Health 2020 and the WHO’s European Action Plan on Strengthening Public Health: priorities and next steps

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Regional Director

6th EPH Conference
Brussels 2013

Are we there yet? Learning from the past, building the future.
Better health for Europe

European Public Conference 2013

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Health 2020 and the WHO European Action Plan on Public Health

Brussels, 14 November 2013
Health 2020 strategic objectives and priorities for policy action

- People enabled and supported in achieving their full health potential and well-being (value-driven)
- Reducing inequalities and improving governance for health

- Investing in health through life course and empowering people
- Tackling the Region's major health challenges
- Strengthening Patient-centred health systems
- Creating resilient communities and supportive environments

Adding value through partnership
Public health is an essential pillar of Health 2020: European Action Plan to Strengthen Public Health

<table>
<thead>
<tr>
<th>Core services (EPHOs)</th>
<th>Enablers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information &amp; Monitoring</td>
<td>Governance</td>
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<tr>
<td>Surveillance</td>
<td>Workforce</td>
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<tr>
<td>Health Promotion</td>
<td>Organization &amp; Funding</td>
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<tr>
<td>Health Protection</td>
<td>Communication</td>
</tr>
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<td>Disease Prevention</td>
<td>Research</td>
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</tbody>
</table>

Our Vision: Sustainable Health & Well-Being

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Brussels, 14 November 2013
Our 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 mechanism;
• Determinants of health including SDH are our DNA
The management and delivery of health services such that people receive a continuum of services through the different levels and sites of care within the health system, and according to their needs.
Health 2020 in the global and regional context

“Good health can no longer be seen as an outcome of one sector alone: sustainable and equitable improvements in health are the product of effective policy across all parts of government and collaborative efforts across all parts of society.”

“.. Money does not buy better health. Good policies that promote equity have a better chance…”

– Margaret Chan, WHO Director-General
Improved life expectancy but the region is scarred by inequalities

Life expectancy at birth trends by European regions, 1980-2010

CIS: Commonwealth of Independent States
EU12: countries belonging to the European Union (EU) after May 2004
EU15: countries belonging to the EU before May 2004

Maternal, newborn, sexual and reproductive health

Estimated average maternal mortality ratio in the WHO European Region

Maternal mortality ratio decreased by 54% since 1990
but more than 40 times difference in related risks

Before pregnancy, Pregnancy, Birth, Postpartum, Impact on health including reproductive health, Newborn, Infancy, Childhood, LIFE
Millennium Development Goal (MDG) 4: within reach in Kazakhstan

Vital and health statistics: **closing the gap between** international and national estimates of mortality

**Target:** reduce by 2/3 child mortality from 1990 baseline: 18/1000 live Births

**Reduction of under-5 mortality** from 54/1000 live births (in 1990) to 18.7 (19) per 1000 in 2012
Accelerating the decline

Central and Eastern Europe

Western Europe

Standardize death rates, circulatory diseases (all ages, per 100,000)

Source: WHO/Europe Health For All Database (July 2013 Update)
The Health 2020 Implementation Package for Countries

Introducing Health 2020 to different stakeholders across sectors

Applying the Health 2020 lens to country situation analysis

Implementing Whole-of-Government and Whole-of-Society approaches

Addressing SDH, equity, gender and human rights

Developing Health 2020 – based on National Health Policies, Strategies and Plans

Strengthening Public Health Capacities and Services

Strengthening monitoring and evaluation

Operationalizing new concepts and Evidence

Integrated approaches to implementing the four policy priority areas of Health 2020

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Going upstream is compelling! Act on all determinants simultaneously including Social determinants, prevention, health promotion

We need wide-ranging prevention strategies addressing multiple determinants of health across social groups… A combination of individual and community behaviours and conducive policy and regulatory environment is required to make the “healthy choice the easy choice”!
Review of social determinants and the health divide in the WHO European Region: final report

Source: WHO Europe, 2013
Four areas for action to address health inequalities – emphasizing priorities

Accumulation of positive and negative effects on health and well-being over the life-course

- Prenatal
- Early years
- Working age
- Older ages
- Family-building

Perpetuation of inequities
Estimated expenditure on prevention and public health as % of total health expenditure

Source: Derived from global health expenditure database, 2012.
The impact of financial crisis in health systems

Figure. Average growth by main function of health care for selected OECD countries, public expenditure, 2008-2010

Source: OECD Health Data 2012
Funding for public health services must be protected

- Fiscal pressure brings into even sharper focus the need to ensure that health spending is cost-effective
- Public health services are proven investments that can improve health outcomes at relatively low cost
- Public health contributes to economic recovery
Changes in proportion of the health budget: budget spent on public health in OECD countries: 2003-2011

**Source:** Global health expenditure database (7).
The contribution of prevention and treatment related to the decline in global CHD mortality

<table>
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<tr>
<th>Study</th>
<th>Treatments</th>
<th>Risk factors</th>
<th>Unexplained</th>
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<td>IMPACT Iceland, 1981-2006</td>
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<td>Beaglehole New Zealand, 1974-81</td>
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<td>Goldman USA, 1968-76</td>
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Source: NEJM 2007: 2388
Key Deliverables WHO European Action Plan to Strengthen Public Health - 2013

Publications and tools:
- Self Assessment Tool
- Guidance for PH workforce
- Guidance for PH planning

Policy briefings on:
- PH Challenges and innovation
- PH financing and the case for investing in prevention
- The PH Role in preventing NCDs and promoting Well Being
- PH and PHC

Preparatory Stage for EAP:
- Identify resources and delivery process for implementing the EAP
- Develop expert panels/roster for EPHOs delivery
- Establish advisory group for delivery of EAP
- Develop PH capacity in countries – especially NIS and SEEHN to address inequalities
Sample institutional support and mechanism

- **WHO Collaborating Centre on Health Systems and Public Health at the Health Ministry of Moscow**

- **ASPHER-WHO collaboration on health workforce**
  - Work in subgroups, plans for mapping out workforce capacities at country level
  - Development of toolkit on workforce strengthening at regional and country level
  - Plans for supporting a network of National Schools of Public Health
WHO European country assessments
### Number of Public Health policy and legal instruments classified in each EPHO

<table>
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<th>1</th>
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<th>3</th>
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<td>Total Number of tools</td>
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Source: WHO Regional Office for Europe, 2012
Increasing momentum in Europe

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Countries are taking up the Health 2020 challenge
Engagement at national and subnational levels
The contribution of Health Systems

International Conference marking 35th Anniversary of Alma-Ata Primary Health Care Declaration November 6-7, 2013, Almaty, Kazakhstan
International Conference marking 35th Anniversary of Alma-Ata Primary Health Care Declaration: Innovative Primary Health Care to Universal Health Coverage, November 6-7, 2013, Almaty, Kazakhstan
Compelling Challenges call for Transforming PHC

• Future shape of the NCD epidemic is characterised by multiple and interacting risk factors and multi-morbidity.

• Yet, most health systems have not been designed to cope with multiple interacting risks and multi-morbidity.

• We have a “response gap”

Primary Health Care: Revitalized Identity

Planning and Implementation
Networks and Clusters
Intersectorial interventions

Chronic disease management
Health and wellness management
Care across the life cycle

First contact
Acute-demand led services
Accident and Emergency
Community Hospitals
Community pharmacies
Call-in centres

People
Health promotion and prevention
Extended diagnostic services
Community based health care
Home care Palliative care
Mental health

Comprehensiveness
Adapted Atun R, et al. Study done for WHO Europe. Not published

Coordination
Accident and Emergency
Community Hospitals
Community pharmacies
Call-in centres

Longitudinality
Planning and Implementation
Networks and Clusters
Intersectorial interventions

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Tallinn follow up meeting
Tallinn, Estonia, 17-18 October 2013

- Transformation towards people centred health system
- Holistic approach to health improvement
- PHC and community care in the centre and better coordination and integration between levels and services
- Synergize across agencies to have a unified front
- Leadership and change management
Universal Health Coverage

All people have access to needed health services (incl. prevention, promotion, treatment & rehabilitation) of sufficient quality

The use of services does not expose any user (or his/her family members) to undue financial hardship

*Derived from World Health Report 2010, World Health Assembly Resolution 58.33, 2005*
Oslo 2 Conference on impact of crisis
Ten policy lessons and messages

1. Be consistent with long term health system goals
2. Factor health impact into fiscal policy
3. Safety nets can mitigate many negative health effects
4. Target efficiency gains over patient charges
5. Protect funding for cost-effective public health services
Oslo 2 Conference on impact of crisis
Ten policy lessons and messages (cont`d)

6. Avoid prolonged and excessive cuts in health budgets
7. High performing health systems may be more resilient
8. Structural reforms require time to deliver savings
9. Target efficiency gains over patient charges
10. Protect funding for cost-effective public health services
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Developing Health 2020 targets and indicators: Monitoring and Evaluation

1. To reduce premature mortality in the European Region by 2020
2. To increase life expectancy in the European Region
3. To reduce inequalities in health in the European Region
4. To enhance the well-being of the population of the European Region
5. To ensure universal coverage and the right to the highest attainable level of health
6. To set national goals and targets related to health in Member States.
The suggested framework for Health goals post-2015

- Improved child survival
- Reduced maternal mortality
- Access to Reproductive Health Services
- Decreased incidence, prevalence and mortality to AIDS, TB & malaria

Accelerating progress of the MDGs

Reduce the burden of major NCDs

Universal health coverage and access

Increased numbers of healthy years lived

- Increased coverage of essential services
- Increased equity and financial protection
- Strengthening health systems

Reduced mortality due to NCDs based on the WHA resolution of 25% mortality reduction by 2025.
In summary 1.

- Health and well-being integral part of development and indicator of a government`s performance
- Strong public health is required to respond to current challenges
- Public health vision renewed and political commitment growing - momentum now
- Right policies make a real difference
In summary 2.

- Social determinants must be acted upon to reduce inequities in health
- Overall upstream investment is required
- Public health and health policy need a whole of government and whole of society approach
- Integrated approaches are required to respond to challenges
In summary 3.

• More financial investment is needed in public health as it is cost effective
• Safeguard public health in austerity times
• Compelling evidence on short and medium-term return of public health interventions
• Accountability is required
• Continue to increase political commitment.
THANK YOU FOR YOUR ATTENTION!