

Улучшить здоровье жителей Европы Здоровье-2020

Новая европейская политика здравоохранения

Helping people achieve their full health potential and well-being

Tackling the health divide between and within countries

Improving governance for health, ensuring that all sectors understand and act on their responsibility for health

Investing in solutions that address the public health challenges of the Region

Anticipating change and fostering innovation

Оказание поддержки в полной реализации всеми людьми их потенциала здоровья и благополучия

Сокращение неравенств в отношении здоровья между странами и внутри стран

Стратегическое руководство охраной здоровья, с тем чтобы каждый сектор осознавал свою ответственность и действовал в интересах здоровья людей

Инвестирование в эффективные меры, направленные на решение задач общественного здравоохранения в Регионе

Прогнозирование изменений и содействие инновациям

The whole-government and whole-society approach

Общегосударственный и общенародный подход



Solidarity
Солидарность

The right to
Право на

Creating h
conducive

Создание
для укреп

Empoweri

Расширен
прав и
возможно
пациенто

OVERVIEW

- Why a New European Policy for Health?
- Key Milestones 2011 2012
- Main Goals and Action Areas
- The Policy Development Process

Why a new European Policy for Health

- Average Health has improved across Europe
- Good Progress to advance issue specific health strategies and policies
- Increasing awareness of health as a productive capital

BUT

Why a New Policy for Health for the European Region . . . ?

New era, with rapidly developing global and European trends

Increasing complexity of drivers that shape health and the determinants of health inequities

Uneven progress in achieving health goals to-date

Ongoing & new challenges to health as a human right, a 'public good' and as an asset for development.

These demand a new approach to Health Governance in 21st Century

Europe's changing Landscape - a different world, new challenges and new opportunities

- Demographic changes
- Chronic illness
- Globalised trade and communications
- Global crises- pandemics, financial, climate change
- Security and development agendas linked with health.
- **Persistent & Increasing health gaps- inequities**
- New communication technologies
- New and strengthened health partners
- More resources, albeit unevenly distributed
- More receptivity to public health approaches and values
- More activism in public health community- NGOs, professional associations, business

WHAT DO WE NEED A NEW EUROPEAN POLICY FOR HEALTH TO DO..?

To be a

- Mechanism for holding decision makers accountable, e.g. within WHO, European, National and Local Governments..
- Lever for Public health advocates, professionals, academics and government decision-makers at grass roots, to push for policy changes within countries;
- Platform upon which to engage with the international community- clarify and strengthen Europe's Global health diplomacy role.

KEY Health2020 MILESTONES

- **Phase 1 2010-2011**
- Conceptual development
- Evidence gathering
- Initial consultations with governing bodies and stakeholder constituencies
- Strategic directions and first draft
- September 2011 – WHO Regional Committee (RC61), Agreement on strategic directions and implementation mechanisms
- **Phase 2 2011-2012**
- Israel Conference 28-29/11/11: Whole of Government and Society approaches to health
- Evidence gathering completion
- Engagement process – demonstration sites
- Wider consultations with SCRC, MS and other constituencies
- Final policy and companion documents
- September 2012 in Malta – WHO Regional Committee (RC62) Endorsement of Health 2020 by Member States

Main Goals and Action Areas

Vision of Health2020

“A WHO European Region where all peoples are enabled and supported in achieving their full health potential and well-being, and in which countries, individually and jointly, work towards reducing inequalities in health within the Region and beyond”.

Health Goals

- **Reduce Inequities in health** – by reducing differentials in opportunity to be healthy; in risk of illness, in consequences of ill health and in premature death
- **Increase number of Years spent in good health**
Healthy Life Years

Health Governance Goals

- **Ensure health and health equity are considered in decisions** affecting the health of Europeans (*local, national, international*)
- Put in place appropriate **responses to deal with demographic changes & their health impacts**
- **Develop policies that are based on whole systems approaches** & build on previous experience and current knowledge & evidence

6 Questions underpin the Policy Framework

1. Which types of intervention would make the biggest difference to the health and well-being of the people of the Region?
2. How can we accelerate action to reduce inequalities ?
3. What opportunities hold the greatest promise ?
4. How can we prepare for the next 10 years?
5. How can the WHO, Member States and International Partners *better* join forces and work together within a coherent policy framework
6. How can WHO support decision-makers in their efforts to achieve better health and well-being for their people?

.these will be key to dialogue & shaping policy content & instruments

The Health2020 Document

Part 1

- The case for a shift in dealing with health: rapidly changing global and regional context for health

Part 2

- The policy framework for health to 2020

Part 3

- Making it happen

Part 1. Global and regional context

- The global context for health
- The European context
- Building on experience
- The epidemiological context
- The determinants of health

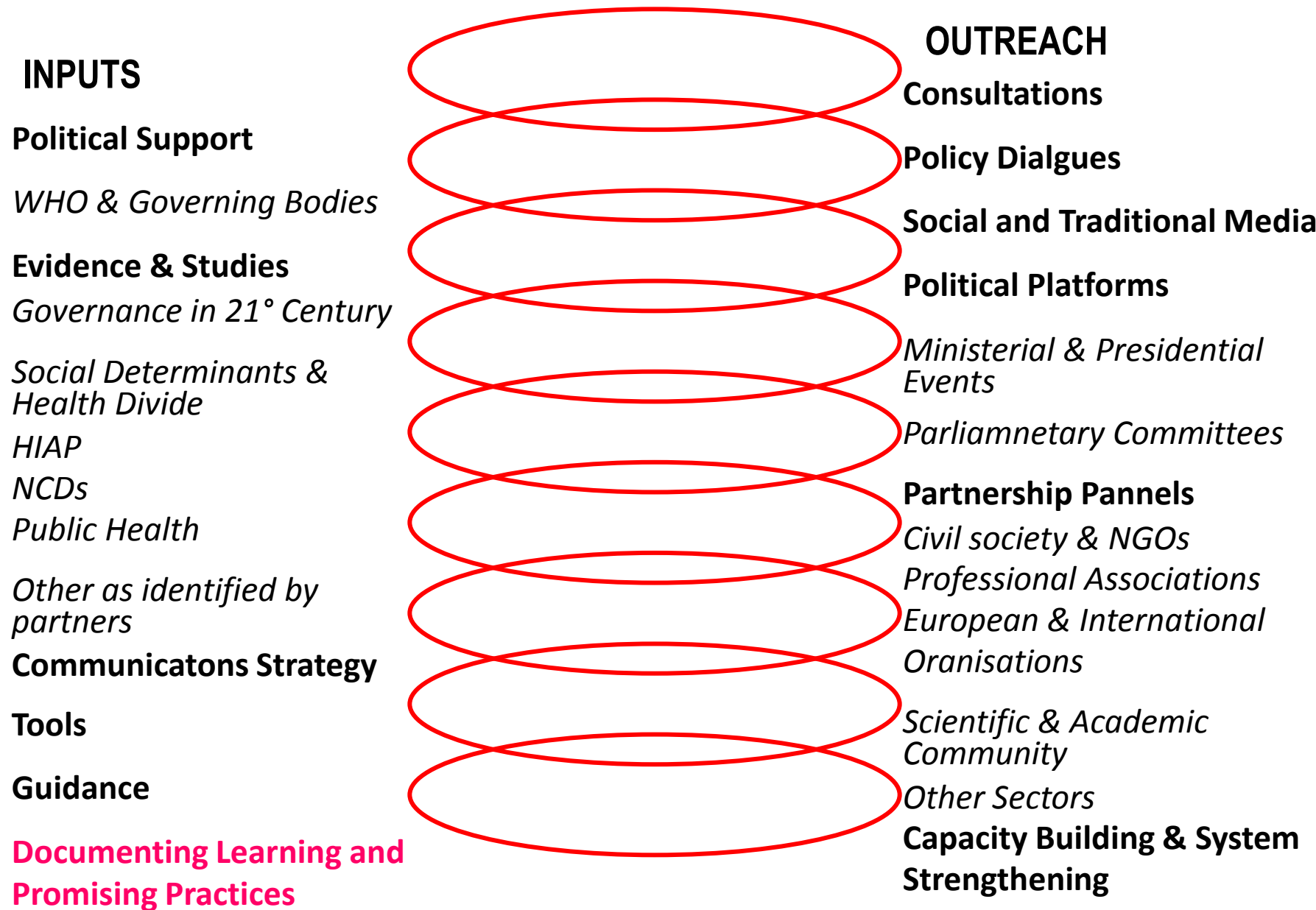
Part 2. Policy framework

- Vision, values, guiding principles, strategic goals and objectives and target setting
- Leadership for health and development
- Governance for health – priorities, mechanisms, and instruments.
- Tackling the social determinants and the pathways to health and well-being equally.
- The economics of health and well-being
- Innovation in public health and health care services policy

Part 3. Making it happen

- Enhancing capacity for whole systems based policies
- Tools & Instruments
- Partnerships for change at the European and global levels





Studies and Reviews to inform Health2020

- **European Social Determinants and Health Divide Review**
- **Governance for health in the 21st century study**
- **Economics of prevention**
- **Review of WHO resolutions**
- **Anticipatory and strategic analysis of major drivers and trends**
- **European experience in a) HFA policies b) inter-sectoral governance in HiAP b) Tallinn Charter**
- **Population health protective factors such as health assets –health literacy – pathways to well-being**
- **Citizens empowerment and people-centred care**
- **Agenda of other agencies related to health and wellbeing**

Dialogue & Partnership Dev. 2011–2012

- **Strengthen engagement of diverse stakeholders across the Public Health Community in shaping European health goals and priorities.**
 - *Build support and ownership around common goals*
 - *Strengthen the collective voice and actions of Public Health in Europe on Big Issues, e.g. Avoidable Health Gaps, Challenging disinvestments in Public Health: others as identified by partners..*
- **Identify and respond to emerging opportunities and challenges to European health goals.**
 - *Anticipatory Governance*
- **Identify partners outside of Public Health Community to engage and support.**
 - *Map and address synergies, competing interests & engagement modalities*

Dialogue and Engagement

- Hosting & facilitating H2020 consultations
- Traditional & Social Media
e.g. web based discussion groups & fora
- Thematic Platforms & Policy Dialogues
Regional e.g.
NCDs, Moscow April 2011;
HIAP, Banja Luca, October, 2011
- Partnerships Panels
- Political Platforms
e.g. Parliamentary Health Committees
& Development Committees
- EU & WHO Road Maps



Dialogues & Consultations to shape Health2020 including Studies & Reviews

EXAMPLES 2011

- **Region Wide**
 - **Wed-Based Consultations - H2020 &SDH Review**
September'11- February'12
 - Andorra, Azerbaijan & Israel April, September, November
- **WHO Governing Bodies**
- **WHO Scientific Partners**
- **Local Government**
- **NGOs**
- **Public Health Community**
 - **WHO CC's**, Edinburgh, February
 - **City Mayors**, Liege, June
 - **Health NGO's**, Brussels July
 - **Gastein Health Forum**, Gastein, October
 - **EUPHA Conference**, Copenhagen, November
- **Supra National Bodies/Groups**
 - **EU**, across **DG's**. Brussels, September-December
 - **Northern Dimension Partnership** tbc
 - **Baltic Policy Dialogue**, Vilnius, October
 - **World Conference on SDH**, Rio, October 2011
- **National Meetings & Dialogue**
 - **Government of Latvia** Riga, April
 - **Ministry of Health Hungary**, Budapest tbc
 - **Ministry of Health Slovenia**, Lubljana, December

Strategic partnerships

- **Objective:** to create strategic relations with all partners in the public health arena at international, regional and national levels
- **New partnership strategy** to be presented for endorsement by RC in 2011
- **First steps taken at pan european and global level** partnership agreement with the European Commission (EC), discussions with the Global Fund and the Organisation for Economic Co-operation and Development (OECD)



Liège statement on the new European policy for health, Health 2020 (June 2011)

Initial consultation with local governments on Health 2020 in Liège, with 322 participants from 30 European countries and 95 cities

We, the mayors and senior political representatives of cities in the European Region gathered at the Annual Business and Technical Conference of the WHO European Healthy Cities Network and the Network of National Healthy Cities Networks in Liège, Belgium, 15–18 June 2011:

recognize the complex and rapidly changing array of global, regional and national forces such as the economic recession, climate change, urbanization, poverty, our ageing populations and migration and developments in technology and communication that are rapidly reshaping health and the social, and economic landscapes of our cities and creating new opportunities and challenges in our common pursuit for health and well-being;

HEALTH 2020 DOCUMENTS RC61. 2011

Health 2020

**Working
Paper**

18 pages

75 pages

**European
Review on
Social
Determinants
Health Divide**

**2nd Interim
Report**

93 pages

**Governance
for Health
in 21st
Century**

Final Report

80 pages

**Health 2020
Policy
Framework**

**1^o Complete
Draft**

Health 2020

**Draft
Resolution**

3 pages

**Setting
Targets
for
Health 2020**

*Background-
Technical
Discussions*

15 pages

**Setting
Targets
for
Health 2020**

*Flyer for
Technical
Discussion*

2-4 pages

THANK YOU

WHO EURO

<http://www.euro.who.int/en/home>

SOCIAL DETERMINANTS

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

<http://www.marmotreview.org/reviews/european-review-of-hi>

HEALTH2020 POLICY DOCUMENTS:

<http://www.euro.who.int/en/who-we-are/governance/regional-committee-for-europe/sixty-first-session/documentation/working-documents/wd9-the-new-european-policy-for-health-health-2020>

