Facing future challenges for global health

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Health – a precious global good

- Higher on the political and social agenda of countries and internationally
- 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 matter of human rights and social justice
Life expectancy in European country groups in 1950-2045: population health improvement and ageing

Source: UN Population Division, World Population Prospects 2008
Life expectancy is improving, but the gains are unequal.
Figure 1 Life expectancy and disability-free life expectancy (DFLE) at birth, persons by neighbourhood income level, England, 1999–2003

Source: Office for National Statistics
Burden of Noncommunicable Disease

Burden of disease by broad cause group and region, 2004

The economic case for health promotion and disease prevention

The economic impact of non-communicable diseases amount to many hundreds of billions of euros every year.

Many costs are avoidable through investing in health promotion and disease prevention.

Today governments spend an average 3% of their health budgets on prevention.
The economic burden of chronic disease

Cardiovascular disease
- €169 billion annually in the EU; healthcare accounting for 62% of costs

Alcohol related harm
- €125 billion annually in the EU, equivalent to 1.3% of GDP

Obesity related illness (including diabetes and CVD)
- Over 1% GDP in the US; between 1-3% of health expenditure in most countries
- 6.5% of all health care expenditure in Europe

Cancer

Road traffic injuries
- Up to 2% of GDP in middle and high income countries

Using fiscal policy: taxation and the short term benefits of sin taxes

**Tobacco**
A 10% price increase in taxes could result in up to 1.8 million fewer premature deaths at a cost of between $3 and $78 per DALY in eastern European and central Asian countries.

**Alcohol**
In England, benefits close to €600 million in reduced health and welfare costs and reduced labor and productivity losses, at an implementation cost of less than €0.10 per capita.

Source: McDaid, Sassi and Merkur, 2012 (forthcoming)
Why Health 2020?

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

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

Economic opportunities and threats: the need to champion public health values and approaches
Reaching higher and broader – acting on the social determinants of health

- Going upstream to address root causes e.g. public health, promotion and prevention
- Making the case for whole-of-government and whole-of-society approaches
- Offering a framework for integrated and coherent interventions
Improving governance for health and increasing participation

**Governing through:**
collaboration
citizen engagement
a mix of regulation and persuasion
independent agencies and expert bodies
adaptive policies, resilient structures and foresight

Source: Kickbusch, 2011

The 21st century approach to governance for health

- Global Commitments
- Overall societal goals
- New strategic relationships
- Interconnected forms of government
- Citizens voice and participation

SOCIAL DETERMINANTS  EQUITY  SUSTAINABILITY

Source: Kickbusch, 2011
Health challenges are complex, multi-faceted and multi-level

- Increasing health inequities
- Demographic shifts
- Environmental threats
- Obesity
- Alcohol misuse
- Narcotic drug use
- Major disease outbreaks
- Financial pressures on health and welfare systems
- Social and technological transformations
- Geopolitical shifts
The complex problems in health policy call for learning and adapting

- Complexity, uncertainty, high stakes, and conflicting value
- Systems thinking used to analyse problems and devise solutions
- Policies to be implemented as large-scale experiments
- A commitment to learning from practice
- Monitoring and evaluation systems
- Policies *adapted* based on experience
Connectedness
Health 2020 2+4
Two strategic objectives
and four common policy priorities for health

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

- Investing in health through a life course approach and empowering people
- Tackling Europe’s major health challenges of non communicable diseases and communicable diseases
- Strengthening people-centred health systems and public health capacities, and emergency preparedness, surveillance and response
- Creating resilient communities and supportive environments
Primary care as a hub with coordination with hospital services

WHO European Action Plan to Strengthen Public Health 2012-2020

VISION: Sustainable Health & Well-Being

INTELLIGENCE
- Surveillance EPHO 1
- Monitoring EPHO 2
- Informing health assessments and plans

SERVICE DELIVERY
- Health Promotion
- Disease Prevention
- Health Protection

CORE EPHOs
- EPHO 3
- EPHO 4
- EPHO 5

ENABLER EPHOs
- Governance EPHO 6
- PH Workforce EPHO 7
- Funding EPHO 8
- Communication EPHO 9
- Research EPHO 10
Summary of Public Health Challenges and Solutions for 2050

Environmental Determinants
- CLIMATE CHANGE & DISASTERS:
  - Heatwaves
  - Fires
  - Drought
  - Floods
  - Mudslides
  - Chemical Spills
  - Food Security
  - Changes in Infectious disease habitat

Social & Economic Determinants
- AGEING
- ECONOMIC DECLINE
- INEQUALITIES
- URBANISATION
- MIGRATION
- TECHNOLOGY

Health Outcomes
- NCDs
- LONGER LIFE EXPECTANCY

Health System Implications
- INCREASED: DEMAND & COSTS
- DECREASED WORKFORCE

Solutions
- SUSTAINABLE PREVENTION & PROMOTION
- PRIMARY HEALTH CARE
- PROTECTION Emergency preparedness
- INNOVATIVE WIN–WIN–WIN APPROACHES

Risks & Projections
RESEARCH IMPLICATIONS
Innovative solutions

Public Health Team, DSP, WHO Europe
Promoting health in times of austerity

• Countries in the European Region differ greatly

• Across the Region we see lower economic growth, higher unemployment

• The health system challenges exacerbated by the crisis were already there before
Facts from present and past crises

- Associated with a doubling of the risk of illness and 60% less likelihood of recovery from disease*

- Strong correlation with increased alcohol poisoning, liver cirrhosis, ulcer, mental disorders**

- Increase of suicide incidence***
  GRE and LVA 17%, IRE 13%

- Active labour market policies and well-targeted social protection expenditure can eliminate most of these adverse effects

Sources: 
Health impact of social welfare spending and GDP growth

Social welfare spending

- Each additional 100 USD per capita spending on social welfare (including health) is associated with 1.19% reduction in mortality

GDP

- Each additional 100 USD per capita increase of GDP is associated with only 0.11% reduction in mortality

Source: Stuckler D et al. BMJ 2010;340:bmj.c3311
Further reflections on navigating the crisis

• Avoid across the board budgets cuts
• Target public expenditures more tightly on the poor and vulnerable
• Protect access to services by focusing on supply-side efficiency gains for example:
  – the wiser use of medicines and technologies
  – rationalizing service delivery structures
• Think long-term and implement counter-cyclical public spending (save in good times to spend in bad times)
Improving efficiency reduces adverse effects of the crisis and help secure support for more future spending

- Eliminate ineffective and inappropriate services
- Improve rational drug use (including volume control)
- Allocate more to primary 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
A challenging, complex and uncertain environment

- The global health architecture has become more extensive but very complex
- Health challenges require active involvement of all levels of government (international, national, and local)
- In an interdependent world, the need to act together on health challenges and on the determinants of health becomes ever more important
WHO in the 21\textsuperscript{st} century

- The role of WHO in the global health architecture - The reform process will enhance WHO’s role as a global health player
- Forging partnerships for health and sustainable development a top priority
- One WHO – Regions working together
- Closer to countries needs and realities
- Increasing appreciation of health in foreign policy and international health diplomacy
Health 2020 lays the foundation for a healthier European Region

- The importance of shared governance for health at all levels supporting whole-of-government and whole-of-society approaches

- A partnership-based vision engaging governments, nongovernmental organizations, civil society, the private sector, science and academe, health professionals, communities – and every individual

- Systematically strengthening partnerships is a key goal of the Health 2020
“We want to see better health and well-being for all, as an equal human right. Money does not buy better health. Good policies that promote equity have a better chance. We must tackle the root causes (of ill health and inequities) through a social determinants approach that engages the whole of government and the whole of society”

Dr Margaret Chan, Director General of WHO