



Health in All Policies in times of COVID-19

Integrating the Economy of Wellbeing as a strategy for Government

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Content

- **Background**
- **Health in All Policies in times of COVID-19 – possibilities and challenges**
- **Future steps**



The cross-sectoral promotion of wellbeing – the basis for the Economy of Wellbeing



- Nordic Welfare model - Strong emphasis on building welfare state through fiscal policies, legislation and contract society
- Health in All Policies approach - Considers impacts of policies on health, health determinants and their distribution
- Global Health Security – OneHealth
- Agenda 2030 and the implementation of the Sustainable Development Goals
- Council conclusions on the Economy of Wellbeing – Strengthen horizontal and holistic discussion at EU level
- The Government has decided on the long-term measures for reducing inequalities in wellbeing, health and safety by 2030 (The Government resolution 19.6.2020)

The COVID-19 crisis has highlighted the link between wellbeing, health and the economy



Finland's way out of the COVID-19 crisis requires long-term planning and agility (Crisis follow-up group)

- In the reconstruction phase, the link between wellbeing and the economy must be taken into account.
- In the long term, in line with the Government Programme, the Economy of Wellbeing need to be promoted by investing in measures that foster people's health and wellbeing and reduce their need for services.
- Create a national model for the comprehensive assessment of well-being and the implementation of the wellbeing economy (under discussion).

<https://valtioneuvosto.fi/en/-/10616/exit-ja-jalleenrakennustyoryhma-suomen-tie-ulos-koronakriisista-vaatii-pitkajanteisyytta-ja-ketteryytta>



Lessons learned

- COVID 19 crisis has shown that the Nordic welfare state has served well and mitigated the negative effects of the epidemic (eg. social security)
- How to strengthen resilience in society – the role of HiAP
 - In responding to crises, coordination and sufficient flexibility are emphasized.
 - The decision-making capability must be safeguarded and supported by knowledge base and up-to-date “situational picture”
 - Consistent, timely and high-quality communication is central.
- COVID 19 crisis has highlighted the need to put wellbeing at the center of decision-making as well need to cross-sectoral collaboration
- Shared knowledgebase and tools for impact assessment are needed

Building the Economy of Wellbeing in Finland

- Where are we now?



Structures to support the development and implementation:

- Cross-sectoral group – representatives from different ministries
- The Advisory Board on Public Health, subcommittee to support the development and implementation of wellbeing economy at different levels
- Implementation of the Economy of Wellbeing at different levels (local, regional and national)
- Developing the State budget to follow thematic approach of wellbeing (eg. child and gender budgeting)

Building the Economy of Wellbeing in Finland

- Main messages



Economy of Wellbeing:

- Underlines the necessity for better cross-sectoral collaboration and coordination
- Highlights the need to put people at the center of decision-making where wellbeing of individuals and communities is central objective
- Gives answers to the objectives of the Government programme
 - The aim of economic policy is to increase wellbeing and prosperity
- Is investment to the future:
 - Economy of Wellbeing aims to reinforce wellbeing and economic growth at the same time.
 - When wellbeing increases, also the economy grows and the long-term sustainability of economy improves.
 - Ecologically sustainable economy and wellbeing of the planet are an integral part of the Economy of Wellbeing.



Thank you!

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