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

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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

Life expectancy trends in Latvia and Europe, 1985–2010

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 …

Maternal mortality in Latvia and Europe, 1985–2010

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- Public health capacities are outdated

Noncommunicable diseases (NCDs) dominate the disease burden.
- Depression and heart disease are leading causes to healthy life-years lost.
Trends in premature mortality by broad group of causes in the European Region, 1980–2008

<table>
<thead>
<tr>
<th>Year</th>
<th>Standardized death rate, 0-64 per 100</th>
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<td>1980</td>
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**Cause**
- Heart disease
- Cancer
- Injuries and violence
- Infectious diseases
- Mental disorders

**Source:**
Premature mortality by leading causes of death in Latvia and Europe, 2010


SDR: standardized death rate.
Economic opportunities and threats: the need to champion public health values and approaches
Economic case for health promotion and disease prevention

Cardiovascular diseases (CVD) - €169 billion annually in the EU, health care accounting for 62% of costs

Alcohol-related harm - €125 billion annually in the EU, equivalent to 1.3% of gross domestic product (GDP)

Obesity-related illness (including diabetes and CVD) - Over 1% GDP in the United States, 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

Unemployment

- 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, ulcers, mental disorders**
- Increase of suicide incidence: 17% in Greece and Latvia, 13% in Ireland***
- 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 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 21st century
- Supporting Health 2020: governance for health in the 21st 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

* The study was carried out by a consortium of over 80 policy researchers and institutions across Europe (2012), and led by Sir Michael Marmot.
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

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
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

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

Example: fiscal policy on alcohol

Mapping allies and interests
- Ministry of justice and police
- Employers and development sectors
- Health
- Transport
- Local communities

Alcohol-related harm

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