Your Health is Your Wealth: A Policy Framework for a Healthier Ireland
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Definition of public health

“Public health is the science and art of preventing disease, prolonging life and promoting health through organized efforts of society”

– Sir Donald Acheson, 1988
1948 WHO definition of health

“A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”

– WHO Constitution
Life expectancy in European country groups in 1950–2045: population health improvement and ageing

Proportionate mortality by broad group of causes of death in the European Region by country groups, 2008
Poliomyelitis: laboratory-confirmed polio cases, acute flaccid paralysis (AFP) cases negative for poliovirus, and AFP cases pending results by date of paralysis onset, Tajikistan, 2010 (SIA: supplementary immunization activity)

Source: weekly AFP reporting to WHO/Europe.
Inequities between countries: life expectancy, in years, for countries in the WHO European Region

Source: European Health for All database [online database]. Copenhagen, WHO Regional Office for Europe, 2011.
WHO European review on social determinants and the health divide

Provide evidence on the nature and magnitude of health inequities across the Region and their relationship to social determinants.

Investigate gaps in capacity and knowledge to improve health through action on social determinants

Synthesize evidence on the most promising policy options and interventions for addressing social determinants and reducing health inequities in diverse country contexts
In the WHO European Region, 46 countries have ratified the WHO Framework Convention on Tobacco Control
INVESTING IN HEALTH

A Summary of the Findings
of the Commission on Macroeconomics
and Health
Strengthening public health: guaranteeing delivery of 10 essential public health operations (EPHOs)

EPHOs vary according to institution, but constitute the backbone of the proposed public health operations for Europe (pilot-tested for the last four years)

1. Surveillance and assessment of the population’s health and well-being
2. Identification of health problems and health hazards in the community
3. Health protection services (environment, occupational health, food safety)
4. Preparedness for and planning of public health emergencies
5. Disease prevention
6. Health promotion
7. Assurance of a competent public health and personal health care workforce
8. Leadership, governance, financing and evaluation of quality and effectiveness of PHS
9. Health-related research
10. Communication for PH
New challenges, old problems, new opportunities

New era, with rapidly developing global and European trends

Increasing complexity of drivers that shape health and the determinants of health inequities: “wicked issues”

Uneven progress in achieving health goals to date

Ongoing and new challenges to health as a human right, a public good and an asset for development

These demand a new approach to health governance in the 21st century
Examples of success in the health-in-all-policies approach

Integrated health and development plans: e.g. Promurje Region, Slovenia

Whole-of-government approach: Scotland, United Kingdom

**Strategic Goals**

- To reduce factors in the physical and social environments in Scotland that act to perpetuate health inequalities;
- To build the resilience and capacity of individuals, families and communities to improve their health and;
- To enhance the contribution that public services make to reducing health inequalities.

**Policy & Action Areas**

- Early years and young people; Smarter Scotland
- Tackling poverty and increasing employment; Wealthier and fairer Scotland
- Physical environment and transport; Greener Scotland
- Harms to health and wellbeing; alcohol, drugs and violence; Safer and Stronger Scotland
- Health and wellbeing; Healthier Scotland

**COMMON PRIORITIES**

**INTEGRATED GOVERNANCE OF HEALTH & DEVELOPMENT**

- HEALTH, LABOUR & WELFARE, EDUCATION
  - HEALTH PROMOTION IN:
    - local community
    - marginal groups
    - schools
    - workplace

- AGRICULTURE, REGIONAL DEV. & HEALTH
  - AGRICULTURE FOOD INDUSTRY
    - more fruit & vegetables
    - ecological farming
    - local supply chain
    - healthy & traditional offer in gastronomy
    - recreation programs
    - prevention programs in health spas
    - wellness on countryside

- TOURISM, HEALTH & REGIONAL DEV.
  - safe & healthy food

**HEALTH & ENVIRONMENT**

Natural, living, socio-economic