



# A vision for public health and health care in Europe for the new decade

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## Outline

1. A new vision for a new decade
2. Current demographic and epidemiologic challenges
3. Tackling health challenges through enhanced Public Health and health systems
4. Plus citizen / patient empowerment and... communication
5. And strengthened by the needs arising from the economic crisis
6. In sum: a public health and health care vision
7. WHO/Europe and Estonia: the way forward



## A new vision for a new decade

My vision for “**BETTER HEALTH FOR EUROPE**” starts with...

### **The WHO Constitution**

- Health is ‘ **the complete physical, mental and social well being and not only the absence of disease and infirmity.**
- Objective of WHO is ‘**The attainment by all peoples of the highest possible level of health**’



## Strengths of WHO

- Breadth of its mandate and freedom of work;
- Long-standing and trustful relationship with MS`s;
- Honest broker reputation and credibility;
- Global organization with decentralized arrangements: regional, country level;
- Convening power;
- Staff in many countries to facilitate implementation;

**“WHO in Europe” more than secretariat:  
It includes Member States and Partners**

## My vision seeks to ensure....

### That together we will:

- unite and integrate the European Region**
- Use the Region's diversity to advantage**
- act as a bridge between different parts**
- promote solidarity, equity and health**
- work in close partnership with**
  - **Member States**
  - **European Commission, and other EU institutions WHO HQ and other regional offices**
  - **Other traditional and new players**
  - **Other strategic and multisectoral partners**

## My vision for the WHO Regional Office for Europe

- **A Centre of Public Health Excellence and a leader in health policy and public health development and advice;**
- **Strong, evidence-based organization, relevant to the whole region with good programs and high-calibre staff known for professional excellence;**
- **An organization that invests and reinforces priority areas; innovates, inspires, leads the way;**
- **An organization that works in close partnership with others, including EU institutions;**
- **An organisation that delivers:**
  - an accountable and reliable partner.**

## Renewing the European Public Health Policy

### A common European vision will

- Provide an inspiration and policy guidance for MS's, partners and Public Health Organisations and professionals;
- Seriously address social inequalities and their impact on health;
- Drive action to improve the negative impacts of health determinants (e.g. lifestyles, environment, food safety, climate change etc);
- Help earn the public health leadership that will benefit us all;

**Success will be a policy that makes health a governmental responsibility, with "every Minister a health minister in their sector"**

## Other elements of my vision...

- **PARTNERSHIPS** (eg A strategic partnership with EU for all 53 MS)
- **GOVERNANCE** (eg Strengthening dialogue in RC, SCRC)
- **A NETWORKED ORGANIZATION** (A strong hub with 35 Offices)
- **DIVERSITY OF THE EUROPEAN REGION** (unite, bridge and twin)
  
- **SIX MAIN PRIORITY AREAS OF WORK:**
  - ✓ **Health policy, social determinants, lifecycle, gender, vulnerable populations**
  - ✓ **Health systems and Tallinn Charter implementation**
  - ✓ **Non-Communicable Diseases, prevention and health promotion**
  - ✓ **Communicable Diseases**
  - ✓ **Information, evidence, science, research, innovation**
  - ✓ **Environment and Health and Climate change**

## 2. Demographic and epidemiologic challenges...

### 2.1. The population in Europe and Estonia



- Changing demographic and social structures
- Increasingly elderly, mobile and urban population;

- About 70% of Estonians (and Europeans in general) live in cities

- The population over 65 constitutes about 17% of the total (15% region-wide)

*-(HFA Database)*

### 2.2. Health threats throughout the region

- NCDs emerge as the major cause of all death and premature mortality – 80% of the disease burden
- Heart disease and cancer top the list
- Lifestyle determinants (tobacco, alcohol, diet and physical activity)
- Social determinants & social gradient
- Communicable diseases (AIDS and tuberculosis, but also threats like H1N1, contagious outbreaks...)
- Environmental threats (including derived from climate change as well as air and water pollution)
- Other threats (injuries, poisonings, sexual health...)

## 2.3. Quick health facts

	<u>WHO-Europe</u>	<u>European Union</u>	<u>Estonia</u>
Life expectancy	75.6	79.3	74.3
SDR, heart disease	423.5	244.2	451.4
SDR, cancer	167.6	174.2	190.3
SDR, external injuries and poisonings	74.6	39.4	92.7
SDR, infectious and parasitic diseases	14.43	9	8.1
SDR, respiratory diseases	48.5	44.8	26.5

***SDR per 100,000, all ages  
-HFA Database***

## 2.4. Despite steady improvements in health status measures over the past decade...

- Estonians still have a relatively short life expectancy
- Inequalities in health and access to care exist
- Addressing risk factors and social inequalities more effectively in order to reduce avoidable mortality and morbidity is a major challenge
- **The recently adopted Population Health Plan is an important step and provides guidance to coordinated actions on health in all policies**

### 3. Tackling health challenges through enhanced Public Health and health system performance

#### 3.1. A wider scope for public health

- Health in All Policies, based on:
  - Equity
  - Solidarity
  - Social justice
- Implement Health in All Policies by addressing:
  - Social determinants of health
  - Lifestyles
  - Environment and climate change
  - Groups: Age and Gender

### 3. Tackling health challenges through enhanced Public Health and health system performance

#### 3.2. Health systems must improve to meet population needs in a sustainable way:

- Ensure evidence-based decision making
- Maximise health gain
- Improve performance
- Foster cooperation across sectors

### 3.3. A vision complementary to the Tallinn Charter

- A vision of a health system working with other sectors to address personal and public health fits with the Tallinn Charter
- It supports investment in health as
  - An investment in human development, social well-being and wealth
  - A contribution to both health and wealth
- It promotes a well-functioning health system that will improve health because it is more than health care and includes disease prevention, health promotion and efforts to influence other sectors

### 3.4. Estonia has been a frontrunner in reforming its health system during the past two decades

- Strategically planned and implemented reforms
- Focus on objectives and values of the society
- Comprehensive approach addressing several functions of the health system
  - sound health financing reforms
  - strengthened primary care and hospital restructuring
  - transparency in governance and management of insurance fund and provider organizations
  - efforts to improve health promotion and prevention
- **But there is more that can be achieved**

### 3.5. Potential areas to improve health system performance in Estonia and beyond . . .

- Services that favour accessibility and proximity of primary care centres
- Appropriately equipped hospital sector which responds to population needs and promotes patient autonomy
- Increased use of information technology (telemedicine, electronic records)
- Strong public health services, with an emphasis on health promotion and disease prevention

### 4. Complementing the previous ideas... by fostering the concept of citizen / patient empowerment



In the next decades, patients will also demand a louder voice, in their care and throughout the decision-making process.

## ... citizens / families / communities in the centre...

- Not only as the goal of our health system actions. People as: payers, users, compliers... ***citizen's driving role in health systems...***
- Inclusion and empowerment
- Agency, voice and choice



## And... communication

Member States and... WHO will have to update communication strategies to the 21st century.



## 5. Does this hold under the financial crisis?

- **Threat** to health systems and public health?
  - E.g. Indiscriminate cuts across the board
  - E.g. further ration health budgets, particularly for public health interventions
  
- Or... **opportunity** to reform?
  - E.g. Demonstrate the value of health on wealth
  - E.g. Prioritize public health interventions

## 6. A public health vision

In my vision, Public Health:

- Understands health and disease (measuring health status, carrying out surveillance, and control)
- Promotes health and well-being (understanding determinants, encouraging population health and working across sectors for HiAP)
- Ensures and improves efficiency (using evidence based policy and performance measurement)
- Advocates and communicates for better health
- Leads and works in partnership (positioning health, linking disciplines and modelling the future)

## 6. A health care vision

In my vision health care is part of Public Health and

- Responds to health threats (improving health status, treating communicable and chronic disease)
- Promotes health and well-being (ensuring equitable access in the light of determinants, and acting on population as well as personal health with other sectors)
- Delivers efficiently (implementing evidence-based policy, using HTA and measuring performance)
- Advocates across sectors and communicates
- Leads and works in partnership (with MS, the EU and across sectors and disciplines now and for the future)

## 7. WHO/Europe and Estonia: a multi-directional partnership



WHO/Europe is committed to providing support to Estonia (and MS of the Region) in a number of formats, issues and directions.

## 7. WHO support

- Renewed European health policy
- Workshops and policy dialogues
- Consultations and expert advice
- Knowledge and capacity building on social determinants
- External evaluations and assessments to various public health topics and health policy questions
- Capacity building and support to public sector
- Normative guidelines and regional expert groups



## Wrapping up: diagnosis

Public health has many evolving challenges:

- Major health threats (especially NCDs and lifestyles and social determinants)
- Health system challenges (sustainability, quality and efficiency)
- Complex social and environmental health determinants, demanding a multi-tiered response and intersectoral partnerships

## Wrapping up: actions

My vision for the future can be summarized:

- Public health and health care working together
- Well managed health systems ensuring personal and population health
- That health system working effectively with other sectors to tackle wider determinants and to promote equity, and
- WHO/Europe playing a constructive and supportive role in achieving the vision.

*Thank you*