

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

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)

"This is a huge milestone and recognition for the whole of Wales. Whilst we are a small country, we are outward looking and show global responsibility."

Vaughan Gething, AM, Wales Cabinet Secretary for Health and Social Services



"Public Health Wales has a longstanding relationship with the WHO and this award helps us build on that, in the interests of improving the health and well-being of the people of Wales."

Jan Williams, Chair, Public Health Wales



[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
- Ministerial breakfast 'Investment for health and wellbeing: strategies and practical examples', WHO 67th Regional Committee for Europe, Budapest, 2017
- A WHO discussion paper '[Social return on investment - accounting for value in the context of implementing Health 2020 and the 2030 Agenda for Sustainable Development](#)', 2017
- Wales/WHO RHN Study Visit '[Sustainable Development Approaches to Health and Equity](#)', 2016
- [23rd Annual Meetings of the WHO RHN](#), Kaunas, 2016
- A Wales' case study on '[Taking a participatory approach to development and better health. Examples from the Regions for Health Network](#)', RHN, 2015
- 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...

Challenges

- Demographic
- Globalisation
- Inequities
- Health and social care
- Sustainability

Evidence

- Effectiveness
- Cost-effectiveness
- ROI / SROI / 'Best buys'
(wider societal benefits)
- Inclusive economic growth

Innovation

- Science
- Technology
- Management
- Social

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

**Life Course Approach
Social Value (SROI)**

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.



3 million

Challenges for Wales...



65%

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

10%

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



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**



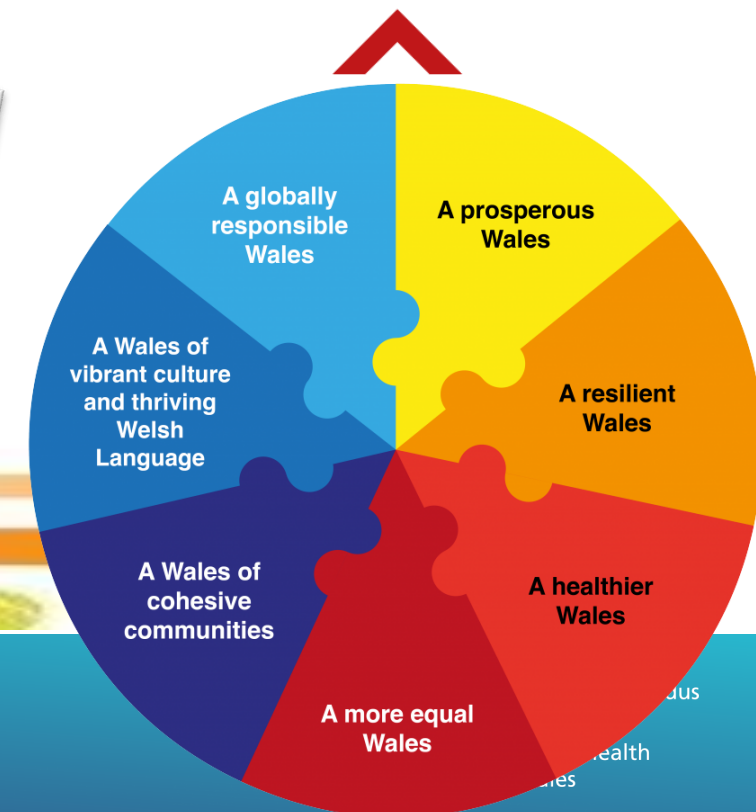
National and global commitment...



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.



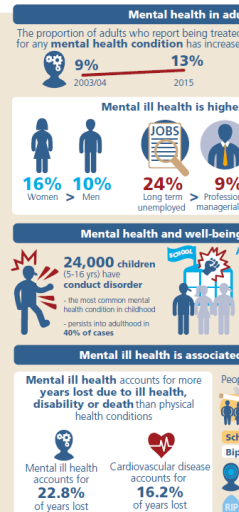
World Health Organization
Collaborating Centre on
Investment for Health and Well-being

From commitment to action...

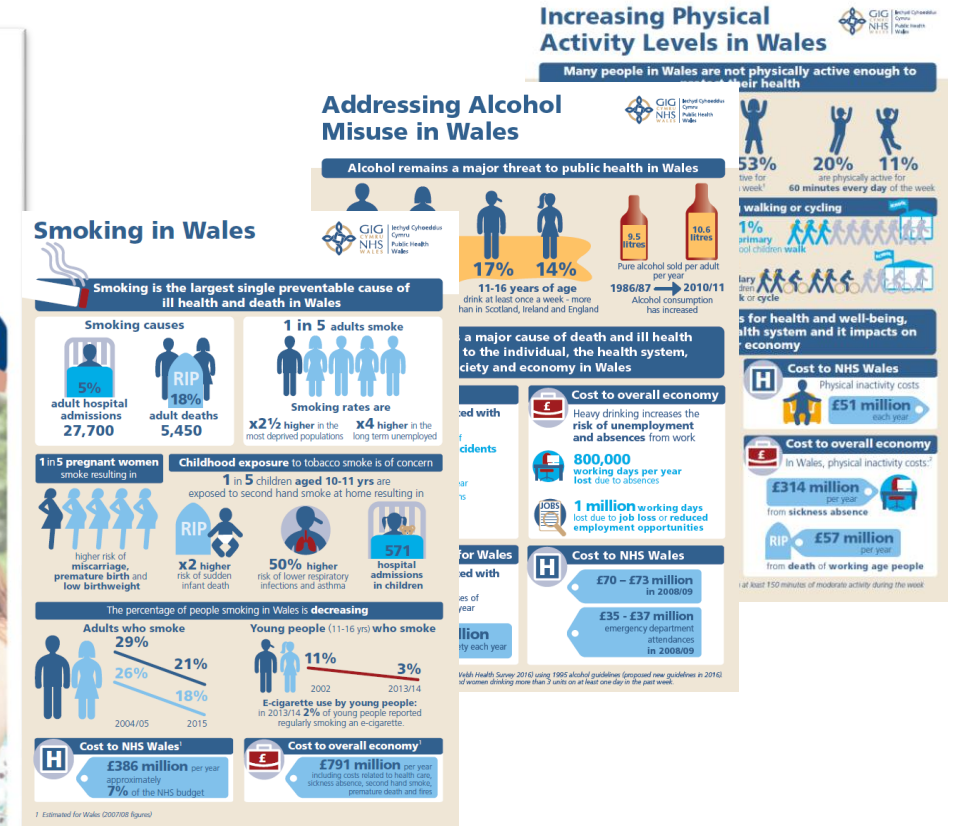
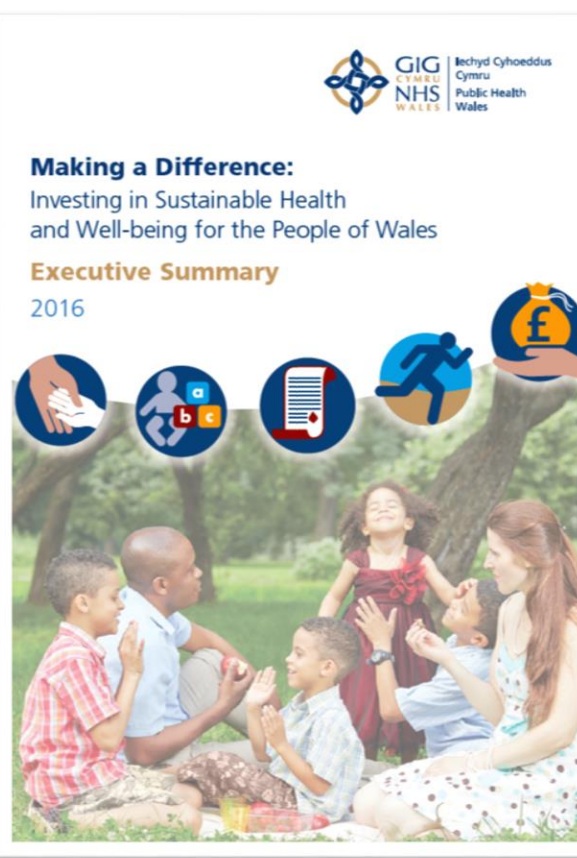
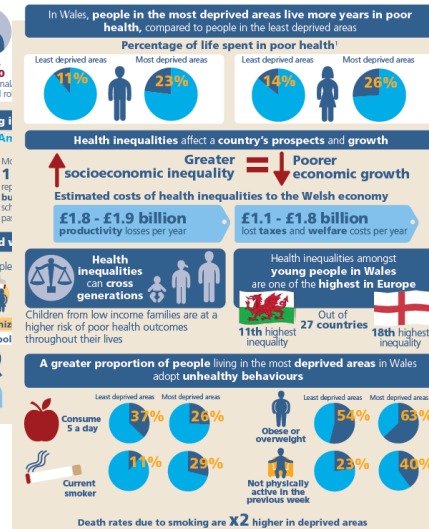
Tackling Obesity and Unhealthy Diet in Wales



Improving Mental Health in Wales



Addressing Health Inequalities in Wales

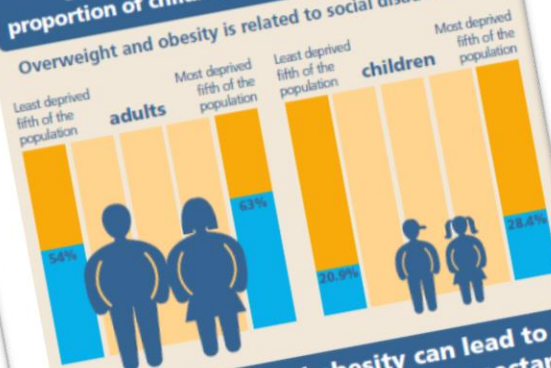


Investing in public health (prevention) drives social, economic and environmental sustainability

Tackling Obesity and Unhealthy Diet in Wales



Over half of Welsh adults and a large proportion of children are overweight¹ or obese²
Overweight and obesity is related to social disadvantage



Overweight and obesity can lead to long-term health problems and can significantly reduce life-expectancy, place a burden on the health system and the economy

Health impact

Almost 3 in 4 adults are predicted to be overweight or obese by 2035.
In Wales, rising levels of obesity could lead to an additional:⁴

221,700 cases of type 2 diabetes
78,200 cases of coronary heart disease
32,200 cases of cancer

¹ In adults BMI 25 to <30kg/m²; In children 85th centile to <95th centile
² In adults BMI 30 or more; In children 95th centile or more
³ At least 5 portions of fruit and vegetables each day
⁴ In total, by 2035

Addressing Alcohol Misuse in Wales



Alcohol remains a major threat to public health in Wales



Alcohol remains a major cause of death and ill health with high costs to the individual, the health system, the society and economy in Wales



Health impact

Alcohol is associated with more than 200 types of chronic disease, accidents and injuries

1,500 deaths per year = 1 in 20 of all deaths

Alcohol hurts the poorest the most

Societal impact for Wales
Alcohol is associated with more than 6000 cases of domestic violence each year

more than £1 billion cost of harm to society each year



Cost to overall economy
Heavy drinking increases the risk of unemployment and absences from work



800,000 working days per year lost due to absences



1 million working days lost due to job loss or reduced employment opportunities



Cost to NHS Wales

£70 - £73 million in 2008/09

£35 - £37 million emergency department attendances in 2008/09

¹ Accurate as per latest data collection 2015 (Welsh Health Survey 2016) using 1995 alcohol guidelines (proposed new guidelines in 2016). Measured as men drinking more than 4 units and women drinking more than 3 units on at least one day in the past week.

The problem

- Statistics
- Research evidence

Health impact and Costs

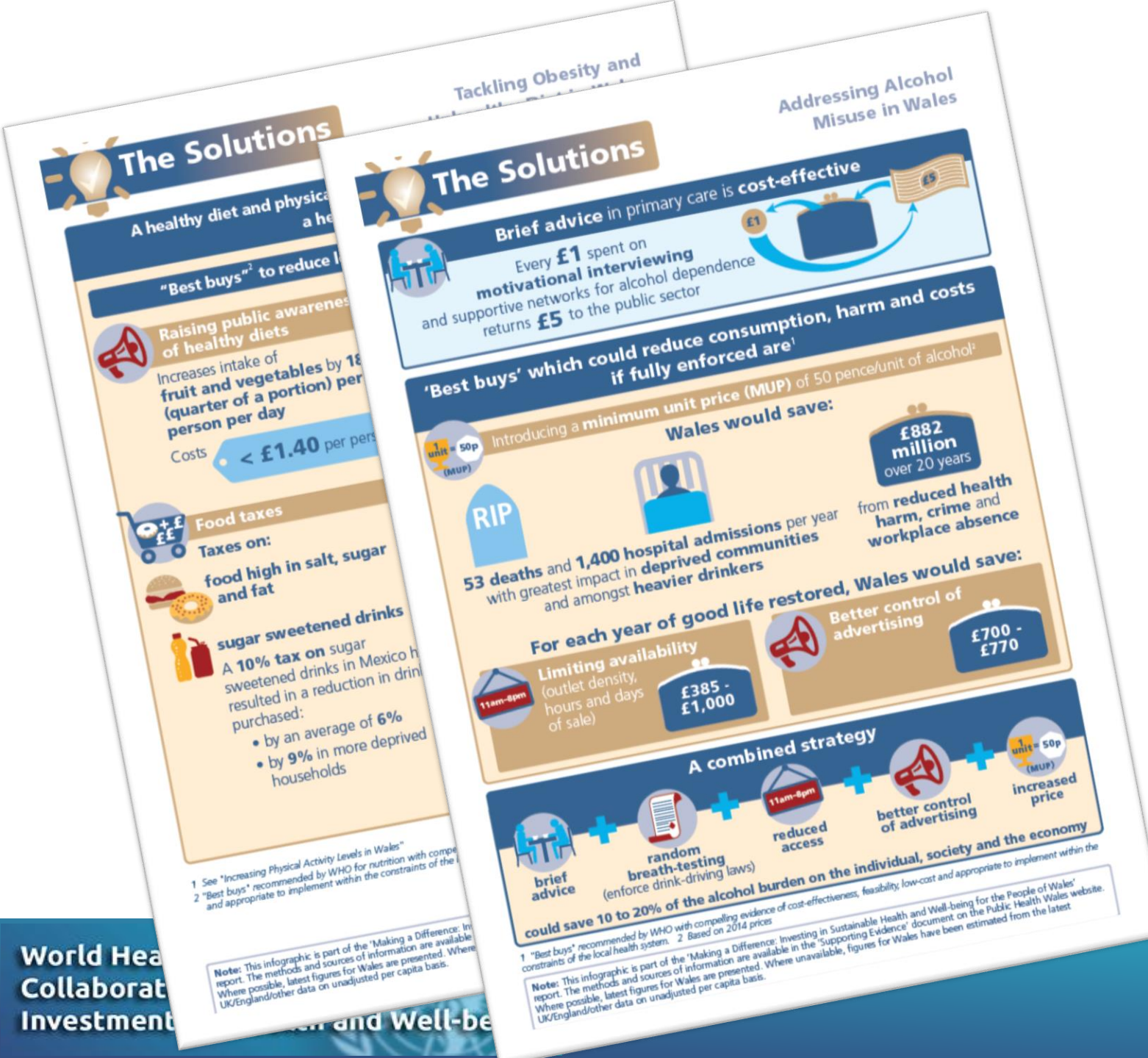
- to the NHS
- to society &
- to the wider economy



GIG Cymru NHS Wales
Iechyd Cyhoeddus Cymru
Public Health Wales

The solutions

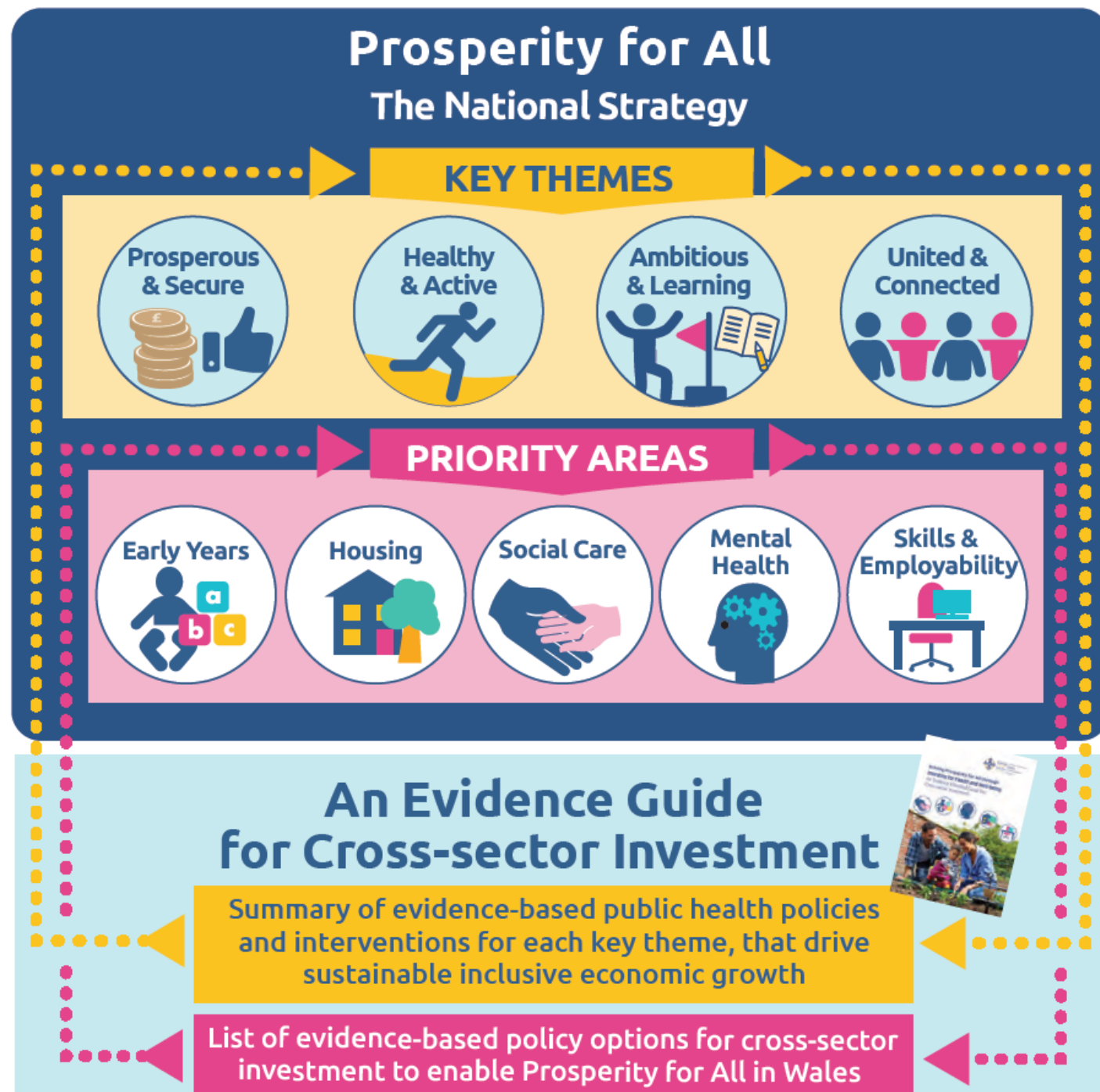
- Research evidence on **Cost-effectiveness/benefit ROI/SROI** “Best buys” (including feasibility)
- Tailored to the Welsh population and context



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

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



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



in health care, education and criminal justice costs

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

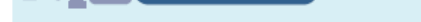


In the United States and European countries, investing in ECD brings **£1.30 to £16.80** for every **£1** invested with wider social benefits across the family targeted and in the next generation (converted from US dollars).



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 **£5 million**



In the United Kingdom, antisocial behaviour family support projects have a **return of £17- £44** per **£1** spent



* Data retrieved from Public Health Wales (2016) *Making a Difference* (1)

** Data retrieved from WHO (2017) *HEW 51 report* (1) and Public Health Wales (2016) *Making a Difference report* (1)

* Resourcing and delivering universal services at a scale and intensity proportionate to the degree of need

Making the case for investment...

Sustainable solutions



Challenges

- ✓ **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...

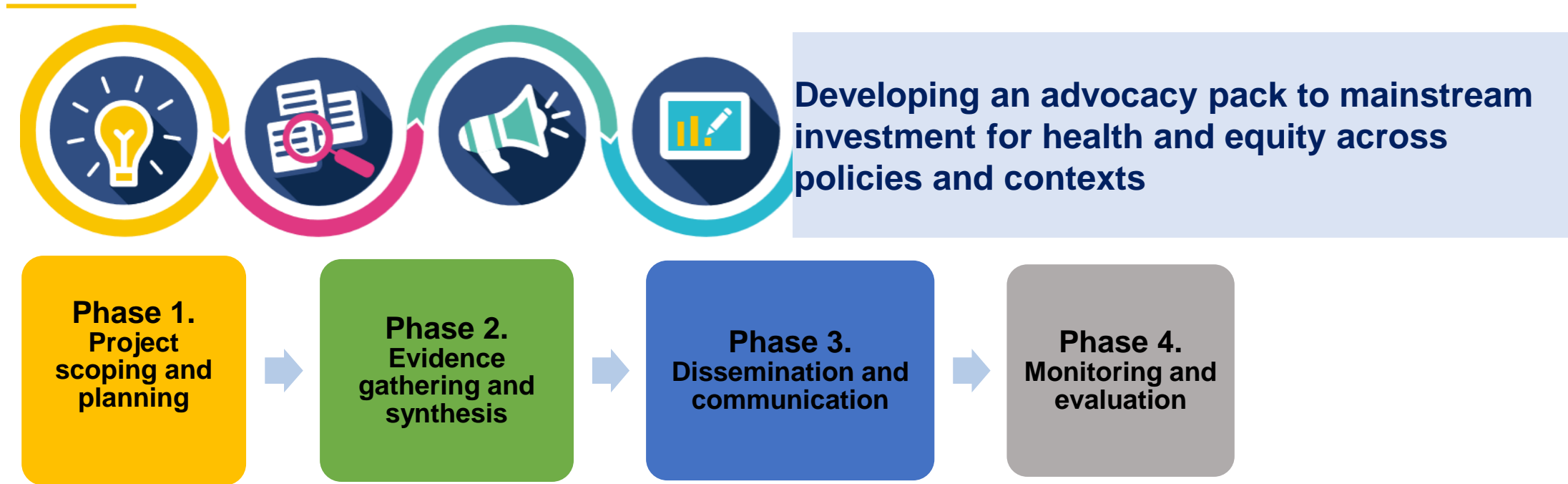
- ✓ **Working across sectors and levels**

Investing not only in the health care sector but across different sectors and levels –

prevention approach + integration of care

WHO CC: How to make the case for sustainable investment in well-being and health equity

A Practical Guide



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

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

