



Expert Panel on Effective Ways of Investing in Health (EXPH)

**Opinion on
Options to Foster Health Promoting Health Systems**



Expert Panel on Investing in Health



Provides independent non-binding advice on effective ways of investing in health. Established by Commission Decision 2012/C 198/06 following the Council conclusions of June 2011 'Towards modern, responsive and sustainable health systems'; renewed in 2017

The views in this presentation are those of the independent scientists who are members of the Expert Panel and do not necessarily reflect the opinion of the European Commission nor its services.



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Mandate: TERMS OF REFERENCE

- **What are the mechanisms for strengthening the implementation of health promotion within health systems**, how can health systems incorporate, integrate and foster health promotion efforts and paradigms, and what policies need to be in place to make this happen from a health-in-all policies perspective?
- As public **health services and primary health care** are operating in an increasingly integrated way, how can this joint approach contribute to action and implementation of health promotion and improved health literacy and how could this development be linked to social care?
- What could be the **success factors for further integration from a conceptual, organisational and financing point of view?** And what are the main obstacles and challenges to address?



Health Promotion

- Health promotion is a critical component of modern health systems – necessary for ensuring healthy lives and maximising health potential for all
- Reframes the challenge of improving population health and wellbeing – promote and protect good health
- Embraces a positive definition of health and a broader understanding of the determinants of health and how they can be addressed
- Shift in focus from treating and preventing disease to promoting population health and wellbeing



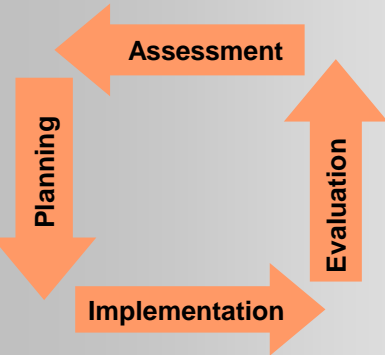
Conceptual Framework

- Ottawa Charter for Health Promotion (WHO, 1986)
“the process of enabling people to increase control over, and improve, their own health” (WHO, 1986)
- Socio-ecological model of health and blueprint for integrated multilevel action
- Paradigm change in thinking about **health**
 - health is more than the absence of disease
 - where is health created and how can it be promoted?
- Multidisciplinary knowledge and skills base that extends beyond the traditional healthcare approach
 - shift from an individual behavioural approach to broader social and policy strategies and intersectoral action



Health Promotion action areas

- Build healthy public policy
- Create supportive environments
- Reorient health services
- Strengthen community action
- Develop personal skill

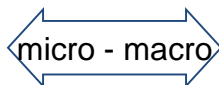


combined into Health Promotion strategies

Systems

- Policies
- environment
- organisation
- community
- person

Systems scale



Health Promotion Socio-ecological Model (Ottawa Charter, WHO, 1986)

The process of enabling people to increase control over their health and the determinants of health

Health Promotion Principles (participation, empowerment, equity)



Rationale for Health Promotion

- Changing patterns of health and complex health problems – NCDs, mental health, multiple chronic conditions
- Addressing the social determinants of health inequities
- Recognition of the role of behavioural, social and environmental factors in shaping population health – ‘causes of the causes’
- Sustainability of health systems - rising demands for expensive clinical treatments and health care
- Economic case – efficiency and equity in health gains
 - improve long-term population health in a cost-effective way (Knapp et al., 2011; McDaid, 2018)



Policy Frameworks

- Political Declaration on the Prevention and Control of NCDs (UN, 2011); WHO Global Action Plan 2013-2020 – focus on policy and cross-sectoral actions
- WHO (2013) Helsinki Statement on Health in All Policies (HiAP)
- Health 2020: a European policy framework supporting action across government and society for health and well-being (WHO, 2012)
 - *common policy priorities and recommendations for action*
 - *whole-of-government and whole-of-society approach*

Sustainable Development Goals (UN, 2015)

“to ensure that all human beings can fulfill their potential in dignity and equality in a healthy environment”

- Goal 3 is to “Ensure healthy lives and promote well-being for all at all ages”
- Target 3.4 “By 2030, reduce by one third premature mortality from non-communicable disease (NCDs) through prevention and treatment and promote mental health and wellbeing”
- Many of the other SDGs also have implications for health
- Shanghai Declaration on Promoting Health (WHO, 2016)
- Universal Health Coverage (UN, 2019)





Implementing a Health Promotion Approach

- EU health policies and strategies have endorsed the need to invest in health promotion
 - progress is variable across EU member states
 - focus remains primarily on curative and clinical care
- Cost-effective and feasible health promotion interventions
 - improve population health, reduce risks for NCDs, improve mental health and wellbeing, health literacy and health equity
- Significant gaps in implementing health promotion in many EU countries
 - lack of political commitment and investment in developing health promotion systems and sustainable financing mechanisms
 - lack of infrastructure, organizational and workforce capacity

What Progress Has been Achieved?

- Literature

- assessing progress since the Ottawa Charter (McQueen & Salazar, 2011; Potvin & Jones, 2016; Thompson et al., 2018; Ziglio et al., 2011; Wise & Nutbeam, 2007)
 - policy change in population health and health promotion (Baker et al., 2018; Béland & Katapally, 2018; McGovern et al., 2014)
 - The Joint Action CHRODIS Plus report (Barnfield et al., 2018) - overview of good practices, gaps and needs in health promotion and primary prevention in 21 EU countries
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- *Need for a long-term strategic approach to promoting population health - focus on creating supportive environments for health – avoiding ‘lifestyle drift’*
 - *Sustainable financing and capacity development for health promotion*



What Progress Has Been Achieved?

- Critical reflection on the enablers and barriers to progress
- IUHPE Position Statement on the System Requirements for Health Promotion and the Primary Prevention of NCDs
https://www.iuhpe.org/images/IUHPE/Advocacy/IUHPE_NCDs_positionstatement.pdf



Barriers & Enablers of Progress

Conceptual Barriers

- Health Promotion is poorly understood
- Lacks visibility
- Ethical issues

Policy and Political Barriers

- Institutional norms and practices
- Medical model of health
- Competing vested Interests
- Broad scope and diffusion of responsibility
- Lack of institutional structures and processes
- Lack of implementation mechanisms
- Funding mechanisms and incentives

Enablers

- Advocacy for Health Promotion
communicate its purpose, raise its
visibility, justify policy implementation

Policy and Political Requirements

- High-Level political commitment
- Establish institutional structures and processes
- Develop capacity and strengthen delivery mechanisms
- Develop workforce capacity
- Invest in health promotion research and evaluation
- Sustainable financing



Mechanisms for Strengthening Health Promotion Within Health Systems

Implementing a HiAP approach

- promote coherent policy across sectors to enhance population health, wellbeing and equity
 - Capacity and competence within health systems
 - Permanent structures that enable sustained work
 - Intersectoral committees
 - Systematic processes and mechanisms
 - Lessons from Finland, Wales, Austria
 - long-term commitment and vision; structures, processes, tools
- (WHO Framework for Health and Health Equity across sectors, 2015)

Key Components of HiAP Implementation (Ståhl, 2018)

Monitoring, evaluation and reporting

- Assess all phases of the policy cycle and impacts of the policies
- Establish or utilize existing public health reporting mechanism for reporting the measures taken in order to improve health and well-being across government sectors

Frame planned action

- gain understanding of key governmental goals or goals of other sectors relevant to health
- determine scope of policies that have potentially important implications for health and health equity

Supportive organizational structures and processes

- Create or make use of existing structures for multi-sectoral action
- strengthen the capacity of Ministry of Health to take the initiative further
- strengthen accountability mechanisms

Establish the need and priorities

- define and analyse area of concerns: co-benefits, & conflicts of interest
- identify priorities and opportunities for action

Facilitate assessment and engagement

- engaging all sectors and the community
- use of impact assessments

Capacity Building

- support institutional development and participate in community capacity building
- train a skilled workforce
- public health capacity to monitor public health and its determinants
- data and data analyses

Source: Ståhl 2018, Based on Health in All Policies Framework for Country Action, WHO 2013



Health Promoting Health Services

- Reorienting health services to health promotion
 - limited progress
- Health Promoting Hospitals Initiative
- Baby-Friendly Hospitals Initiative
- Health promotion services for older people – community, residential and social care
- Opportunistic health promotion – acute services
 - Making Every Contact Count (UK)
- Education and training of health professionals



Strengthening Health Promotion within Primary Care

- A comprehensive and integrated spectrum of care
 - Astana Declaration (WHO, 2018); UN Political Declaration on Universal Health Coverage (UN, 2019)
- Improving health literacy – creating health literate primary care organizations
 - enhance communication and shared decision-making
 - health promotion interventions in primary care
 - community-oriented primary care; social prescribing
 - advocacy for health promotion in primary care
- Integration of health promotion in primary health care
 - primary care teams - public health, social care, community organizations



Sustainable Financing for Health Promotion

- Low levels of spending despite evidence of cost-effectiveness
 - Timing – bias against investing in long-term effects
 - Uncertainty – lack of a clear and visible link between investment and outcomes (complex causal pathways)
- Payment mechanisms need to:
 - clearly identify tangible assets from health promotion
 - create a sense of entitlement
- Mechanisms to set the overall level of funding and its protection into the future
 - legal, payment system, reporting contracts, citizen entitlement



Sustainable Financing for Health Promotion

- Sources of funding - innovative modes of paying for health promotion
 - Health Promotion Foundations – ‘sin’ taxes
 - Earmarked funding, delegated financing, budgeting schemes
- Protecting a sustainable financing mechanism



Mobilising Community Participation and Engagement

- Whole-of-society approach
 - civil society organisations, non-state actors,
 - inclusive policy development and implementation processes
- Wider community engagement, empowerment and partnership working
 - community development and asset-based approaches, local structures
- Cultural competence
 - power-sharing, collaborative partnerships, bicultural health workers
- Engaging vulnerable groups and young people
 - use of diverse methods and new technologies



Conclusions

- There is a solid case for investing in health promotion
 - improving population health and wellbeing, reducing inequities, protecting human rights, improving performance of health systems
- Implementation of the SDGs in Europe and the focus on UHC
 - new impetus for concerted action
- Move beyond the rhetoric of health promotion towards strengthening systems and capacities for implementation
- Integrate health promotion more effectively within health systems
 - strengthening health promotion functions at the broader political and policy level as advocated by HiAP



Recommendations

- **Advocate for the importance of health promotion for sustainable health systems**

Ensure that the functions of health promotion are recognised and understood across the political spectrum and in communications for public health, especially for vulnerable groups
- **Advance political commitment for effective health promotion policies and action plans**

Formulation of specific health promotion goals and the development of feasible and evidence-based policy options for action among high-level policymakers in the EU



Recommendations

- **Protect and promote sustainable financing mechanisms for health promotion**
 - Reviewing current budgets and spending across the spectrum of health services
 - Balancing spending on treatment and rehabilitation with promotion and prevention
- **Invest in the development of robust health promotion policies and programmes at EU level**
 - Sustained investment beyond once-off projects and stand-alone initiatives



Recommendations

- **Develop the capacity to implement health promoting health systems at EU and MS level**

Guidelines and standards regarding governance structures and processes, high-level leadership and political responsibility at country level
- **Provide strategic leadership for health promotion at EU level**

Ensure the implementation of a HiAP approach and the integration of health promotion within European and national policies
- **Provide technical guidance on implementing health promotion in practice**

Support countries - setting norms and standards for best practice and priority interventions and strategies



Recommendations

- **Promote the integration of health promotion within health services, especially primary care**
 - Universal access to health promotion – scope and reach of services reaching more vulnerable groups
- **Support the assessment of health promotion capacity in MS**
 - National assessments and audits of policy and implementation structures
- **Invest in developing a dedicated workforce for health promotion in Europe**
 - EU leadership in recognition of the need for a dedicated health promotion workforce with key competencies for quality professional practice



Recommendations

- **Invest in health promotion research in Europe –innovative interdisciplinary approaches**
 - monitoring positive indicators of population health and wellbeing
 - comprehensive evaluation of complex multilevel interventions
 - multi-country implementation trials
 - economic analyses of health promotion interventions
 - dissemination of feasible evidence-based approaches
- **Develop knowledge translation mechanisms for health promotion in the EU region**

Dedicated health promotion KT centres to improve the use of research and knowledge



Recommendations

- **Strengthen health promotion partnerships at EU level**

Dedicated foundations, NGOs (IUHPE, EuroHealthNet) academic partners and national focal points

- **Support social mobilisation strategies**

- improved community engagement strategies
- public awareness and understanding of health promotion
- Importance for sustainable human and, social and economic development
- greater accountability at EU and country level



Discussion

Thank You !

Comments, Questions & Answers