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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?*



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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?



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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**



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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

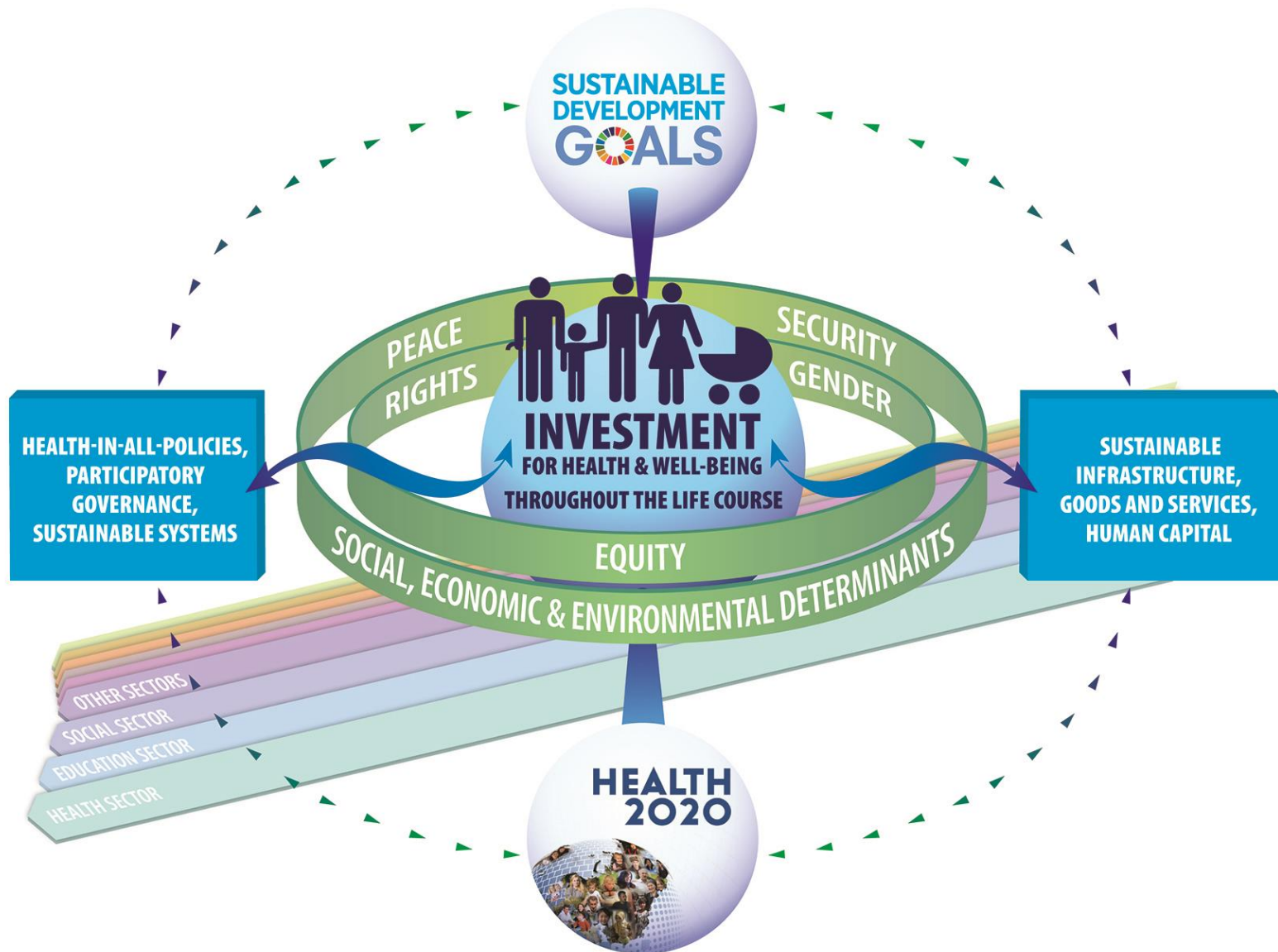
Challenges



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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



Key facts and figures

- Policy, Research and International Development Directorate, Public Health Wales is designated as a WHO CC from 10th of March 2018
- The first Public Health Wales WHO CC; and one of only two Welsh WHO CC
- The first and only WHO CC in the field of 'Investment for health and well-being' in the world
- The WHO CC has a global reach, part of a global network of more than 700 WHO CC in 80 countries



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

Terms of Reference

- 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**.



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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](#)
3. WHO discussion paper '[Social return on investment - accounting for value in the context of implementing Health 2020 and the 2030 Agenda for Sustainable Development](#)', 2017
4. WHO HEN52 evidence synthesis report 'Key policies for addressing the socioeconomic determinants of health and health inequities', 2017

<http://www.euro.who.int/en/countries/italy/publications/key-policies-for-addressing-the-social-determinants-of-health-and-health-inequities-2017>

5. Making a difference: investing in sustainable health and wellbeing for the people of Wales, Public Health Wales evidence synthesis report, 2016

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