



EUROPE

# **Integration of Health Policies**

The Ottawa and Bangkok Charters: from principles to action

Florence, 22 November 2006

# **Investing for Health and Development**

Dr Erio Ziglio

World Health Organization

European Office for Investment for Health and Development



## Outline of this presentation

**Main lessons  
for the future**

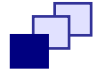
**Brief Overview  
(Europe)**

**Background  
(from Ottawa to  
Bangkok)**





EUROPE





# Key Questions

- How can health be best promoted in today's society?
- What investments can improve health in a sustainable and equitable manner?
- What investments will achieve reductions in health inequalities and foster economic development?

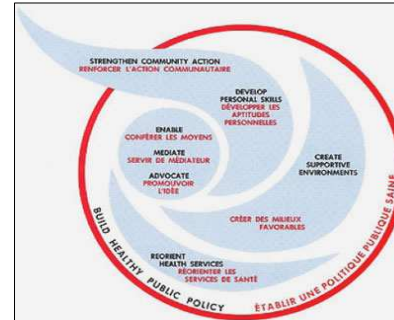




## Prerequisites for Health:

- Peace
- Shelter
- Education
- Food
- Income
- A stable eco-system
- Sustainable resources
- Social justice and equity





## Health Promotion strategies:

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





- Globalisation of markets, health information and goods
- Increasing inequities within and between countries
- Growing social insecurity and poverty
- New patterns of commercialisation and consumption
- Increasing individualisation and medicalisation
- Environmental degradation and urbanisation



(Kickbush, IUHPE Conf, Budapest, Oct 2006)





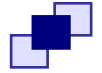
EUROPE



## **Brief Overview (Europe)**

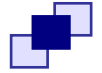
**Background  
(from Ottawa  
to Bangkok)**

**Main lessons  
for the future**



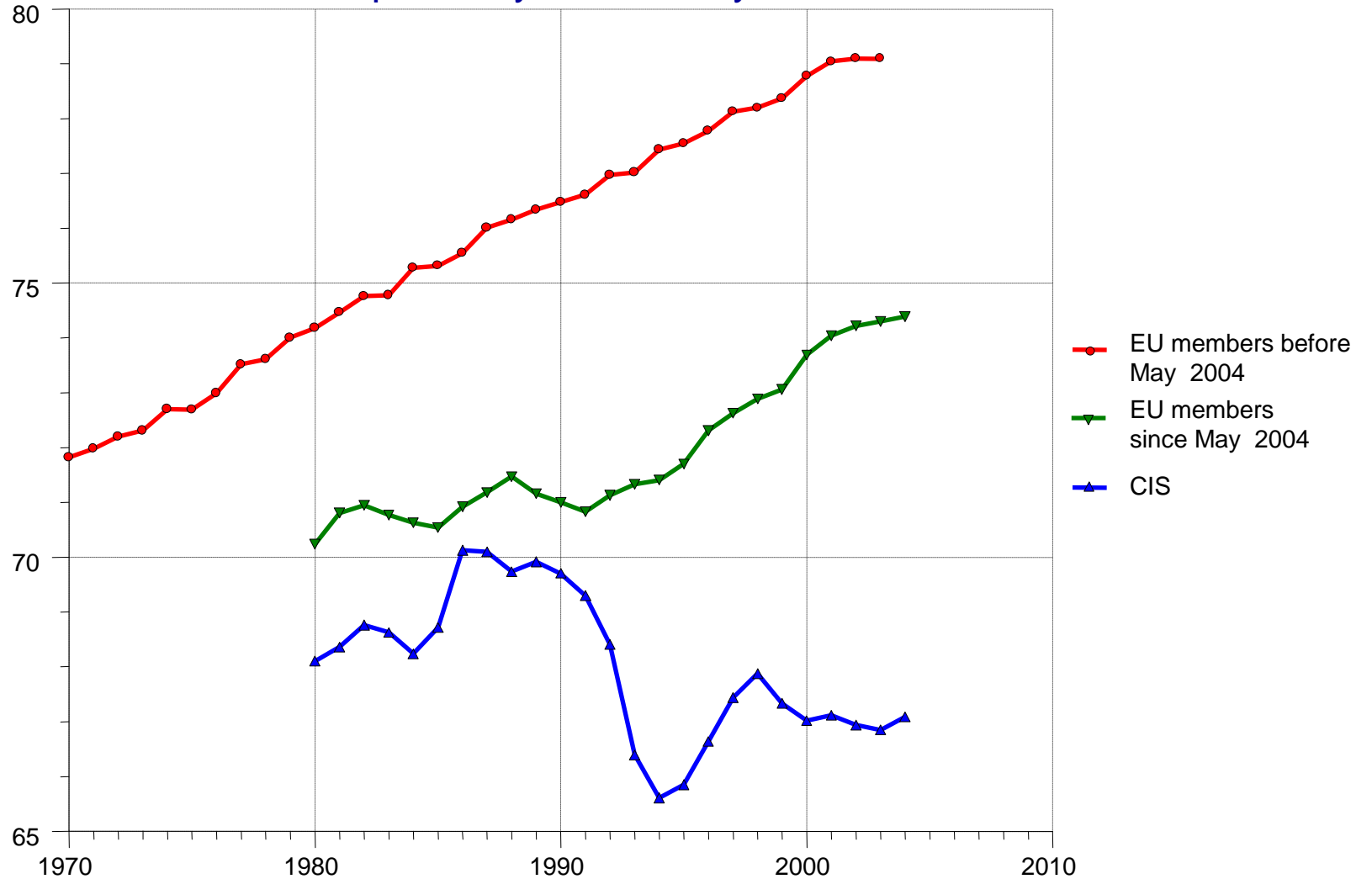
# The WHO European Region is composed of 53 Member States

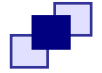




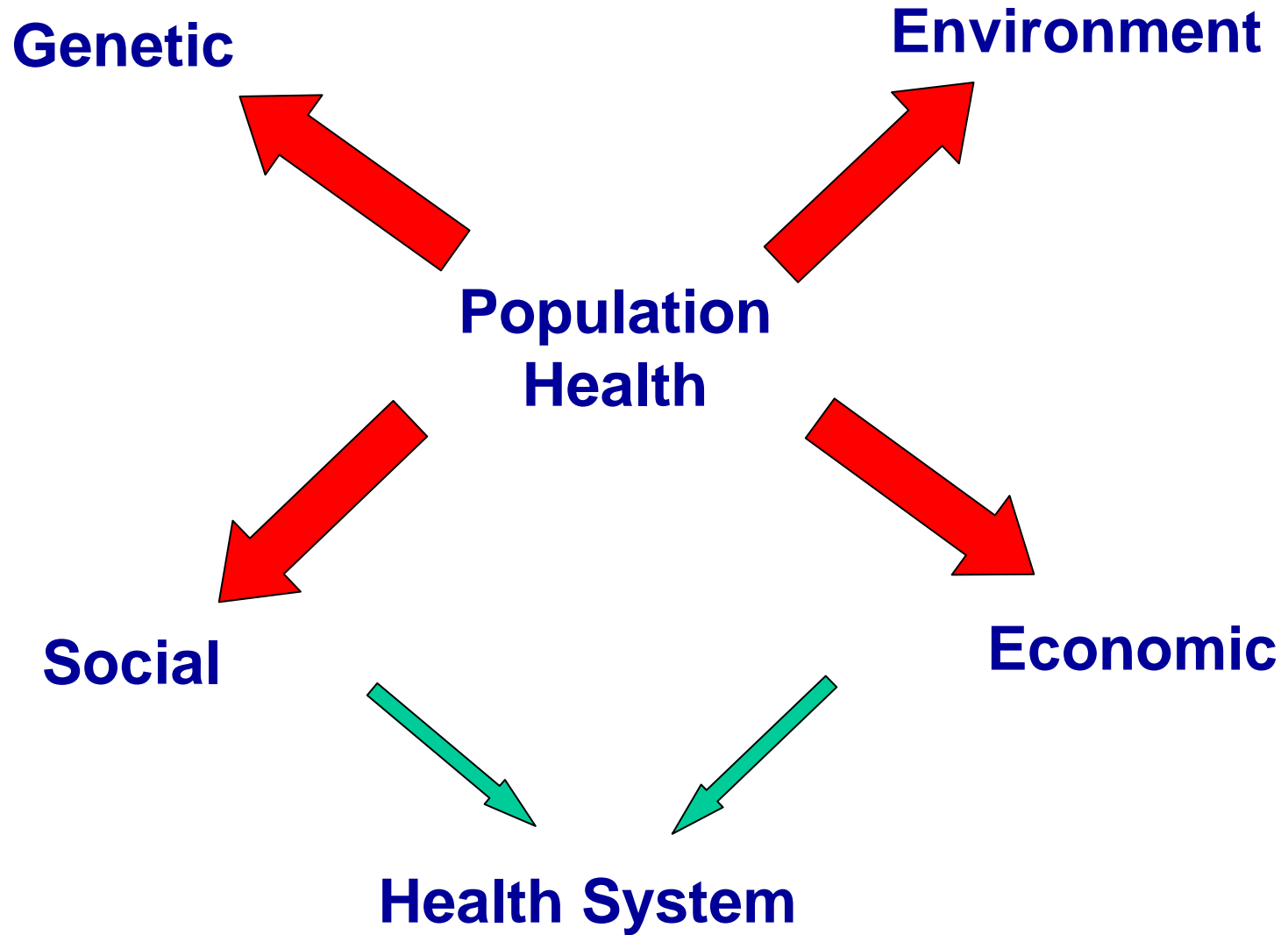
# There are wide variations in life expectancy between countries

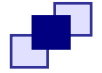
Life expectancy at birth, in years





# Determinants of Health

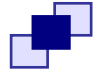




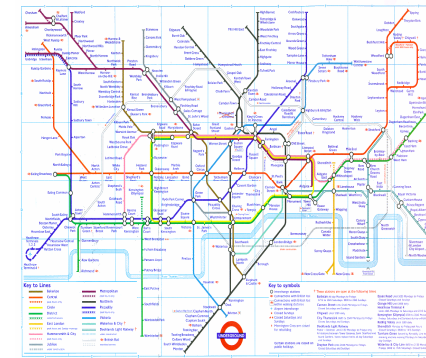
**Health is  
created...**

**...where people  
live, work and  
play**

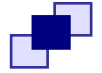




# 8-10 years difference in life expectancy

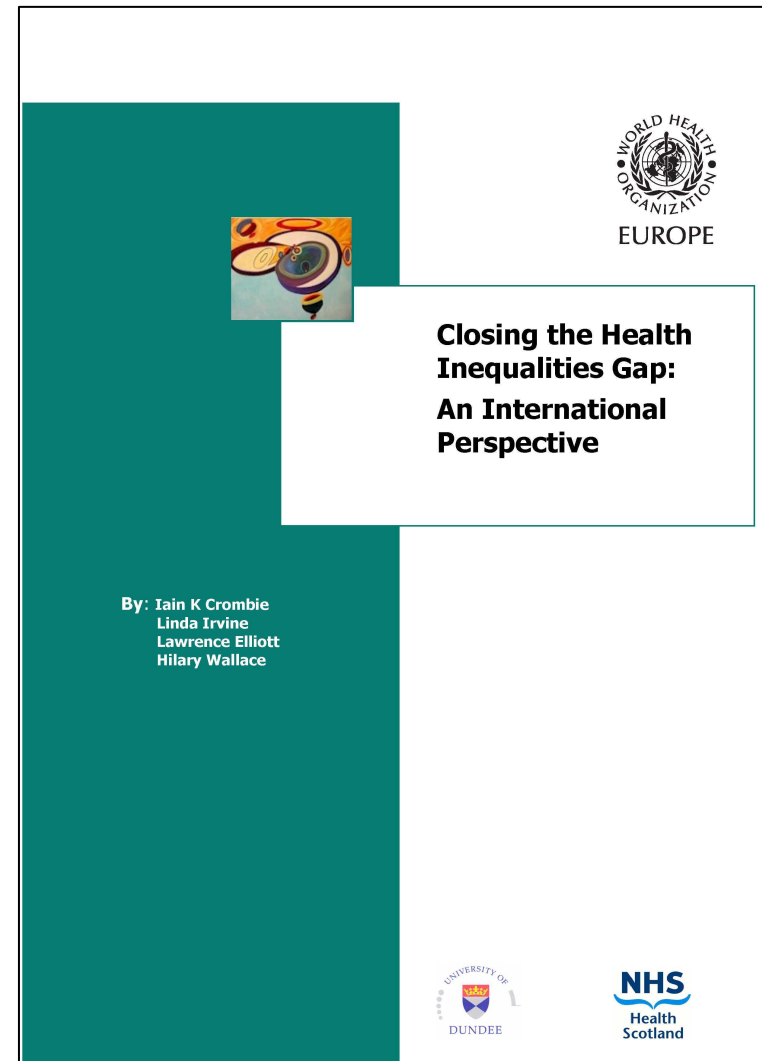


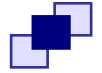
## Northern countries with formal policies or processes addressing health inequities



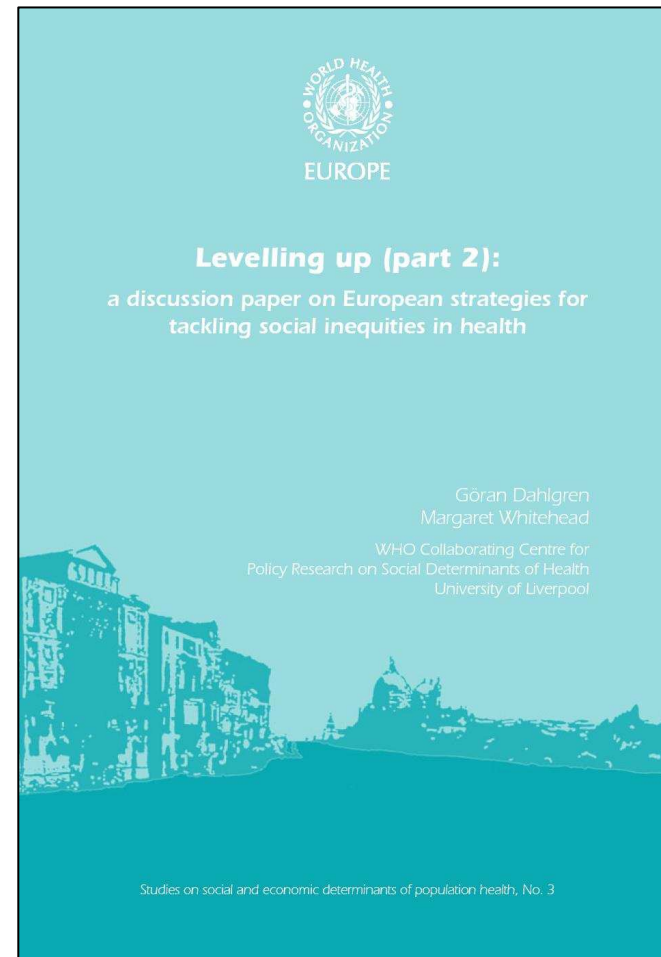
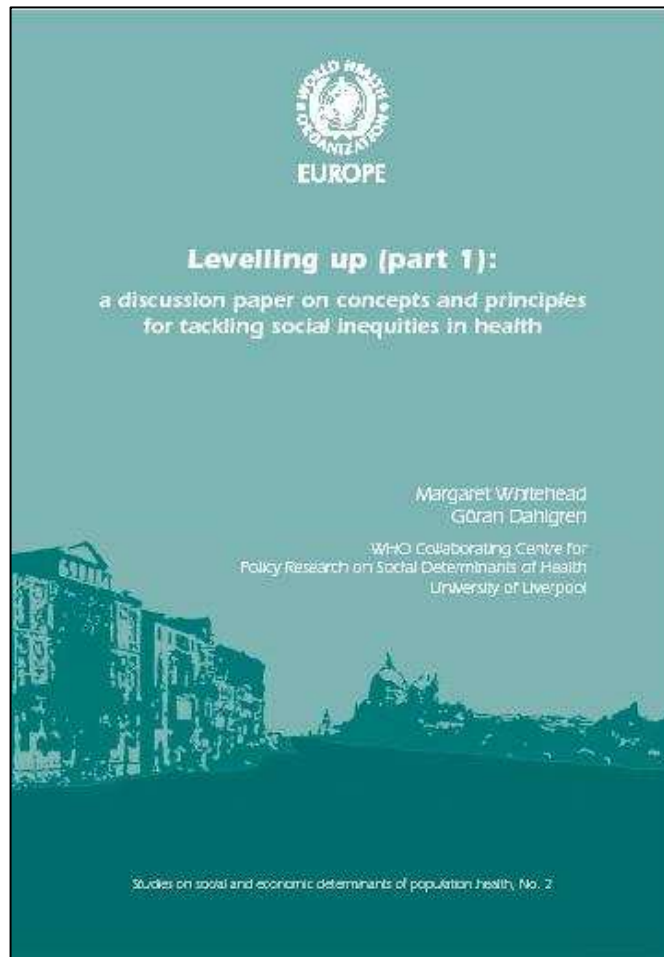
## International perspective

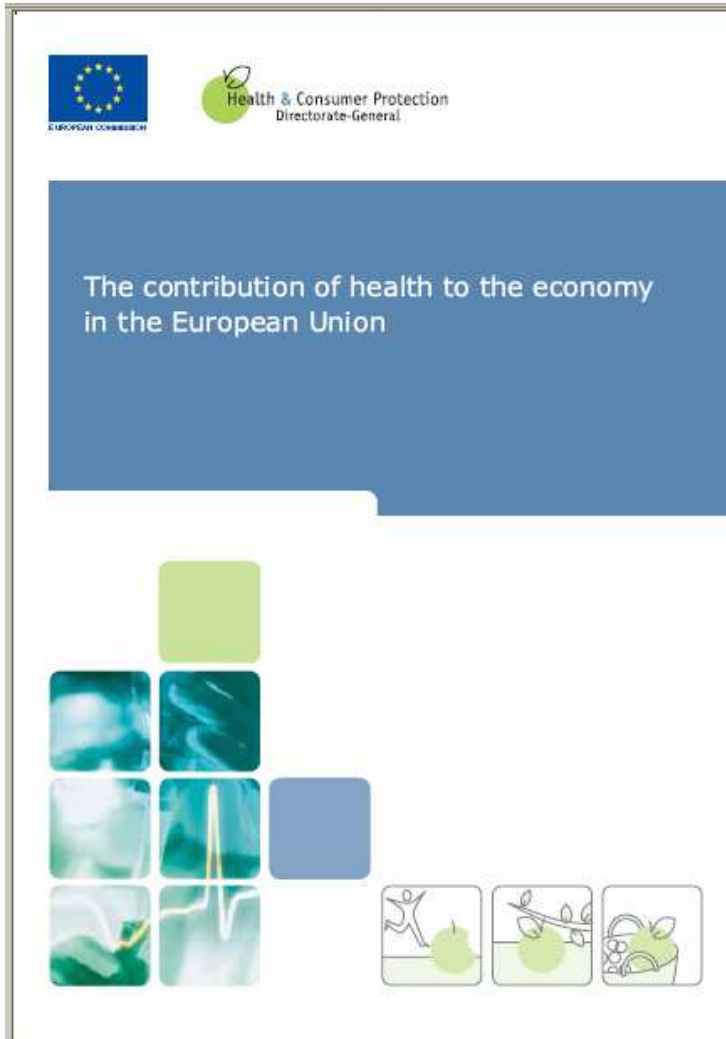
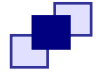
*Unfortunately, there is not always a strong link between inequalities policy and social inclusion/social justice policy.*





## Recent publications





Suhrcke M, McKee M,  
Sauto Arce R, Tsova S,  
Mortensen J.  
The Contribution of Health  
to the Economy in the European  
Union. Brussels: European  
Commission, 2005.



**Background  
(from Ottawa  
to Bangkok)**

**Brief Overview  
(Europe)**

**Main lessons  
for the future**



**“We don’t like their sound. Groups of guitars are on their way out.”**

Decca Records executive Dick Rowe, rejecting the Beatles, 1962





## **Future Action requires:**

- 1. A system approach**
- 2. Leadership**
- 3. Active working across policy sectors**
- 4. Specific information and know-how**
- 5. Building of human resource capacity**
- 6. Public engagement**





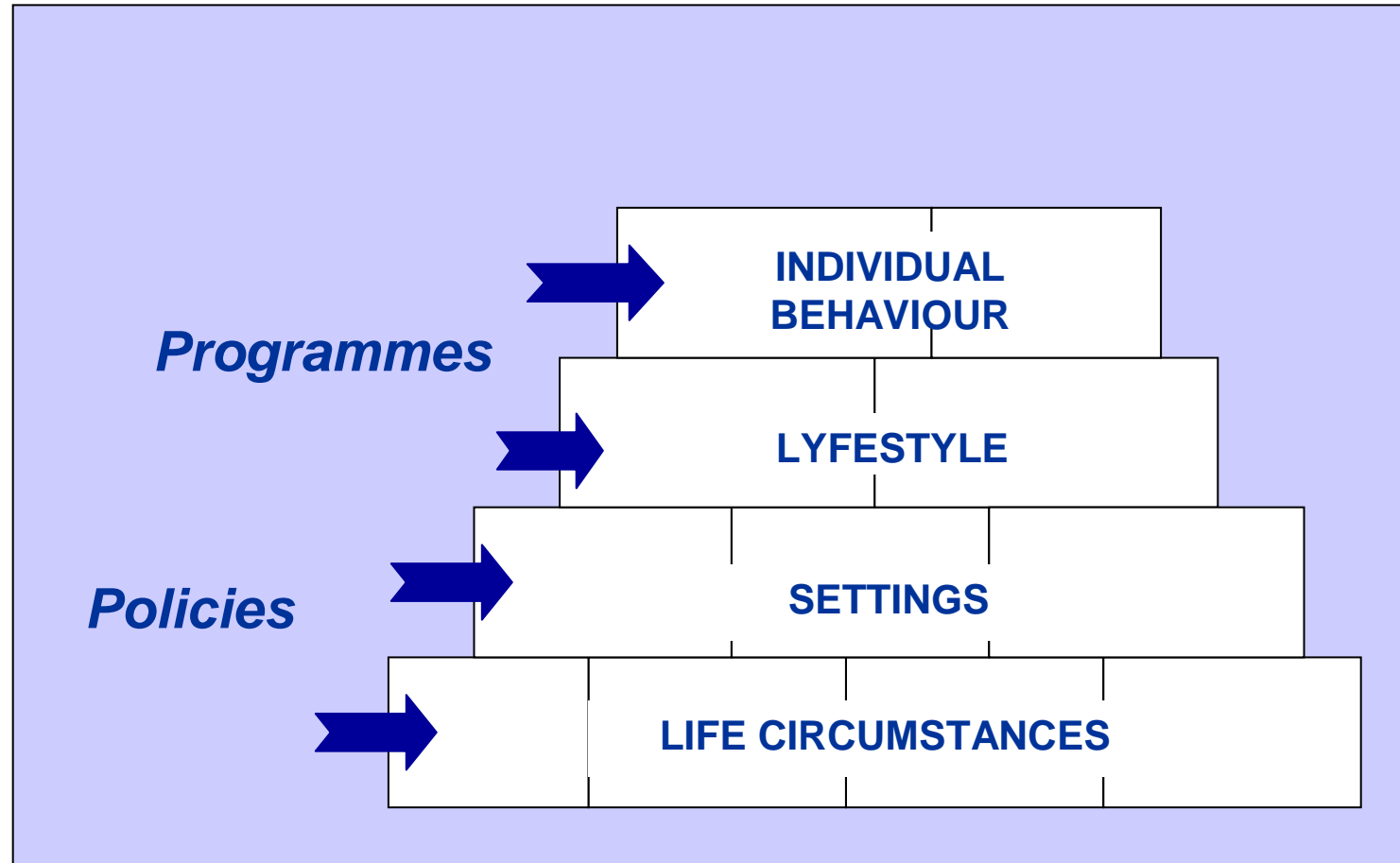
## **Future Action requires:**

### **1. A system approach**





## An integrated model for action





## **Cronical problems**

- **System rigidity**
- **Lack of integrated approaches**
- **Lack of incentives for intersectoral approaches**
- **Insufficient and fragile financing mechanism**
- **Isolated programmes**
- **Organisational weakness**





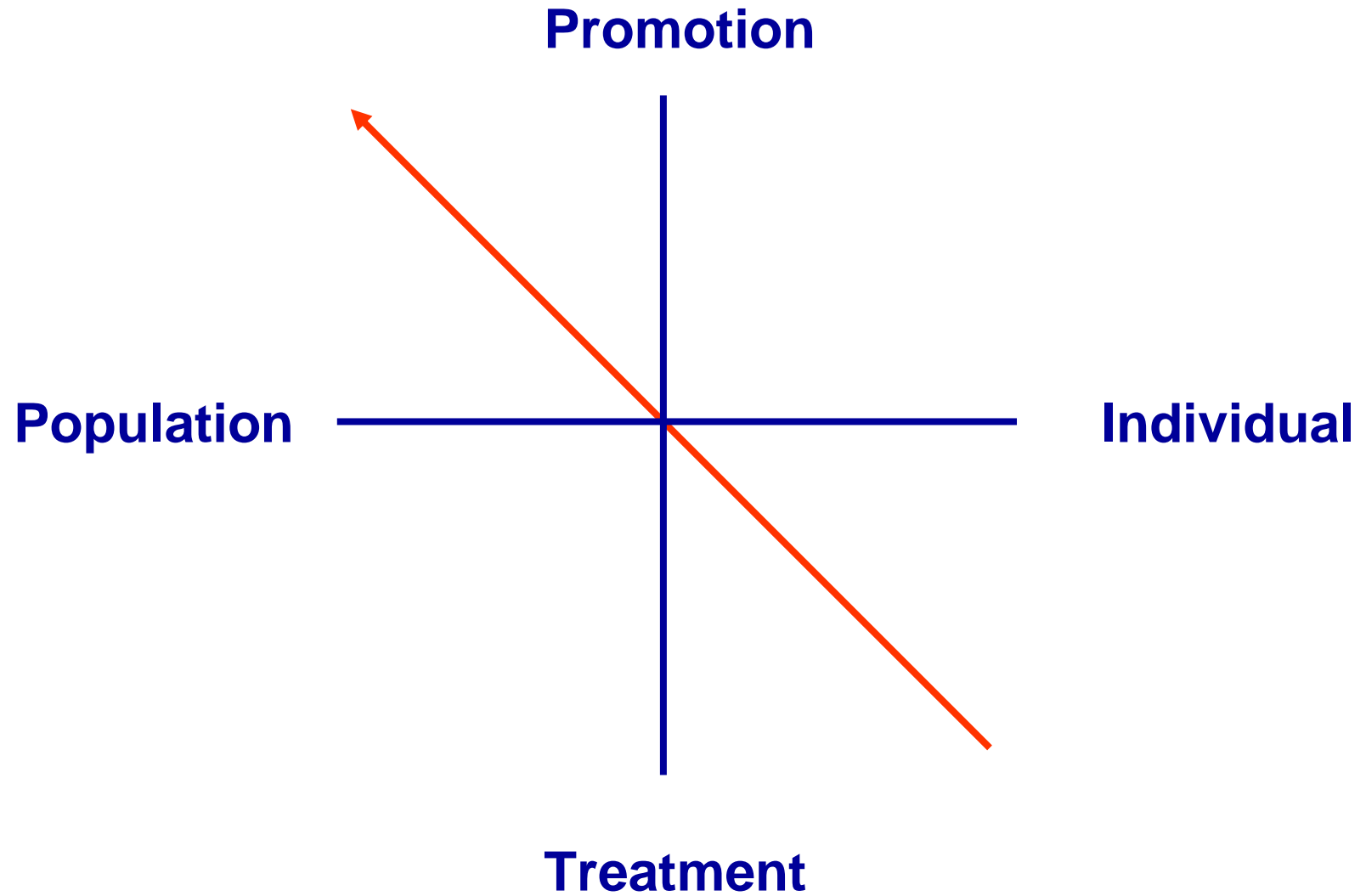
**Future Action requires:**

## **2. Leadership**





# The need for more balanced investments



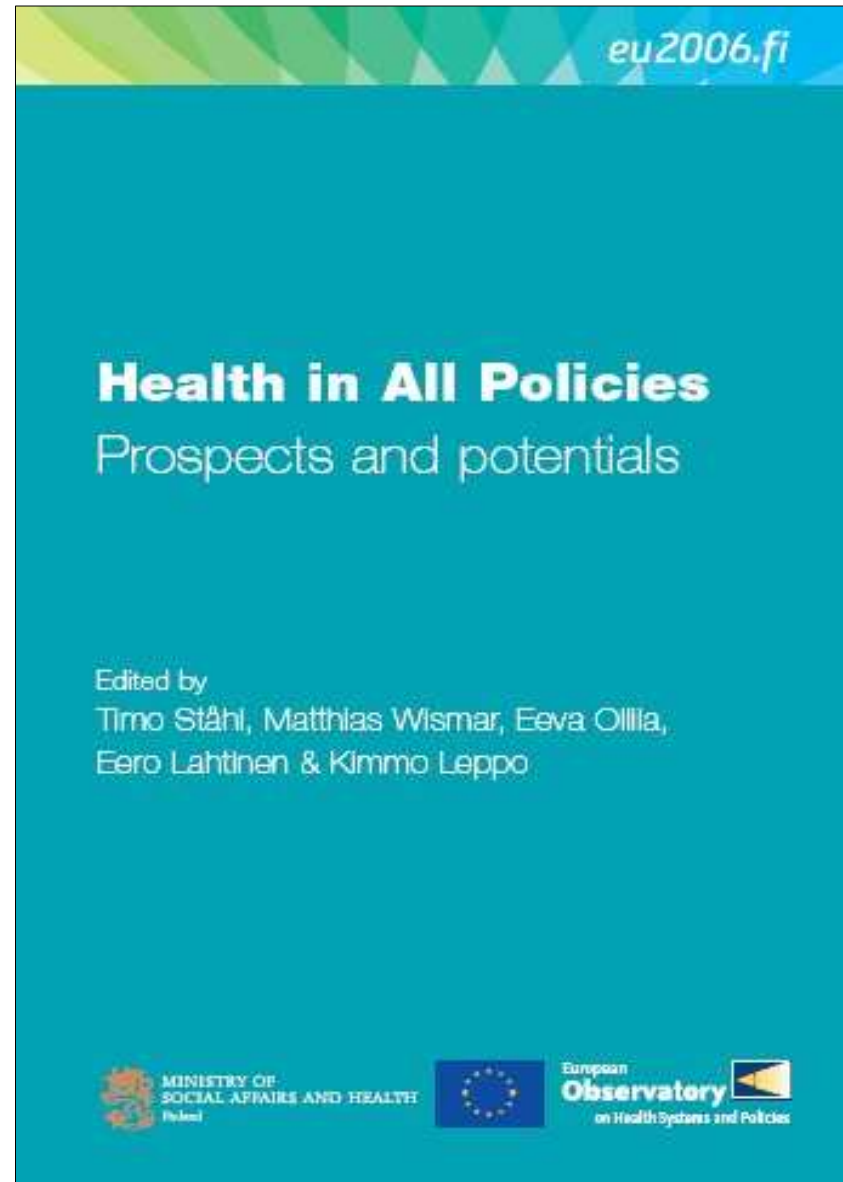


**Future Action requires:**

**3. Active working  
across policy sectors**



# Finnish EU Presidency, 2006



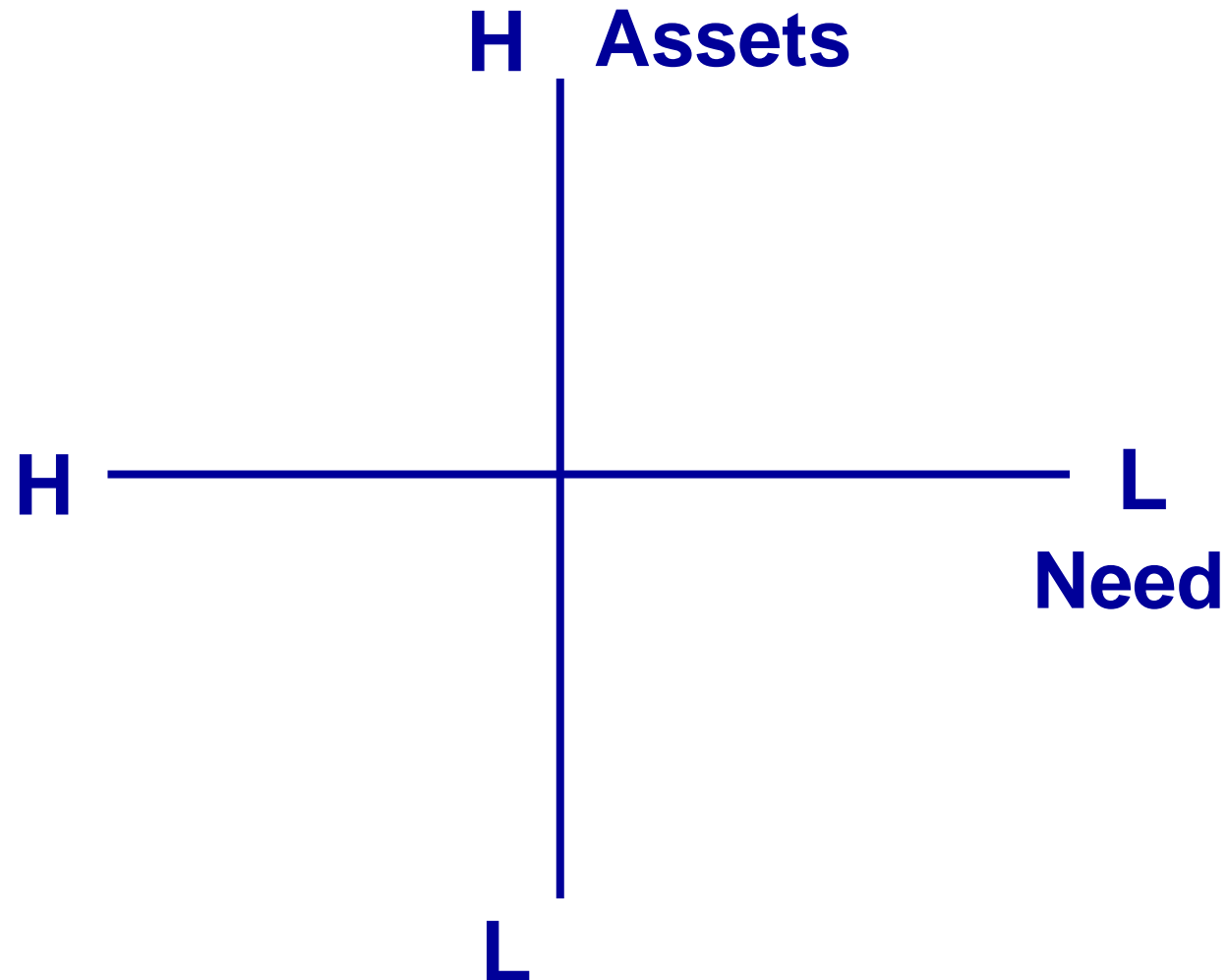


## Future Action requires:

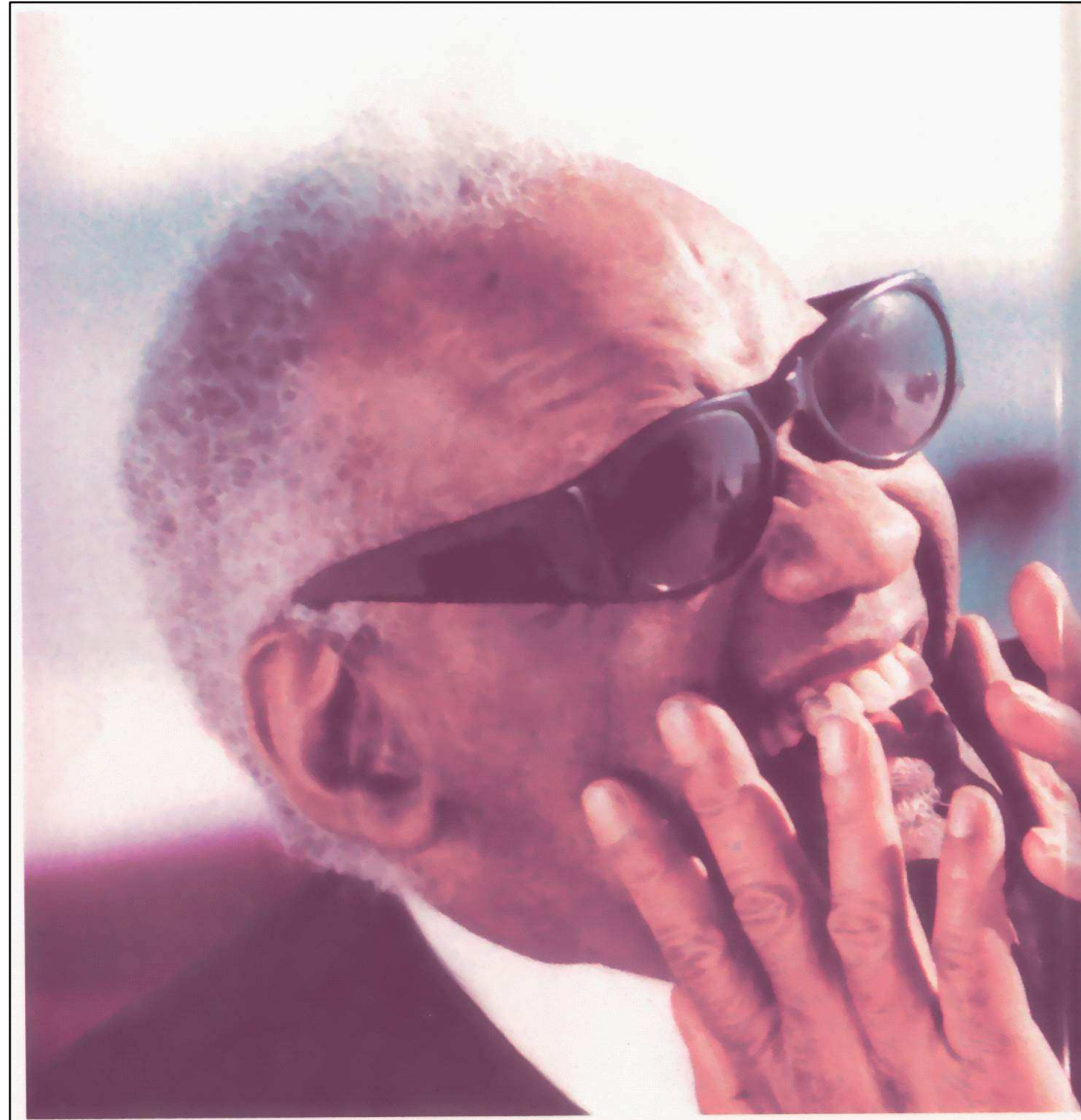
### 4. **Specific information and know-how**



# Combine needs reduction with assets maximization

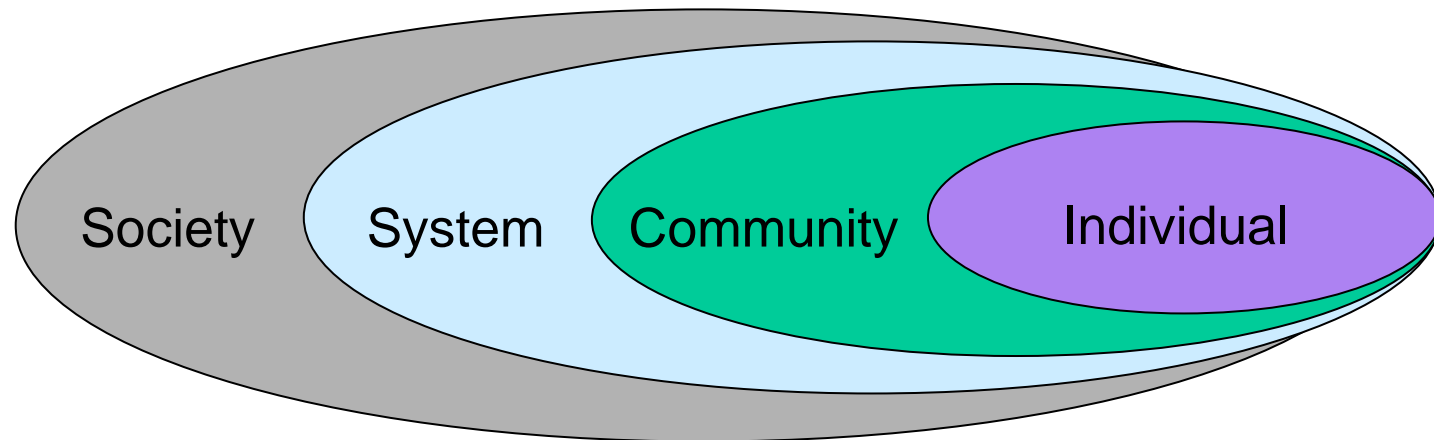


## Ray Charles' story teaches that...





## Assets have different levels of impact





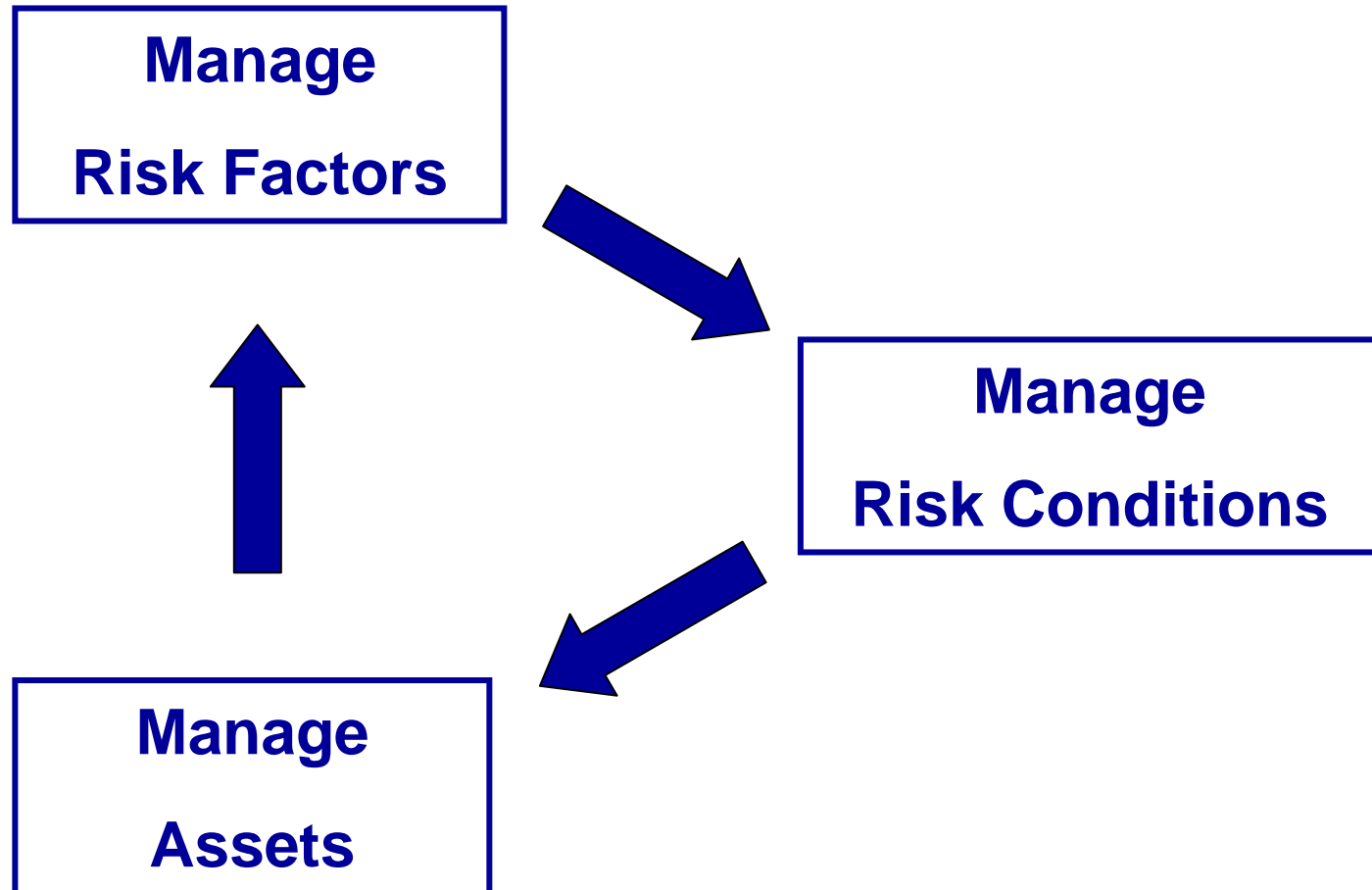
**Future Action requires:**

**5. Building of  
human resource capacity**





## A portfolio of skills

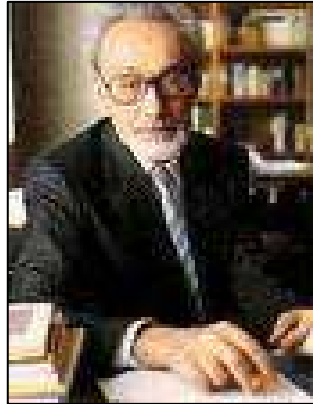




**Future Action requires:**

## **6. Public engagement**





## Se non ora, quando?

Se non noi, chi?

(If not now, when?  
If not us, who?)



Primo Levi  
Se non ora, quando?



EINAUDI TASCABILI

