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

Dr Sumina Azam

5 June 2018

GIG CYMRU NHS WALES
Iechyd Cyhoeddus Cymru
Public Health Wales

Doing business as usual is unsustainable with high costs…

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.

10%

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

3 million

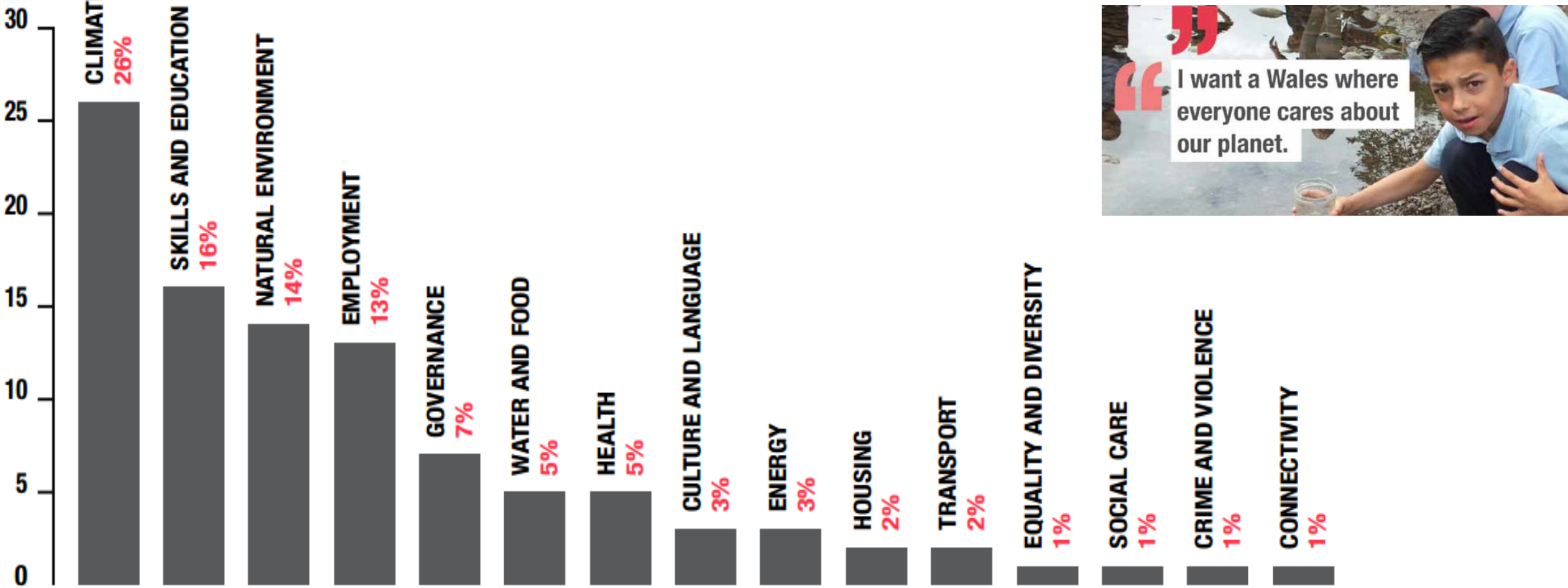
19 Million

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'?



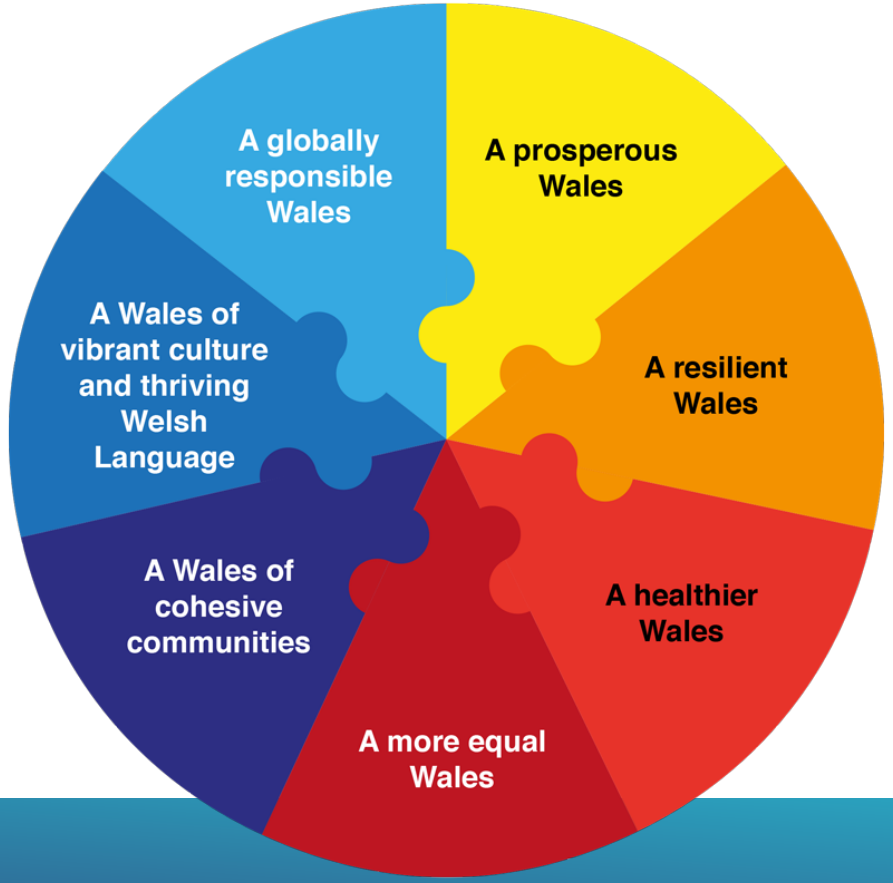
Welsh Government (2013) The Wales We Want Report: A Report on Behalf of Future Generations

http://thewaleswewant.co.uk/sites/default/files/The%20Wales%20We%20Want%20Report%20ENG.pdf

GIG CYMRU NHS WALES | Iechyd Cyhoeddus Cymru Public Health Wales

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

"What Wales is doing today the world will do tomorrow..."
Nikil Seth, Direct or Sustainable Development, United Nations, 2015



www.youtube.com/watch?v=rFeOYlxJbmw

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

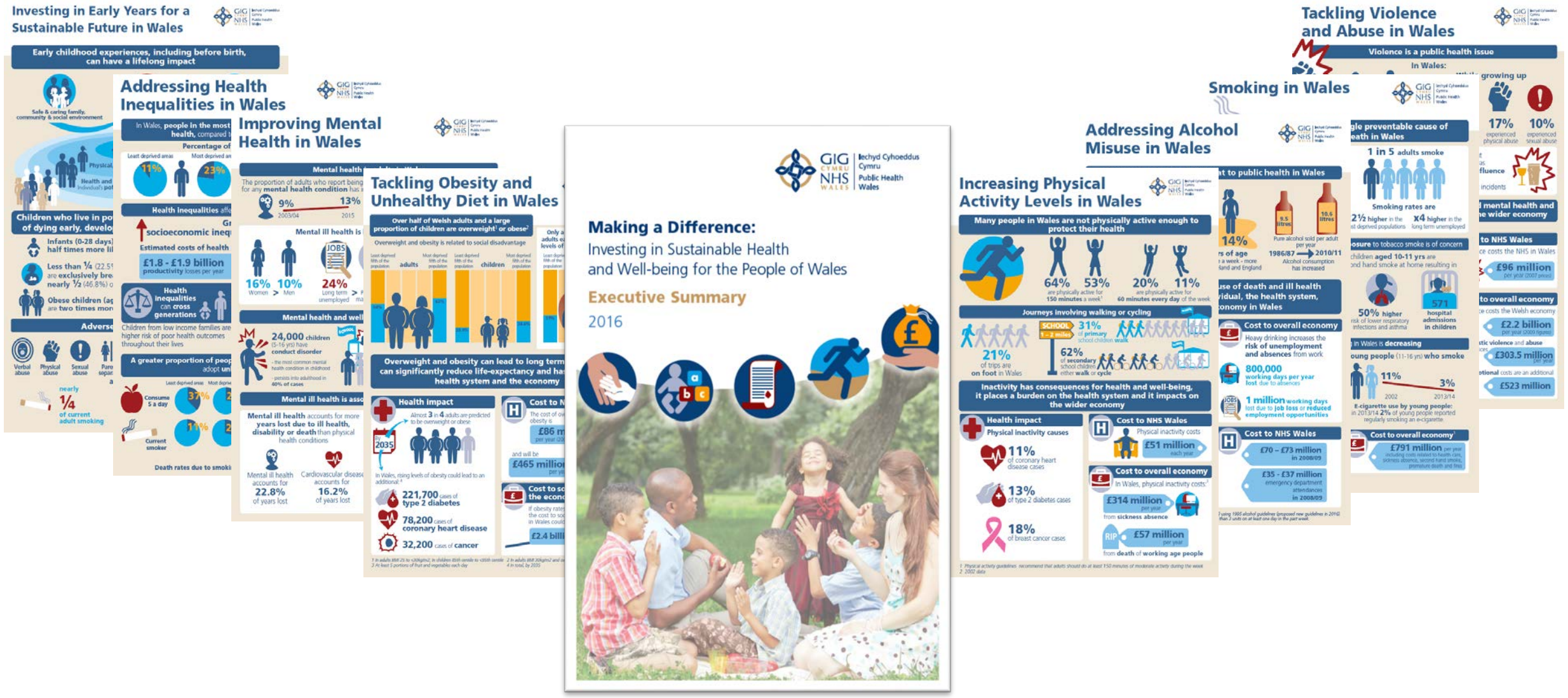
- Favourable legislative & policy context
- Strong history of cross-sector working

How?

- **Informed by:**
  - o Available recent ‘high level’ research evidence
  - o Professional guidance and experts recommendations
  - o 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 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.

GIG CYMRU NHS WALES | Iechyd Cyhoeddus Cymru Public Health Wales

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
  - o media interest
- Widespread dissemination
  - o Wales (services / organisations / sectors)
  - o UK (PHE, Kings Fund, UK Health Forum)
  - o Internationally (Europe, WHO Regions for Health Network)
- Government buy in

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

SUSTAINABLE DEVELOPMENT GOALS

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

Address SEEDs – proportionate universalism

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

GIG CYMRU NHS WALES | Iechyd Cyhoeddus Cymru Public Health Wales

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!