WHO Collaborating Centre on Investment for Health and Well-being

Investing for Health - Driving Prosperity for All

WHO Regions for Health 24th Annual Meeting
10-12/06/2018, Gothenburg, Sweden
Investing for Health – Driving Prosperity for All

- Why focus on investment?
- What does it mean: Investment for health and well-being?
- WHO CC role & offer
- What action / How to do?
Why?

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Please, rate the statements:

✓ Investment for health drives inclusive economic growth
✓ Investment for health is good for the environment
✓ Investment for health benefits social cohesion
✓ Investment for health means investing in the health sector
What is the economic cost of health inequalities in the EU for 1 year?

a) 68 billion EURO  
b) 560 billion EURO  
c) 980 billion EURO  

What are the top three health challenges for your region?
The economic return on investment in early child development can be up to?  

a) 3-fold  
b) 9-fold  
c) 17-fold

What might be the two top enablers to drive investment for health in your region?
The case for investment for health and well-being is stronger than ever

- Doing business as usual is unsustainable with high costs for individuals, families, communities, society, the economy and the planet

- Investment for health and well-being is a driver and an enabler of sustainable development and prosperity for all
Driving Prosperity for All & Sustainable Development

A Roadmap to implement the 2030 Agenda

Investment for Health

Paris  Ostrava  Tallinn
What does it mean?

Sustainable solutions

✓ Change the narrative!
From ‘spending’/ ‘funding’ - to ‘investment’
✓ Show the ‘return’ – co-benefits
From ROI to SROI; ‘best buys’;...
✓ Facilitate communication & advocacy
Using the universal language of numbers
✓ Across different sectors (cross-sector)
not only in the health sector but
FOR health & well-being

Challenges
Investment for health - a driver and enabler of sustainable inclusive economic growth
World Health Organization Collaborating Centre on Investment for Health and Well-being
Policy, Research and International Development Directorate
Public Health Wales

“This is a huge milestone and recognition for the whole of Wales. Whilst we are a small country, we are outward looking and show global responsibility.”
Vaughan Gething, AM, Wales Cabinet Secretary for Health and Social Services

“Public Health Wales has a longstanding relationship with the WHO and this award helps us build on that, in the interests of improving the health and well-being of the people of Wales.”
Jan Williams, Chair, Public Health Wales

Health is central to sustainable development

Investment for health and wellbeing is a driver and enabler of social, economic and environmental sustainability and prosperity for all
Opportunities for:

- knowledge, evidence and best practice sharing & learning
- developing and applying innovative approaches & tools
- expanding networks and new partnerships
- technical cooperation and support
- pooling resources and capacities
- grant / income generation
- advancing research & knowledge mobilisation
- improving policy and practice
- developing people and organisations
I. Work with WHO in supporting European Member States to mainstream **rights- and evidence-based equity-oriented investment for health and well-being** to drive sustainable development on national and sub-national level.

II. Support WHO in developing and using **innovative approaches and tools to strengthen investment for health and equity**, and to **build resilience** through Health in All Policies action across health and non-health sectors.

III. Support WHO to **develop, collect and communicate effectively evidence and best practice**, using a **social return on investment (SROI) approach** to improve health and well-being and reduce inequalities **across the life course and settings**.
Four-year Work Plan (2018 – 2022)

Support the Member States to strengthen an investment approach for health and well-being includes:

✧ increasing knowledge and understanding of the complex, dynamic, bidirectional link between investment for health and well-being and achieving sustainable development and inclusive growth;
✧ supporting a regional network for cooperation and sharing of good practice, evidence and policy solutions;
✧ offering expert advice and support, e.g. providing access to an expert network and evidence to prioritize investment decisions in a national context; and
✧ providing guidance and tools for advocacy and cross-sectoral communication, e.g. developing policy briefs or infographics.

Example: **Advocacy pack (toolkit) to mainstream (‘make the case of’) investment for health and well-being across policies/sectors/contexts**
Thank you!

“I am looking forward to continuing to work with colleagues and experts worldwide, to maximise the benefits of international learning and innovation for the people of Wales, as well as enhancing our role and impact on the global health agenda.”

Tracey Cooper, Chief Executive, Public Health Wales

“Wales is already a global leader in public health policy. We are looking forward to sharing what we have learned and to learning from others about how to make Wales an even better place to live, work and raise a family.”

Mark A Bellis, Director of the new WHO Collaborating Centre at Public Health Wales
Information Sources:

1. WHO European Roadmap to implement the 2030 Agenda for Sustainable Development, building on Health 2020, the European policy for health and well-being, 2017 (EUR/RC67/R9)

2. WHO HEN51 evidence synthesis report ‘Investment for health and well-being’, 2017 and leaflet


4. WHO HEN52 evidence synthesis report ‘Key policies for addressing the socioeconomic determinants of health and health inequities’, 2017


http://www.wales.nhs.uk/sitesplus/888/page/87106