



Implementing Health 2020

Monika Kosinska
Programme Manager
Governance for Health

Lisbon Portugal 24 September 2015



World Health
Organization

REGIONAL OFFICE FOR

Europe



Organisation
mondiale de la Santé

BUREAU RÉGIONAL DE L'

Europe



Weltgesundheitsorganisation

REGIONALBÜRO FÜR

Europa



Всемирная организация
здравоохранения

Европейское региональное бюро

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

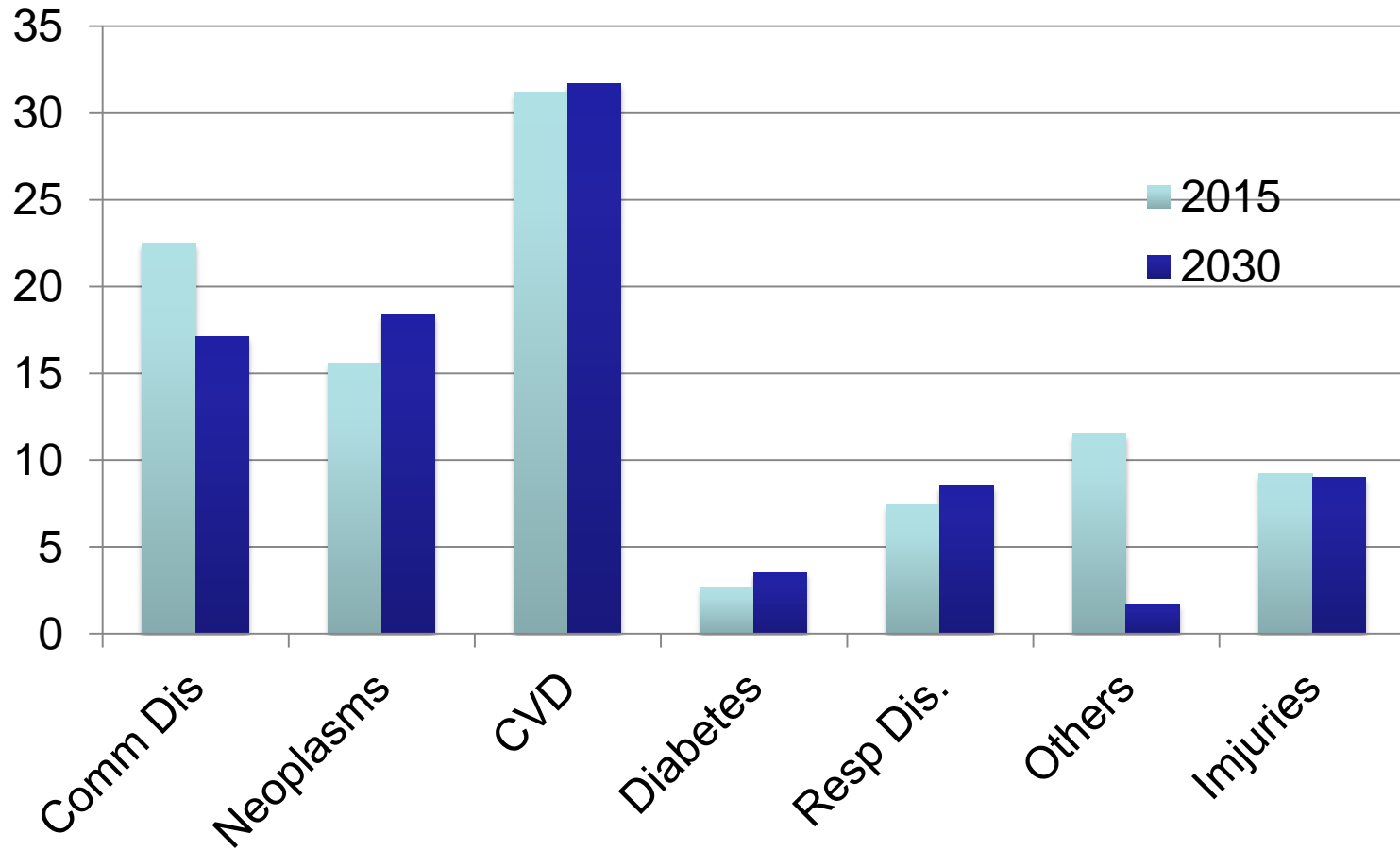
Health in the modern society

Human health and well being as an overarching societal goal grounded in values such as human rights and equity.

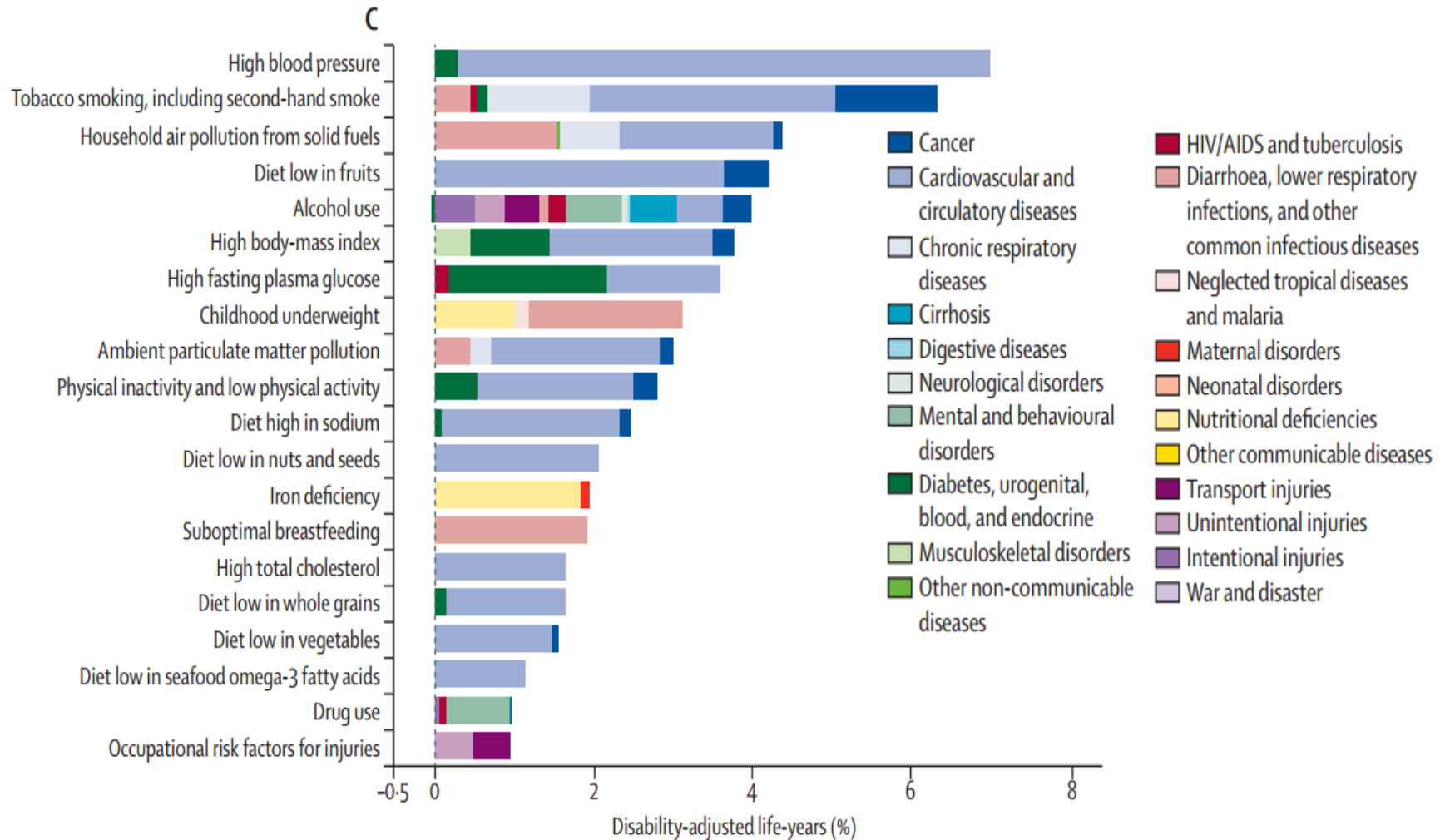
Ilona Kickbusch, 2011



Total mortality by main cause: estimates 2015-2030

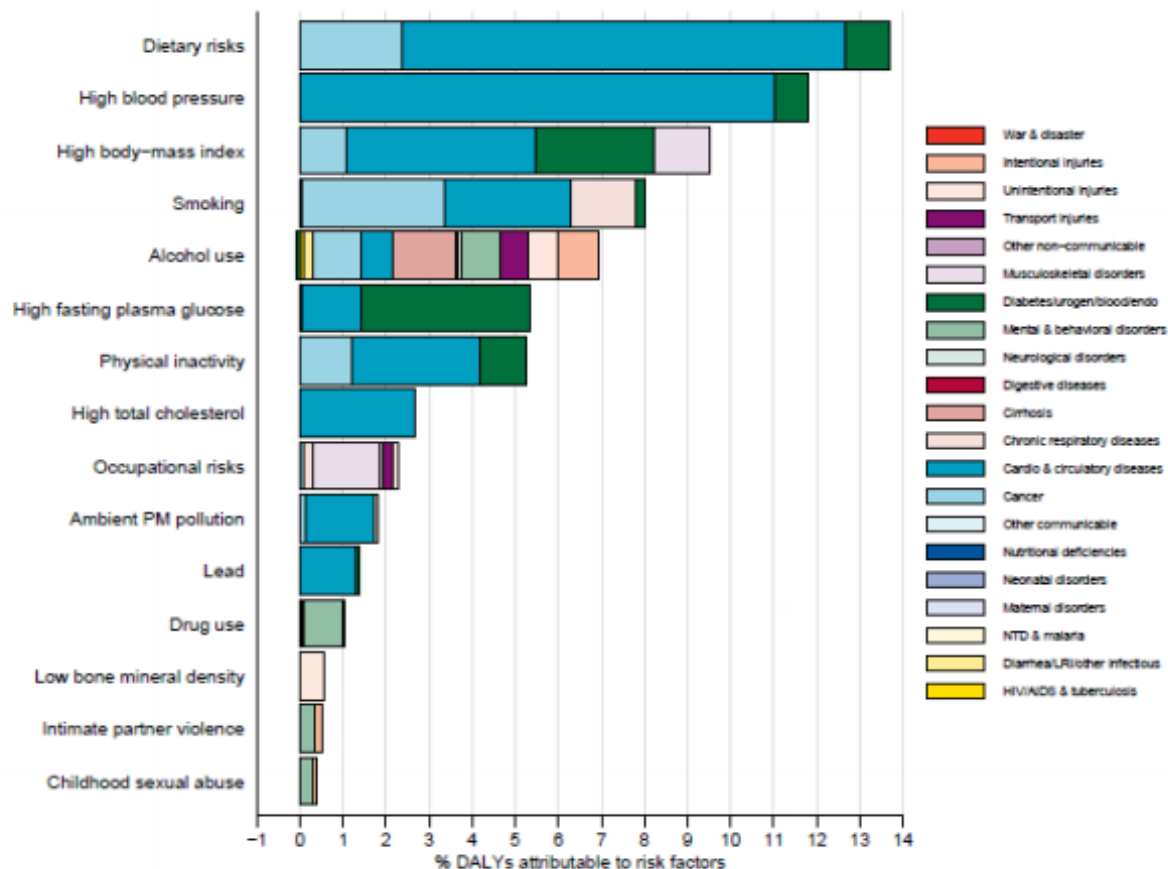


Burden of disease attributable to 20 leading risk factors in 2010



Portugal – Global Burden of Disease 2010

The leading risk factor in Portugal is dietary factors



Addressing wicked problems: obesity

In the WHO/European Region



over 50%
of people are
overweight or **obese**

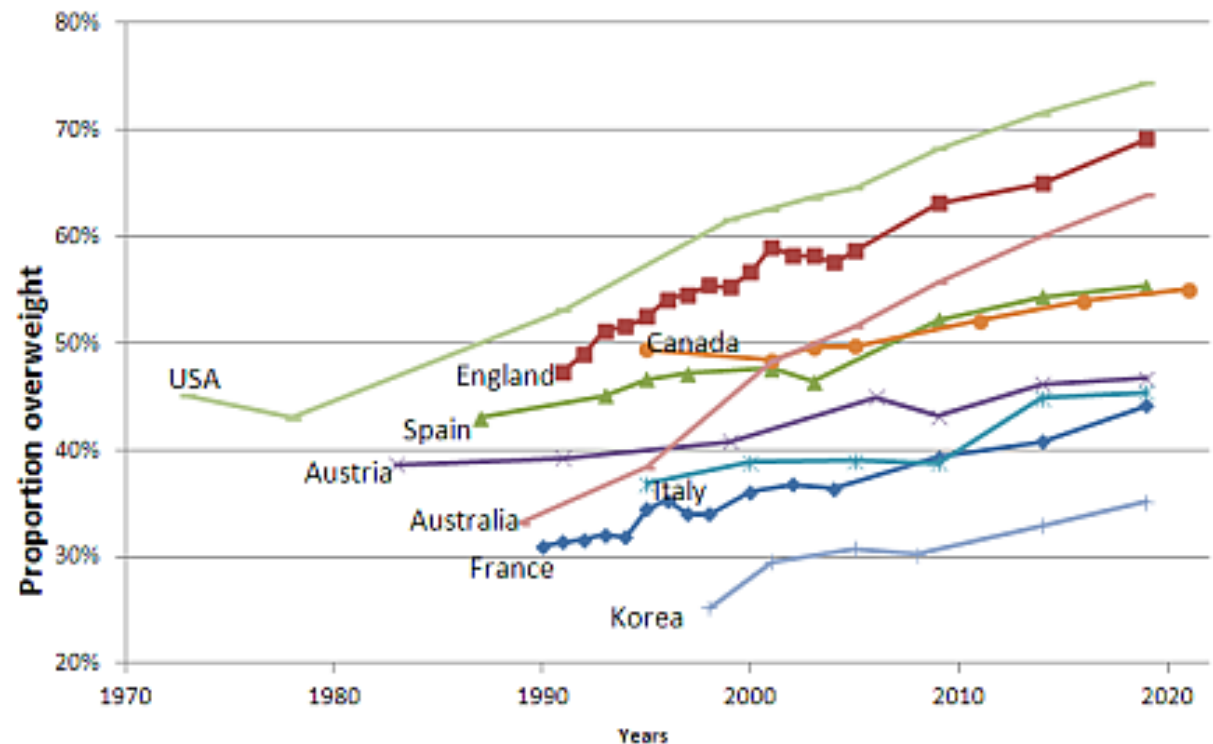


over 20%
of people are
obese

www.euro.who.int/obesity

© WHO 07/2013

Past and projected future overweight rates in selected OECD countries



Tackling Obesity

Map 5

Full Generic Model
Thematic Clusters

Social Influences

Individual Psychology

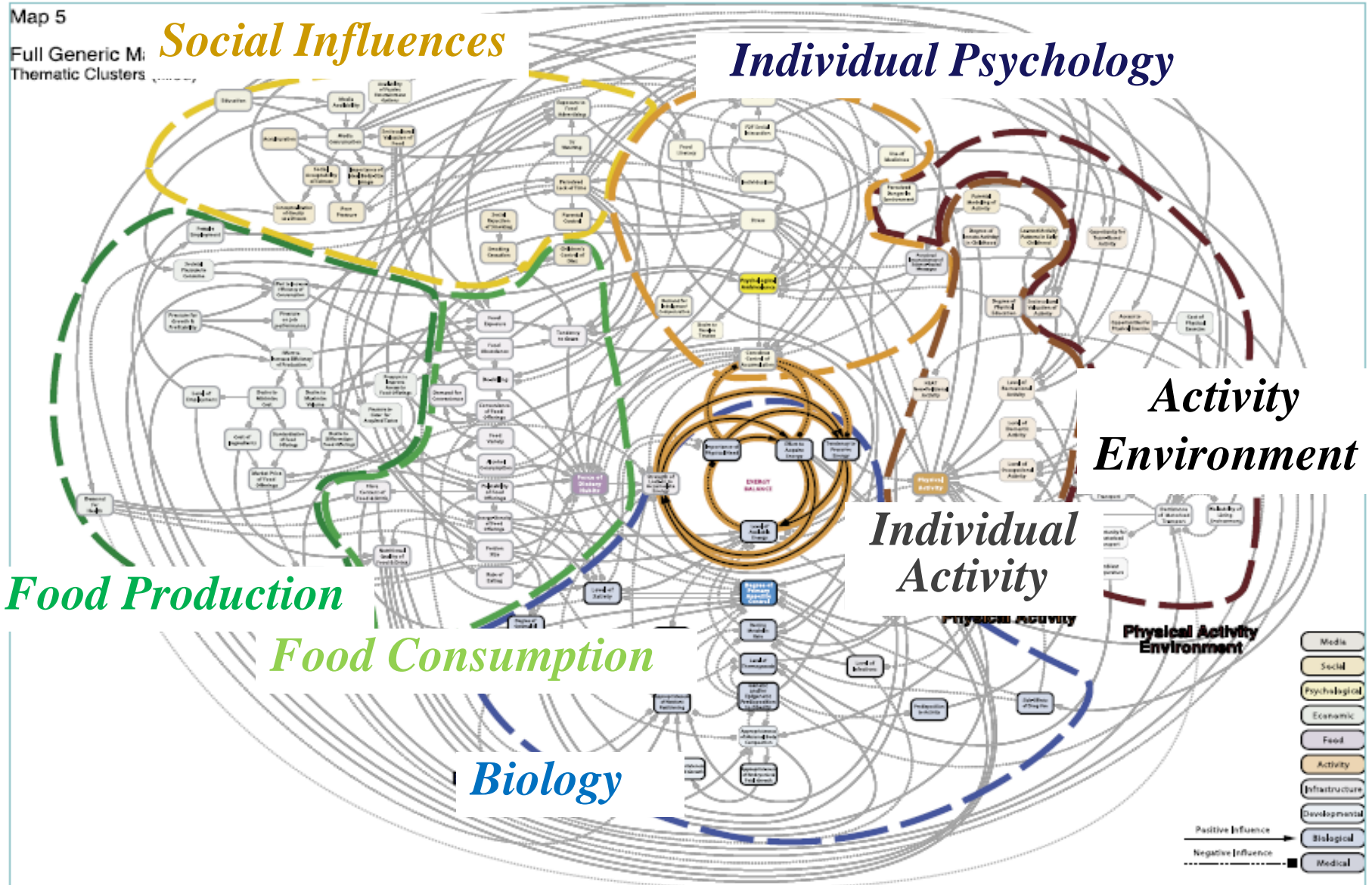
Activity Environment

Individual Activity

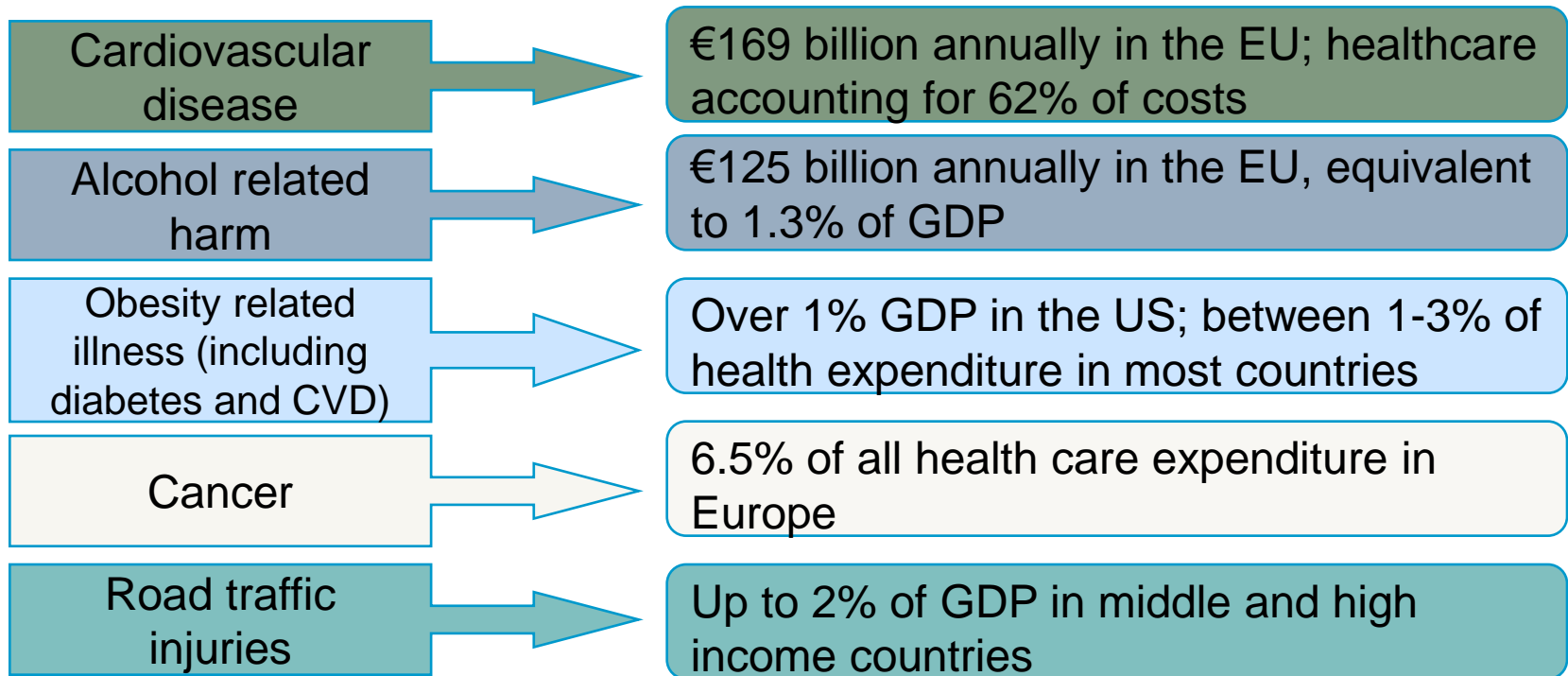
Food Production

Food Consumption

Biology



The economic case for health promotion and disease prevention



Sources: Leal (2006), DG Sanco (2006), Stark (2006), Sassi (2010), WHO (2004)

The economic case for health promotion and disease prevention

Benefits also in the short run



Tobacco taxes,
the most cost-effective policy
option.



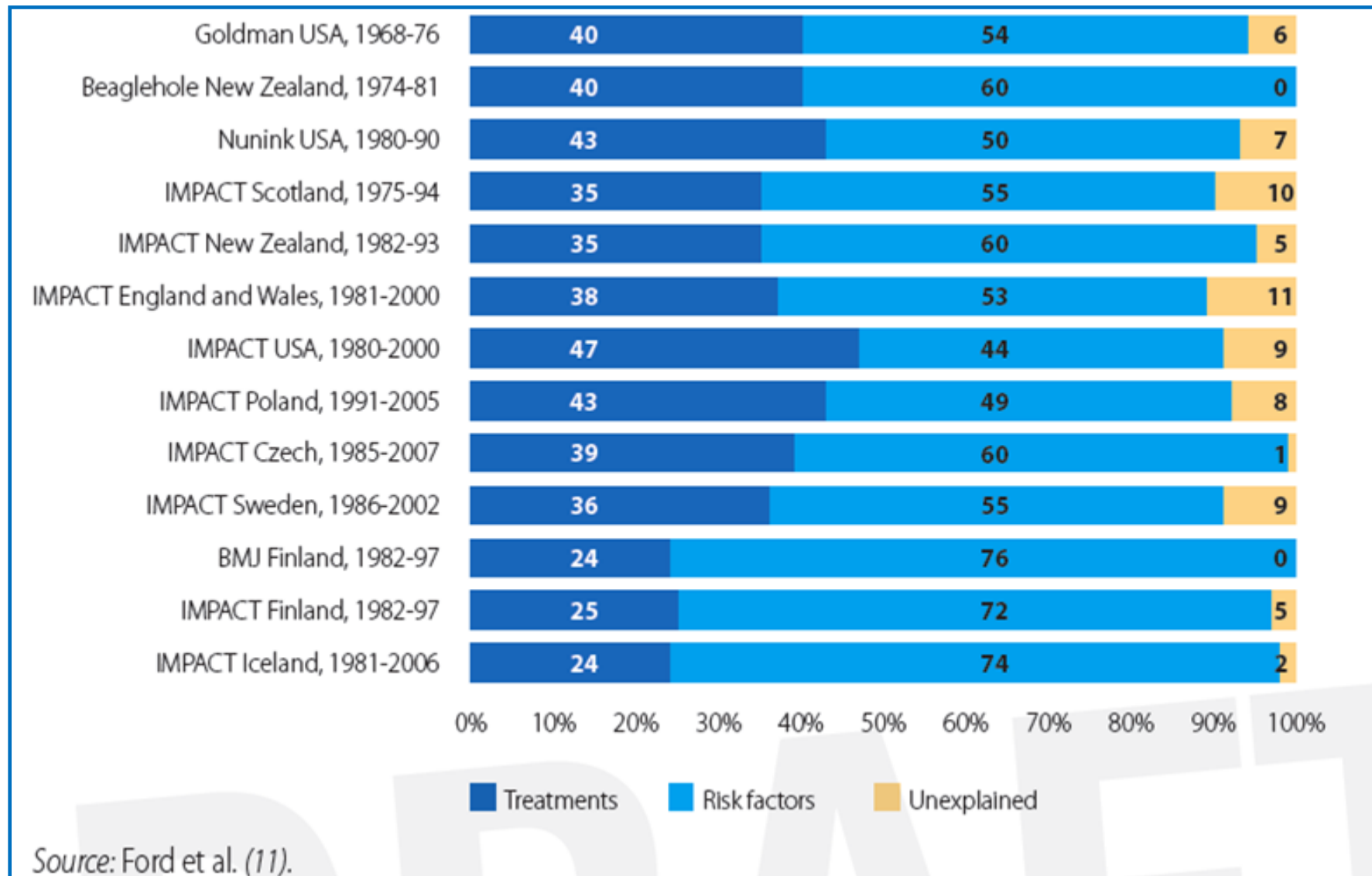
Implementation of alcohol tax
in the UK would cost only
€0.10 per capita.



Counteracting obesity in Russia
estimated to cost \$4 per capita.

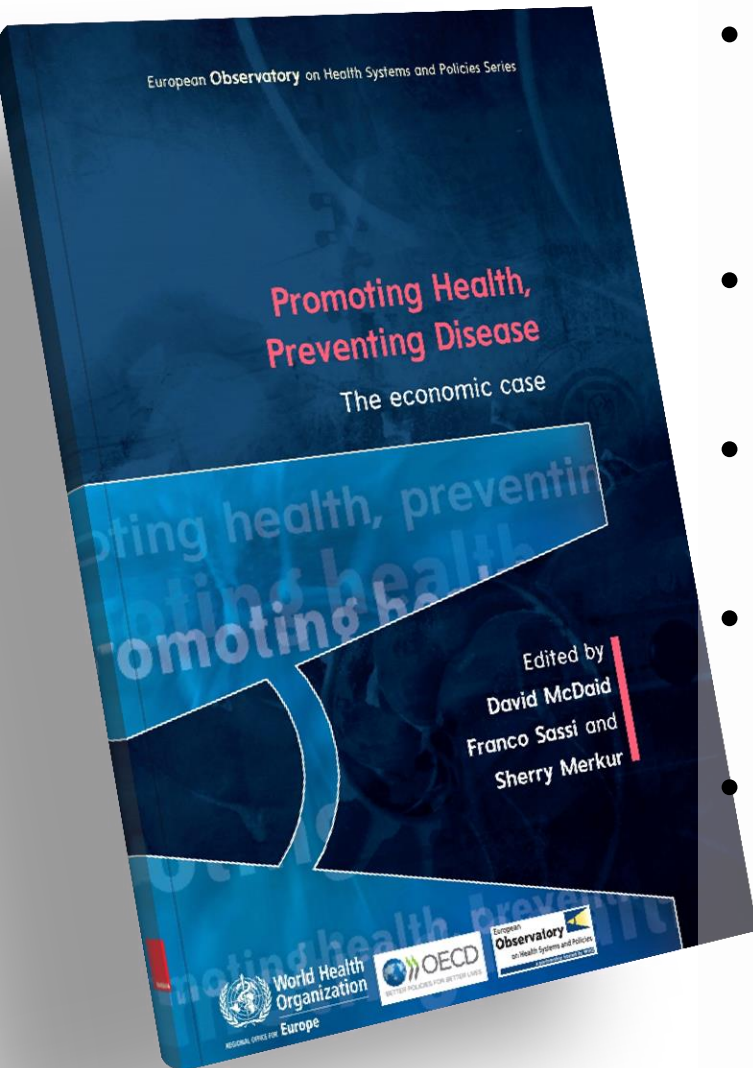
Source: McDaid, Sassi and Merkur, 2012

Decrease CHD mortality: treatment vs risk factors



Prevention: the Economic Case

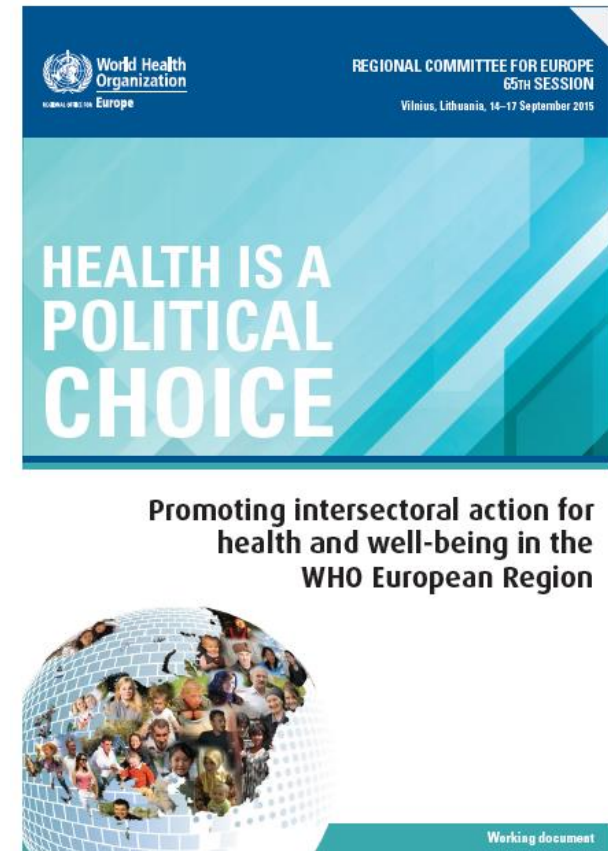
The Evidence....



- Raising cigarette prices to the EU average \$5.50: save 00000's lives; 100,000 in Russia alone
- Children advertising: 10,000 years in good health / year in W Europe
- Regulation of salt content in food: 44,000 life years in England alone
- Road traffic accidents: 3% GDP, strategies generate cost savings
- Health Inequalities in EU25: 1.4 GDP, 20% HC costs, 15% SS costs

Health is a political choice

- Welfare policies
- Financial and social protection
- Access to health care
- Health protection, promotion and disease prevention
- Commercial determinants



Review of social determinants and the health divide in the WHO European Region

Policy goals

- Improving overall health of the population
- Accelerate rate of improvement for those with the worst health

Policy approaches

- Take a lifecourse approach to health equity
- Address intergenerational approaches that sustain inequities
- Address the structural and mediating factors of exclusion
- Build the resilience, capabilities and strength of individuals and communities



Health 2020 overarching policy framework

Two strategic objectives

Working to improve health
for all and reducing the health divide

Improving leadership, and
participatory governance for health

Four common policy priorities for health

Investing in health
through a life-course
approach and
empowering people

Tackling the Region's
major health
challenges of non-
communicable and
communicable
diseases

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

Creating resilient
communities and
supportive
environments

Four strategic approaches for Health 2020 implementation



Striving for policy coherence is essential

Horizontally: across government sectors

Vertically: between different levels of governance

At all levels: from global to sub-national

Health as an indicator of good governmental action



The Intersectoral Action 'Road'

Some 'Milestones'



National health policies: strengthening existing and building new partnerships

- Working towards common goals and objectives
- Engaging new diverse partners at international, national and local levels

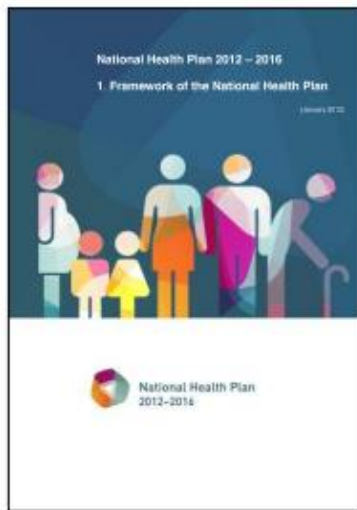


Portuguese National Health Plan

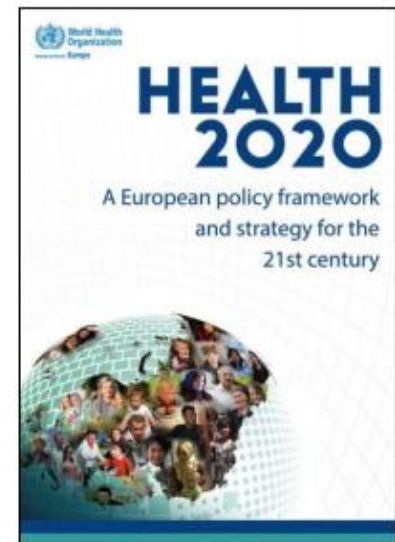


- Broad, extensive and health gain goal-based
- Guided by explicit principles and values
- Emphasizing equity, whole of society, access, quality
- Health gain (HSG1) is driving goal, HSG 2 and 3 are enablers
- Excellent visioning chapters

Portuguese National Health Plan



Health and wellbeing focus
Participatory governance
Whole-of-Government
Whole-of-Society
Life course approach
Equity focus
Social determinants
Citizen empowerment
Health Impact Assessment
Health system focus



Public Health Vision for 2020

- Health as a priority – core value and public good;
- Indispensable to development and indicator of government performance;
- Action and advocacy;
- Strong public health workforce and intersectoral partnerships;
- Determinants of health including SDH are our DNA
- **Emphasis on local partnerships**





HEALTH 2020

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



Thank You!

Acknowledgements:
Dr Roberto Bertollini
Dr Josep Figueras