

 World Health Organization
Regional Office for Europe


 **Belfast**
A World Health Organization
Healthy City

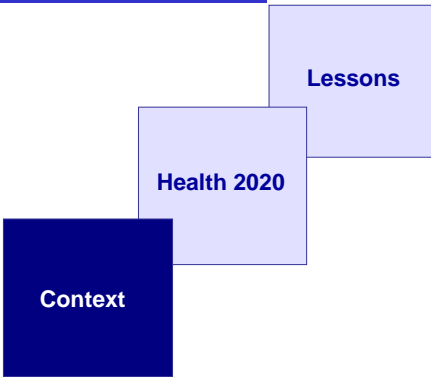
25th Anniversary Lecture Series: New Policies for a New Era
Health Inequalities, New Policies for a New Era

Belfast, 25 October 2012

**Health – A Major Resource & Asset:
Health 2020 WHO European Strategy**

Dr Erio Ziglio
European Office for Investment for Health and Development, Venice
World Health Organization
Regional Office for Europe

 **Outline of this presentation**



Context

Health 2020

Lessons

 **A fast-changing European context for health**



The changing environment for health

- Demographics (fertility, aging)
- Globalization and migration (incl. of health workers)
- New technologies (incl. medical genetics)
- More informed and demanding citizens
- Recognition of importance of health to human development
- Slower economic growth and austerity policies

Health is more than health care



Health is promoted and sustained...



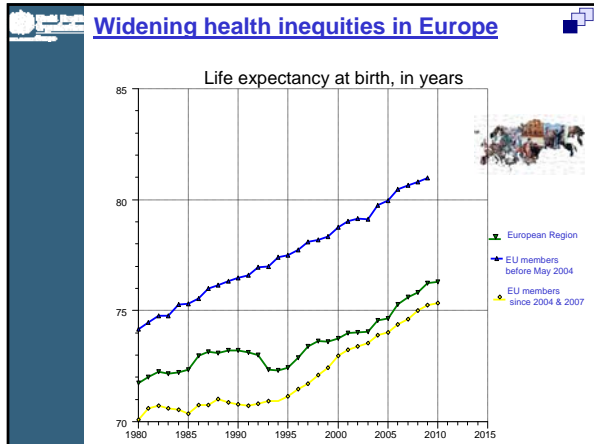
...where people are born, grow, work and age

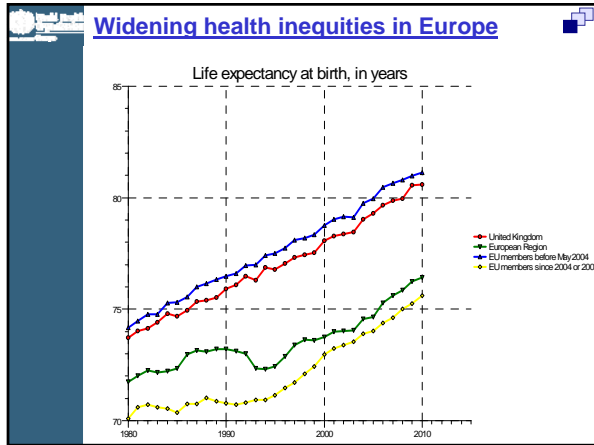
Health Inequities

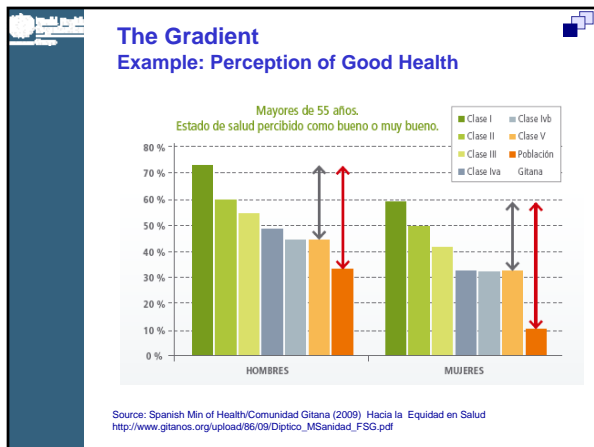
"...systematic differences in health status between different socioeconomic groups.

These inequities are socially produced (and therefore modifiable) and unfair".

Source: Whitehead M, Dahlgren G. *Levelling up (part 1): a discussion paper on concepts and principles for tackling social inequities in health*. Copenhagen, WHO Regional Office for Europe, 2007







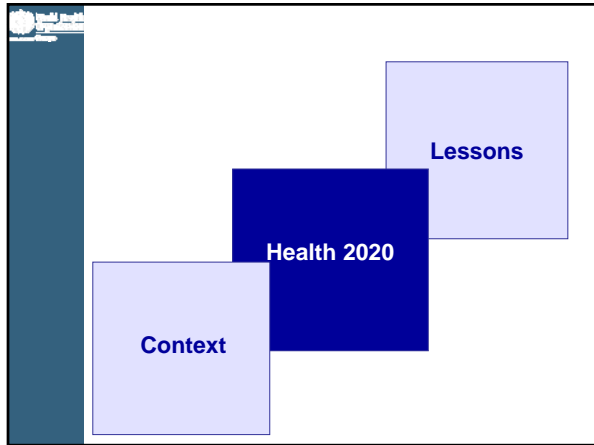
Several years difference in life expectancy with picks of over 30 years

Sofia

Milan

Budapest

Belfast



Reduction of health inequalities is central to the new European health policy - Health 2020

"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".

www.euro.who.int/_data/assets/pdf_file/0007/147724/wd09E_Health2020_111332.pdf

Why Health 2020 and why now ?

1



Significant improvements in health and well-being butuneven and unequal

Why Health 2020 and why now?

2



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

Why Health 2020 and why now?

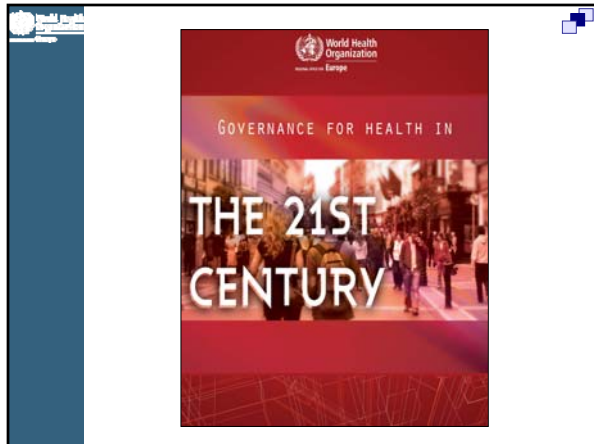
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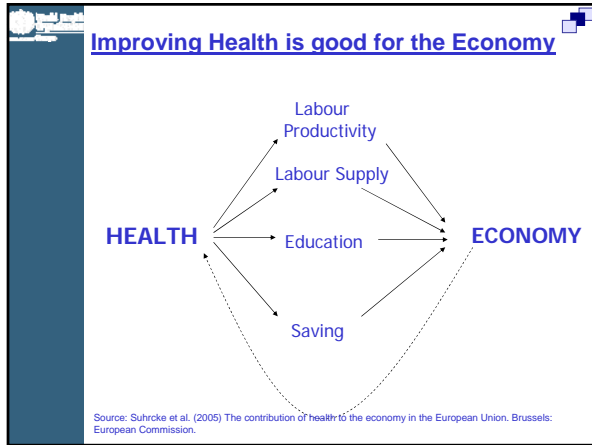
Economic opportunities and threats: the need to champion public health values and approaches











Scientific Evidence

Health: a vital investment for economic development in eastern Europe and central Asia

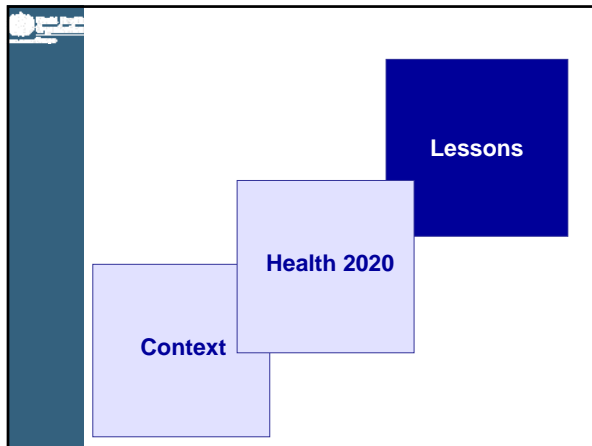
Marj Suissa
Lorenzo Rocca
Mark McKee

The contribution of health to the economy in the European Union

Economic Consequences of Noncommunicable Diseases and Injuries in the Russian Federation

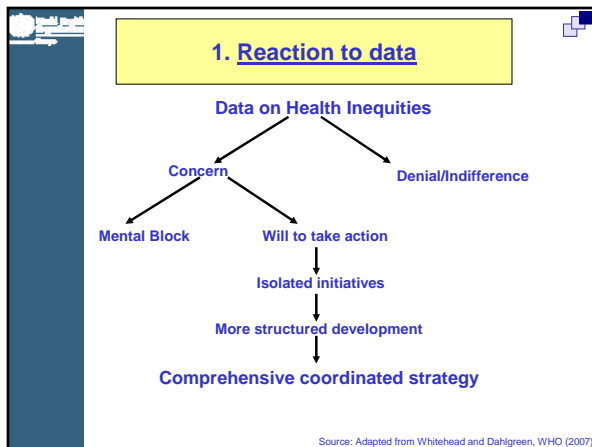
Marj Suissa
Lorenzo Rocca
Suzanne Khabazov
Peter Ushakov
Alexey Kuznetsov

http://www.euro.who.int/socialdeterminants/develop/20050929_1



In-depth analysis

This section displays a collection of seven book covers. The covers include titles such as 'Investment for Health and Development in Slovenia', 'Programma MURA', 'Health: a vital investment for economic development in western Europe and central Asia', 'HEALTH SYSTEMS CONFRONT POVERTY', 'Priority and Central Functions in the Health Systems Reform', and 'Health Systems Confront Poverty'. The covers feature various images including buildings, people, and landscapes.



2. Key to have a strategic plan

- Where do we “produce” health in our country?
- What strategy delivers the highest equitable health gains for our population?
- What strategy delivers good results in promoting health and gives value-added to local/national development?

3. Strengthening Health Systems to address increased vulnerability

HEALTH SYSTEMS CONFRONT POVERTY

HEALTH SYSTEMS CONFRONT POVERTY

Edited by: Hilda Sabato, Ragny Sjöberg, Hans Lindahl, Hans Peters

Public Health

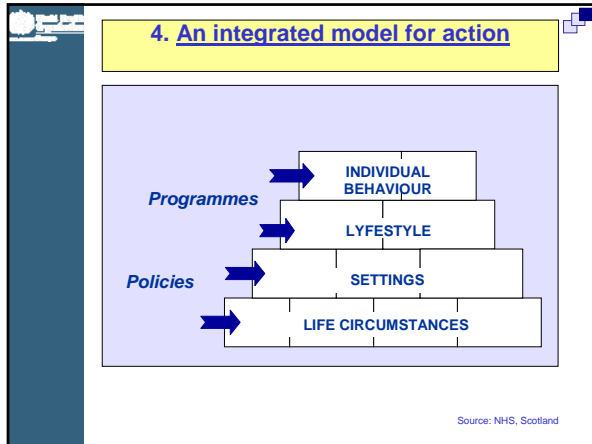
Poverty and social exclusion in the European Region: Health systems respond

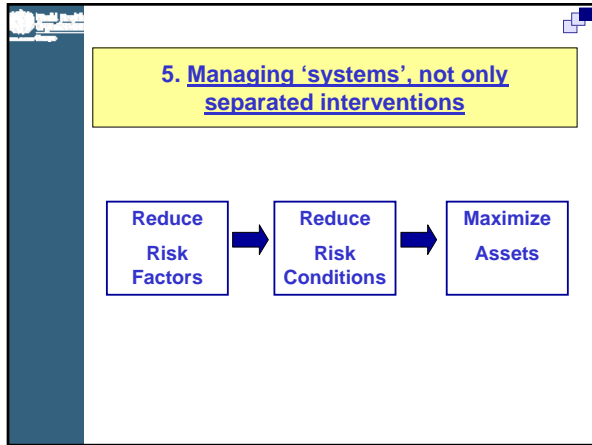
Edited by: Hilda Sabato, Ragny Sjöberg, Hans Lindahl, Hans Peters

Public Health

Strengthening Health Systems to reduce health inequalities must address


- Access
- Treatment
- Outcome
- Cost







6. Think of “assets” non only “deficit”







What are health assets?

“A health asset can be defined as any factor (or resource), which enhances the ability of individuals, communities and populations to maintain and sustain health and well-being.”

Source: Morgan and Ziglio, 2007

Aaron Antonovsky 1923-1994

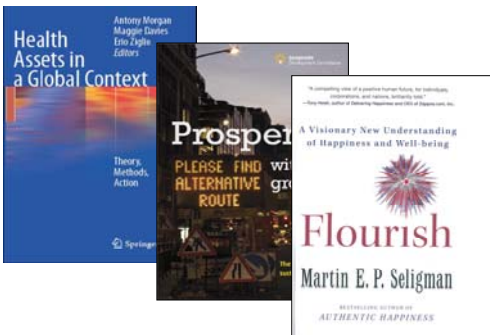




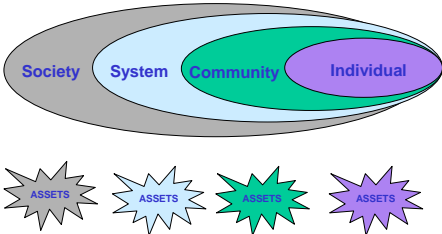
Ottawa Charter, 1986

"Health is created and lived by people within the settings of their everyday life; where they learn, work, play and love. Health is created by caring for oneself and others, by being able to take decisions and have control over one's life circumstances, and by ensuring that the society one lives in create conditions that allow the attainment of health by all its members."

Increase in literature on assets



Assets have different levels of impact




WHO/EURO, Health Systems confronting Poverty, 2003
http://www.euro.who.int/InformationSources/Publications/Catalogue/20030814_1

Alla Sokol, founder of St Petersburg Urban Gardening Club



A photograph of Alla Sokol, an elderly woman with short grey hair, wearing a black and white patterned sweater. She is sitting at a table with several potted plants in the background.


WHO/EURO, Health Systems confronting Poverty, 2003



A photograph showing a woman in a white tank top and shorts standing on a rooftop garden. There are various plants, a wheelbarrow, and a table on the roof. A cityscape is visible in the background.

WHO/EURO, Health Systems confronting Poverty, 2003

Increase Local Assets, Project MURA, Slovenia



A map of Slovenia with a blue box overlaid on the central region. The box contains the text "Investment for Health and Development in Slovenia Programme MURA".

Source: www.euro.who.int/eprise/main/WHO/Progs/SED/socmarketing/20051024_3

Cyprus: The Island for All Seasons




The image contains two photographs. The left photograph shows a square stone tower with a crenellated top, surrounded by green trees and a field of orange flowers in the foreground. The right photograph shows a rugged cliffside meeting a clear blue sea with white waves crashing at the base.

Scotland: expected and surprising assets



The collage includes five images: a golf course with a clubhouse, a cartoon Loch Ness Monster with the text 'OCH AYE! IT'S NESSY!', two bagpipers in traditional kilts, a rocky coastline under a cloudy sky, and a group of sheep.

Northern Ireland UNESCO World Heritage Site: *the Giant's Causeway*



The image contains four photographs. Top left: a rocky coastline with waves crashing against the shore. Top right: a wide view of a coastline with mountains in the distance. Bottom left: a landscape of rolling green hills and mountains. Bottom right: a golfer in a blue shirt swinging a club on a golf course.

Mountains of Mourne

Minimizing Needs, Maximizing Assets

H Assets

H L

L Deficit

L

Deficit versus Assets Models

In reality, both are important !

Need to redress the balance between the more dominant 'deficit model' and the less well known (and understood) 'assets model'

7. Change "sectoral behaviour"

Intersectoral incentives, innovative practices

- Integrated Budgets
- Joint-post funding

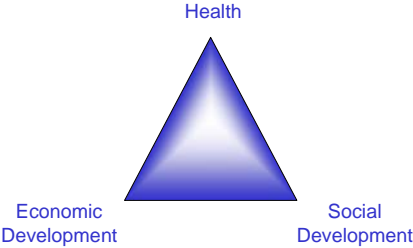
MORE




LESS





8. Reposition health within development



Reconnect people and communities



 **Further information:** 

- To learn more about our work: www.euro.who.int/socialdeterminants
- To contact us: info@ihd.euro.who.int
