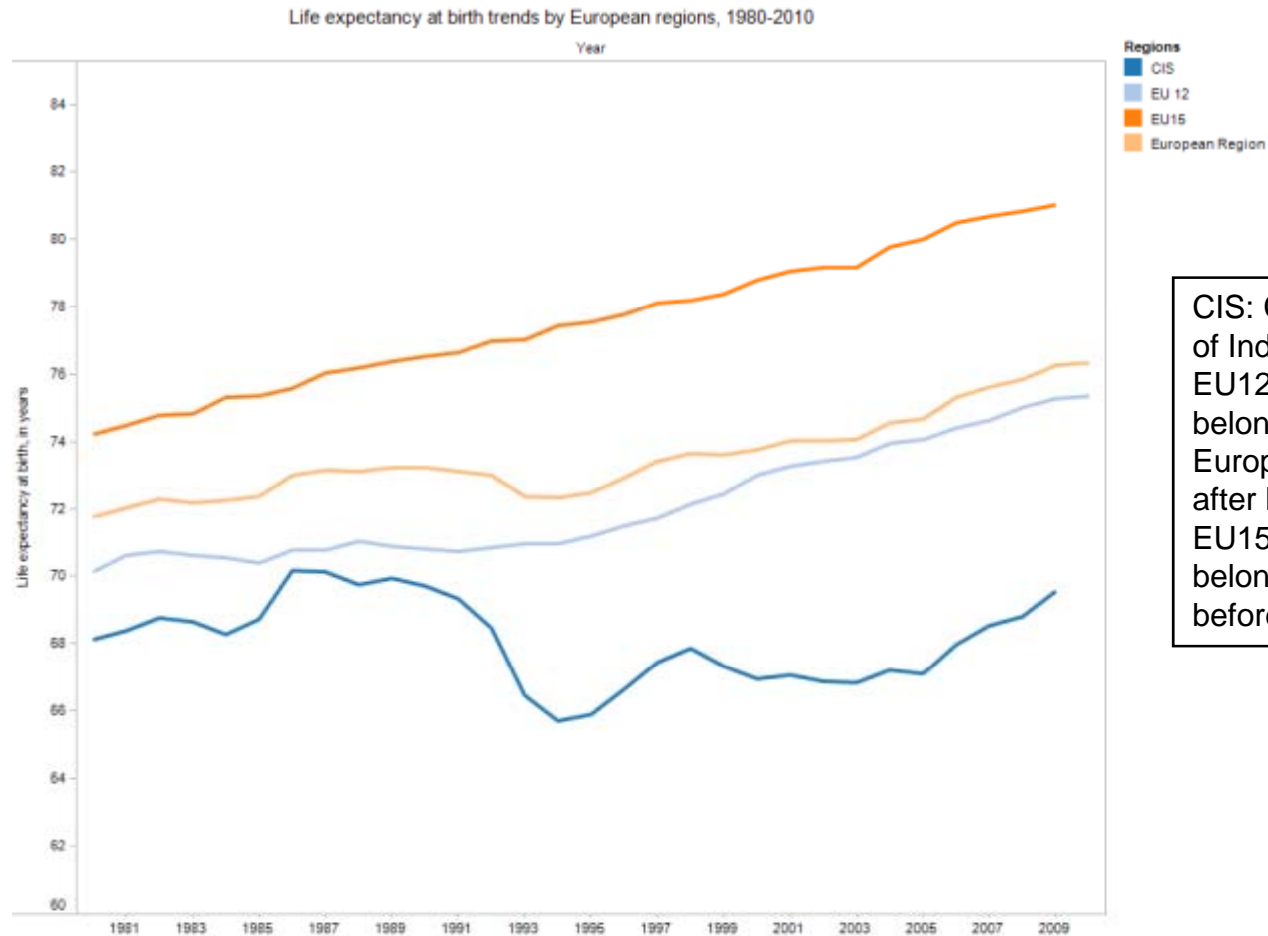


# Why Health 2020?



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



# Situation in Tajikistan

- Life expectancy and maternal and child mortality to be significantly improved
- Noncommunicable disease (NCDs): cardiovascular diseases, respiratory, cancer, injuries
- Infectious diseases
- National Health Strategy 2010–2020: good progress (family physician, primary health care (PHC)), model in health care financing
- Challenges: moving towards universal coverage by rolling out financing models, changing ratio of hospitals to PHC

# Why Health 2020?



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

# European Region landscape

- *Dealing with complexity and uncertainty*
- *Multifaceted health challenges require active involvement of all levels of government (international, national, local)*

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 AIDS and tuberculosis (TB)) remain a challenge to control

Antibiotic-resistant organisms are emerging.

Health systems face rising costs

PHC systems are weak and lack preventive services

Public health capacities are outdated

# Why Health 2020?



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

# Financial crisis of 2008: additional layer of complexity from austerity

- Evidence from previous crisis on relationship between unemployment, social welfare and health
- Active labour-market policies and well targeted social protection can eliminate adverse effects
- Unemployment associated with doubled risk of illness and reduced likelihood of recovering from disease
- Strong correlation with alcohol poisoning, liver cirrhosis, ulcer, mental disorders, suicide



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

- Unprecedented evidence review
- Gathering of new evidence
- Solutions that work
- Integration and connection
- Stakeholder (peer) review





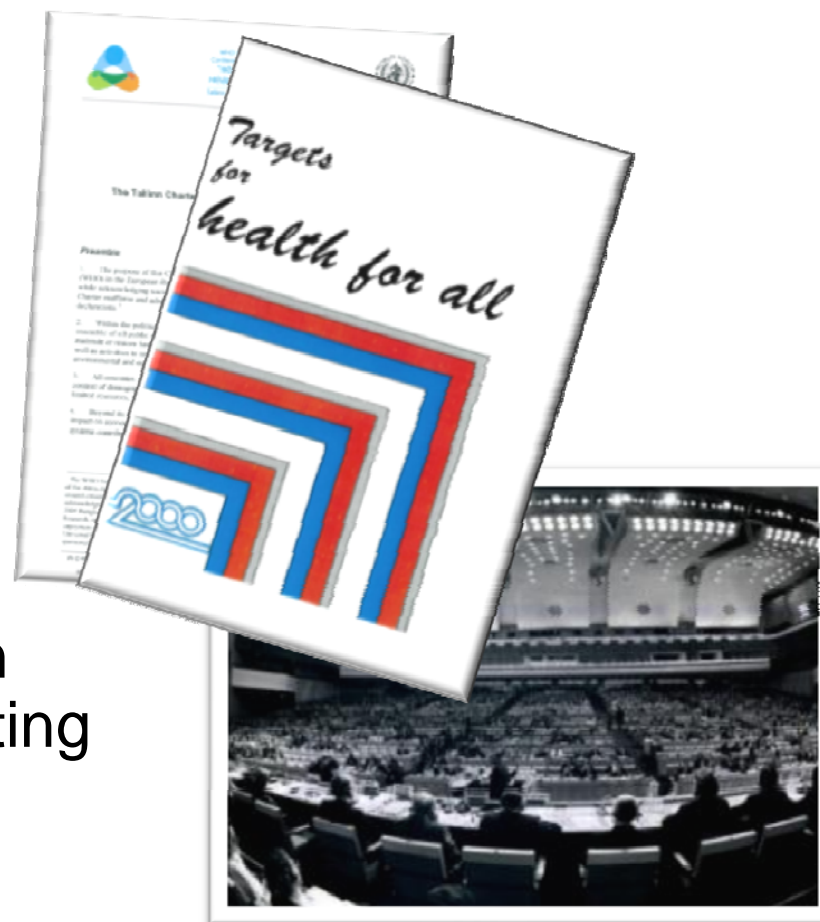
# Health 2020: key studies

- Governance for health in the 21<sup>st</sup> century
- Supporting Health 2020: governance for health in the 21<sup>st</sup> century;
- Intersectoral governance for health in all policies: structures, actions and experiences
- Review of 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
- The economic case for public health action

# Building on public health history

- WHO Constitution
- Declaration of Alma-Ata
- Health for All
- Health21
- Tallinn Charter: Health Systems for Health and Wealth

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



# Health 2020 – a unifying policy framework to meet these challenges

- Recognizing that countries have different starting points and seek different approaches
- Aiming to improve health outcomes and reduce health divide
- Simultaneously addressing all determinants of health, mostly outside the health sector and socially determined (including social determinants): root causes!
- New type of governance

# Health 2020 strategic objectives

- Working to improve health for all and reducing the health divide
- Improving leadership and participatory governance for health

# Health 2020: four 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

# Tajikistan context: many elements in place, and more on the policy development agenda

- Tajikistan development strategy for health system 2010–2020
- Analysis of NCD situation and development of comprehensive action plan
- Comprehensive action plans on TB, HIV/AIDS, malaria
- Self-assessment of public health capacity, development of public health concept
- Guidelines on emergency preparedness and emergency medical services



# Going upstream: reaching higher and wider

- Addressing root causes such as social determinants
- Investing in public health, health protection, health promotion and disease prevention
- Making the case for whole-of-government and whole-of-society approaches
- Offering a framework for integrated and coherent interventions

# Review of social determinants of health and the health divide in the WHO European Region: key findings

- Persisting inequities in health between and within countries, which are socially determined
- **Life-course approach** to health equity
- Addressing the **processes of exclusion**
- Need to build on the **resilience, capabilities and strengths of individuals and communities**
- Emphasis on **intergenerational equity**

Do something; do more; do better!

Study carried out by a consortium chaired by Professor Michael Marmot of the United Kingdom

# Improving governance for health

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

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

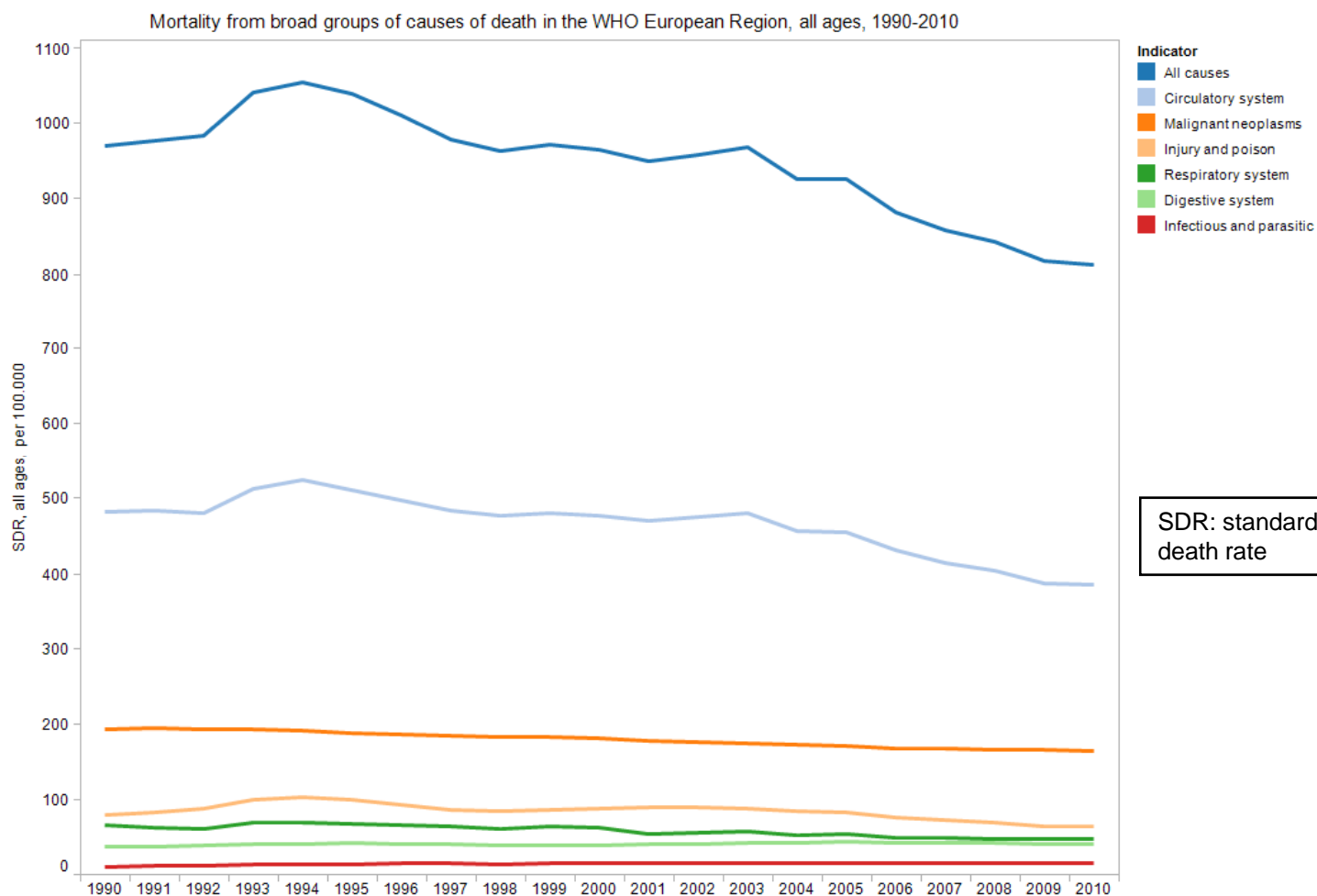
## The 21st century approach to governance for health



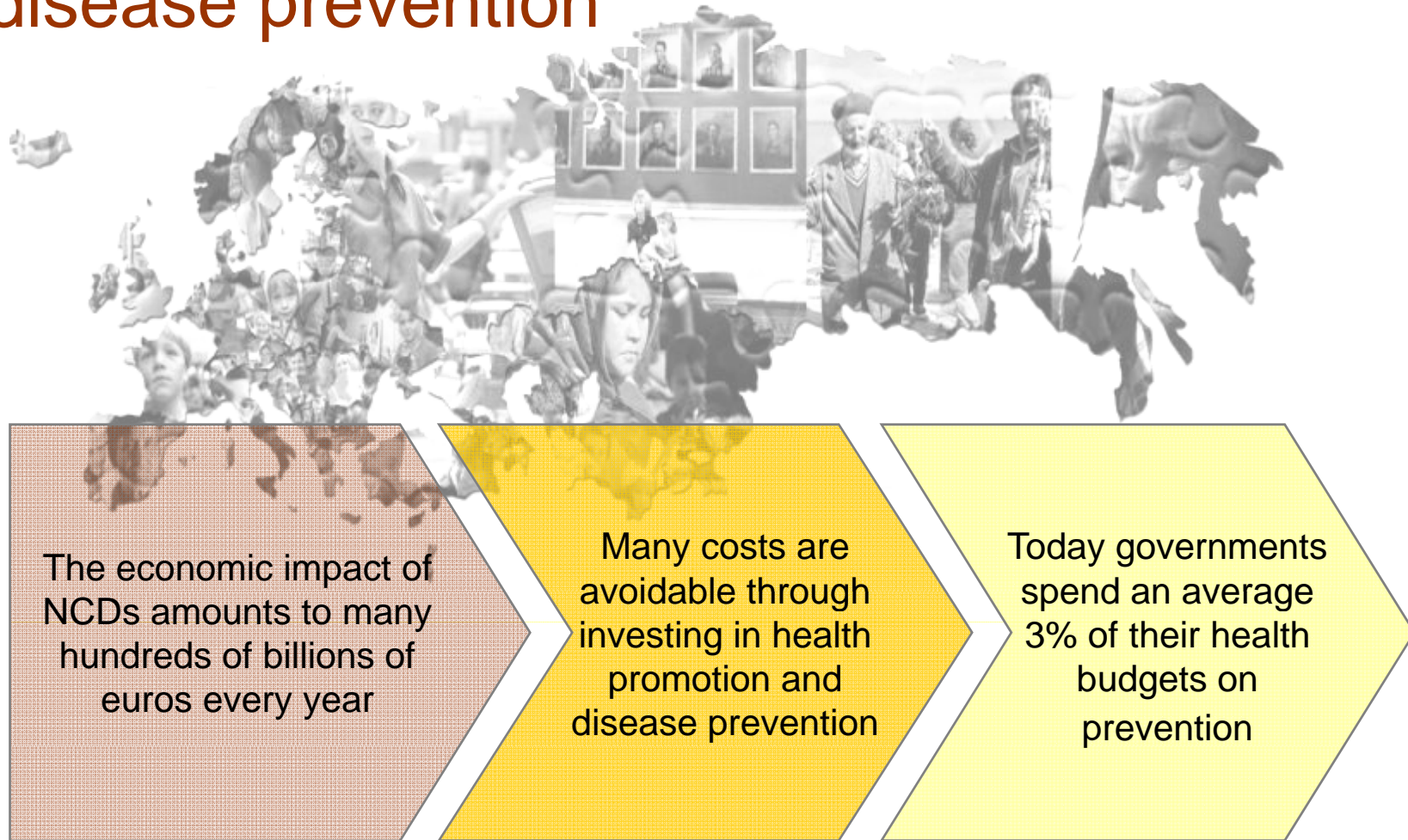
Two studies on governance for health led by Professor Ilona Kickbusch of Switzerland (2011, 2012) Source: Kickbusch, 2011

McQueen D et al. *Intersectoral governance for health in all policies. Structures, actions and experiences*. Copenhagen, WHO Regional Office for Europe, 2012.

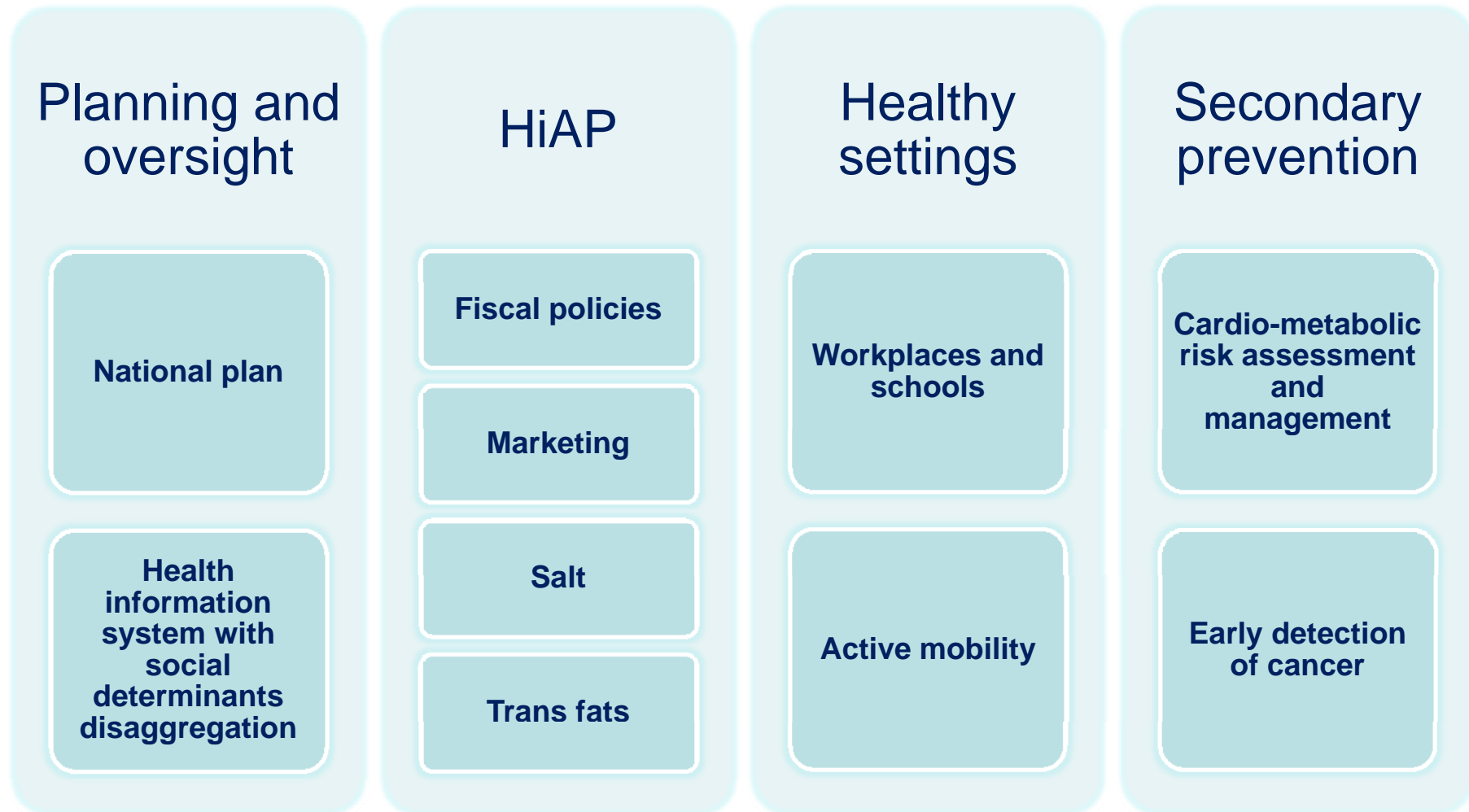
# Major burden in the Region due to NCDs



# Economic case for health promotion and disease prevention



# NCD action plan



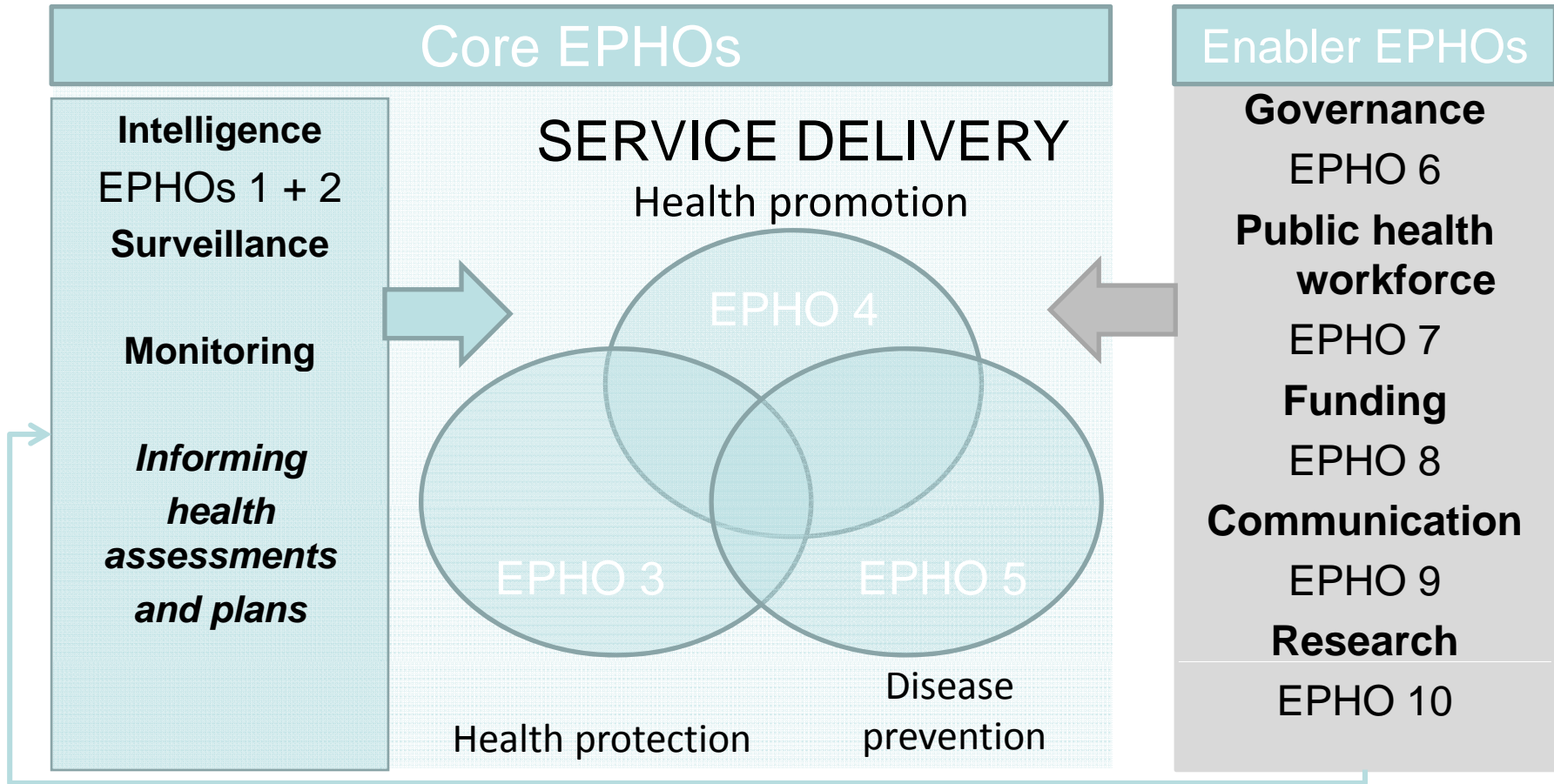


# WHO European Action Plan for Strengthening Public Health Capacities and Services



# Strengthening public health: 10 essential public health operations (EPHOs)

**Vision:** sustainable health and well-being



# Supporting Member States in navigating the crisis is central to our work

- Strong economic case for health promotion and disease prevention, as economic cost of NCDs is extremely high
- Prevention: one of most cost-effective ways to improve health outcomes
- Use of fiscal policy, like increased taxes on tobacco and alcohol
- Short-term benefits of “sin” taxes

# Supporting Member States in navigating the crisis is central to our work

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

# Improving efficiency reduces adverse effects of the crisis

- Eliminate ineffective and inappropriate services
- Improve rational drug use
- Allocate more to PHC and outpatient specialist care at the expense of hospitals
- Invest in infrastructure that is less costly to run
- Cut the volume of least cost-effective services





# Health impact of spending on social welfare and growth of gross domestic product (GDP)

- Each additional US\$ 1 per capita spent on social welfare is associated with 1.19% reduction in mortality
- Effect of social-welfare spending on mortality reduction is significantly greater ...
- Each increase in GDP of US\$ 100 per capita results in only 0.11% reduction in mortality
- Than that of GDP growth

# Health 2020 framework

- Adaptable and practical policy framework
- Recognizes that countries engage from different starting points and have different contexts and capacities
- Recognizes that every country is unique, and that countries will pursue common goals through different pathways and take different approaches, but will be united in purpose

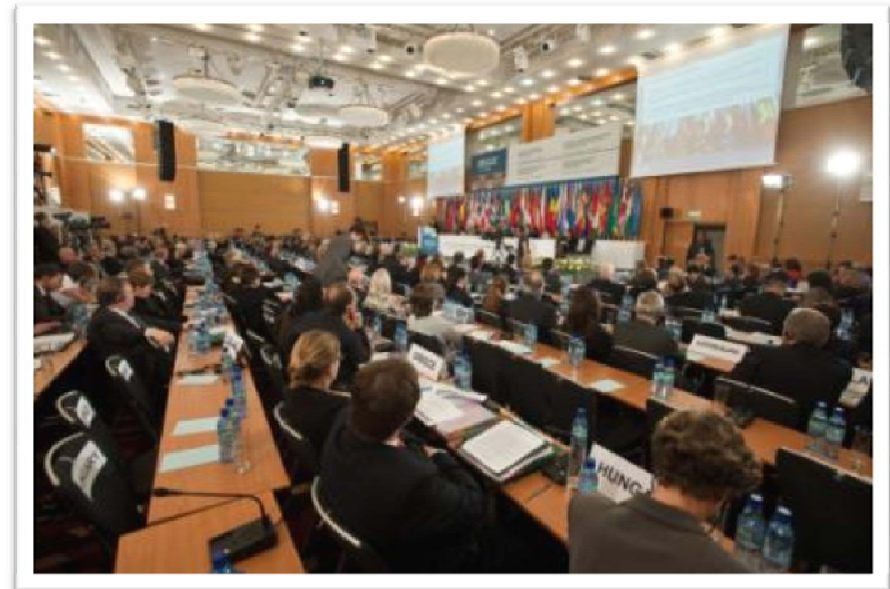


# Stakeholder utility

What is in it  
for me?

# Ministers of health

- Leadership
- Health-system management
- Influence
- Problem solving
- Engagement strategies
- Intelligence exchange



# Prime ministers and other sectoral leaders

- Economic case for investment in health
- Upstream interventions
- Health and well-being as barometers of development
- New governance models



# Public health agencies, advocates and academics

## Health 2020:

- builds unity in community
- maps options and tradeoffs for health improvement
- enhances public health authority
- stands up for public health
- identifies research priorities



# Health professionals

## Health 2020:

- identifies integrative strategies and new skills needed
- links clinical interventions to equity and social determinants
- advocates strengthening of health systems





# Partner agencies

## Health 2020:

- sets common targets
- reduces duplications
- enhances coherence



# Society

## Health 2020:

- champions engagement and empowerment approaches
- supports citizen/patient-centred systems
- provides a platform for advocacy and collaboration





# Health 2020: towards a healthier Europe



World Health  
Organization

REGIONAL OFFICE FOR EUROPE