

# Towards an economy of well-being: skills for health

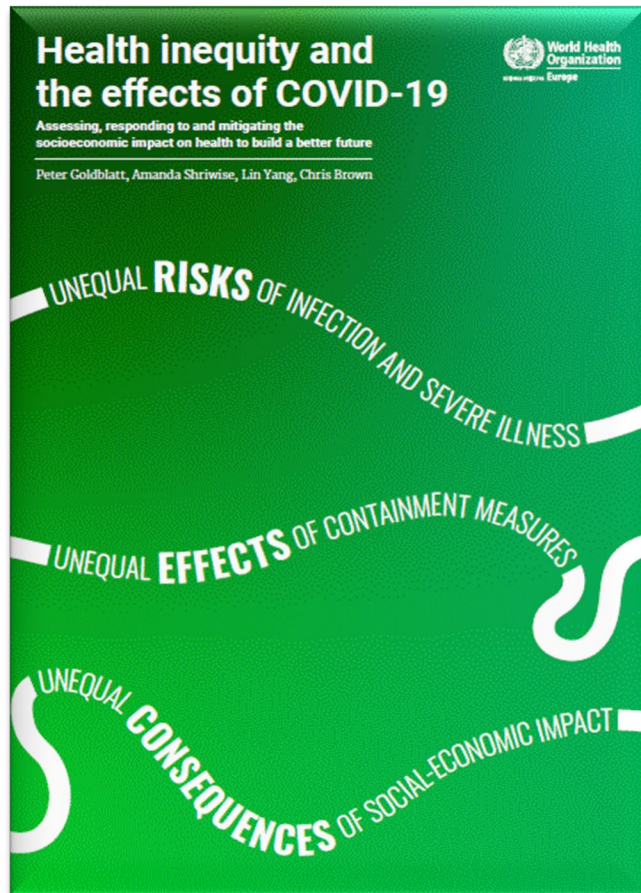
3 December 2020

Dr Nino Berdzuli, Director, Country Health Programs  
WHO Regional Office for Europe



- 
- 01** Same virus, different outcomes: COVID-19 and inequality
  - 02** Valuing the health and social care workforce
  - 03** Health literacy as a skill for improving health and preventing exclusion
  - 04** Health promotion as a cornerstone of a resilient health system
  - 05** Concluding remarks – building back better means leaving no one behind

# COVID- 19: the same virus but with unequal impacts on health, wellbeing and livelihoods of people and communities



## Unequal risks of infection

- People living with multiple deprivation
- Black and minority ethnic groups are twice at risk of serious infection
- Women: 70% of all health and social services staff across Europe are women

## Unequal effects of containment

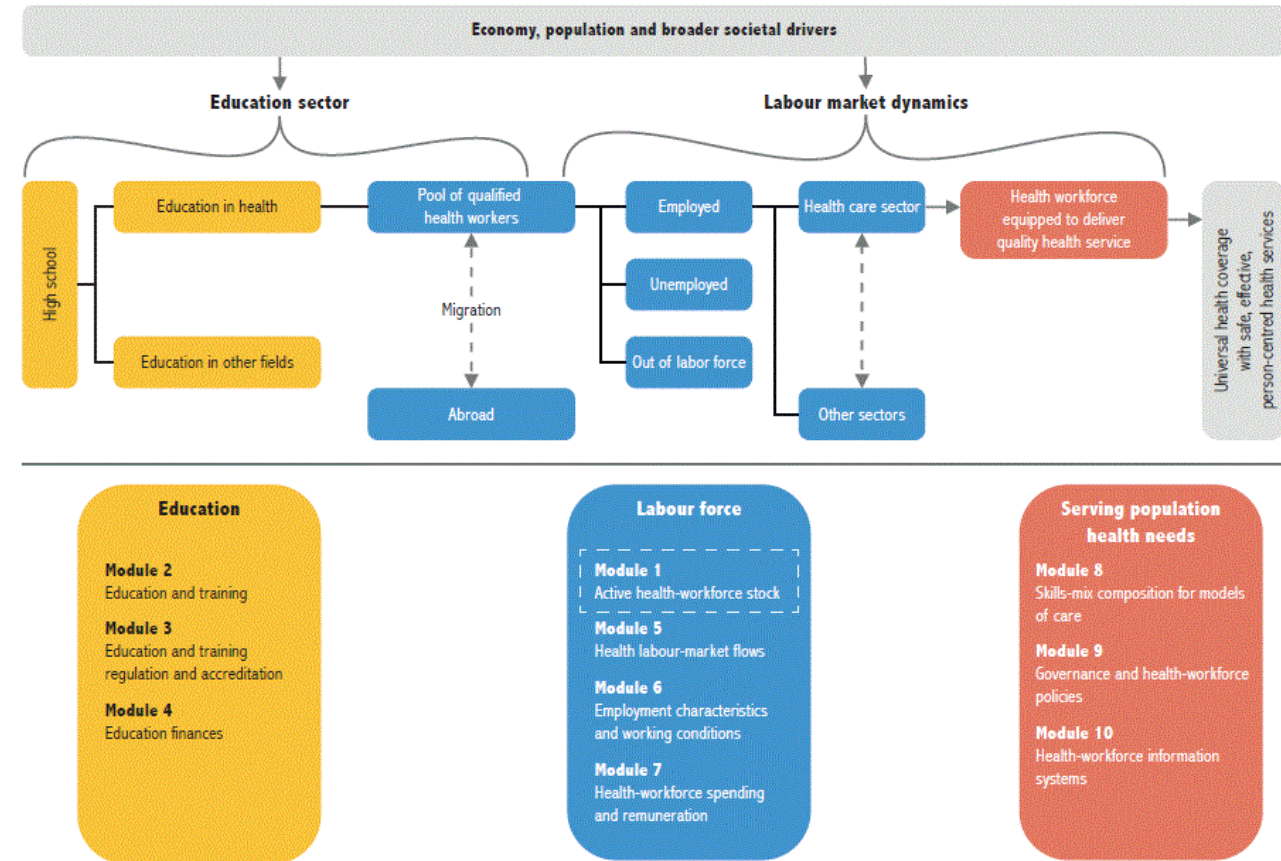
- Children and teenagers: 1.38 billion learners impacted by school closures globally
- Women: increased burden of care responsibilities
- Increase in domestic violence, gender-based violence and child abuse and neglect

## Unequal consequences

- Compared with Sept 2019, unemployment rose by 1.811 million in the EU
- In April 2020 alone, between 500,000-3million people sought social protection (Data for 10 EURO countries)
- Young people emerging as some of lockdown's biggest losers who, along with those out of work, report the lowest levels of well-being, feel excluded from society and remain at greatest risk of depression

# Health sector as employer, needing to lead by example

- In 2017 in northern, southern and western Europe, employment in health and social work accounted for over **12% of all jobs**
- Approximately **40 million new health worker jobs will be created by 2030**, particularly in high- and middle-income countries
- Health sector has the **tenth highest impact on household income** out of 62 sectors that make up domestic economy in most countries



Source: WHO EURO 2018 Economic and Social Impact and benefits of HEALTH Systems

Source: adapted from Global strategy on human resources for health: Workforce 2030, WHO, 2016

# Health literacy to empower people

## A foundation for building the individual and collective capacity of people to act as informed participants in decision-making about health

- Health literacy and health literacy responsiveness (organizational health literacy)
- Digital health literacy
- Through engagement with decision-makers, health workers, communities, individuals
- Considering many other social, cultural, political, cognitive, psychological or economic factors which affect our health and well-being

- ❖ Context-specific, emerging challenges
- ❖ Life-course approach
- ❖ Intersectoral action
- ❖ Equity



In WHO Behavioural Insights survey on COVID-19 health literacy is identified as *important predictor for COVID-related perceptions and behaviours* (ex., low COVID health literacy is associated with less protection behavior, less likely to find COVID decisions fair)

Gaining in-depth **behavioural and cultural insights for health** helps to ensure that health policies and practices are effective, acceptable and equitable



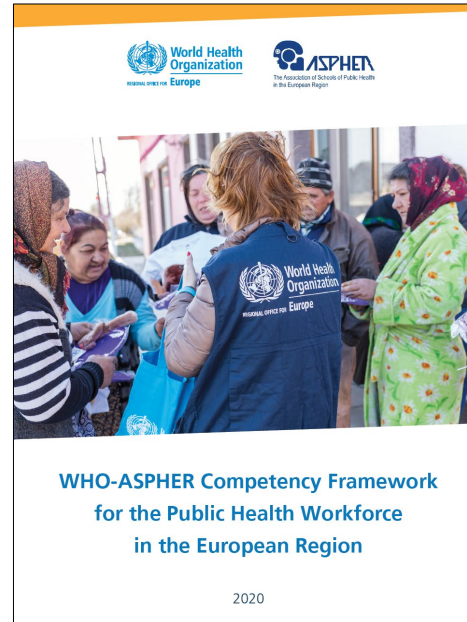
# A responsive and resilient health system

- **A responsive and resilient health system = a workforce with strong public health competencies**

the *knowledge, skills and attitudes* to promote health, prevent disease and protect health.

- **WHO-ASPHER Competency Framework for the Public Health Workforce in the European Region**

Competencies that need investment as part of national health (security) strategy.



- **Critical capacities to respond to forces of change:**

System thinking and systems methods

Communication capacities and capabilities

Entrepreneurial orientation

Transformational ethics

Policy analysis and response

[http://ajph.aphapublications.org/doi/abs/10.2105/AJPH.2017.303823?journalCode=ajph&utm\\_source=IHP+Newsletter&utm\\_campaign=578f818d9f-EMAIL\\_CAMPAIGN\\_2017\\_09\\_08&utm\\_medium=email&utm\\_term=0\\_14504ce43d-578f818d9f-298052117&https://www.euro.who.int/en/health-topics/Health-systems/public-health-services/publications/2020/who-aspher-competency-framework-for-the-public-health-workforce-in-the-european-region-2020](http://ajph.aphapublications.org/doi/abs/10.2105/AJPH.2017.303823?journalCode=ajph&utm_source=IHP+Newsletter&utm_campaign=578f818d9f-EMAIL_CAMPAIGN_2017_09_08&utm_medium=email&utm_term=0_14504ce43d-578f818d9f-298052117&https://www.euro.who.int/en/health-topics/Health-systems/public-health-services/publications/2020/who-aspher-competency-framework-for-the-public-health-workforce-in-the-european-region-2020)

# Building back better



## NEW WAYS OF THINKING

- Frames the concept for health systems to think about how they can positively impact health and wellbeing outside of traditional health care services



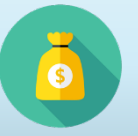
## SHORT TERM TO LONG TERM

- Helps to shift the outlook from a short-term view to thinking about the long-term sustainability, building up resilience and ensuring fairness working together in a system-wide approach



## CREATING NEW RELATIONSHIPS

- Health systems have a well-established connection with the place in which they are based. By connecting with other stakeholders in the society, health systems can work together with new partners for a greater impact.



## DRIVERS OF INCLUSIVE GROWTH

- Health systems can be key leaders in promoting equitable and inclusive growth, helping to create benefits for the whole society, in particular those who are often left behind.



## WORKING ON LOCAL ISSUES

- Health systems can intentionally leverage their huge resources to support the local communities, helping to tackle issues at the local level around health equity and addressing the key social determinants of health.



# Thank you!



**WHO Regional Office for Europe**

UN City  
Marmorvej 51  
Copenhagen Ø  
Denmark



WHO\_Europe



facebook.com/WHOEurope



instagram.com/whoeurope



youtube.com/user/whoeuro



World Health  
Organization

REGIONAL OFFICE FOR  
**Europe**



Organisation  
mondiale de la Santé

BUREAU REGIONAL DE L'  
**Europe**



Weltgesundheitsorganisation

REGIONALBÜRO FÜR  
**Europa**



Всемирная организация  
здравоохранения

Европейское региональное бюро