

## **EXPERT PANEL ON EFFECTIVE WAYS OF INVESTING IN HEALTH**

### **Request for an opinion: Options to foster health promoting health systems**

#### **Background - Rationale**

Much evidence has been generated about the value of health promotion to health systems efficiency, outcomes and sustainability. Social and economic sectors have also contributed to making the case for investments in health promotion, including calls from the OECD and from the Commission (namely in SG ECFIN / EPC report in 2016 on sustainability of health systems and in the 2017 Companion report of the State of Health in the EU cycle).

Yet, the gap between the worlds of promoting health and health care delivery remains wide. The health systems seem unable to fully adopt a **systematic health promotion and prevention approach** and integrate it into broader systems and governance. This was also highlighted at several major international public health events reflecting on 30 years progress since WHO Ottawa Charter on Health Promotion (in 2016). The Ottawa Charter focused on both healthy behaviour and healthy (and socially just) living conditions, linking the efforts to the impact of social determinants of health. Reorienting health services was identified as the Charter action area where most work still needed to be done. It may also be important to question whether an overstated focus on individual behaviour may have resulted in an overlook of the need for structural changes ('health in all policies'); or whether strategies to address the upstream causes of ill-health (such as Community-Oriented Primary Care) have been developed in a participatory way and blending clinical practice with epidemiological data.

Some work is being developed on these issues in the CHRODIS Plus Joint Action as one of the subtasks in this Joint Action looks at supporting health promotion in the broader health system. <http://chrodis.eu/>.

For the areas above, it is important to understand what is blocking and what is enabling the progress. What are the mechanisms for strengthening the implementation of health promotion within health systems? What needs to be done to break silo-thinking in health systems policy and practice? How can health promotion and prevention rank higher in health and care agendas, including in discussions on the resilience and effectiveness of health systems? What is the role of health promotion in universal health coverage, how could populations be involved in a participatory way, and how could these efforts contribute to improved health literacy?

#### **Terms of Reference for the Expert Panel on Health**

The Expert Panel is requested to provide a concise but meaningful document with analysis and recommendations on the following points:

- a) What are the mechanisms for strengthening the implementation of health promotion within health systems, how can health systems incorporate, integrate and foster health promotion efforts and paradigms, and what policies need to be in place to make this happen from a health-in-all-policies perspective?
- b) As increasingly public health services and primary health care are operating in an integrated way, how can this joint approach contribute to action and implementation of health promotion and improved health literacy and how could this development be linked to social care?
- c) What could be the success factors for further integration from a conceptual, organisational and financing point of view? And what are the main obstacles and challenges to address?

### **Timing**

- finalisation: November 2019