Health 2020: A New European Policy Framework for Health and Well-Being

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Health 2020 was 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
Dear President, Prime Minister, Minister, Mayor:

Health is a prerequisite for social and economic development. Without health and well-being there is no economic growth and there is no development. Health and well-being contribute to the productivity of any society and should therefore be considered as an investment and not as an expenditure. The present economic/financial crisis is affecting many countries, in many ways but it can also present an opportunity to do more and better for people’s health. To improve health status, we have to address all determinants simultaneously and they are outside the health sector they are everywhere where people live. Therefore all sectors and levels of government and society contribute to the creation of health.

**Your leadership for health and wellbeing 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!**
Health 2020 goal

- To significantly improve 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 wellbeing;

• Health 2020 – European policy framework and strategy document.
Health 2020 highlights

• 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;
• Health 2020 – a common purpose and a shared responsibility;
• Renewing the commitment to health and well-being: the context and drivers;
• 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) before May 2004
EU15: countries belonging to the EU after May 2004
Why Health 2020?

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

- We are dealing with complexity and uncertainty
- Health challenges are multi-faceted and require active involvement of all levels of government (international, national, and local)

People live longer and have less children.

People migrate within and between countries, cities grow bigger.

Noncommunicable diseases dominate the disease burden. Depression and heart disease are leading causes to healthy life years lost.

Infectious diseases, such as HIV, tuberculosis remain a challenge to control. 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.
Why Health 2020?

Economic opportunities and threats: the need to champion public health values and approaches
Financial crisis of 2008: additional layer of complexity by 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 doubling the risk of illness and less likelihood to recover from disease;
- Strong correlation with alcohol poisoning, liver cirrhosis, ulcer, mental disorders, suicide.
The Health 2020 development journey – 2 years participatory process with MS`s and partners

- Unprecedented evidence review
- New evidence gathering
- Solutions that work
- Integrating and connecting
- Stakeholder (peer)-reviewed
Health 2020: key studies

• Governance for health in the 21st century;
• Supporting Health 2020: governance for health in the 21st Century;
• 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;
• The Economic case for Public Health Action.
Building on public health history

- WHO Constitution
- Alma Ata Declaration
- HFA
- Health 21
- Tallinn Charter

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

• Aim: to improve health outcomes, reduce health divide

• By simultaneously addressing all determinants of health, most outside the health sector and socially determined incl. 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 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
Life expectancy and Gross Domestic Product per capita in European countries, around 2007

Source: WHO/Europe. European Health for All database, 2010
Going upstream; reaching higher and broader

• Going upstream to address root causes e.g. social determinants;
• Invest into 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.
WHO European Social Determinants & Health Divide Review: Key findings

• Inequities in health between and within countries persist which are socially determined
• Taking a life course approach to health equity.
• Address the processes of exclusion.
• Need to build on the resilience, capabilities and strength of individuals and communities
• Inter-generational equity must be emphasised

Do something, do more, do better

The study was carried out by a Consortium chaired by professor Michael Marmot (2012)
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 work in Europe and beyond

The 21st century approach to governance for health

Social determinants | Equity | Sustainability

Global commitments

Overall societal goals

Interconnected forms of government

New strategic relationships

Citizens' voice and participation

Source: Kickbusch, 2011

Two Governances for Health studies led by professor Ilona Kickbusch (2011, 2012)

Inter-sectoral governance for HiAPs by professor David McQueen et al

World Health Organization

Regional Office for Europe
Major burden in the Region due to noncommunicable diseases

Mortality from broad groups of causes of death in the WHO European Region, all ages, 1990-2010

SDR: standardized death rate
Premature mortality from leading causes of death for Lithuania and European Regions

Source: WHO/Europe. European Health for All database, 2010
Ischaemic heart disease

Source: WHO/Europe. European Health for All database, 2010
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 case for health promotion and disease prevention

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

Cancer
- 6.5% of all health care expenditure in Europe

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


NCD action plan

Planning and oversight
- National plan
- Health information system with social determinants disaggregation

Health in all policies
- Fiscal policies
- Marketing
- Salt
- Trans-fat

Healthy settings
- Workplaces and schools
- Active mobility

Secondary prevention
- Cardio-metabolic risk assessment and management
- Early detection of cancer
Reduction of Circulatory Mortality
European Action Plan for Strengthening Public Health Capacities and Services
Strengthening Public Health Services and Capacity – the ten Essential Public Health Operations (EPHOs)

VISION: Sustainable Health & Well-Being

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

CORE EPHOs

SERVICE DELIVERY
Health Promotion

EPHO 4

Health Protection

EPHO 3

Disease Prevention

EPHO 5

ENABLER EPHOs

Governance
EPHO 6
PH Workforce
EPHO 7
Funding
EPHO 8
Communication
EPHO 9
Research
EPHO 10
Support Member States to navigate the crisis is central to our work

• Strong economic case for health promotion and disease prevention as economic cost of NCD extremely high (only 3 % investment);
• Prevention one of most cost-effective approaches to improve health outcomes;
• Fiscal policy can be used like raising taxes of tobacco and alcohol;
• Sin taxes have short-term benefits.
Support MS`ś’s to navigate the crisis is central to our work (2).

• Try to protect health budgets but if cuts have to be made, avoid across the board budget cuts and target public expenditures more tightly on 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!
Improving efficiency reduces adverse effects of the crisis

- Eliminate ineffective and inappropriate services
- Improve rational drug use
- 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
Health impact of social welfare spending and GDP growth

• Each additional dollar per capita spending on social welfare is associated with 1.19% reduction in mortality;

• There is a significantly greater effect of social welfare spending.

• Each 100 dollar per capita increase in GDP results only in 0.11% reduction in mortality;

• Than of GDP growth on mortality reduction.
Health 2020 framework

• Health 2020 is an adaptable and practical policy framework

• Health 2020 recognizes that countries engage from a different starting point and have different contexts and capacities

• Health 2020 recognizes that every country is unique and that countries will pursue common goals through different pathways and use different entry points and approaches but be united in purpose