



# CONFERENCE ON CHRONIC DISEASES

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# Definition of health (WHO)

*"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."*

## The three "Ps" of public health

Promotion	Prevention	Protection
Encouraging instruments on healthy lifestyle: sports, activity, and healthy nutrition	Encouraging measures that act on risk factors and prevent damages such as alcohol	Protecting our lives collectively: gradual recognition that measures that save lives are important
<b>Parameters:</b> income, housing, quality of food, employment, quality of working conditions	<b>Instruments:</b> pricing, availability, marketing, accessibility	<b>Tools:</b> safety on roads, safety at work, e-health protective measures

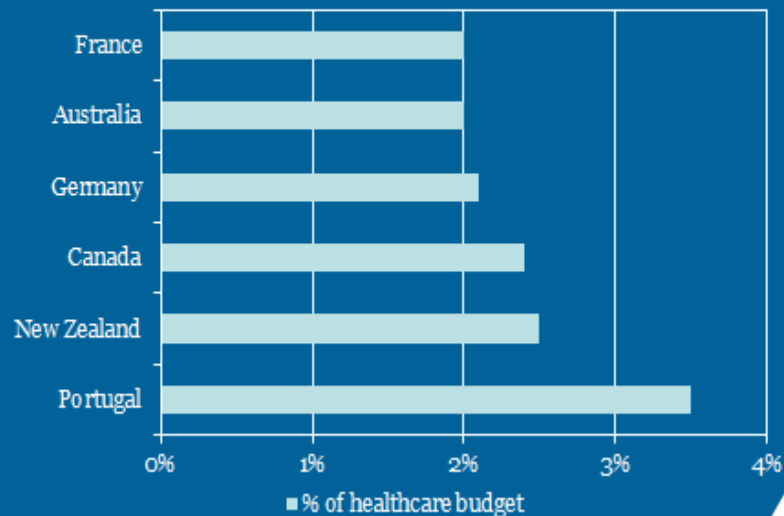


## APPLICABLE PREVENTION MEASURES AGAINST RISK FACTORS

Prevention measure\Health Factors	Alcohol	Tobacco	Salt, Sugars, Trans-Fats	Anti-stress
Pricing Policies	+	+	+	
Marketing Policies	+	+	+	
Availability	+	+	+	
Consumer Information/ Product Labelling	+	+	+	
Evidence Based Public Awareness Communication	+	+	+	+
School-Based Education to help reduce risk factors	+	+	+	+
Protection of family and children	+	+	+	+
Prevention with special focus on the workplace	+	+	+	+
Research, Data collection, Monitoring	+	+	+	+
Drink-driving Policies and Counter-measures	+			
Tobacco-free Living (children, pregnant women)		+		
Health Sector Responses for early detection, brief interventions and treatment	+	+	+	+
Awareness of dangers from drinking alcohol or smoking during pregnancy	+	+		

# Obesity

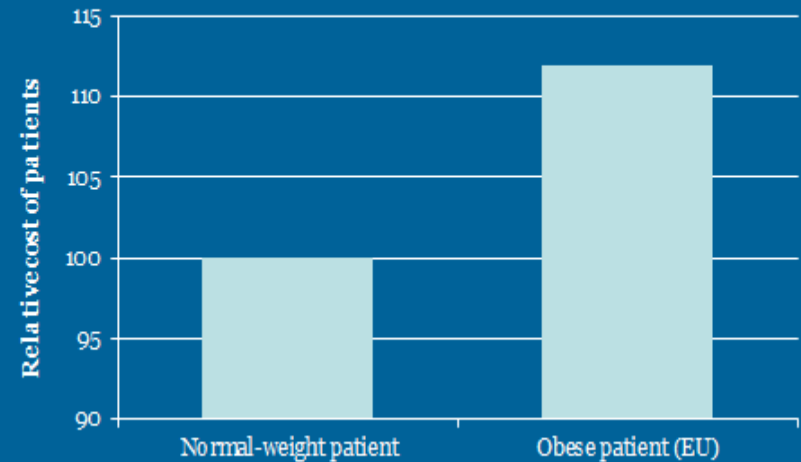
## Cost of Obesity in Selected OECD Countries



Source: Roux & Donaldson, 2004 ; Konnopka, Bodemann, König, 2011

## Health Care Costs of Obesity

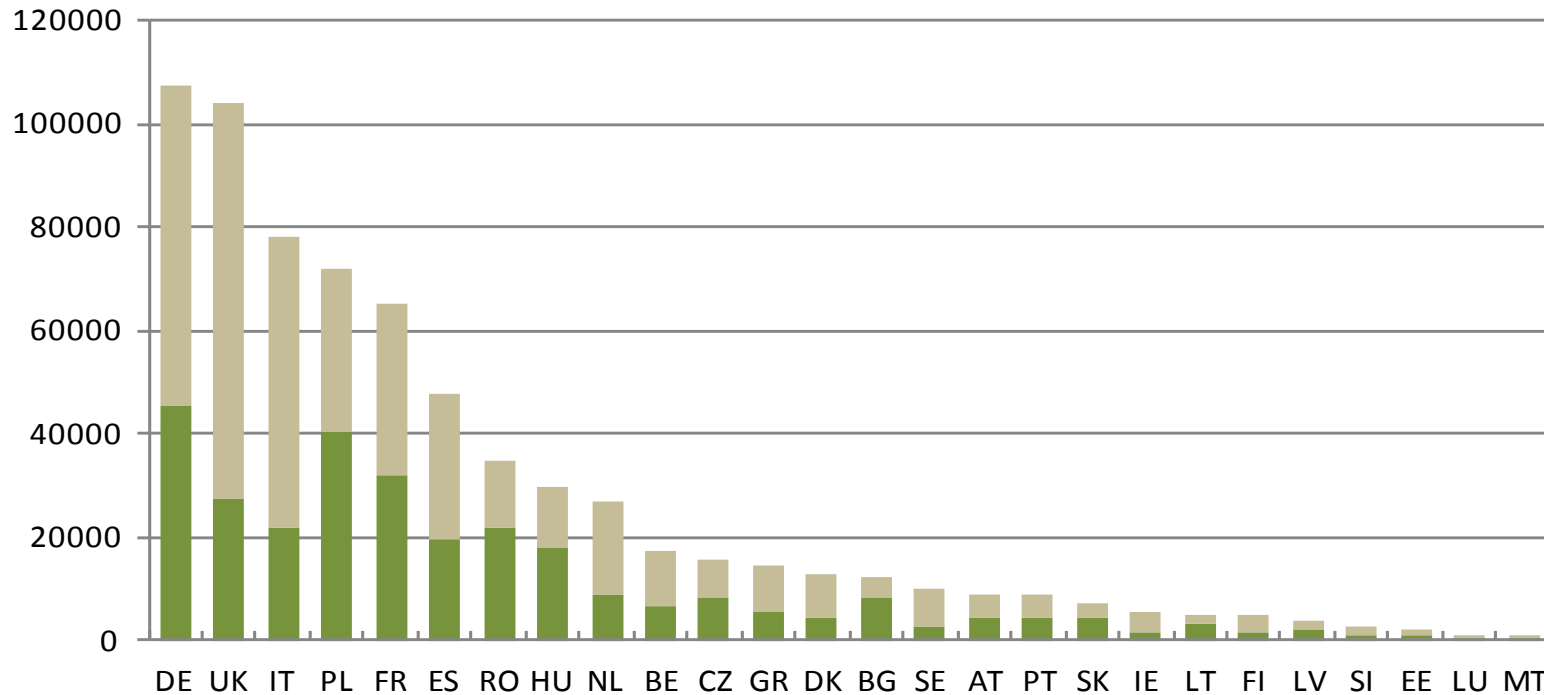
In any given moment, obese patients cost more



Source: Brunello et al., 2008

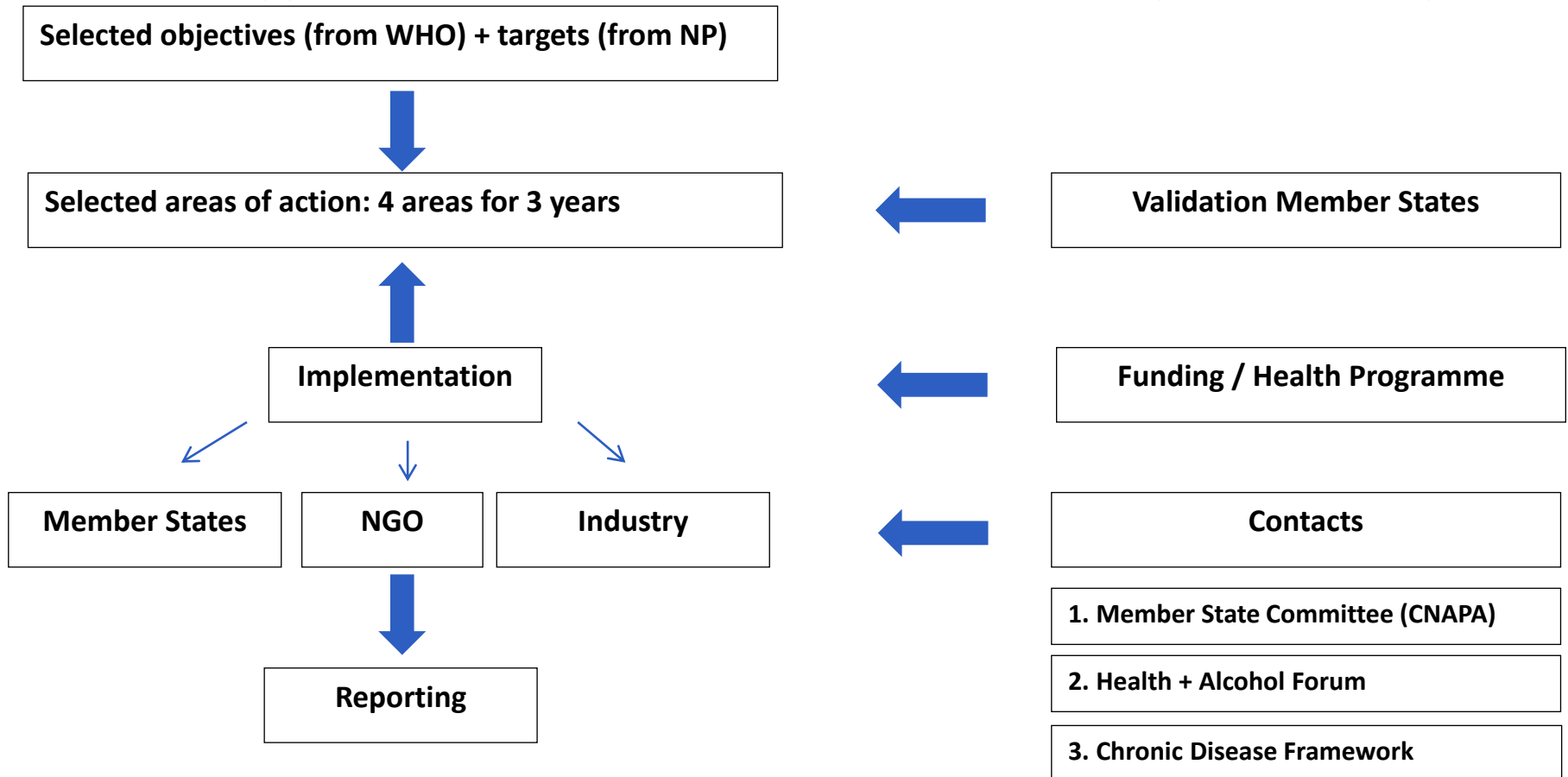
# Total mortality attributable to smoking (2009; number of cases – 700.000 in total)

■ 35-69 years ■ 70+ years

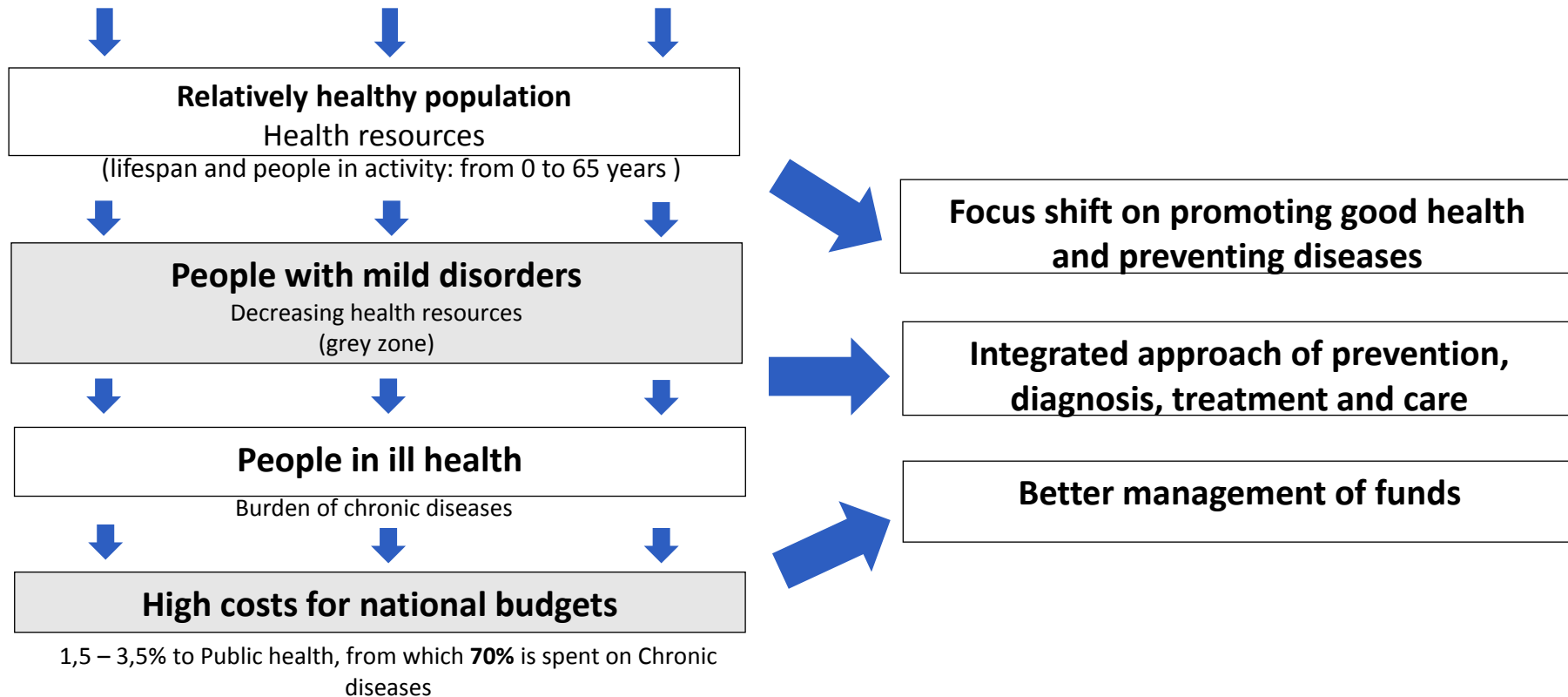


Source: Peto et al. (2011)

## Approach for Nutrition, Alcohol, Tobacco and Physical Inactivity



**Risk factors: tobacco, alcohol, trans-fatty acids,  
salt, physical inactivity, stress and others**







European Commission

# eHealth development

## What it covers



mobile devices



Personal Digital Assistant (PDA)



smart watches & other body-worn devices or implants

With these devices it is possible to **collect big amounts of data** such as



health monitoring



lifestyle



daily activity



with this data, your doctor will make a better diagnosis & give the best treatment

patients can take control of their health: accessing their records or getting reminders about their medication



## Why it is important



early diagnosis & better treatment



patients care for their own health & having healthier lifestyle



increased prevention



more efficient & sustainable healthcare



health professionals could **save 30%** of their time spent on accessing & analysing information

## What is the EU doing about this?

Targeting potential issues & barriers, such as



lack of knowledge among mHealth manufacturers about the legal framework



data protection & trust



lack of interoperability between healthcare systems in the EU



safety of mHealth apps



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# Thank You