Driving Sustainable Evidence Informed Investment for Health and Well-being

World Health Organization Collaborating Centre on Investment for Health and Well-being, Public Health Wales

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Public Health Wales Research Showcase Event, Cardiff, 13/03/2019
The new WHO Collaborating Centre – driving sustainable finance and investment for health and well-being

- The first and only WHO CC on ‘Investment for health and well-being’ in the world
- Part of a global network of more than 800 collaborating centres in 80 countries
- Support and work closely with the WHO Venice Office for Investment for Health and Development (joint programme of work)

WHO Collaborating Centre on ‘Investment for Health and Well-being’ launched

WHO Collaborating Centre on ‘Investment for Health and Well-being’ at Public Health Wales
WHO CC building on joint work with WHO...

- A WHO evidence synthesis report on ‘Investment for health and well-being’, 2017 and leaflet
- WHO RHN publication ‘Sustainable development in Wales and other regions in Europe - achieving health and equity for present and future generations’, 2017
- Wales/WHO RHN Study Visit ‘Sustainable Development Approaches to Health and Equity’, 2016
- 23rd Annual Meetings of the WHO RHN, Kaunas, 2016
- Workshops and presentations at the European Public Health Conference and other relevant conferences, meetings & events, 2015 - 2018
WHO CC programme of work 2018 - 2022

Diverse, dynamic in collaboration with the WHO Venice Office

Seven Activities

• Facilitating sustainable inclusive investment approach through evidence mobilisation, translation & communication into policy and practice
• Taking forward HIA
• Embedding sustainable development culture on organisational level
• Breaking the intergenerational cycle of trauma and adversity, incl. ACEs and vulnerable groups
• Understanding and supporting resilience – individual, community, system
• Exploring the impact of globalisation and the use of new technologies
• Supporting countries and regions across the WHO European Region and globally
WHO CC opening opportunities for...

- knowledge, evidence and best practice sharing & learning
- advancing research & knowledge mobilisation
- developing and applying innovative approaches & tools to improve policy and practice
- maintaining & expanding networks and partnerships for technical cooperation and support
- pooling resources and capacities; grant / income generation
- developing people and organisations
- supporting the Welsh response to potential Brexit implications
A critical moment in time…

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Immediate pressures on the public sector (NHS) + Future perspective - long term sustainability

Life Course Approach
Social Value (SROI)
Challenges for Wales…

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.

65% 65% of children entering school today will end up working in new job types that don’t exist yet.

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.

Greater socioeconomic inequality = Poorer economic growth

Estimated costs of health inequalities to the Welsh economy

£1.8 - £1.9 billion productivity losses per year

£1.1 - £1.8 billion lost taxes and welfare costs per year

Cost to society and the economy

If obesity rates continue to rise, the cost to society and the economy in Wales could reach £2.4 billion by 2050

3 million

19 Million
The case for investing in health and well-being is stronger than ever

- Doing business as usual is unsustainable with high costs for individuals, families, communities, society, the economy and the planet

- Investment for health and well-being is a driver and an enabler of sustainable development and prosperity for all
National and global commitment...

Driving Sustainable Development & Prosperity for All

‘Prosperity For All’ - the national strategy

The strategy sets out how we will deliver for Wales during this term - and set long-term foundations for the future.
From commitment to action...

Investing in public health (prevention) drives social, economic and environmental sustainability
The problem

- Statistics
- Research evidence

Health impact and Costs
- to the NHS
- to society &
- to the wider economy
The solutions

- Research evidence on Cost-effectiveness/benefit ROI/SROI
  “Best buys” (including feasibility)

- Tailored to the Welsh population and context
From commitment to action…

Driving Prosperity for All through Investing for Health and Well-being
An Evidence Informed Guide for Cross-sector Investment
From commitment to action...

Evidence-based policy options for priority investment, which bring social, economic and environmental returns for Wales
1. Early years

Policy options to target investment include:

1. Applying a proportionate universalism* approach to early years
2. Supporting parents and preventing Adverse Childhood Experiences (ACEs)

Key Responsibilities:

Welsh Government
- Support early child development (ECD) interventions such as: support to mothers before and after giving birth, breastfeeding and nutritional support, parenting support, access to health services and childcare, and access to early education, etc.

This Priority Falls within the portfolio of the following Ministers:
- Minister for Health and Social Services
- Minister for Education

NHS Wales, including Public Health Wales
- ECD interventions (see above examples)
- Parenting programmes
- Implementing National Institute for Health and Care Excellence (NICE) guidance on promoting the quality of life of looked after children and young people
- Earlier access to mental health services
- Preventing dental decay

Other public sectors and local authorities
- ECD interventions (see above examples)
- Parenting programmes
- Programmes addressing emotion-based learning in schools
- Early education (0-3 years) & pre-school programmes (4-5 years)
- Preventing dental decay
- Preventing ACEs and improving resilience

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Preventing costs*

Around 80% of all criminal activity in Britain is attributed to behavioural problems in childhood or adolescence with a total cost to society of £60 billion per year.

In Wales, ACEs are associated with:
- over 1/2 of the violence and drugs abuse
- over 1/3 of teenage pregnancies
- nearly 1/4 of adult smoking

Bringing social and economic returns**

Investing in targeted interventions + universal childcare + paid parental leave in Wales could save £72 billion over 20 years from the costs of social problems in health care, education and criminal justice costs.

Every £1 invested in parenting programmes to prevent conduct disorder saves the NHS in England £8 over 6 years.

Preventing ACEs and improving resilience and protective factors for children could reduce acts of violence in adults by 60% and violence victimisation in adults by 57% in Wales.

In the United Kingdom, the ‘Triple P’ parenting programme which aims to reduce conduct disorder can save an estimated £20 million for a cost of £1 million.

In the United States and European countries, investing in ECD brings £1.30 to £16.80 for every £1 invested with wider social benefits across the family targeted and in the next generation (converted from US dollars).

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* Data retrieved from Public Health Wales [2014]: Making a Difference!
** Data retrieved from NICE (2017) & NIP Ireland & Public Health Wales [2014]: Making a Difference!

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World Health Collaborative Investment

Iechyd Cyfoeddus Gymru
Public Health Wales
Making the case for investment...

**Sustainable solutions**

- **Change the narrative**
  From spending / funding - to investment
- **Show the ‘returns’** (co-benefits)
  Social + Economic + Environmental
- **Making the case / advocating for**
  Using the universal language of numbers, visuals, stories...
- **Working across sectors and levels**
  Investing not only in the health care sector but across different sectors and levels – prevention approach + integration of care
Developing an advocacy pack to mainstream investment for health and equity across policies and contexts

**A Practical Guide**

**Example**

Phase 1. Project scoping and planning

Phase 2. Evidence gathering and synthesis

Phase 3. Dissemination and communication

Phase 4. Monitoring and evaluation

**Each phase includes:** process, key messages, outputs, tools & resources, a checklist

World Health Organization
Collaborating Centre on Investment for Health and Well-being

GIG Cymru
Public Health Wales
Thank you!

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“Wales is already a global leader in public health policy. We are looking forward to sharing what we have learned and to learning from others about how to make Wales an even better place to live, work and raise a family.”

Mark A Bellis, Director of the new WHO Collaborating Centre at Public Health Wales