The role of health in modern societies and in public policies

Ilona Kickbusch
Lugano, December 2006
Towards a new public health

We are challenged to develop a public health approach that responds to the globalized world and its political, social and economic ramifications.

The challenge is as large as when public health was first developed. We are in the midst of a seminal shift of the what and the how of public health.
The meaning of health in the 21st century

Globalisation

Individualization

Differentiation

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How to create health

Health is created in the context of everyday life: where people live, love, work and play.

Ottawa Charter 1986

• Google?shop?travel?
Expansion processes of the health society

• the expansion of the do-ability of health: something can be done, there is always more health

• the expansion of the territory of health into an increasing array of personal, social and political spaces: health is everywhere and it is global

• the expansion of risk and reflexivity: every choice is potentially also a choice for or against health
In the 21st century

- How to make health everybody's business
- How to ensure equity and sustainability
- How to make the healthy choice the easier choice. *Ottawa Charter*

Health policy gains a new quality
1. Health and longevity drive society

We need to adapt health and welfare policies to achieve the „longevity dividend“
2. Health is a market force

• Commercialization and Privatization: health as a product
• Health as a key global market
• Countries compete on health
June 2006
Peter Brabeck-Letmathe, Chairman and CEO of Nestlé,

"With this strategic acquisition, the Group takes another important step in its transformation process into a nutrition, health and wellness company that sees weight management as a key competence. The rise of obesity and the resulting metabolic disorders, such as diabetes and cardiovascular disease, is a major public health concern, not only in the USA but also the world over."
3. The “globalization” of everyday life drives health

Strategies must be global

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4. Health literacy is a critical life skill
5. Determinants based health policy
Finnish EU presidency Policy Dialogues Series

- Transport, work, consumer affairs, agriculture, education, social affairs, finance…..
Council Conclusions on HiAP

• Stresses that health is largely determined by health determinants outside health care services.
• Underlines that the impact of health determinants are unequally distributed among population groups resulting in health inequalities.
• Considers that lifestyles are not only the result of individual decisions but also of the availability of and support given for healthy choices in everyday environments.
Policies for healthscapes

- Healthscapes are health challenges that transcend national boundaries and functional sectors.
- They are grounded in everyday life and global markets and span the local and the global through consumer goods and virtual worlds.
- They need action by governments, the private sector and by individuals.
Healthscapes: Food - Drink
Healthscapes: virtual realities

• "The Internet is unlike anything we've seen before," says David Greenfield, PhD, founder of the Center for Internet Studies (www.virtual-addiction.com). "It's a socially connecting device that's socially isolating at the same time."
Healthscape: mental health

- Suicides
- Burn out
- Violence
- Lack of sleep
Health scape pollution
Healthscape Fashion industry

- New Regulations in Madrid:
  - A model of 1,76 m. must not weigh less than 56 Kilogramm. That is a Body-Mass-Index of 18.0 and is already below the value assigned to a healthy body weight.

Naomi Campbell 1,77 m. and weighs 51 Kilo. That means a BMI of 16.
HiAP: Health determinants as mediators

- The health sectors activities are planned and implemented through health outcomes,

- health promotion and prevention need to be planned from the determinants point of view because the health impacts of the policies....of other sectors are mediated by the determinants.
In the 21st century health policy becomes an „open system“

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<th>Health policy in the 21st century is transnational and attempts to control risks by linking the local, national and the global policy arenas</th>
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<td>• Health policy in the 21st century is part of all sectors and attempts to create health through new types of policy networks and delivery coalitions</td>
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Do we have intersectoral structures and mechanisms in place for the policy making process?

- Horizontal (independent) public health committees
- Ad hoc committees on specific initiatives
- Intersectoral policies and programmes
- Formal consultations
  - the Welsh assembly government
- Public health reporting with other sectors
  - the Finnish public health report
  - The Dutch national report: Health on course
- Formal communication between sectors
  - e.g. bilateral meetings of permanent secretaries in Finland
- EU co-ordination, WHO processes, POLICY NETWORKS

- Sweden: national public health committee: politicians from all parties, experts from national authorities, NGOs, trade unions, universities

- MINISTER FOR PUBLIC HEALTH (CONSUMER AFFAIRS, ENVIRONMENT?)

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The policy arenas and actors shift at all levels

- From the ministries of health to:
  - Foreign policy
  - Security policy
  - Economic policy
  - Development policy
  - Trade policy
  - Geopolitics
New health actors
New health actors
TRANSPARENCY
Benchmarking
Naming and shaming

rating retailers for health
how supermarkets can affect your chances of a healthy diet
by Sue Dibb

Retailers’ NCC Health Responsibility Index score and demographic profile of core customers
ACCOUNTABILITY
Expose the practices of the industry

“I have never been involved with any Philip Morris executives in meetings or contacts with outside persons to retain as far as possible the image as an independent scientist”

Prof Ragnar Rylander
Gothenburg University
(and Philip Morris consultant)

Kickbusch Lugan
2006
Build global coalitions: projected prevalence of obesity in adults by 2025
"The WHO FCTC negotiations have already unleashed a process that has resulted in visible differences at country level. The success of the WHO FCTC as a tool for public health will depend on the energy and political commitment that we devote to implementing it in countries in the coming years. A successful result will be global public health gains for all."

Dr LEE Jong-wook. Director-General, World Health Organization 2006
Empower citizens – consumers patients: increase health literacy

• In almost every aspect of our lives we are faced with questions and decisions about health.

Citizens want more power over their health.
Addressing the policy gap

1. Political leadership: Ministries of HEALTH
2. Agenda setting: Demonstrate the links between health and key policies / issues
3. Strengthen the knowledge base, monitoring
4. Intersectoral structures and mechanisms, accountability
5. Setting effective partnerships, alliance building
6. Raise awareness and public support, advocacy
7. Strengthen the role of supranational agencies
8. Building capacity

(Figueras, Kickbusch 2006)
Leadership?

“*The understanding of health arguments by other sectors is a challenge to us and not to them!*“

*Kimmo Leppo*

*Director general for health. Finland*
Evidence?

- **Bring together:**
  - Medical public health (epidemiology)
  - Social public health (patterns of change)

- **Strengthen and develop:**
  - Public health economics
  - Political science of public health
Health is a driving force in modern societies

- Health is a determinant
- Health is an investment
- Health is a market
- Health is a resource
- Health is a human right

- We must begin not end with the political and social determinants of health