Creating Europe-wide health policies: A case study

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APHA, November 2007

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Setting the scene: What is public policy?

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How does policy develop and change?

Changes are driven by underlying beliefs about:

- cause of problem, and effect of intervention,
- social climate - what is popular, what is acceptable
- power and influence of competing interests

How:

- A balance between what is:
  - scientifically plausible
  - politically acceptable
  - practical for implementation

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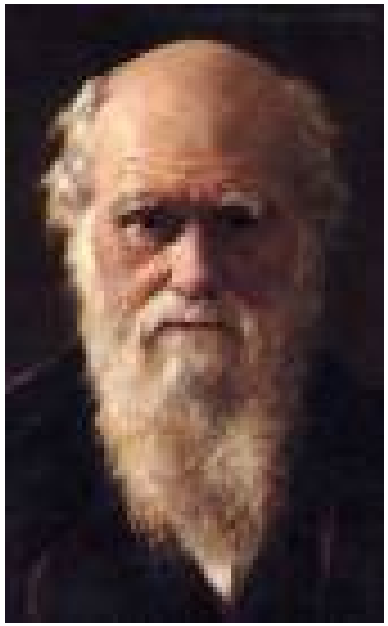
How does policy emerge?



Through

revolution or evolution?

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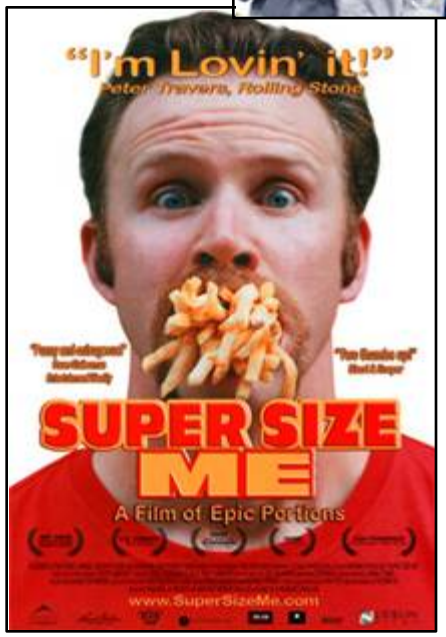
Tipping point in action



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Changing face of communications

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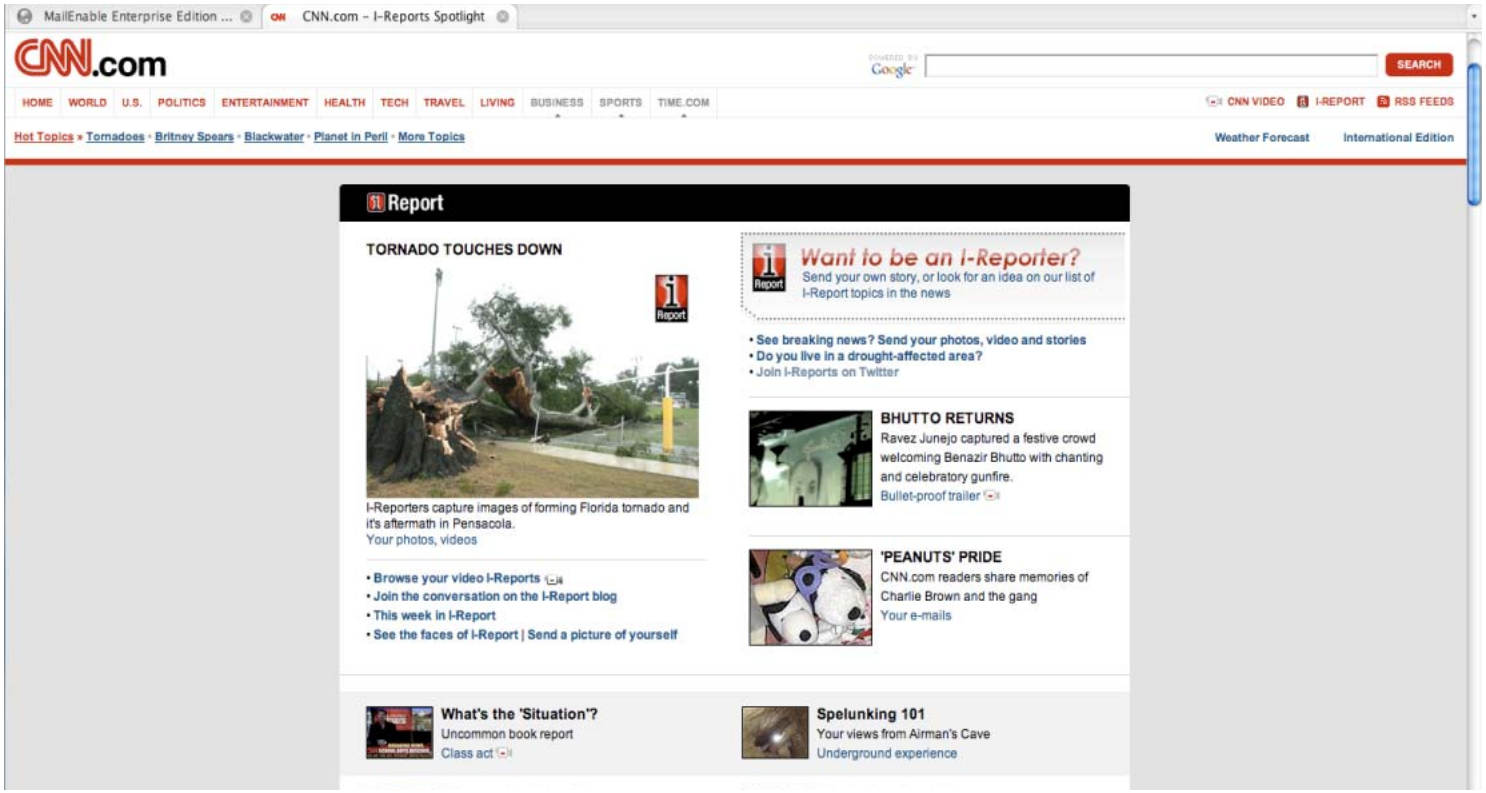
Personal media driving change



Every day, ordinary people are creating new ways to reach each other through technology. What will we see the 21st Century?

Source: Veronis Suhler Stevenson, New York, NY, Communications Industry Forecast & Report, annual (copyright).

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Informing health action: a national debate

Department of Health

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A nation of fatties

Britain is the fattest nation in Europe, according to an official report this morning.

Blair: live from Downing Street t morning

A detailed picture of the health of the nation, from our waist-lines to our cigarette consumption - is being made available online by the Department of Health.

It highlights a significant North/South divide in England, wit much higher rates of obesity and smoking in the North - an significantly lower life expectancy.

And the government is pledging to use the information to mount local campaigns targeting specific health problems

This morning on Breakfast:

- We talked liive to the Prime Minister Tony Blair.

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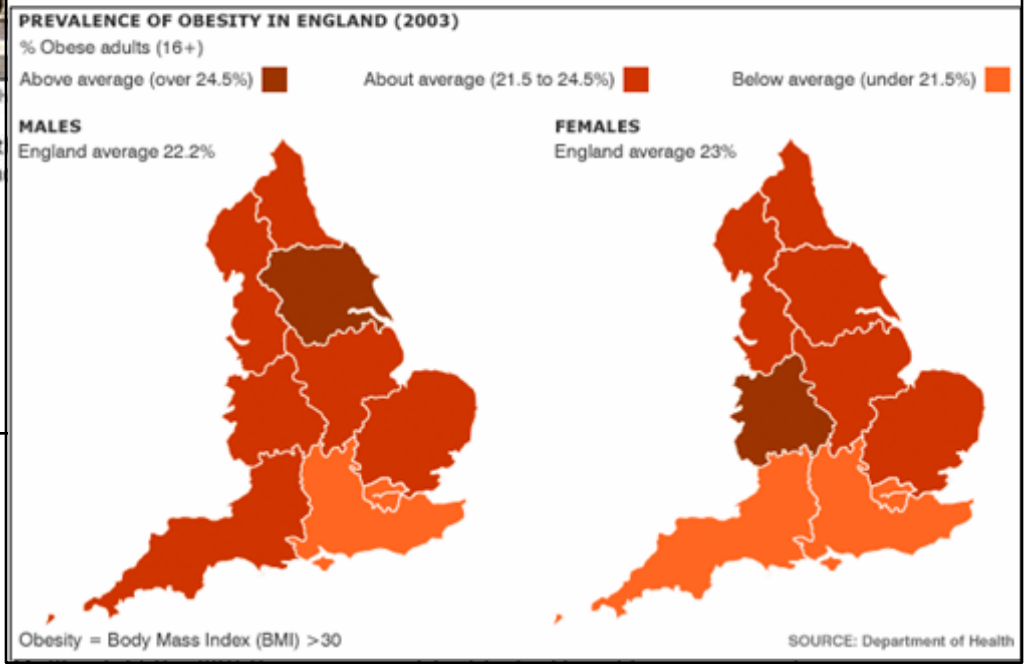
North-south health divide remains



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Net mums: a new revolution?

People?

Who leads the issues?

Politicians?

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Values for money

Department of Health

Populus

GOOD BUSINESS

SUMMARY

PROFILE OF A CONCERNED CONSUMER

Do you agree or disagree with the following statements?

	Agree	Disagree
I think that businesses have a broader responsibility to society than just offering their goods and services at the lowest possible price	91%	9%
There are some companies that I actively avoid buying anything from because of their social, environmental or ethical behaviour	57%	43%
When I am trying to choose between products and services that seem broadly similar I base my decision on my overall impression of the company behind the product or service	77%	23%
Agree with all 3 (Concerned Consumer)	48%	52%

Well@Work

JPMorgan

JP Morgan's report - 'Obesity: Re-shaping the global food industry

Business in the Community

Clubs that Count

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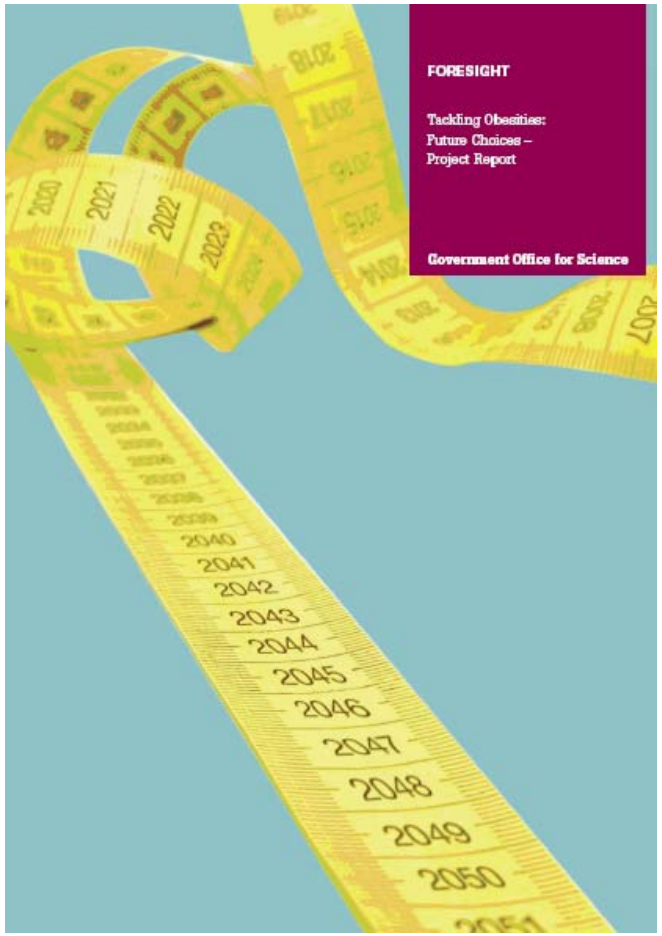
Framing the problem: Foresight Review on Obesity

- **What:** To build on scientific evidence base and provide visions of future to help inform government strategies, policies and practices
- **Why:** The obesity epidemic in UK cannot be prevented by individual action alone, and demands a societal approach
- **How:** Thinking creatively, and working together – in partnership between government, science, business and society



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But how did we get here?

- A common understanding of the problem and how it is defined
- Collective action on key issues
- Many countries are going Smokefree
- Potential action on food labelling

EU countries with some smokefree legislation

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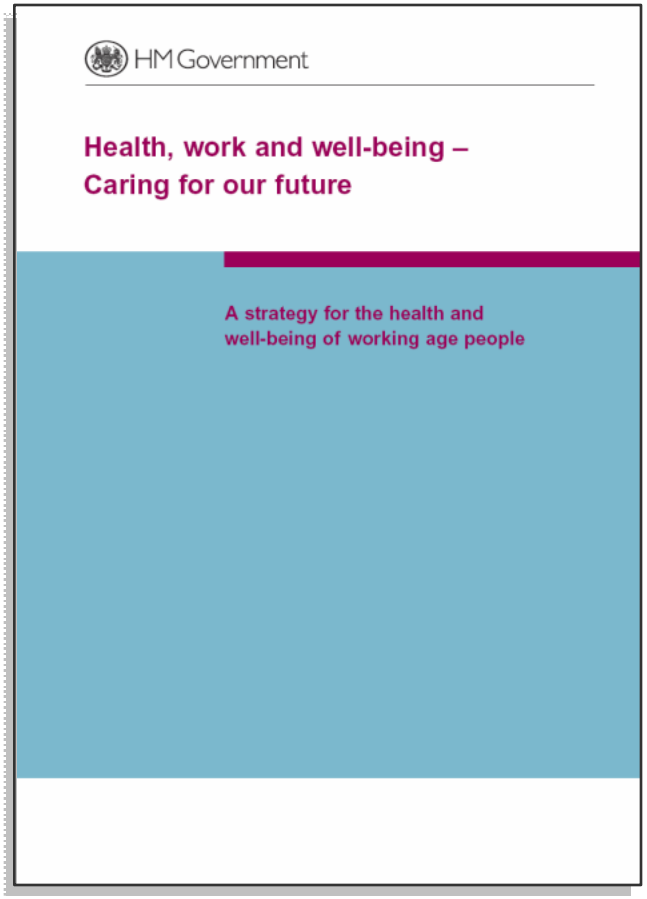
Partnerships built around people's lives: reaching people at work

Department of Health

Well @ Work



British Heart Foundation

Think Fit! Be Active!

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Changing societies

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Mainstreaming joined up thinking

Rather than telling people what to do, Government must:

- Understand and change people's lives
- Give power back to the people to take control of their health
- Shape culture and reach people at work, at home, at school with positive messages and support
- Balance the role of the individual with that of the State.

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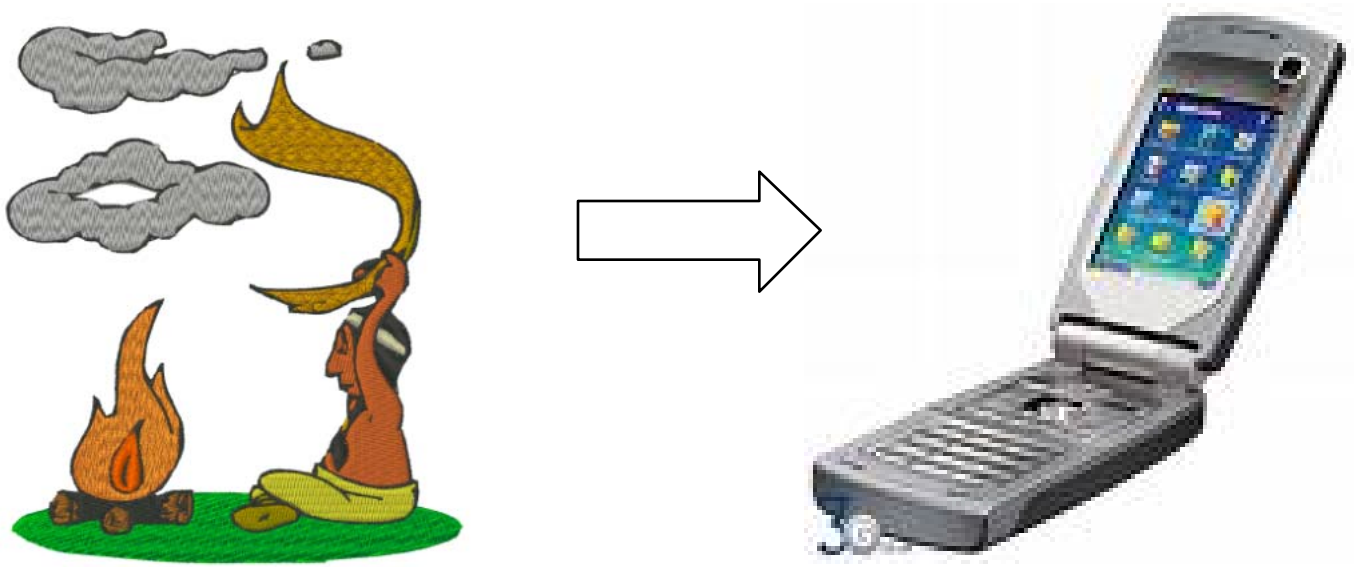
Power to the people

When people have the tools, not only will they set their own agenda, they will communicate it on their terms



Question is – will governments be left in the dark?

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Principles of new European health strategy

- **A value-driven approach**
  - Health as a fundamental right
  - Engaging with citizens, providing information, equality, solidarity
- **Health is wealth**
  - The Healthy Life Years Indicator (HLY) in the Lisbon Agenda
  - Recognising the economic benefits of cost-effective health investments
- **Health in all policies**
  - Bilateral work with Regional Policy on Health Investments, healthy workplaces, enterprise and innovation
  - Encourages partnerships on all levels
- **Global health**
  - Strenghening EU voice on a global stage
  - Tacking shared issues such as pandemic, climate change

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Our common cause

Government of the people, by the people, for the people

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Remember…

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has."

Margaret Mead

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