

Health 2020

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

Yalova October 2012

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WHO Europe



Health 2020 goal

- 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
butuneven and unequal

Why Health 2020?



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

Why Health 2020?



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

Health 2020 is geared to answer these questions

- Which types of interventions would make the biggest difference to the health and well-being of the people of the Region?
- How can we accelerate action to reduce inequalities?
- How can we prepare for the next 10 years?

The Health 2020 development journey

- Evidence-based
- Experience – informed
- Extensive participation



Key studies

- European social determinants of health and the health divide review
- The Economic case for public health action and disease prevention
- Governance for health in the 21st century
- Intersectoral Governance for Health in All Policies: Structures, actions and experiences
- Policies, strategies and intervention that work – *best buys* to address the public health challenges of the European Region

Who is it for?

- 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
- The Health 2020 strategy document is aimed at multi-disciplinary professionals dealing with health, ministry of health officers and the wider public health community

Dear PM, Minister, Mayor, Parliamentarian...

- All sectors and levels of government 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 the European Region as a whole (Health 2020)

Health 2020

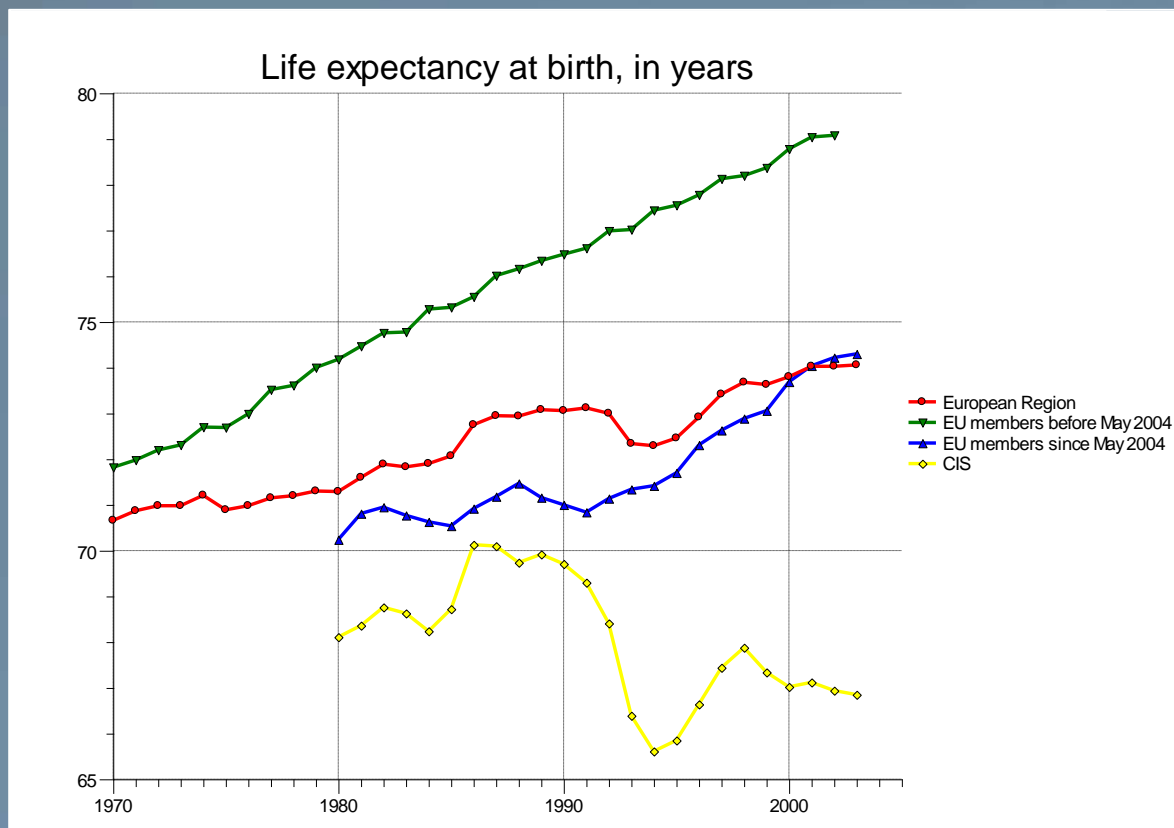
- 2 strategic objectives
4 common policy priorities

Strategic objective 1: Working to improve health for all and reducing the health divide

Address the social determinants of health

Emphasis on action across the social gradient and on vulnerable groups

Ensure that continuous reduction of health inequities become a criteria assessing health systems performance



Strategic Objective 2 Improving leadership, and participatory governance for health

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 centred on shared goals

Power and responsibility for health and well being diffused throughout government and society

Good governance for health and well-being

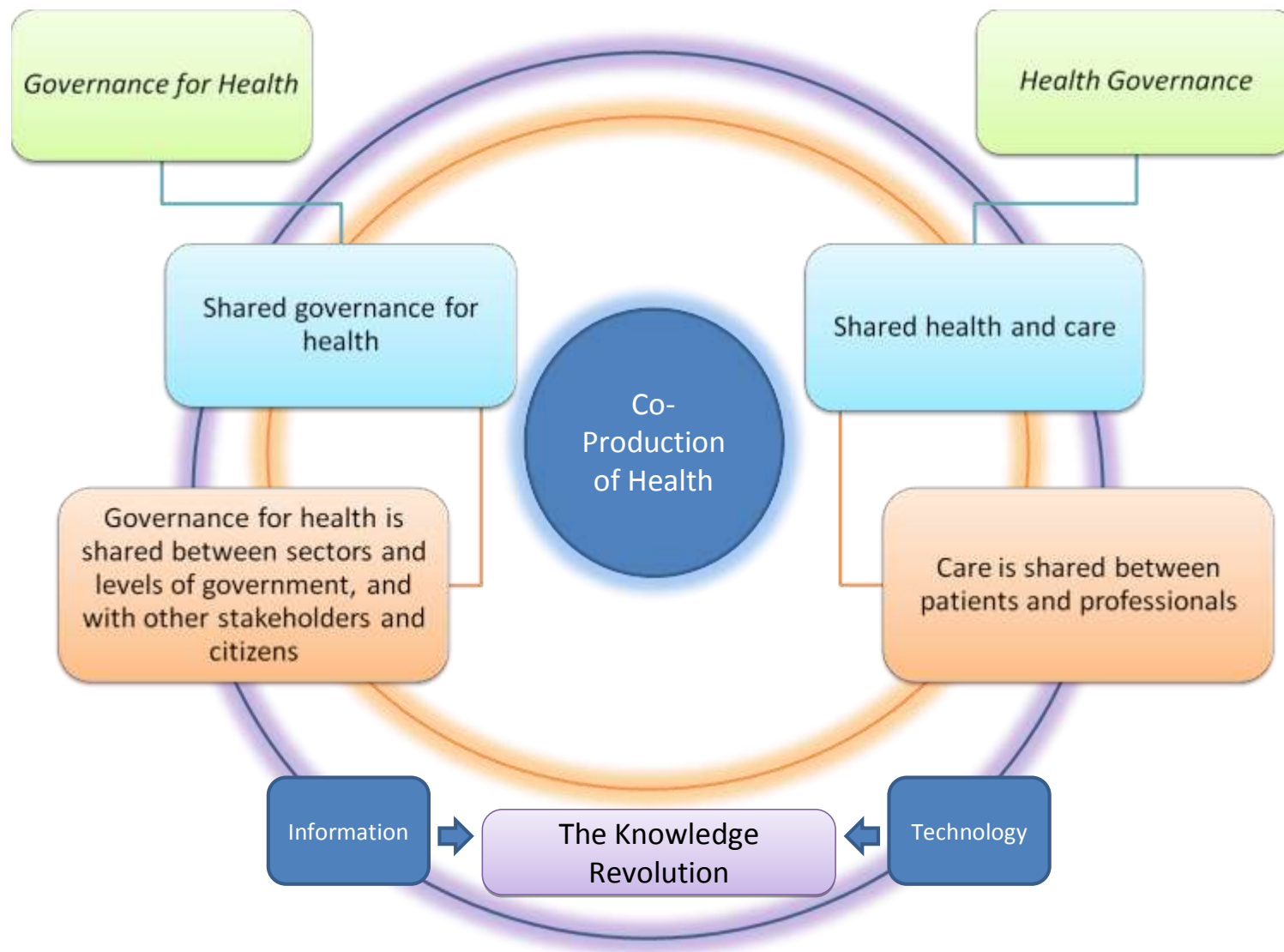
Health is a Human Right

Health is a central component of well being

Health is a Global Public Good

Health as Social Justice





Source: Kickbusch 2011

GOVERNANCE FOR HEALTH IN THE 21ST CENTURY

Health and Well Being

Social Determinants of Health

21st Century Determinants of Health – TRANSNATIONAL

WHOLE OF SOCIETY

SMART GOVERNANCE

Whole of
Government
Health in All Policies

Shared Value – Corporate Social
Responsibility

Community and
Consumer
Engagement

Government Action

Business Action

Citizen Action

HEALTH is created in the context of everyday life – where people live, love, work, play, shop, google, travel...

Policy priority 1 Investing in health through a life course approach and empowering 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 Tackling Europe's major health challenges of non communicable diseases and communicable diseases

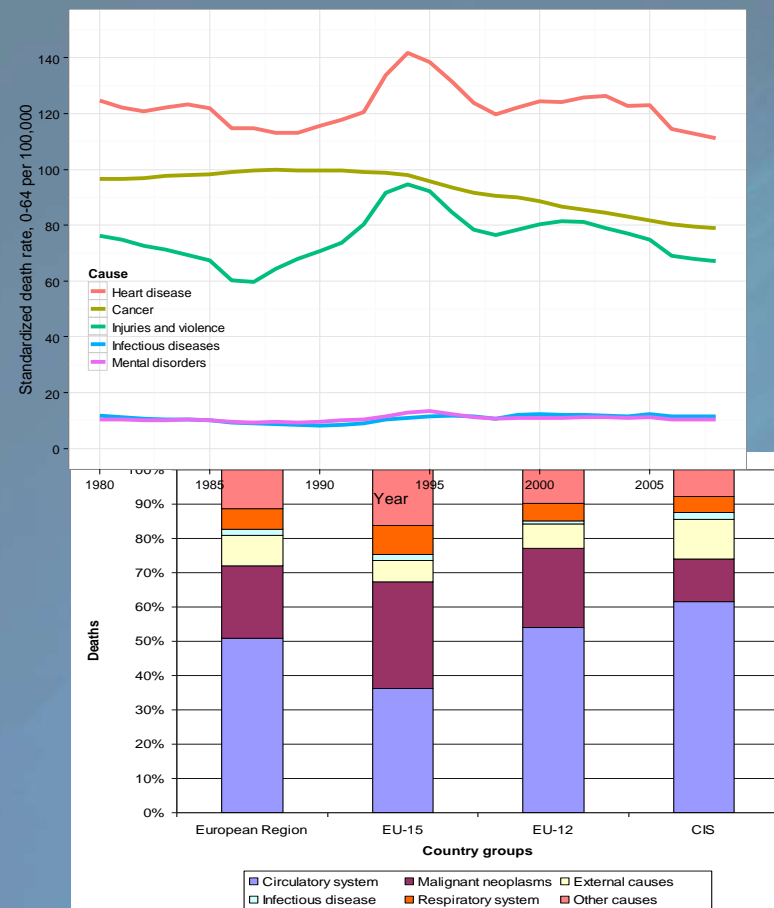
Implement global and regional mandates (NCDs, tobacco, diet and physical activity, alcohol, HIV/AIDS, TB, IHR, antibiotic resistance, etc.)

Promote healthy choices

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

Reach and maintain recommended immunization coverage

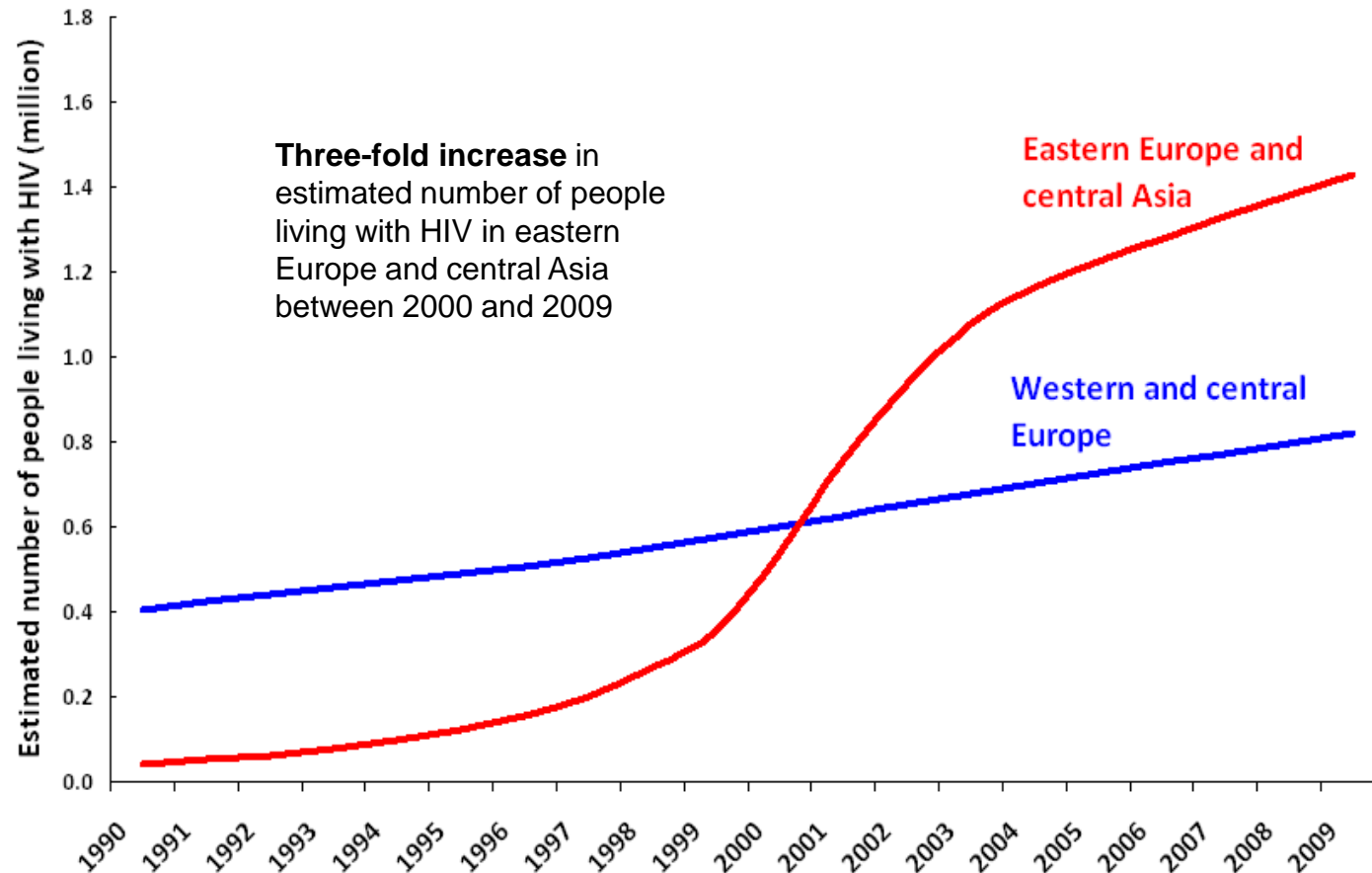
Attention to special needs and disadvantaged populations



Economic impacts

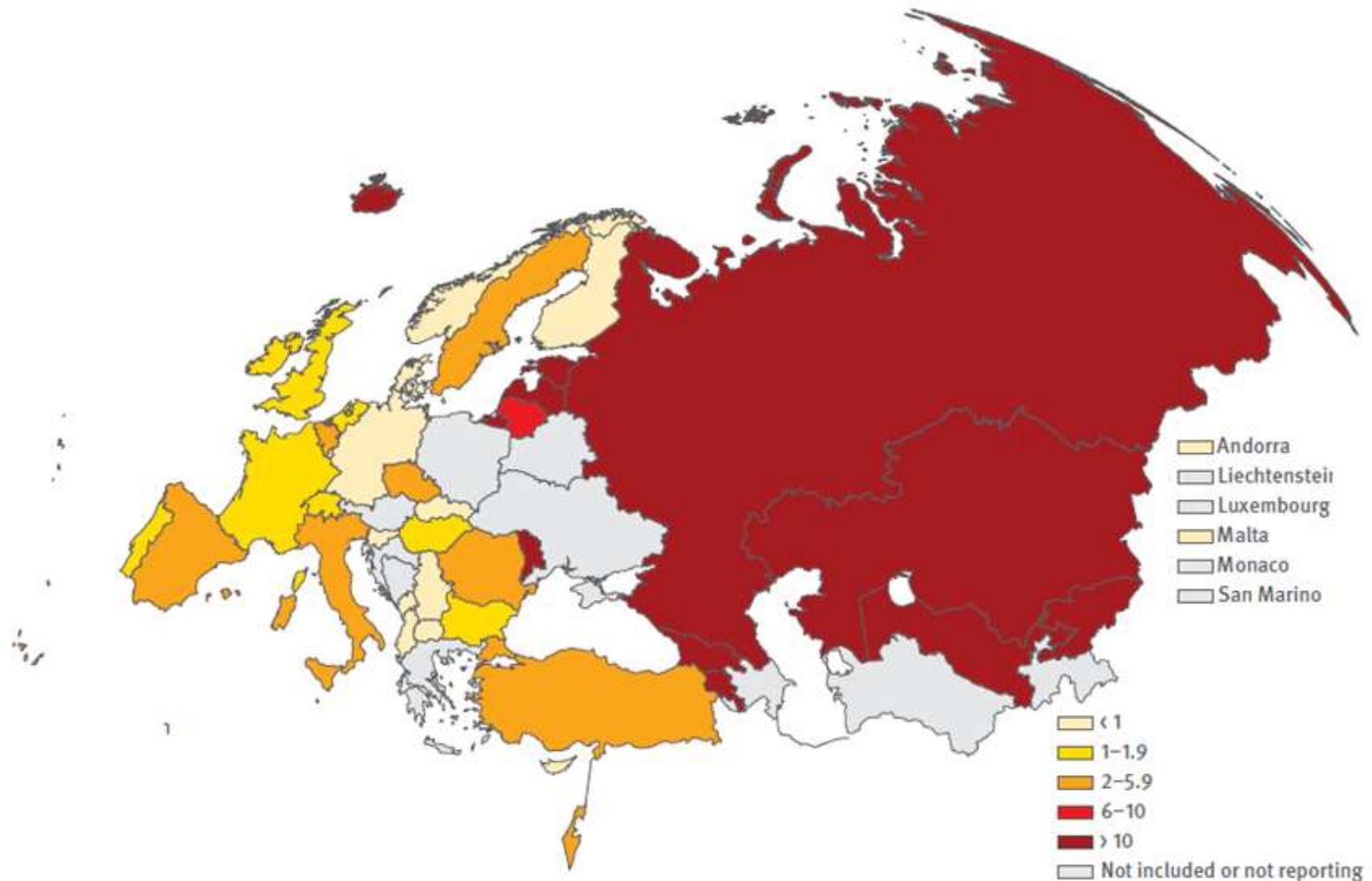
- Cardiovascular disease €168 billion per annum in EU25; 60% of cost on health care systems (Leal 2006)
- Alcohol related harm €125 billion per annum (Substantial costs of lost employment, violence and crime)
- Obesity related illness (including diabetes and CVD –more than 1% GDP (Sassi, 2010). Up to 4.5% of healthcare expenditure
- Cancer – 6.5% of all health care expenditure (Stark 2006)
- Road Traffic Injuries – between 1.5% and 2% of GDP in middle and high income countries

Need for accelerated action to halt HIV/AIDS epidemic in Europe



Tuberculosis (TB) kills 7 people per hour in the Region

Percentage of notified TB cases with primary multidrug resistance, Europe, 2008



Source: Global tuberculosis database, WHO. Accessed on 10 October 2011

The Year of NCDs

Sixty-first session of the Regional
Committee for Europe

Action plan for the implementation of the
European strategy for the prevention and
Control of NCDs endorsed by Member States



United Nations high-level meeting on
Noncommunicable Disease prevention and control

Political declaration on the Prevention and Control of
Noncommunicable Diseases adopted

Outline of the NCD Action Plan

Planning & oversight

National plan

Health info sys
with social
determinants
disaggregation

Health in all policies

Fiscal policies

Marketing

Salt

Trans-Fat

Healthy Settings

Workplace
wellness

Active
Transport

Secondary prevention

Cardio-
metabolic risk
assessment &
management

Early
detection of
cancer



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Policy priority 3 Strengthening people-centred health systems and public health capacities, and emergency preparedness, surveillance and response

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



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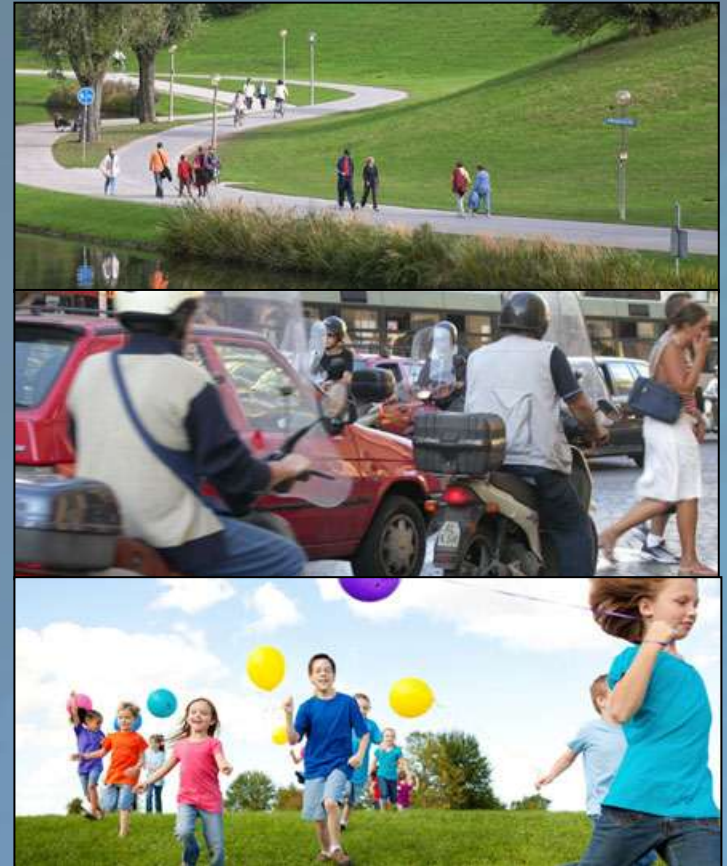
Policy priority 4 Creating resilient communities and supportive environments

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



Stakeholder utility



Ministers of Health

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

Prime Ministers other sectoral leaders

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

Public health agencies, advocates and academics

- Builds unity in community
- Maps options and tradeoff for health improvement
- Enhances public health authority
- Stands up for public health
- Identifies research priorities

Health professionals

- Identifies integrative strategies and new skills needed
- Link clinical interventions to equity and social determinants
- Advocates for strengthening health systems

Partner agencies

- Sets common targets
- Reduces duplications
- Enhances coherence

Society

- Champions engagement empowerment approaches
- Supports citizen/patient centred systems
- Provides a platform for advocacy and collaboration

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

Health 2020 key words

- A unifying value-based framework
- Health and well-being
- The right to health and universal coverage
- Personal versus collective responsibility – the value of supportive environments
- People ,communities and resilience
- Tackling inequities addressing the social determinants of health
- Whole of society and whole of government approaches
- Health systems and public health capacities and performance
- Integrated approaches for tackling public health challenges
- Leadership
- *The moral case, the strategic case and the economic case*

Health 2020: Towards a healthier Europe



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<http://www.euro.who.int/en/what-we-do/health-topics/health-policy/health-2020>