



Welfare Technology as an instrument  
of Social Innovations,  
Brussels 28 October 2008

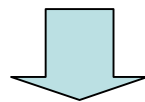
Current issues in health promotion in EU level –  
trends of today, challenges for tomorrow"



European Commission  
Public health and  
risk assessment directorate  
Tapani Piha

# Health means wealth

- Healthier citizens  $\Rightarrow$  reduced strain on healthcare system, but also:
- Healthy Adults:
  - more likely to be in the workforce – in longer living Europe healthy active workforce a key determinant of sustainable productivity
  - more productive
  - work and live longer and save more for retirement
- Healthy Children
  - better schooling outcomes and education  $\Rightarrow$  less school absenteeism and early drop-out  $\Rightarrow$  indirectly contribute to future productivity.
  - lead to lower child mortality  $\Rightarrow$  increased future labour supply and less strain on pension systems



a more competitive economy

## The Lifestyle challenge

**By changing lifestyle potentially possible to avoid:**

- up to 80% of coronary heart disease
- up to 90% of type 2 diabetes
- about one third of cases of cancer

Source WHO/FAO report 916, 2003

**Our approach:**

tackle the underlying determinants behind  
noncommunicable diseases



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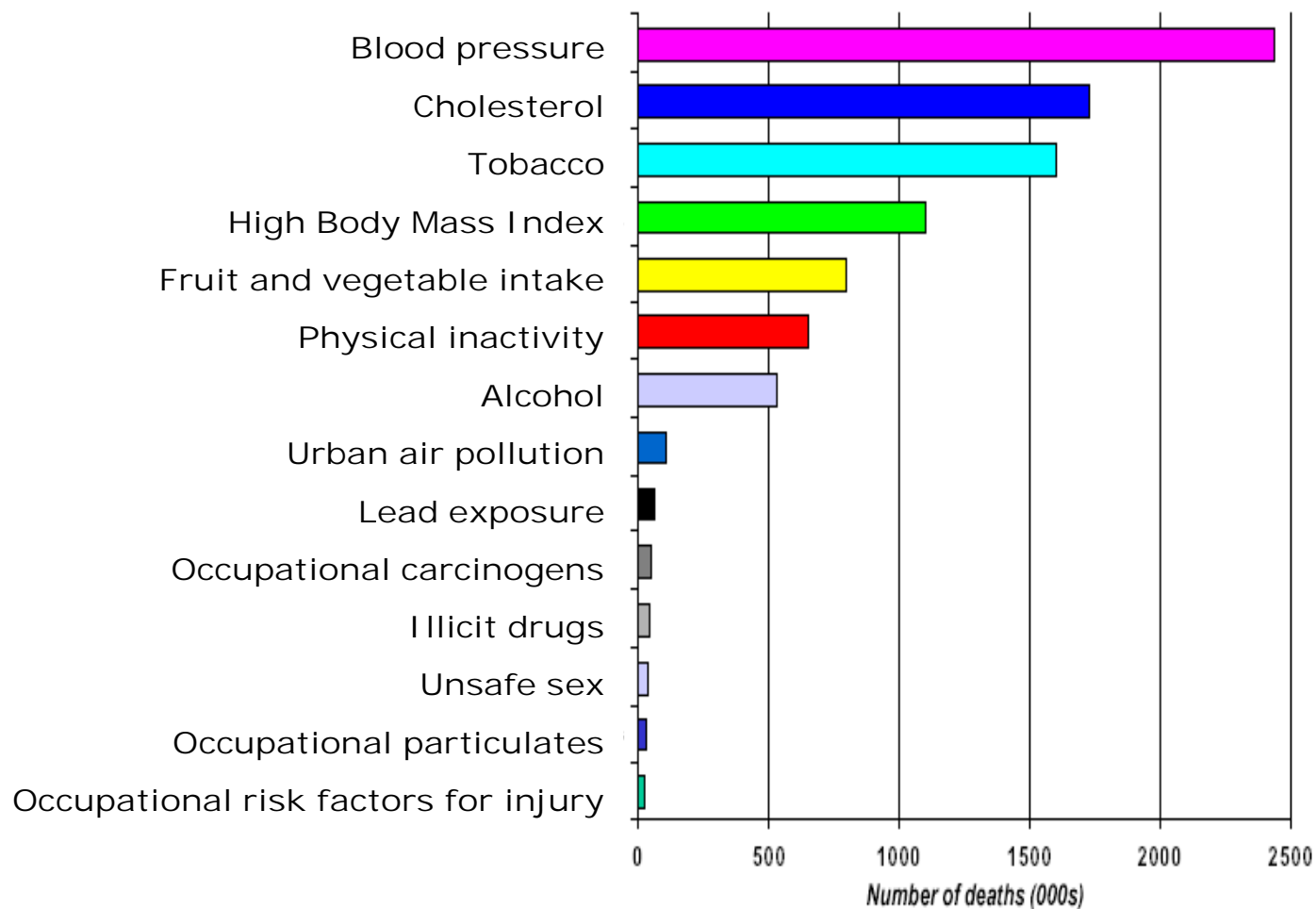
- Health challenges in the EU
- Changing society
- EU Health Strategy
- Public Private Partnerships
- Action programmes for health
- EU in the world
- Information sources

# Health challenges in the EU



# EUROPE

## Deaths in 2000 attributable to selected leading risk factors



Source: WHR 2002



# Health determinants playing a role in NCD

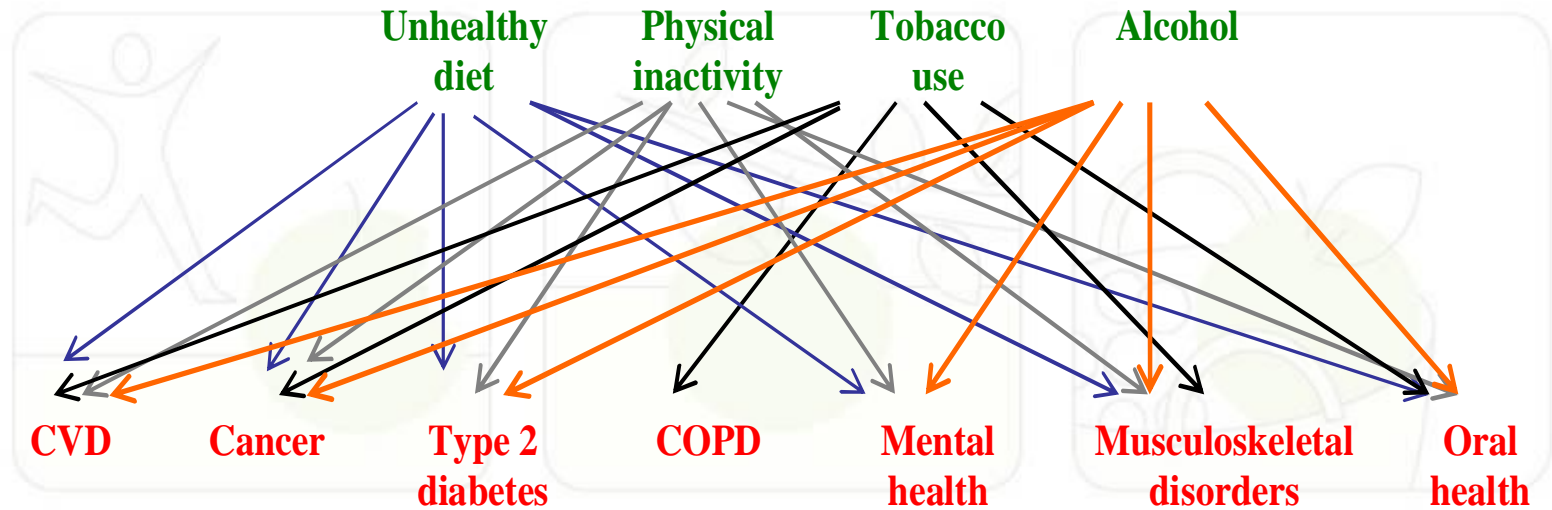
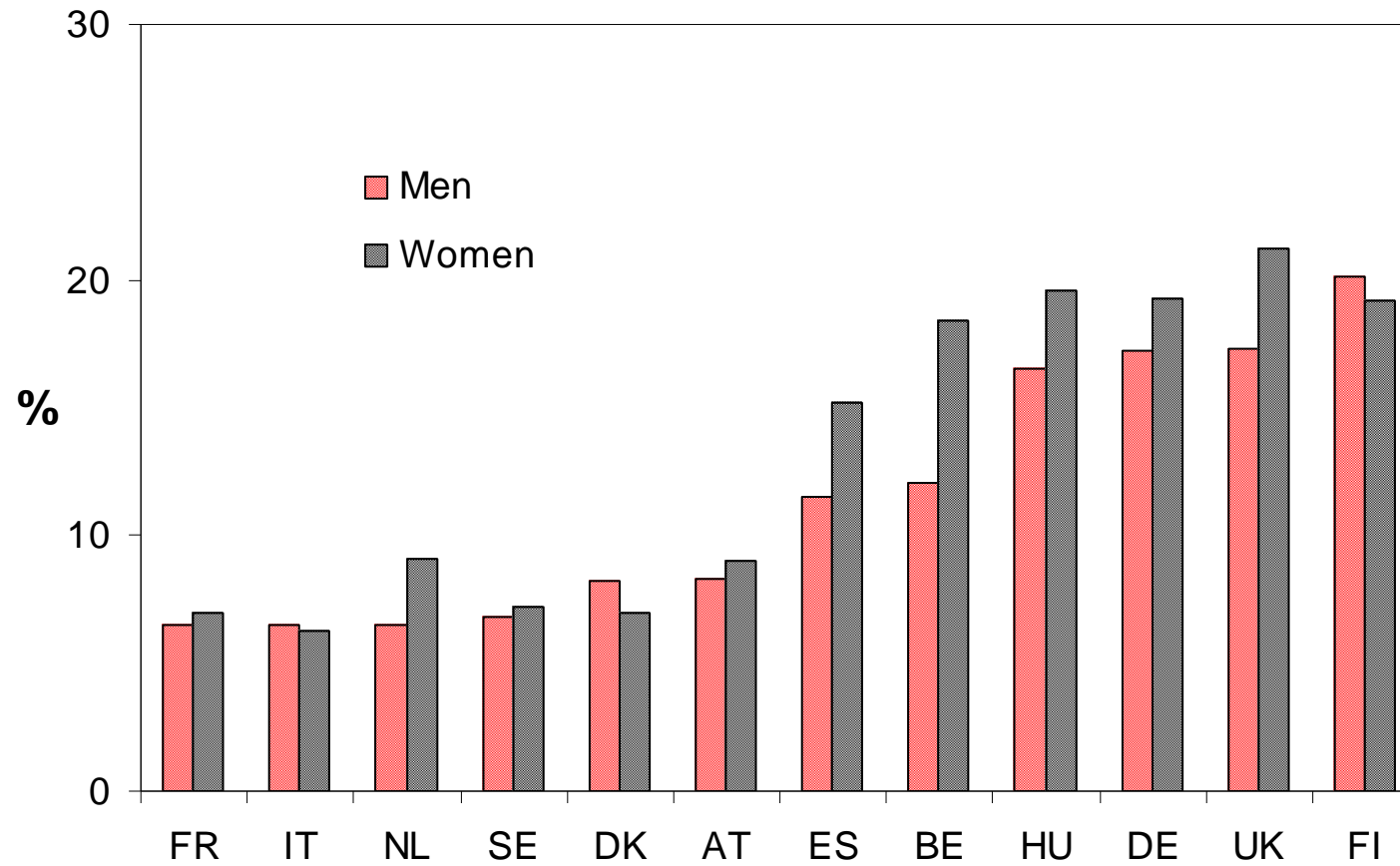


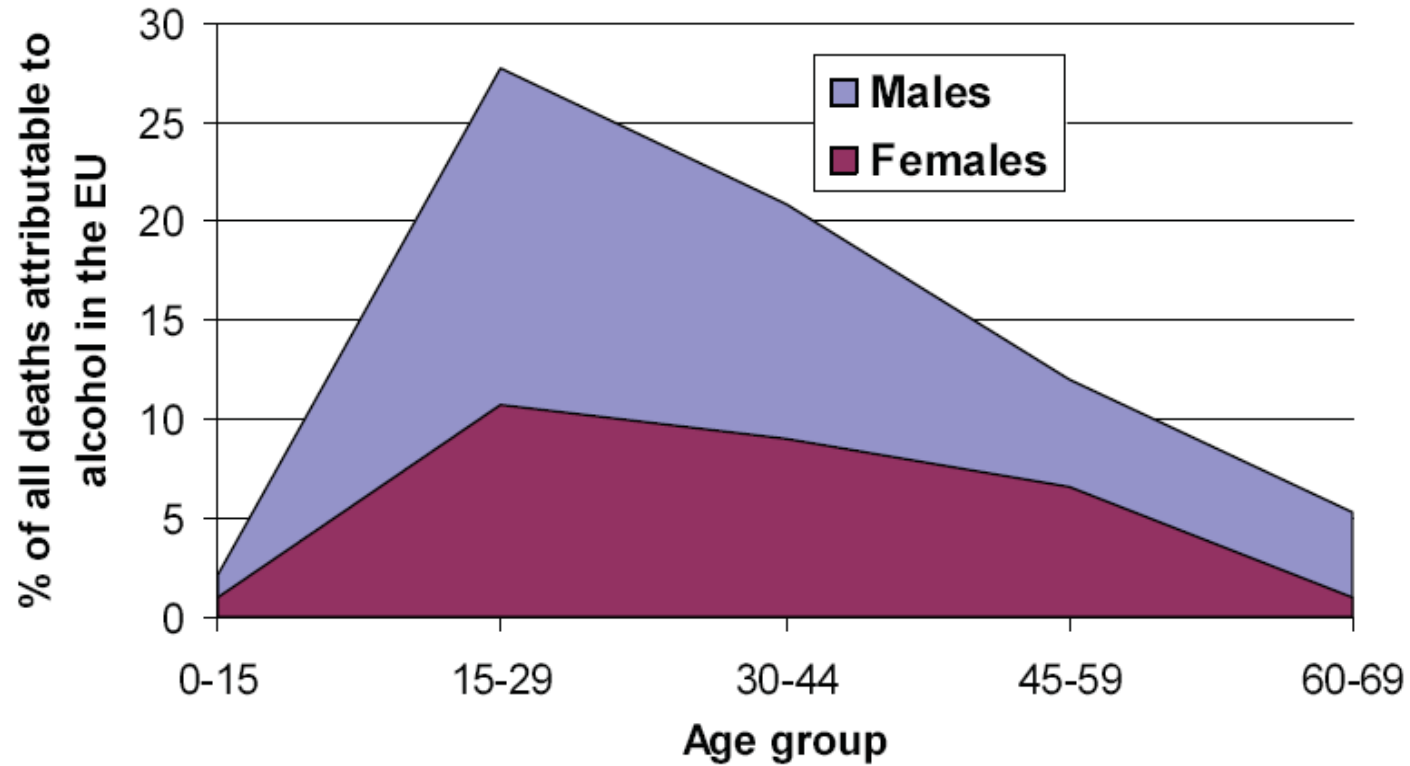
Figure: Causal factors of major non-communicable disease

# Prevalence of obesity



Source:  
[www.heartstats.org](http://www.heartstats.org)

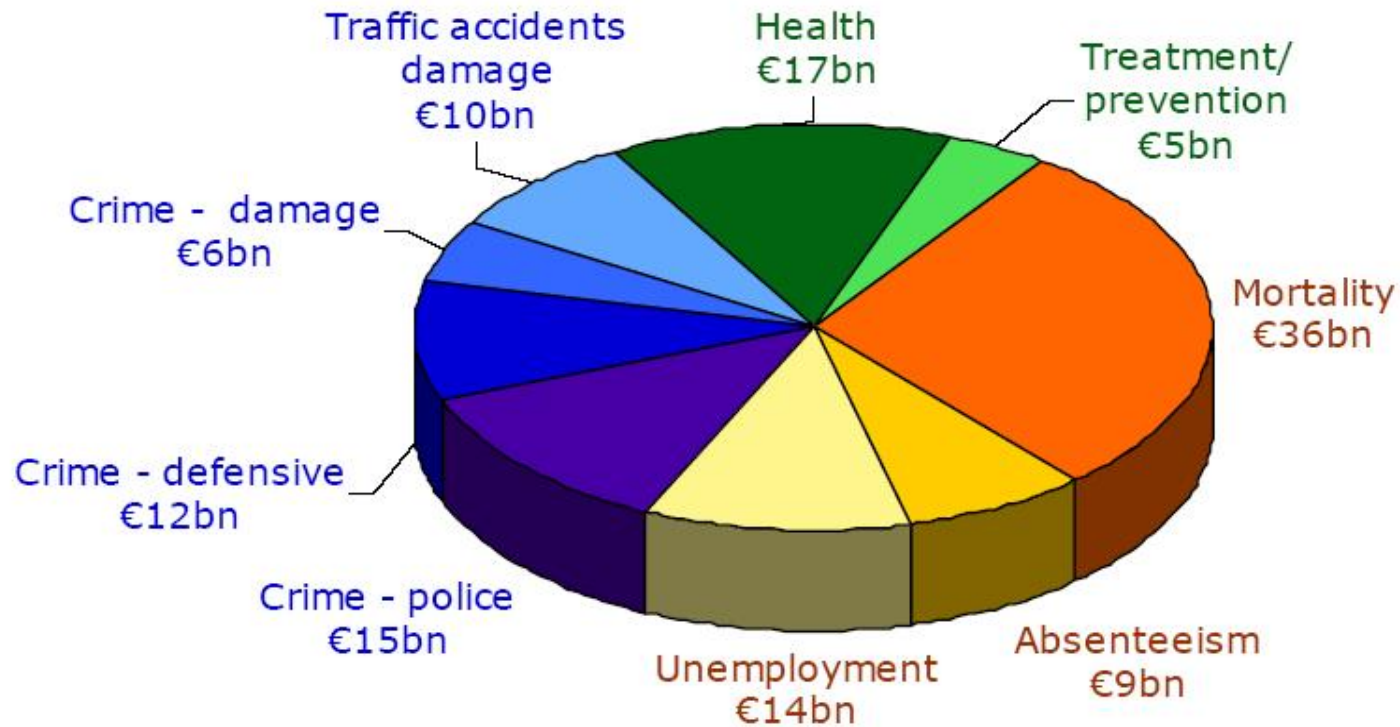
# Alcohol related deaths



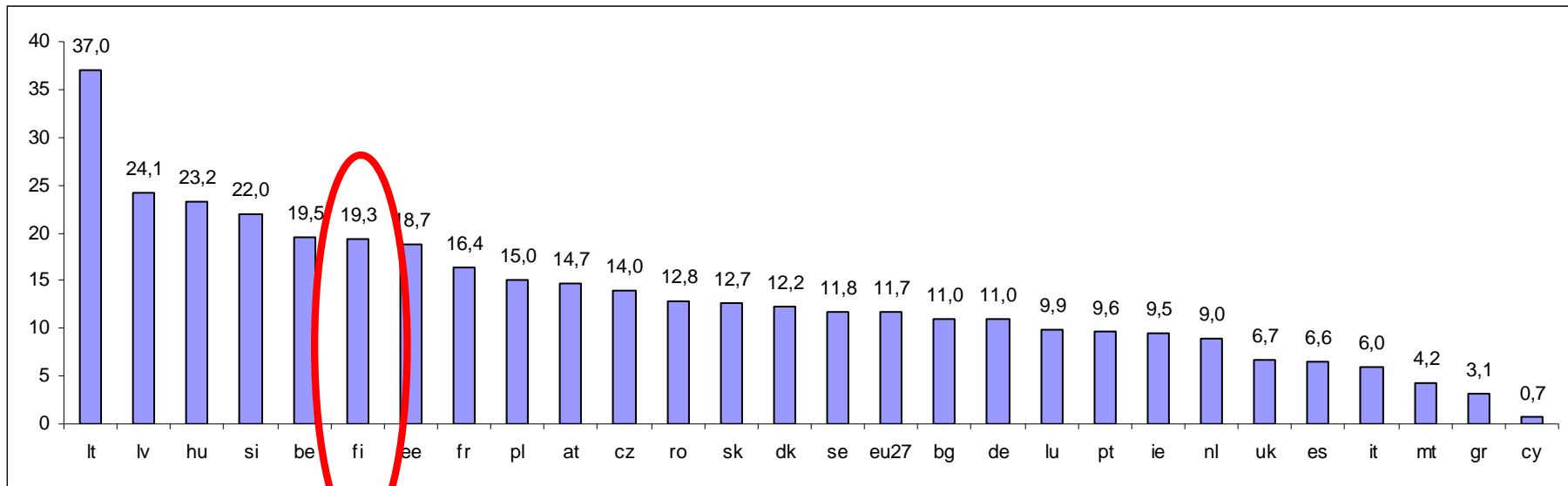
## Costs related to alcohol use

- The cost of alcohol related harm to the EU's economy has been estimated at €125 billion for 2003, equivalent to 1.3% of GDP.
- This estimate includes losses due to underperformance at work, work absenteeism, premature death etc.

# Costs caused by alcohol

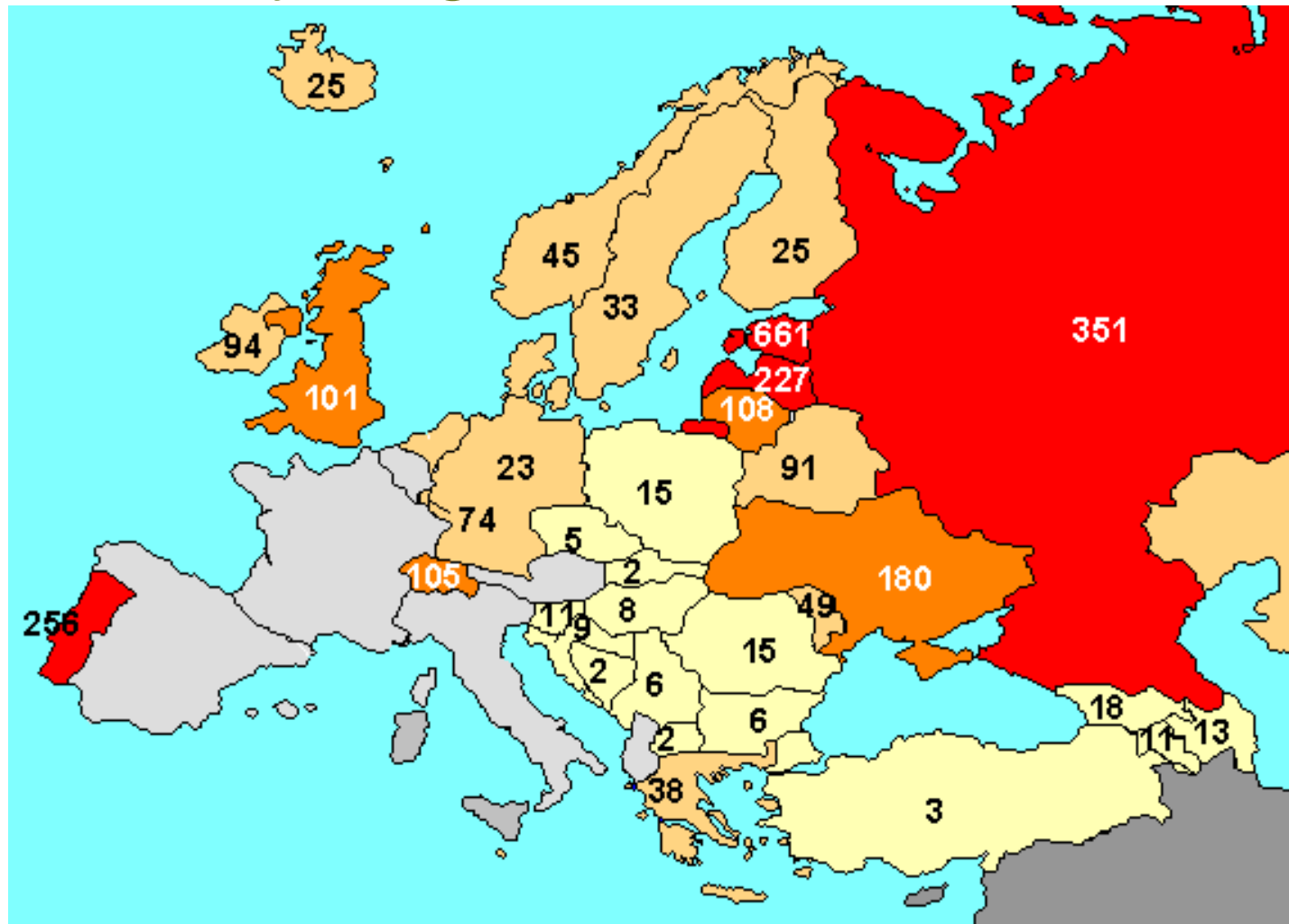


# Suicide mortality 2005



Eurostat: Standardised Death Rate for  
suicide and self-intentional harm per 100 000  
people across EU Member States - 2005

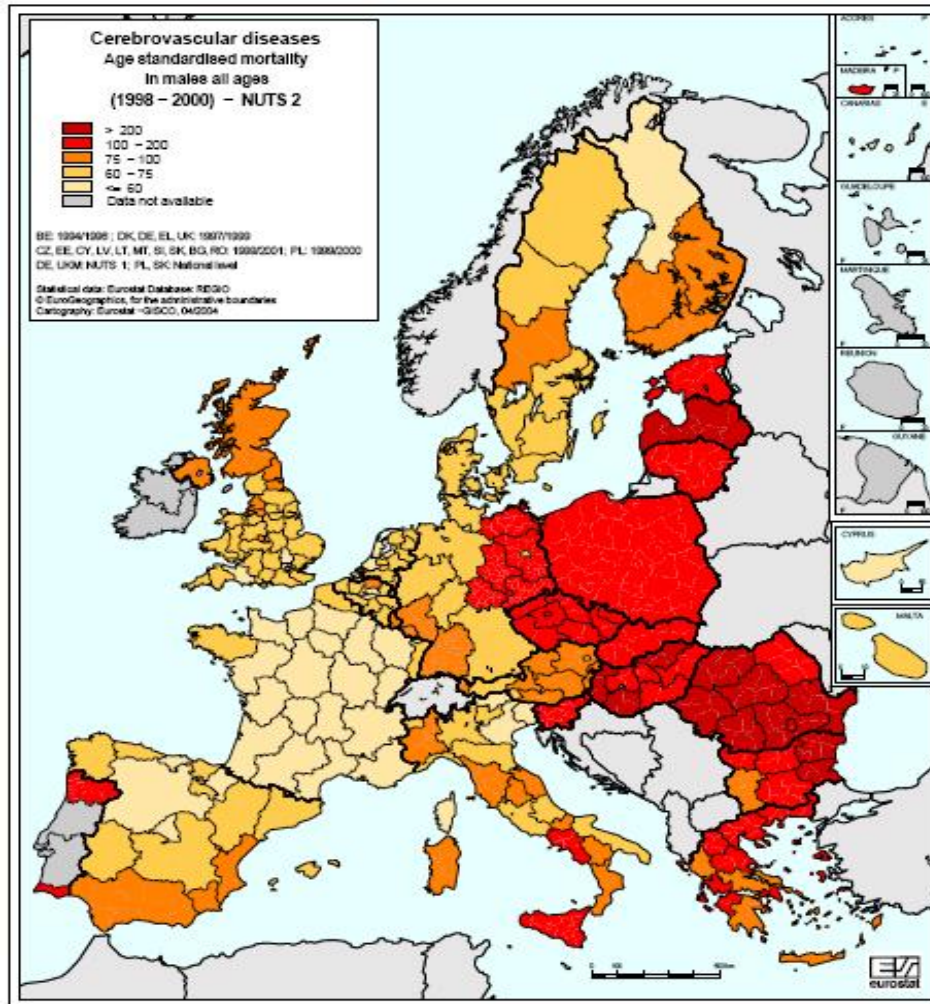
# Newly diagnosed HIV infections



Cases reported in 2002 per million of population.

Source:  
[www.EuroHIV.org](http://www.EuroHIV.org).

## II. Health inequalities WITHIN EU countries



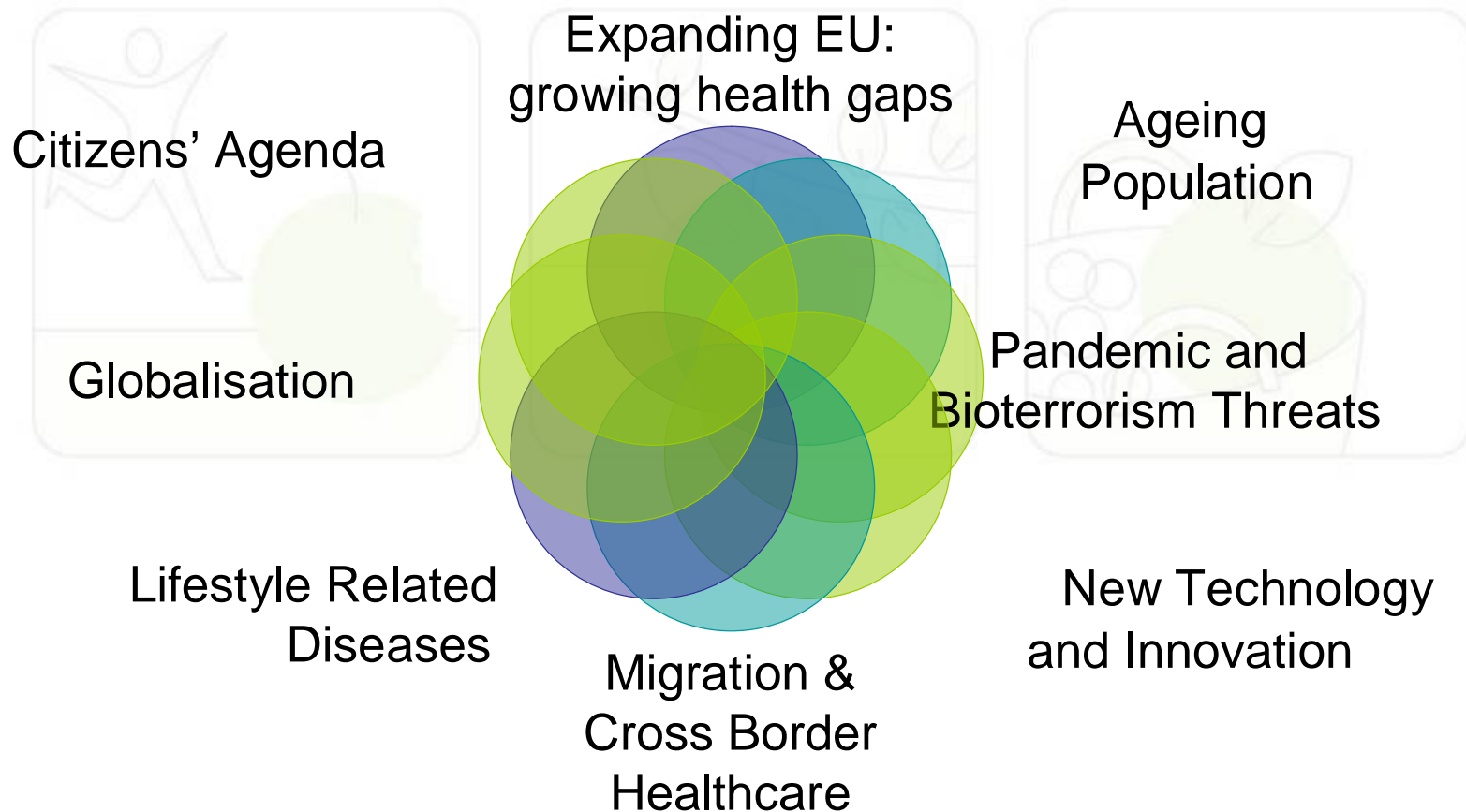
**There are major disparities within EU countries**

Mortality due to cerebrovascular diseases varies between ≤60 and >200 (per 100 000 population): 3,5 fold between regions

# Changing Society

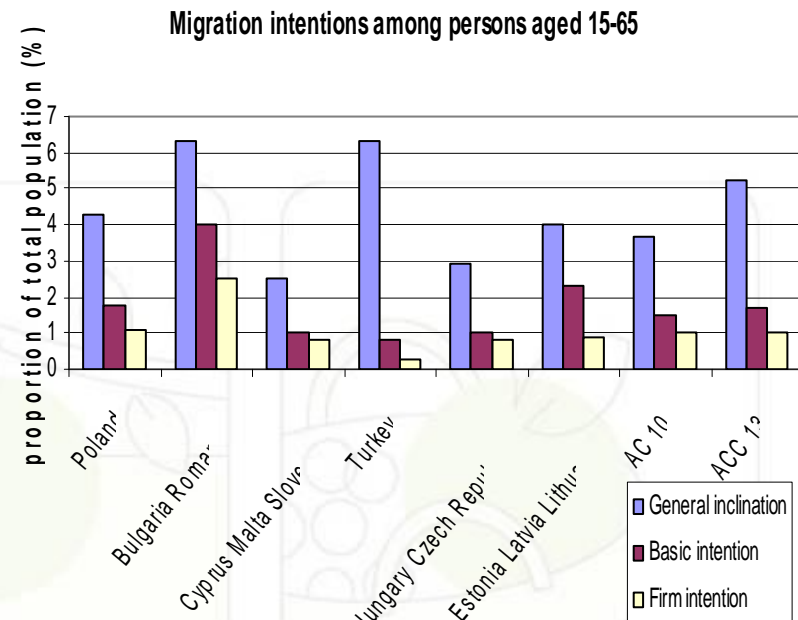


# Future Challenges



# Existing trends: demographic trends

- Changing household structures
- Divorce rates continue to rise across Europe
- Importance of marriage is decreasing, cohabitation is getting common
- Children are increasingly born to unmarried parents
- More single parent households and single-person households



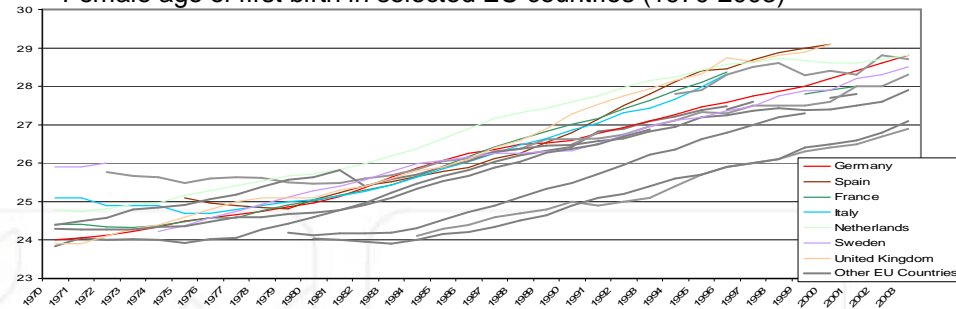
Source: Eurobarometer (2002)

- Increasing intra-EU migration
- Free flow of European citizens
- Increasing migration from new Members States and accession countries into Western Europe
- Seasonal labour with seasonal migration

# Existing trends: demographic trends

- European population is ageing
- Europeans are living 30 years longer than in 1900
- Fertility rates have fallen to below replacement (TFR=2.1) in all EU countries
- 21 of the 24 lowest fertility countries are in Europe
- 55 of the 211 regions of the EU-15 already seeing a population decline
- 1-in-3 Europeans will be more than 65 by 2050

Female age of first birth in selected EU countries (1970-2003)

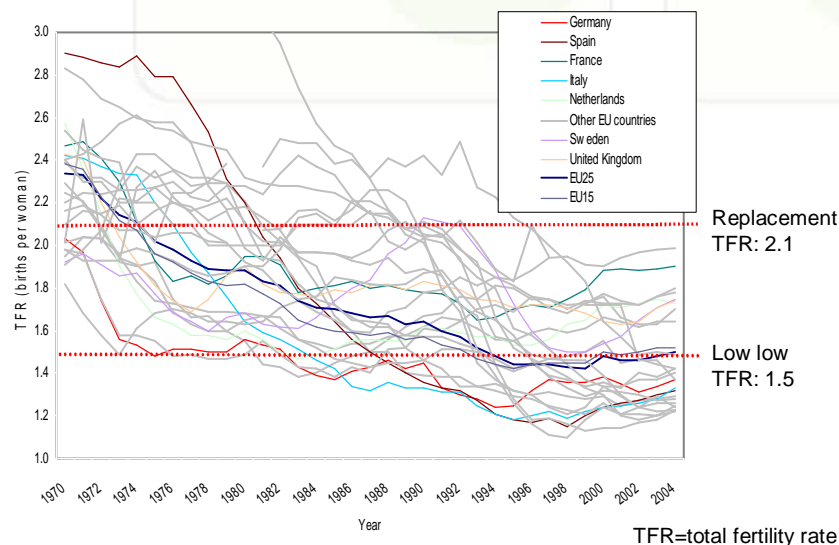


## Parenthood is for thirty-somethings

Female age of first birth has increased from mid-twenties in the 1970s to late twenties now

Household sizes decrease

Gap between desired number of children (2.3 in EU-15) and actual number of children (after completing reproduction) is widening





Trend	Description
1. Demographic trends	Europe is ageing Parenthood is for thirty-somethings Changing household structures Increasing intra-EU migration
2. Changing values	Solidarity with personal responsibility Ethics and biomedical progress Post-secular society Increasing importance of animal rights
3. Informed society with privacy concerns	Increased access to information Technology is increasingly intrusive Automation and personalisation of care



# Commission White Paper on a EU Health Strategy

Adopted in October 2007

about what EU can do to  
address common challenges



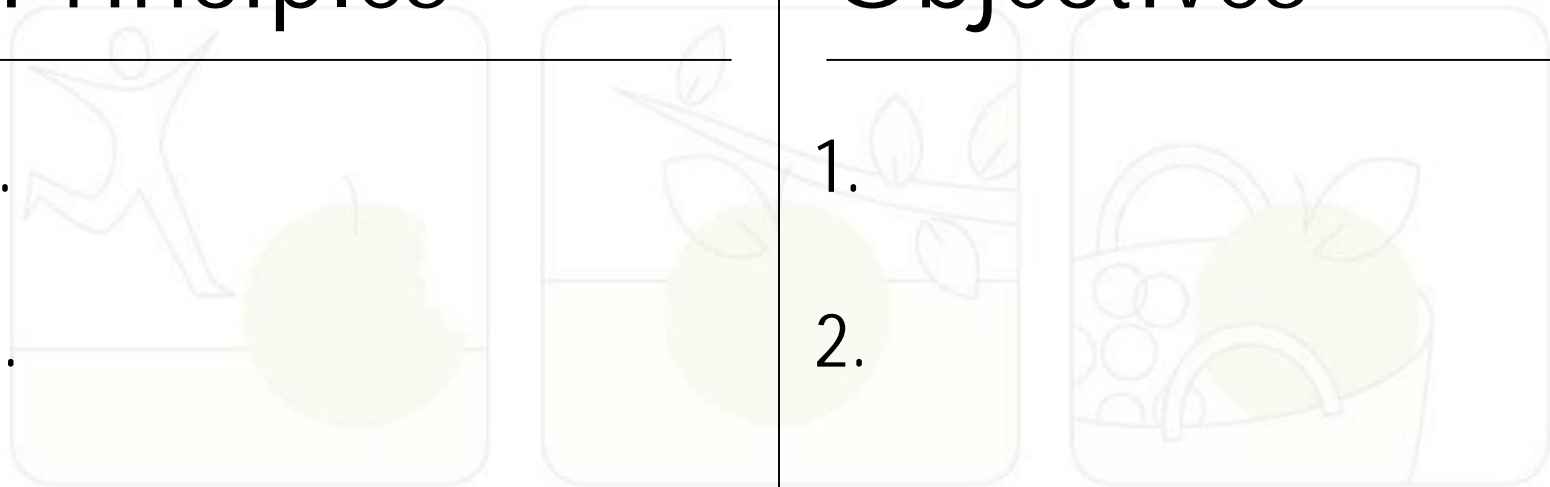
# The New Health Strategy 2008-2013

## Principles

- 1.
- 2.
- 3.
- 4.

## Objectives

- 1.
- 2.
- 3.





# The New Health Strategy 2008-2013

## Principles

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1. Strategy based on shared values
2. "Health is the greatest wealth"
3. Health in all policies (HIAP)
4. Strengthening the EU's voice in global health

## Objectives

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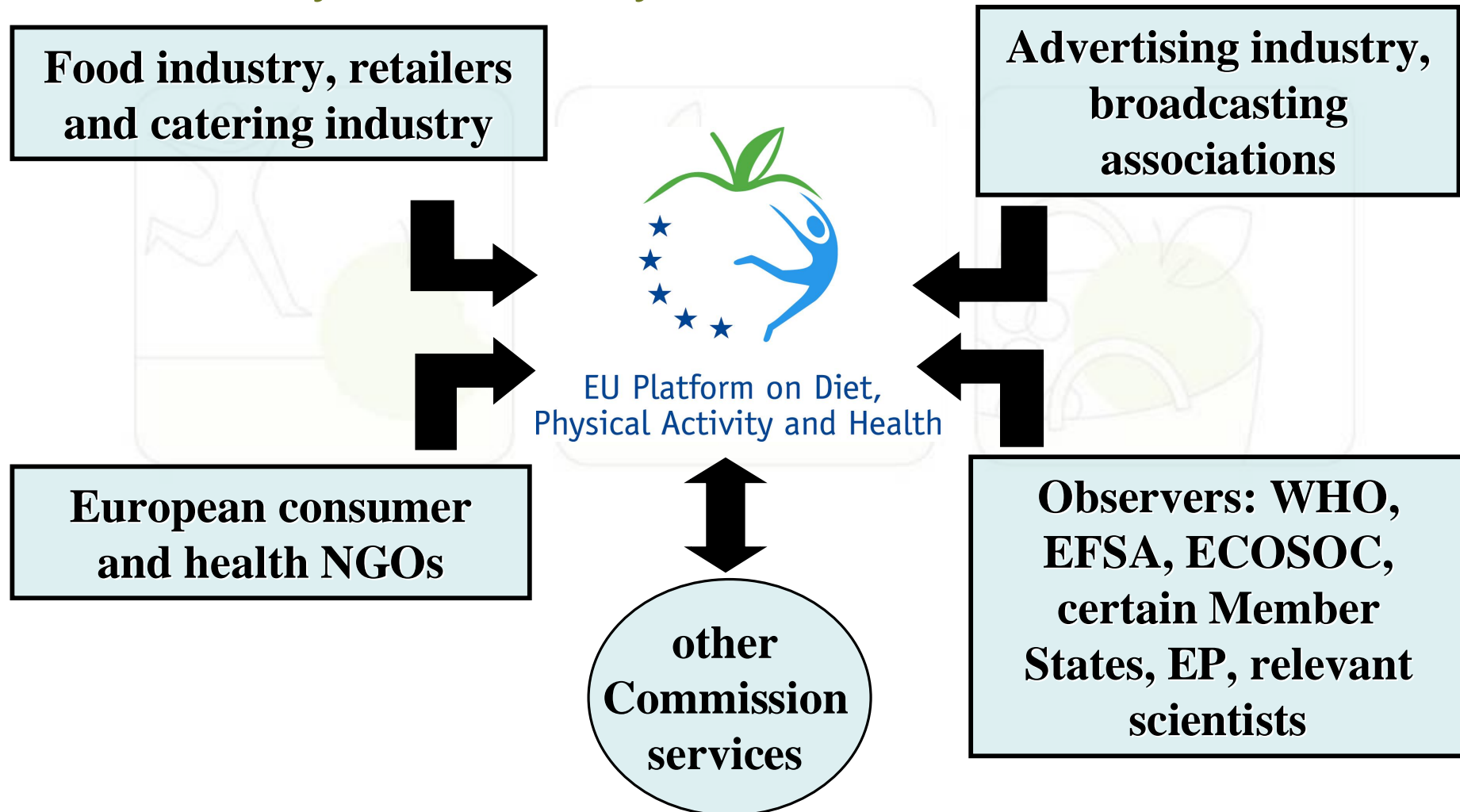
1. Fostering good health in and ageing Europe
2. Protecting citizens from health threats
3. Supporting dynamic health systems & new technologies



# Public Private Partnerships



# European Platform for Action on Diet, Physical Activity and Health





International Obesity TaskForce

International Diabetes Federation  
European Region





### To date more than 200 Commitments

- Promotion healthy lifestyles
- Labelling
- Advertising and marketing
- Dissemination
- Research and survey
- Product development
- Policy development

[http://ec.europa.eu/health/ph\\_determinants/life\\_style/nutrition/platform/docs/synopsis\\_commitments.pdf](http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/synopsis_commitments.pdf)

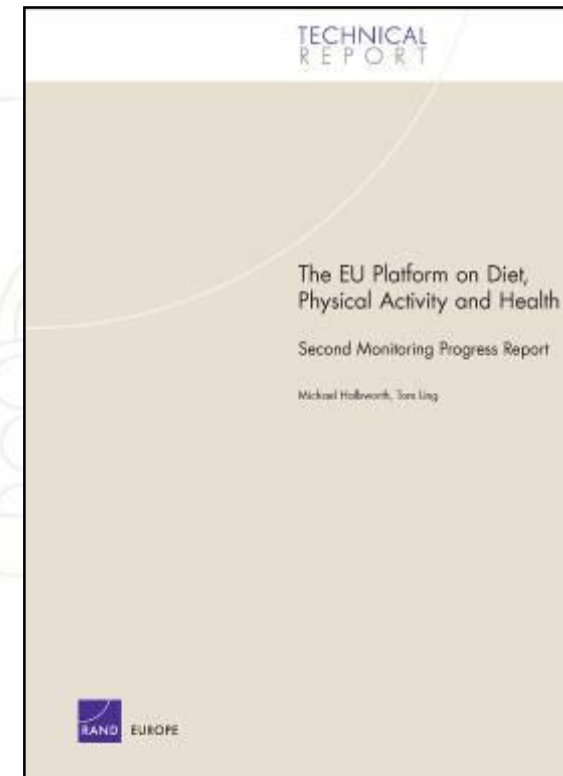


## “Monitoring Framework” adopted in 2006

RAND Europe produced the Second Monitoring Progress Report for the Platform published in March 2007:

- Commitments represent more than 600 hundred initiatives implemented at local, regional and national levels.
- An overwhelming part of the activities (37%) relates to Promoting a healthy lifestyle/Education on nutrition and/or physical activity.
- Other main areas are ‘Nutrition labelling/Nutrition information’ (17% of the activities) and ‘Advertising/Marketing’ (11%).

[http://ec.europa.eu/health/ph\\_determinants/life\\_style/nutrition/platform/docs](http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs)





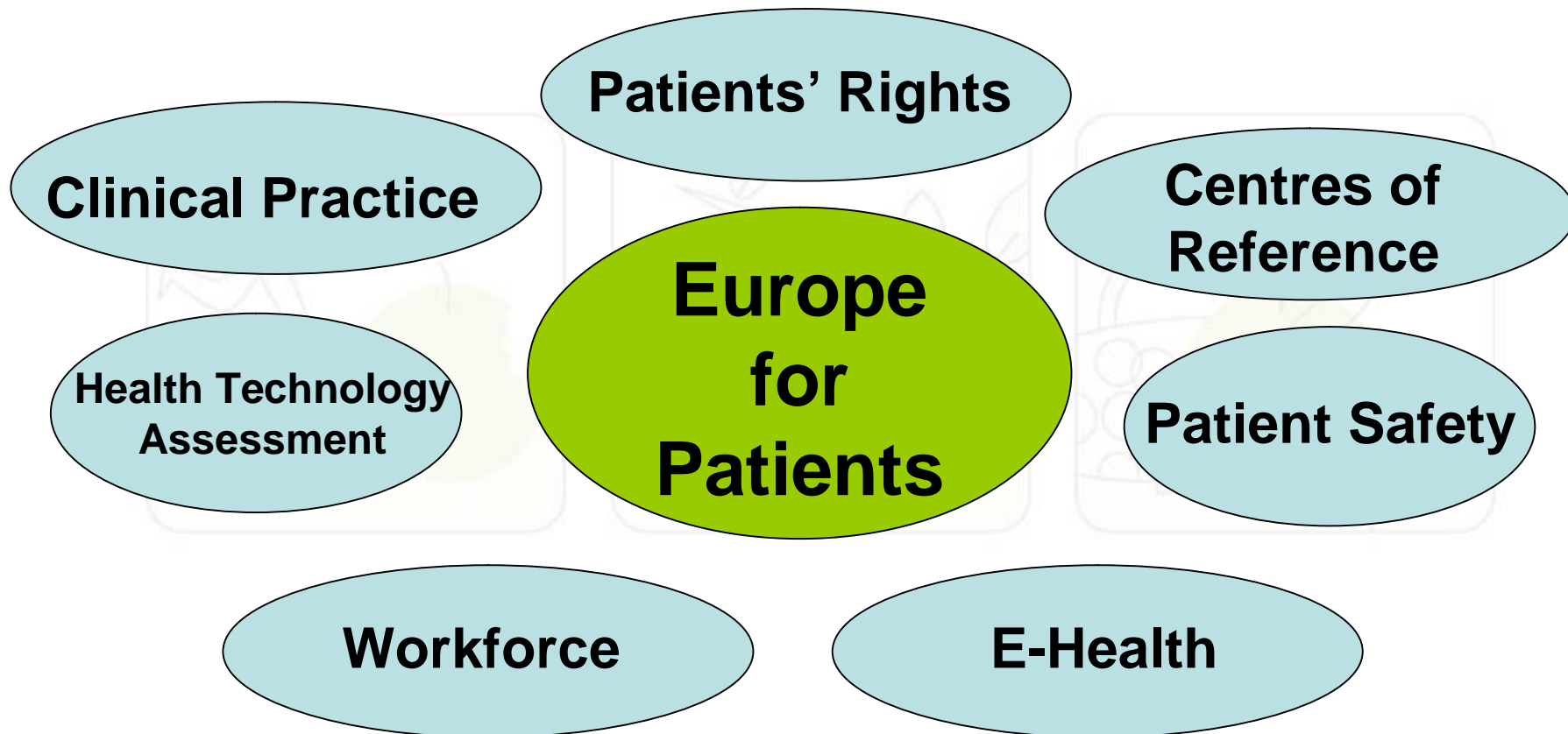
# Partnerships

## Networks

- EU Health Policy Forum
- Environment and Health Consultative Forum (with DG ENVI)
- Drugs Civil Society Forum (with DG JLS)
- HIV/AIDS Civil Society Forum – linked to HIV/AIDS Think Tank
- EU Platform for Action on Diet, Physical Activity and Health
- European Alcohol and Health Forum
- Soon: Youth and Health Initiative stakeholder forum



# Europe For Patients





# Tobacco Control in the EU



## Health determinants: Tobacco

- Tobacco Products Directive 2001/37 (labelling, ingredients, ban on oral tobacco)
- Tobacco Advertising Directive 2003/33 (ban on cross-border advertising)
- Framework Convention on Tobacco Control ratified by the EC and 23 MS 2<sup>nd</sup> Conference of the Parties
- Green Paper on Smoke-free environments

- Media Campaign



<http://en.help-eu.com>

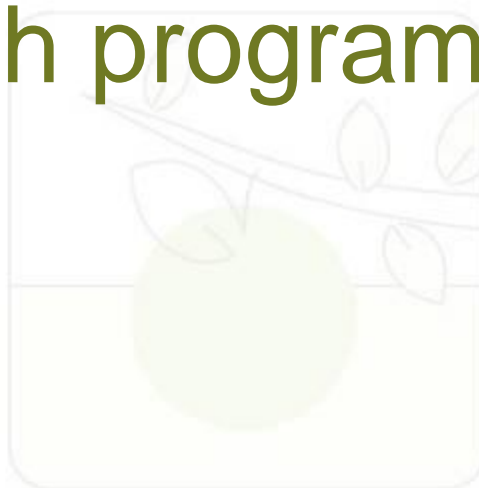
# Library of source documents



- A set of pictures per warning
- Tested in 25 Member States
- Available on the website



# Public health programmes since 1996



# Public health programmes in the EU





The **objectives** are to:

1. Improve citizens' health security
2. Promote health, including the reduction of health inequalities
3. Generate and disseminate health information and knowledge

Financing over 6 years is 321,5 million euro.

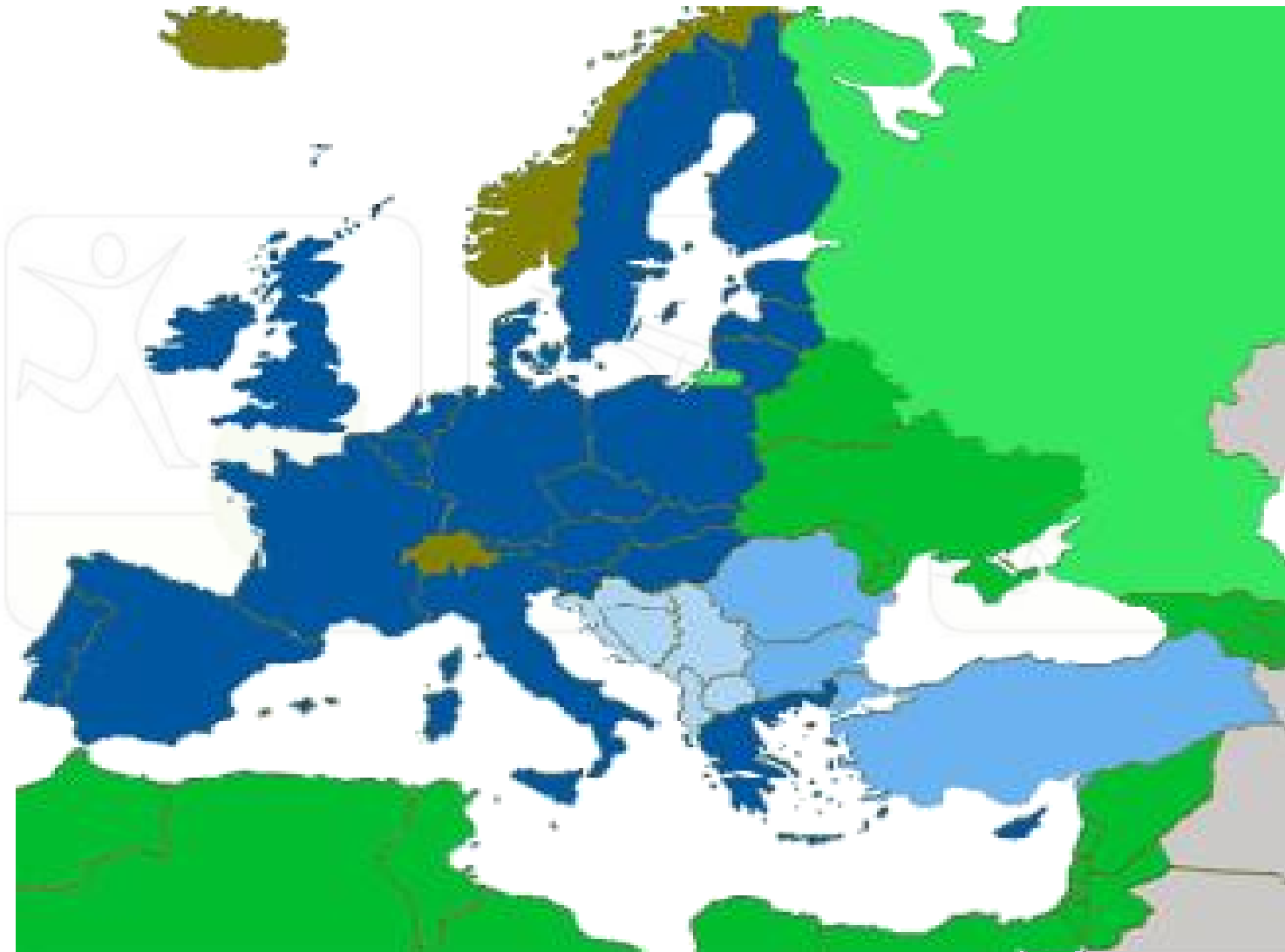


# Main areas of activities for the European Commission

- Develop EU level policies on health determinants - Develop partnerships for health
- Bring in disease prevention
- Generate and disseminate information and knowledge
- Support research efforts
- Facilitate and support national efforts



# EU in the world



# EU role in global health policy

## Global work

- (1) Influence health governance through cooperation with international partners, eg WHO, Global Fund, World Bank...
- (2) Influence international health aspects of other policies, e.g. development aid

## European Neighbourhood Policy

Link 17 ENP countries to EU networks for communicable diseases and health information



## EU candidate countries

must work towards compliance with EU health law, on tobacco, blood and tissues

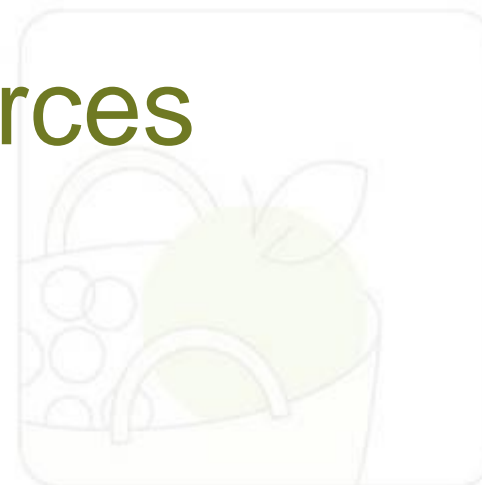
## Third countries

eg HIV/AIDS in Russia, ...

## EEA countries

Must comply with EU health law

# Information sources





## Find out more about SANCO

Visit our website



[http://ec.europa.eu/dgs/health\\_consumer/index\\_en.htm](http://ec.europa.eu/dgs/health_consumer/index_en.htm)



# Public Health Portal

Single point of access to reliable information on public health from European, national and regional levels



<http://health.europa.eu>