

What can hospital and other health services contribute to public health Opportunities and obstacles?

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Better health for Europe
More equitable and sustainable



**World Health
Organization**

REGIONAL OFFICE FOR
Europe



**Organisation
mondiale de la Santé**

BUREAU RÉGIONAL DE L'
Europe



Weltgesundheitsorganisation

REGIONALBÜRO FÜR
Europa



**Всемирная организация
здравоохранения**

Европейское региональное бюро

The Sustainable Development Goals





A focus on inequities
Leaving no-one behind

The SDGs. Achieving better, more equitable, sustainable health and well-being for all at all ages

Strategic directions

- Leadership and governance
- Multisectoral action
- Healthy places, settings and communities
- Health system strengthening (UHC)

Enablers

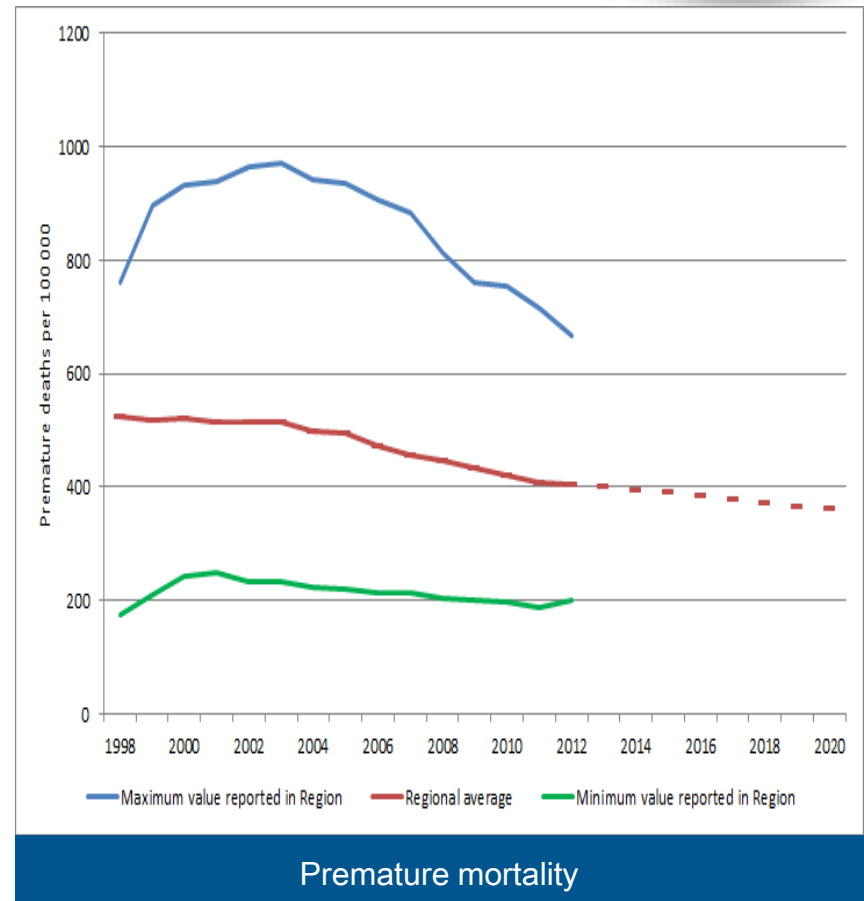
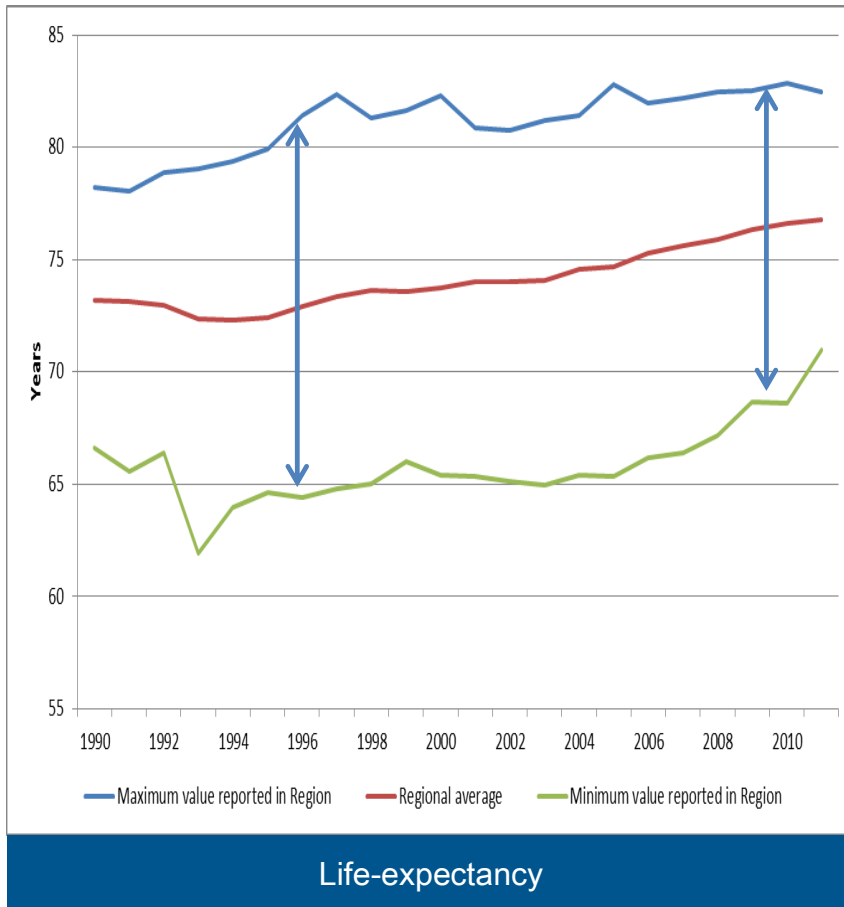
- Multi-partner cooperation
- Sustainable financing
- Research and innovation
- Monitoring and evaluation

Implementation of Health 2020

- Going upstream to address root causes such as social determinants
- Invest in public health, primary care, health protection and promotion, and disease prevention
- Making the case for whole-of-government, whole-of-society and health in all policies approaches



We are on track towards a healthier Europe



Yet challenges remain

ALCOHOL CONSUMPTION



11

litres of pure alcohol is
drunk per person per year

OVERWEIGHT AND OBESITY



59%

of the population is
overweight or obese

TOBACCO USE



30%

of the population
uses tobacco

Addressing ALL health determinants



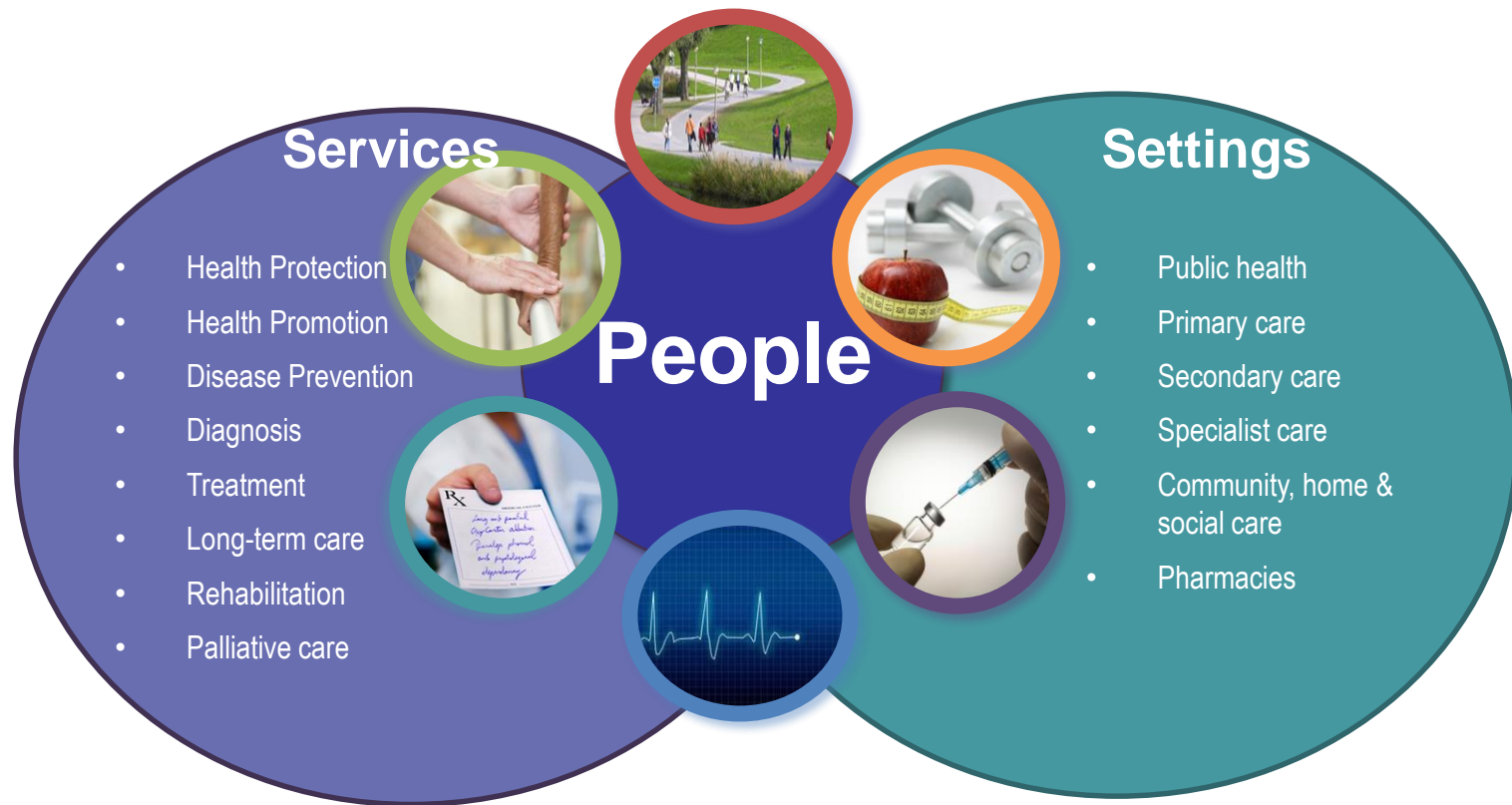
The Minsk Declaration



Universal health coverage: crucial for maintaining and improving health

- **equity of access to health services:** those who need services should get them
- **the quality of health services** is good enough to improve health
- **financial risk protection:** the cost of care should not create financial hardship

People-centeredness as a cornerstone of sustainable health systems



Public health

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

From Acheson 1998

Levels of public health intervention

Population level interventions

- Local, state, & national laws & policies
- Government regulations & other regulatory processes, procedures, or laws to protect health

Organizational level interventions

- Organization/Institution e.g. worksites, schools, agencies, churches...
- Focus on organizational culture e.g. norms, rules & regulations, incentives & benefits, structures

Interpersonal level interventions

- Social influences e.g. family, work group, friendship networks
- Focus on nature of social relationships e.g. social norms, access to diverse & supportive networks/influences

Individual level interventions

- Individual persons
- Focus on characteristics of the individual e.g. knowledge, attitudes, skills, beliefs...

Health promotion and settings for health

- Health Promotion “is the process of enabling people to increase control over, and improve, their health.”
- Health promotion not only has to address individual behaviour, but underlying norms, rules and cultures.
- “Health is created and lived by people within the settings of everyday life; where they learn, work, play, and love.” (WHO Ottawa Charter 1986)

Elements for success

High-level commitment & champions

- Mayors, Prime Ministers, celebrities

Dedicated resources

- Taxation, private sector
- Co-ordination function needs resourcing

Institutional structures

- Health promotion agencies; advisory task-forces; local government
- Do not discredit informal relationships & power of community

Joint planning

- Quality of the “planning” can be more important than the “plan”

Legislative tools

- Trans-fat, setting up structures for health promotion

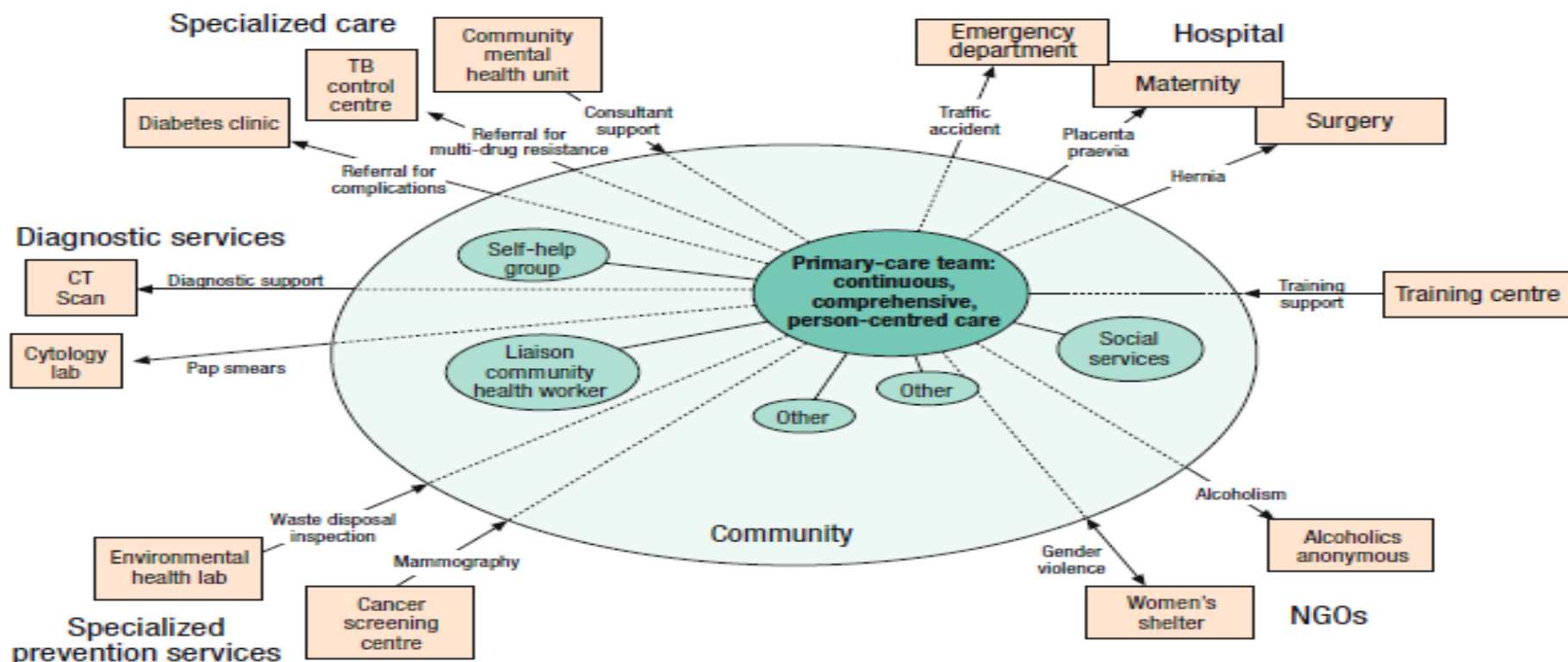
Accountability

- Doesn't matter who, but needs to be clear (shared or not, health or non-health)

Monitoring & reporting

- Targets focus action
- Results are important for advocacy

Primary care as the hub to other levels of care



[World Health Report 2008, WHO]

“The importance of
hospital-based care
will not diminish in the future”

Joint Commission International,

Why hospitals

- Health an explicit goal
- Knowledge of health determinants
- Reach clients, visitors, staff
- Opportunities to promote behavioural change
- Health related training, education and information
- Reduce avoidable risks to health
- Influential political and economic entities
- Quality management for outcomes

Health systems and hospitals

- Health systems moving towards responsibility for the health of defined populations
- Focus on primary care providers delivering close to client generalist primary care services
- Focus on full range of services- health promotion, disease prevention, diagnosis and treatment and rehabilitation
- Strengthening primary-care providers' role as coordinators of the inputs of other levels of care
- Hospitals as part of health care networks supporting primary care
- Hospitals providing specialist and tertiary level services

Health promoting hospitals

- Provide high quality comprehensive clinical services
- Possess strategies and processes for health gain
- Develop a corporate identity embracing health promotion
- Develop a health promoting organizational structure and culture
- Improve effectiveness, efficiency and value for money
- Reduce staff turnover, and better workplace rewards
- Improve reputation as service providers
- Improve competitive position
- Improve quality management-structure, processes and outcomes
- Develop into a health promoting physical environment that actively cooperates with its community.

Changing expectations of health systems-pressures for reform

- Demography-the increasing proportion of the old
- Co-morbidities
- Technological advances-diagnostic, therapeutic, pharmaceutical
- Raising population expectations for quality care
- Litigation pressures
- The increasing involvement of public institutions and financing
- Pressures for quality, efficiency and cost-control
- Workforce development challenges
- Developing and evaluating new organizational forms.

Thank you