

Delivering health – what role for stakeholders?

In order to deliver 'Health in All Policies', we need the commitment and engagement of a broad range of stakeholders both within and outside of the healthcare sector. Health is complex, and we need complex solutions to today's health challenges, involving the full range of actors from governments, to businesses, to grass roots organisations and representatives. Schools, employers, businesses, youth clubs, and citizens themselves need to take ownership of delivering good health outcomes in order to deliver a holistic approach and achieve better population health.

"Health in All Policies" brings an additional layer of difficulty for health stakeholders, as the 'ownership' of the policies and processes lies outside the health departments where they often enjoy good relations and contacts. Not only are health stakeholders often left unrecognized as valid stakeholders in these processes, but there is a danger that the outcomes on health of a particular decision are poorly understood if at all.

The involvement of non-traditional stakeholders in health decision-making is becoming increasingly common as evidence shows that involving diverse actors increases the likelihood of better, and more accepted outcomes. This is especially important in delivering good health outcomes where the traditional health sector does not 'own' or control the main drivers of health, nor the main contact points with communities.

The workshop during the Health Open Forum will explore the involvement of health stakeholders in non-health decision-making processes and the involvement of non-health stakeholders in delivering public health.

This EU Health Policy Forum Workshop coordinated by DG SANCO and the European Public Health Alliance will debate how stakeholders can and should be involved in delivering good outcomes by addressing the following questions:

- **Mobilising economic actors – using corporate levers for health:**
 - How can economic actors, businesses and industry sectors engage more in tackling Europe's main health challenges? As Europe ages, digitalises and public purse strings tighten, how should this powerful group of stakeholders become better involved?
- **Joined-up thinking – integrated strategies for health**
 - How should cross-governmental levers be better used for good population outcomes? Greater health and well-being needs more cohesive thinking from governments, health actors and their partners in delivering health
- **Putting aside difference – NGOs and industry working together for health**
 - How can NGOs and economic actors put aside their differences and come together for better health outcomes? What are the challenges and opportunities in these partnerships, and how to get the best outcomes?
- **Harnessing the added value – the role of non-traditional health actors**
 - How far has the traditional health community come in 'letting go' of public health? How can non-traditional health actors be better included, particularly when they hold the drivers for Europe's health?

This workshop will challenge traditional approaches to delivering health outcomes, and the expertise and knowledge of our dynamic and high-level panel and audience will explore the delicate and often controversial world of health stakeholders – participants are invited to attend this workshop to debate where government, industry and civil society end and begin in delivering health for all in today's Europe.

Draft Workshop schedule 09.30 – 12.30 Wednesday 30 June

Session Chair: **Professor John Ashton**, Joint Director of Public Health for Cumbria Primary Care Trust and Cumbria County Council (UK)

Part One – Tackling Europe’s health challenges: mobilising all the actors

- **Mark Pearson**, Head of Health Division, Organisation for Economic Cooperation and Development (OECD)
- **Olivier Raynaud, M.D.**, Senior Director, Global Health and Healthcare Sector, World Economic Forum
- **Valerie Morrica**, (invited) World Bank, Central and Eastern Europe Division
- Moderated discussion with audience

Refreshment Break

Part Two – Working together locally for better health and community outcomes

- **Graham Minton**, Corporate Affairs Director, World Heart Federation
- **Zsuzsanna Benko**, Corporate Affairs Manager, Tesco Hungary
- **Rene Maertens**, Education Innovator and the Executive Manager of the Sportsdivision of Echnaton, Netherlands

Conclusions - How can the health and public sector engage better with economic and non-economic actors to deliver better health?

- Audience debate and next steps

Rapporteur: Wim Vandeveld, Board member, European Public Health Alliance and Chair of the European Aids Treatment Group European Community Advisory Board.

Programme planner: Monika Kosinska, European Public Health Alliance