

Social return on investment in public health as a driver for sustainable development

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40%

At the UK level, the number of people aged 65+ is projected to rise by over 40% in the next 17 years to over 16 million.

78%

...in Upper Cwmbran 78% of 0-4 year olds live in income deprived households.



3 million

19 Million

Doing business as usual is unsustainable with high costs...

10%

At the Wales level around 10% of children have mental health issues such as stress, anxiety and depression.

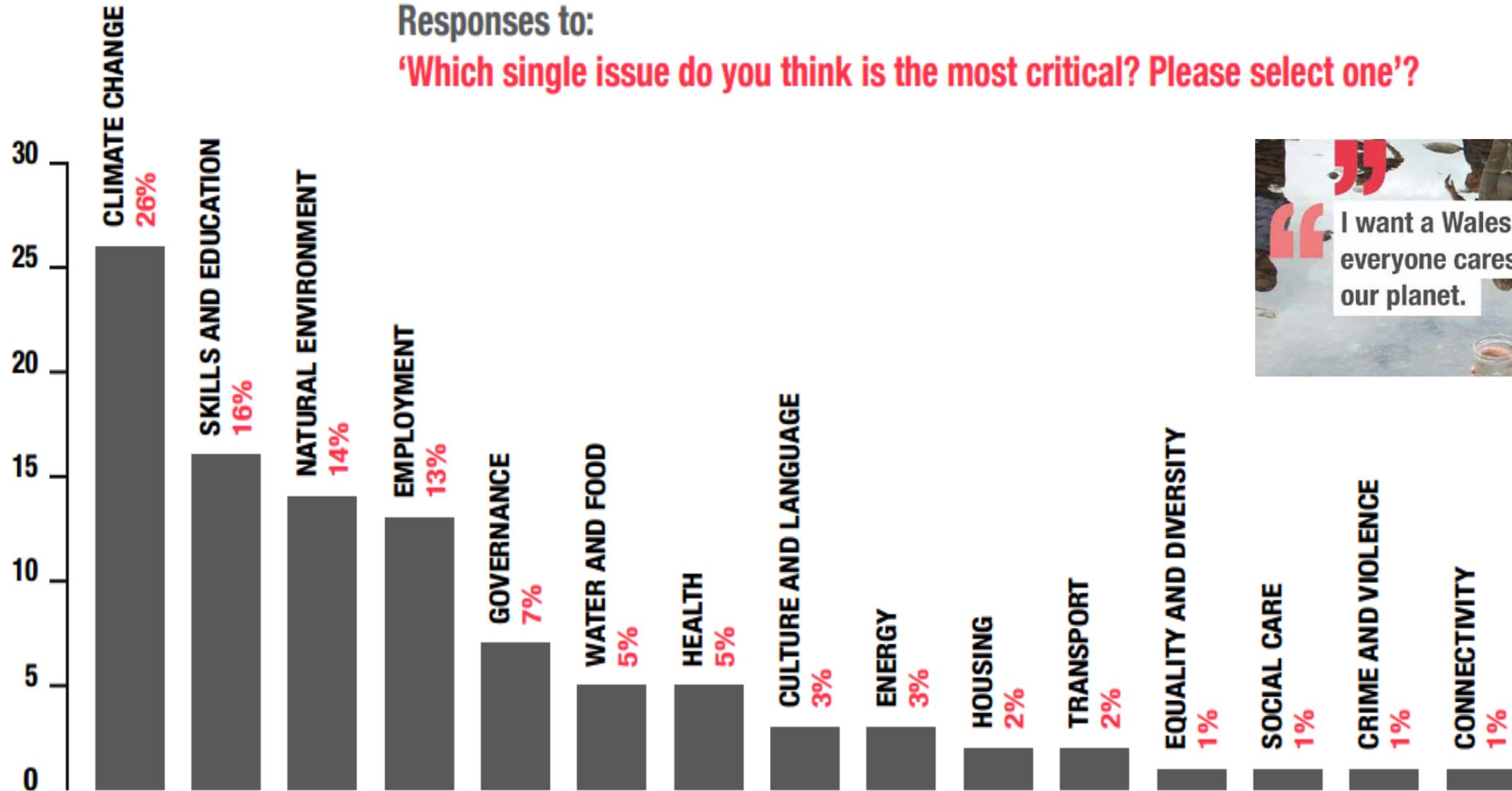


250 000 deaths from climate change globally by 2030?

total cost of health care will double by 2050

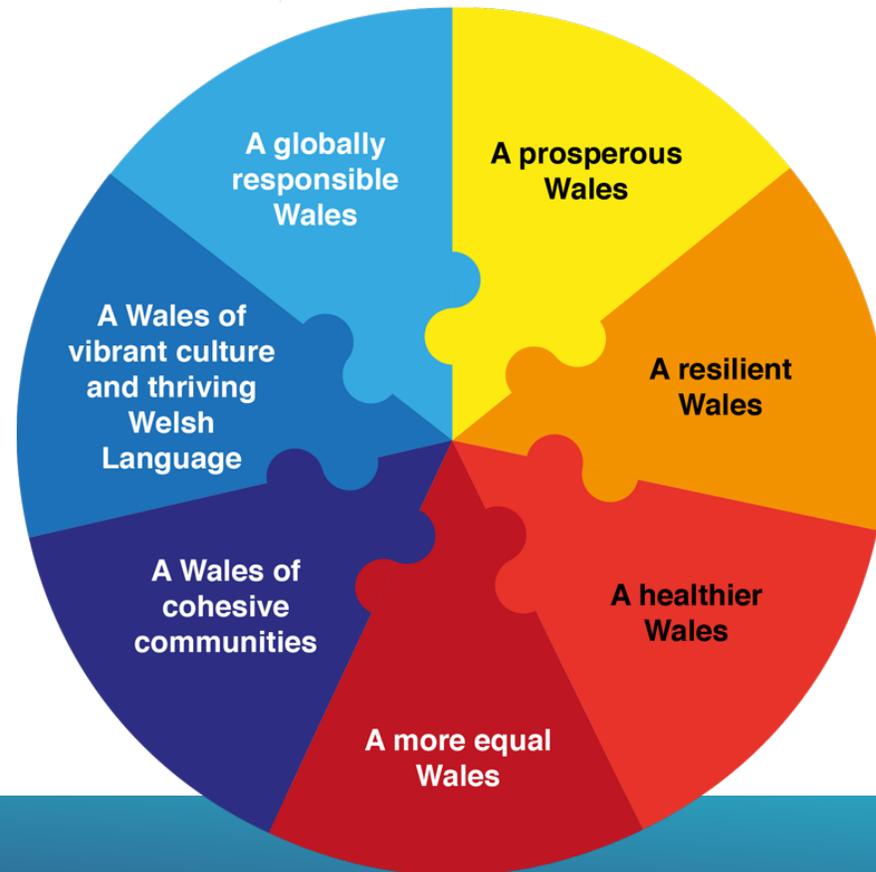
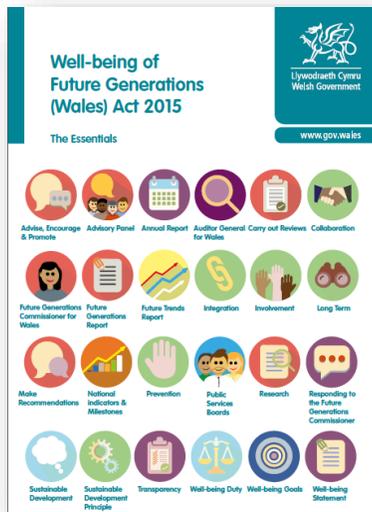
Responses to:

'Which single issue do you think is the most critical? Please select one'



The Well-being of Future Generations (Wales) Act 2015

“What Wales is doing today the world will do tomorrow...”
Nikil Seth, Director of Sustainable Development, United Nations, 2015



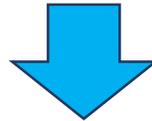
www.youtube.com/watch?v=rFeOYIxJbmw

Developing a public health response

A change in the status quo is urgently needed

The right time

- Pressing challenges (demography, health trends, rising costs)



- Immediate pressures on public sector + long term sustainability

The right place

- Favourable legislative & policy context
- Strong history of cross-sector working

How?

- **Informed by:**

- Available recent 'high level' research evidence
- Professional guidance and experts recommendations
- Welsh priorities & policy context

- Focusing **both on the present and the future** for Wales
- **Wide target audience:** decision-makers / policy-makers
- **Not** an exhaustive or comprehensive public health review
- **Format:** Executive Summary, Supporting Evidence, Series of 8 infographics

From evidence to action

Making a difference through prevention...

Investing in Early Years for a Sustainable Future in Wales



Early childhood experiences, including before birth, can have a lifelong impact

Addressing Health Inequalities in Wales

In Wales, people in the most health, compared to least deprived areas

- 11% (Least deprived areas)
- 23% (Most deprived areas)

Health inequalities affect socioeconomic inequality

Estimated costs of health productivity losses per year: **£1.8 - £1.9 billion**

Health inequalities can cross generations

Children from low income families are higher risk of poor health outcomes throughout their lives

A greater proportion of people adopt unhealthy behaviours

Consumers 5 a day: 37% (Least deprived areas), 23% (Most deprived areas)

Current smoker: 11% (Least deprived areas), 23% (Most deprived areas)

Deaths due to smoking: 22.8% (Least deprived areas), 16.2% (Most deprived areas)

Adverse: Verbal abuse, Physical abuse, Sexual abuse, Parental separation

Infants (0-28 days) half times more likely to be born prematurely

Less than 1/4 (22.5%) are exclusively breastfed

Obese children are two times more likely to be obese in adulthood

Improving Mental Health in Wales

Mental health

The proportion of adults who report being in poor mental health has increased from 9% in 2003/04 to 13% in 2015

Mental ill health is a leading cause of unemployment

24,000 children (5-16 yrs) have conduct disorder

Mental ill health is associated with cardiovascular disease

Mental ill health accounts for more years lost due to ill health, disability or death than physical health conditions

Cardiovascular disease accounts for 16.2% of years lost

Tackling Obesity and Unhealthy Diet in Wales

Over half of Welsh adults and a large proportion of children are overweight* or obese*

Overweight and obesity is related to social disadvantage

Overweight and obesity can lead to long term health system and the economy

Health impact: Almost 3 in 4 adults are predicted to be overweight or obese by 2035

Cost to NHS Wales: £86 million per year

Cost to the economy: £465 million per year

Cost to society: £2.4 billion per year

221,700 cases of type 2 diabetes

78,200 cases of coronary heart disease

32,200 cases of cancer

Making a Difference: Investing in Sustainable Health and Well-being for the People of Wales

Executive Summary 2016

Addressing Alcohol Misuse in Wales

Increasing Physical Activity Levels in Wales

Many people in Wales are not physically active enough to protect their health

- 64% are physically active for 150 minutes a week*
- 53% are physically active for 60 minutes every day of the week
- 20% are physically active for 60 minutes every day of the week
- 11% are physically active for 60 minutes every day of the week

Journeys involving walking or cycling

- 21% of trips are on foot in Wales
- 31% of primary school children walk
- 62% of secondary school children either walk or cycle

Inactivity has consequences for health and well-being, it places a burden on the health system and it impacts on the wider economy

Health impact: Physical inactivity causes 11% of coronary heart disease cases, 13% of type 2 diabetes cases, 18% of breast cancer cases

Cost to NHS Wales: £51 million each year

Cost to overall economy: £314 million per year from sickness absence, £57 million per year from death of working age people

Tackling Violence and Abuse in Wales

Violence is a public health issue

In Wales:

- growing up: 17% experienced physical abuse, 10% experienced sexual abuse
- Smoking in Wales: 1 in 5 adults smoke
- Smoking rates are 2 1/2 times higher in the most deprived populations, 4 times higher in the long term unemployed
- Alcohol consumption has increased: 1986/87 (8.5 litres per adult per year) to 2010/11 (10.6 litres per adult per year)
- Use of death and ill health: 14% of deaths are preventable
- Cost to overall economy: £2.2 billion per year (2007 figures)
- to overall economy: £303.5 million per year
- to overall economy: £523 million per year

Investing in public health drives social, economic and environmental sustainability

Key Messages

Public health can be part of the solution

- **Economic, social and natural environment** in which we grow up, live and work is a major determinant of our health and well-being and that of our children – directly and indirectly
- **Strong evidence to support a preventative approach**
Prevention offers good value for money
It brings short and long-term benefits far beyond the health system, across communities, society and the economy
- **Wales is in a unique position to make a difference**

3 Priority themes, 10 Public Health areas

A. Building resilience across the life course and settings

1. Ensuring a good start in life for all
2. Promoting mental well-being and preventing mental ill health
3. Preventing violence and abuse

B. Addressing harmful behaviours and protecting health

4. Reducing the prevalence of smoking
5. Reducing the prevalence of alcohol and substance misuse
6. Promoting physical activity
7. Promoting a healthy diet and preventing obesity
8. Protection from disease and early identification

C. Addressing wider economic, social and environmental determinants of health

9. Reducing economic and social inequalities and mitigating austerity
10. Ensuring safe and health promoting natural and built environments

These areas are interrelated and interdependent, sharing common determinants and solutions.



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Public Health Leadership

- Build on the **momentum**, use '**windows of opportunity**'
- Wider (*strategic & policy*) and practical (*organisation/service*) use
- Promoting **collaboration & joint work** within the NHS & between the NHS and other sectors
- Promoting **cross-sector governance and investment** for health and well-being
- Using the '**right argument**': evidence, values, statutory duty
- Support with **methods & tools**: HIA, HiAP, Life Course...

Impact

- Launched by Minister for Social Services and Public Health
 - media interest
- Widespread dissemination
 - Wales (services / organisations / sectors)
 - UK (PHE, Kings Fund, UK Health Forum)
 - Internationally (Europe, WHO Regions for Health Network)
- Government buy in



World Health Organization

WHO HEN evidence synthesis report 51

A review of the social return on investment from public health policies to support implementing the Sustainable Development Goals by building on Health 2020





HEN Evidence Synthesis Report 51

Three pathways

- 1) Health and security pathway**
- 2) Social and equity pathway**
- 3) Economic and innovation pathway**





Green & circular economy – sustainable production, consumption & procurement

Health-enabling places, settings & resilient communities

Health workforce

Public health systems, capacities & services – global health security

UHC & minimize OOP payments

Reduce major risk to health & Address NCDs & CDs

Healthy and active ageing

Early/youth education, health literacy & employment

Best start in life, leaving no child behind

Gender equity, address violence – proportionate universalism



HEALTH 2020

A European policy framework and strategy for the 21st century

Costs of business as usual vs public health solutions



COSTS



Health inequalities
cost **€980 billion**
for one year
in the European Union



Each 16–18-year-old
NEET
cost **€123 000**
over their lifetime in the UK



SOLUTIONS

Early years interventions

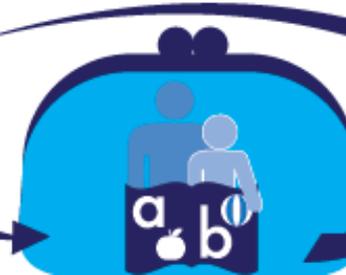


spent on
social
problems
in 20 years



Early child development interventions

can
return 1.5–17
for 1 unit
invested



in high
income
countries



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Key Messages

- **Business as usual** (current investment policies and practices) is **unsustainable** with high costs to individuals, families, communities, society, the economy and the planet.
- **Investing in public health policies** provides effective and efficient, inclusive and innovative solutions, defined by values and evidence, building on the European Region achievements and driving social, economic and environmental sustainability.
- Investment for health and wellbeing is a driver and an enabler of sustainable development and vice-versa. It empowers people to achieve the **highest attainable standard of health for all.**

WHO Collaborating Centre: Investment for Health and Wellbeing



- Support & facilitate investment for health and well-being as a driver & enabler of social, economic and environmental sustainability.
- Develop, collect and share information and tools on how best to invest in better health, reduce inequalities, build stronger communities and resilient systems in Wales, Europe and worldwide.
- Inform & promote more sustainable policies; and help address the health and well-being needs of current and future generations.

Thank you!

