

EuroHealthNet

From Ottawa through 2030: Challenges and Opportunities

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REALITY IN A RAPIDLY CHANGING WORLD

Apply established Values :

- ❖ Equity
- ❖ Social justice
- ❖ Community engagement
- ❖ Empowerment

In modern Settings:

- Demographic and cultural changes
- Social and economic changes
- Political and commercial changes
- Environmental and technological changes

Part One

What have we learnt
trying to implement
the Ottawa Charter?

SUSTAINABLE POLICY MAKING

Have long sought “integrated policies” – but how?

- ✓ Understand and influence determinants of “wealth, power and resources”
- ✓ Improve conditions people born – work - live
- ✓ Clarify objectives, make common causes
- ✓ Better negotiation skills
- ✓ Learn to explore compromises

BUILDING AND APPLYING NEW KNOWLEDGE

Focus on “familiar determinants” is not enough: what is new agenda?

- ✓ Continuously refresh and explore - but do not delay as “*know enough to act*”
- ✓ For tomorrow’s world identify “*How to*” solutions
 - “*Risk society*” and life course concepts
 - Impacts of technologies - digital, genetic, biotech
 - HEIA, monitoring, outcomes analysis

TRANSFORMING HEALTH SYSTEMS

Reorientation least progress since Ottawa. How to transform?

- ✓ Use evidence on effectiveness and costs
- ✓ Close gaps between promoting health and curing disease – including better budgets
- ✓ Rebuild health promoting health systems
- ✓ Proactive to emerging challenges like AMR
- ✓ Resilient to shocks and crises

IMPROVE WORKING AND RESOURCES

SAFEGUARD HEALTH AS VALUE AND ASSET PLUS SUSTAINABLE VALUES

- ✓ Apply “whole of society strategies” including local levels
- ✓ Invest in modern leadership, workplace, organisation, partnership developments
- ✓ Improve and mainstream HP training and roles
- ✓ Understand related advances better
- ✓ Influence new media

Part Two

Key themes by which
we can measure
progress through 2030

BE RESPONSIVE

HOW DO WE ADAPT TO CHALLENGES & OPPORTUNITIES?

- ✓ Adapt and respond quickly to rapidly changing needs
- ✓ Understand changing societal trends and norms
- ✓ Tackle globalisation consequences.
- ✓ Integrate health impacts

BE INNOVATIVE

HOW DO WE ACT ON IDEAS?

- link and integrate work with other sectors.
- find windows of opportunity to move beyond existing health policy frameworks
- apply innovative solutions to meet today's emerging challenges.
- think, act and advocate “out of the box”.

BE JOINED UP

HOW DO WE BUILD PARTNERSHIPS AND GOVERNANCE?

- Address the “*causes of the causes*” of health inequities
- Promote upstream governance for health
- Design and support quality public services
- Seek relevant available investment funds, also in areas beyond health;
- Implement health equity impact assessments.

BE EQUITABLE

HOW DO WE ADDRESS THE CAUSES OF THE CAUSES?

- Address political and commercial determinants of health and equity too
- Apply human rights based approaches
- Assure quality policies and strategies by equitable design and implementation
- Focus on social gradients and apply proportionate universalism
- Tackle poverty in all forms
- Think global act local...

BE ETHICAL

HOW DO WE APPLY PRINCIPLES FAIRLY

- ✓ Anticipate better 21st century advances and needs
– medical, genetic, social, environmental
- ✓ Precautionary innovation – “law of unintended consequences”
- ✓ Link to human rights based values, approaches and initiatives
- ✓ “*Practice what we preach*”: cooperation,
- ✓ fair trade, non discrimination

BE INCLUSIVE

- ***HOW DO WE RESPECT DIVERSITY AND DIFFERENCES?***
 - Address cultural determinants and respect cultural values
 - Be sensitive and proactive to gender, ethnicity, age, disability and other needs.
 - Improve context specific health literacy, empowerment and participation
 - Strive to achieve equal access and health outcomes across all communities.
 - Apply a life course approach for physical and mental wellbeing

BE ECOLOGICAL

HOW DO WE SUSTAIN AND PROMOTE OUR ENVIRONMENTS?

- ✓ Act to urgently address climate change and its impacts on health
- ✓ Link health promotion with sustainable consuming, living and moving.
- ✓ Tackle environmental inequalities, promoting green areas, and recycling, preventing waste
- ✓ Contribute to reductions in air pollution.
- ✓ Respect our natural resources and ecosystems.

BE TECHNOLOGICAL

HOW DO WE UNDERSTAND AND APPLY ADVANCES?

- Make better use of emerging technologies and innovation such as m-health, e-health, at home diagnostics and digital therapeutics.
- Ensure that these benefit all and do not increase inequities by tackling the “digital divide”
- Incorporate the impacts of social media on health across the life course
- Build health literacy and lifelong learning

BE SMART

HOW DO WE INFLUENCE, ADVISE AND ADVOCATE?

- Address media, marketing and commercial determinants
- Influence and support measures that lead to supportive conditions for healthy lives
- Demonstrate cost-effectiveness and address the economic determinants for people
- Negotiate or ethically partner relevant private sectors and social enterprises

How EuroHealthNet can help

Promoting Health to 2030: taking the Ottawa Charter forward

- ✓ Core statement with links and references
- ✓ Summary text plus toolkit of resources
- ✓ Action for UN Agenda 2030 SDGs, including INHERIT
- ✓ Engage with WHO processes including Shanghai 2016
- ✓ Influence EU processes such as potential EU Pillar of Social Rights
- ✓ Build our partnerships across Europe

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