



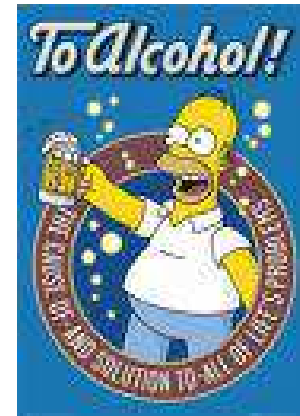
# Health in all Policies

Ilona Kickbusch  
Master Class 2017  
Adelaide



# Where is Health created?

- Health is created in the context of everyday life, where people live, love, work and play – travel, shop and google... *in a global world*



# HiAP

- Health in All Policies is a transformative approach to governing health in the 21st century
- Governance FOR Health

# HiAP

- It aims to address causes (of the causes) and a broad range of determinants of health
- In order to do so it has to reach out to many different sectors, stakeholder and decision makers

# Combined impacts

- Many of the risks we deal with in the 21st century are related to both **unintended and neglected consequences of progress and change**, a chain of secondary effects on which we are now required to act.
- This means dealing with *"the combined impacts of rapid demographic, environmental, social, technological and other changes in our ways-of-living"*.

# The Sustainable Development Goals



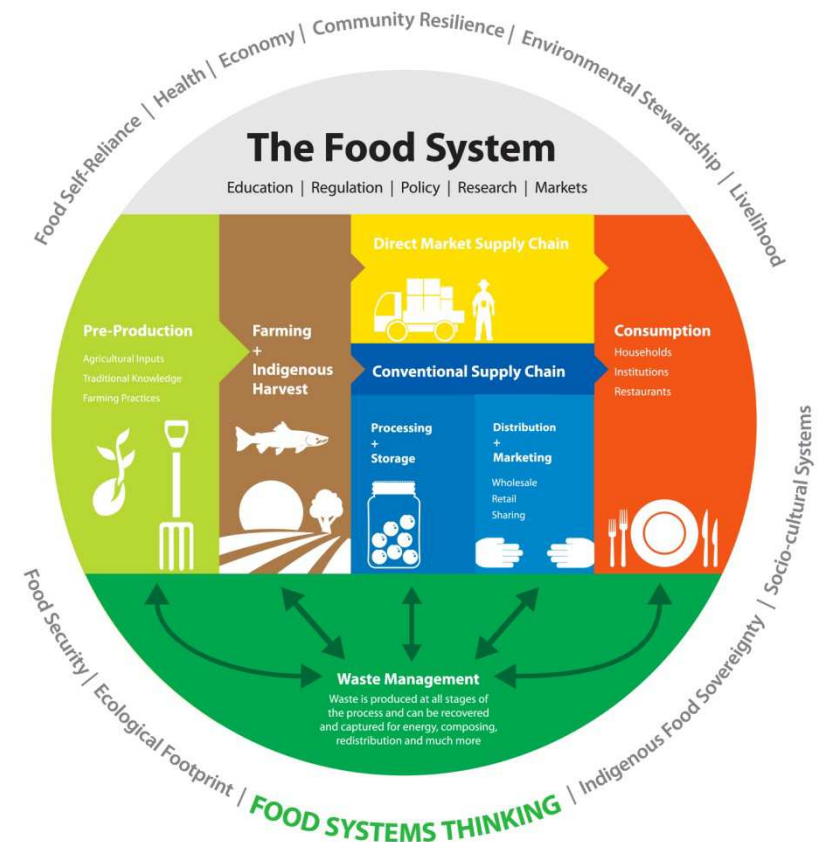
# Sustainable Development Goals - HiAP







# Sustainable production and consumption

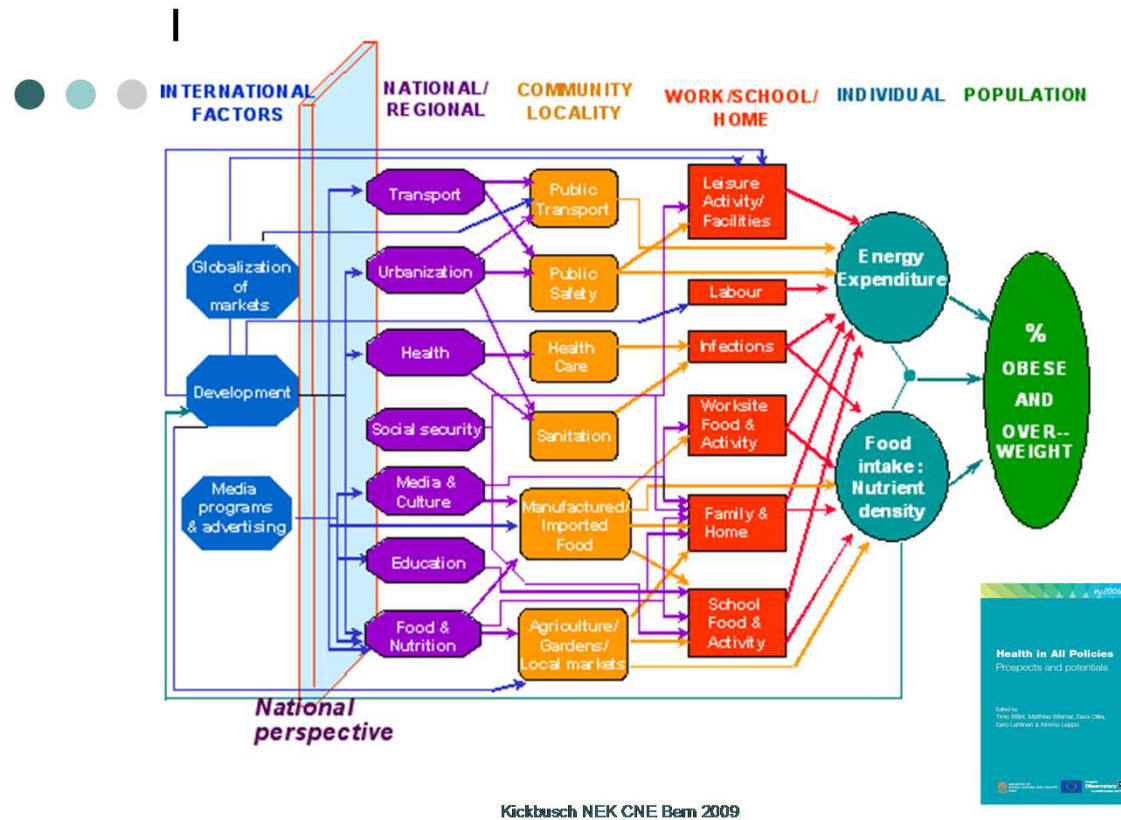


# Sustainable Development Goals - HiAP



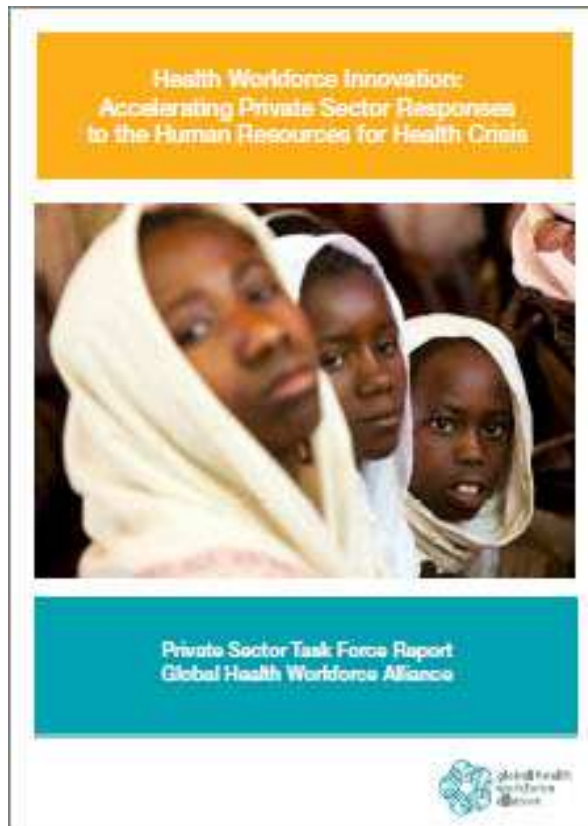


# Health in All Policies: The food system for Obesity



Source: S Kumanyika, RW Jeffery, A Morabia, C Ritenbaugh and VJ Antipatis Public Health Approaches to the Prevention of Obesity [PHAPO] Working Group of the International Obesity Task Force [IOTF]: International Journal of Obesity [2002] 26, 425–436

# The Role of Business



# The Role of Cities



*Designing Cities for Health and Happiness*



**What can Toronto learn from Copenhagen, Melbourne and New York?**



**CITIES ENDING THE AIDS EPIDEMIC**





# The Role of People



# The Role of Heads of State – G7 Presidency response 2015 and 2016

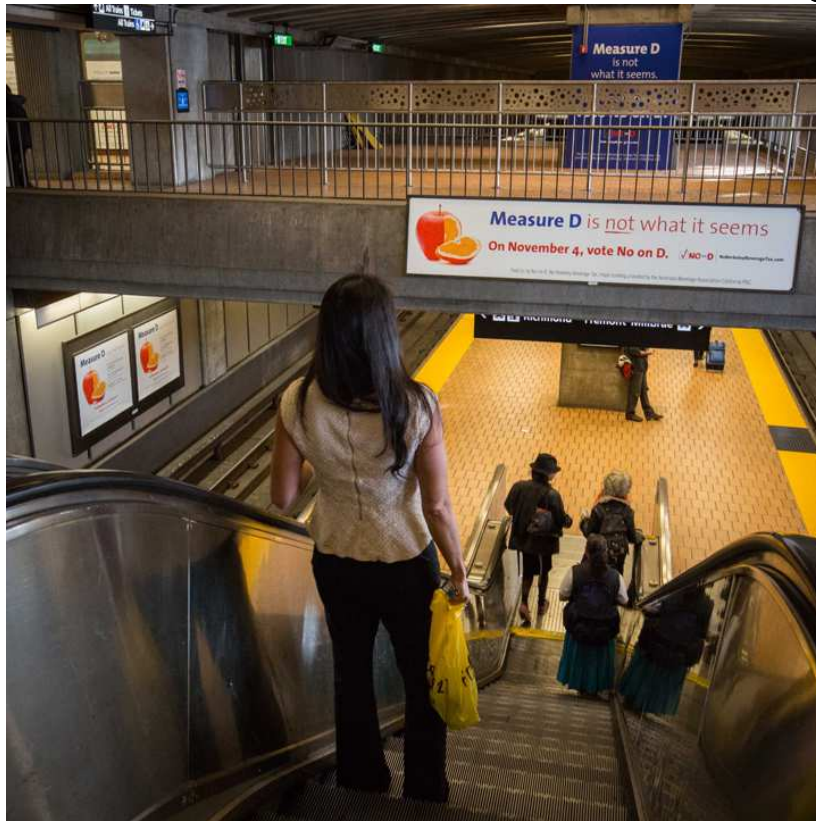


**G7 GERMANY**  
**2015 | Schloss Elmau**



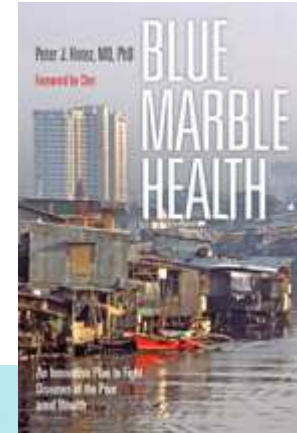
# Power and resources

10:1

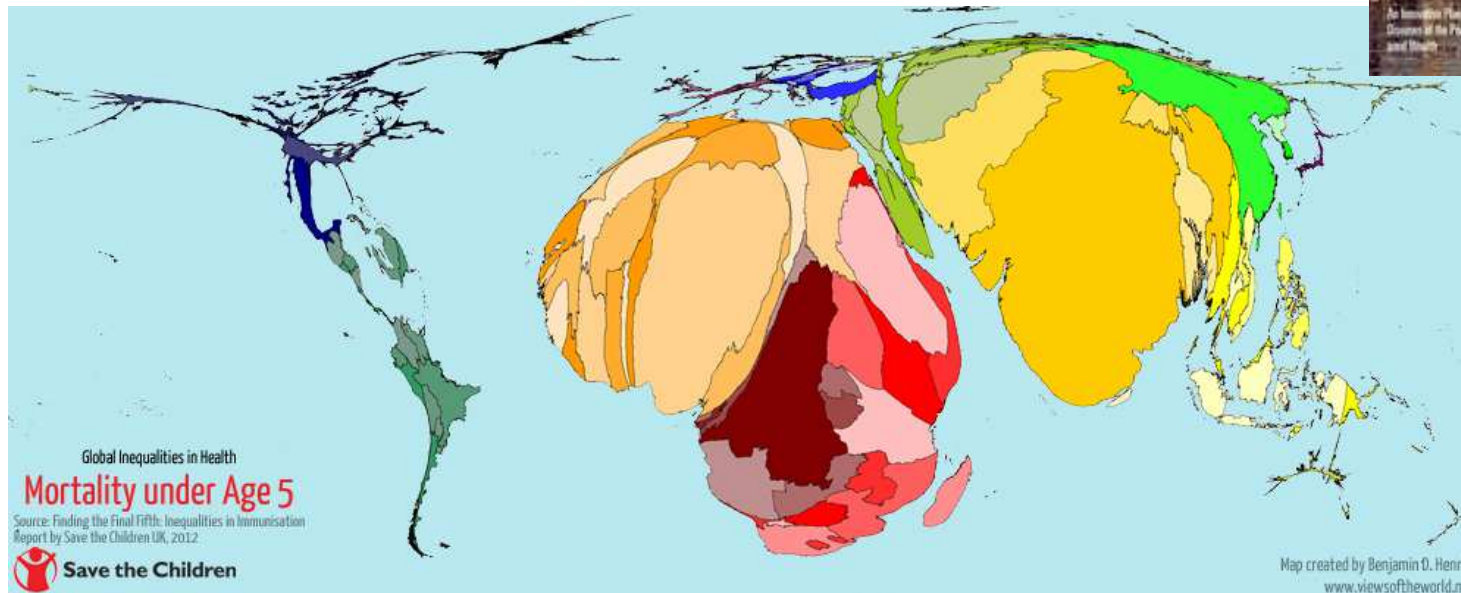


# 1. New landscapes of inequality

Poor people living in wealthy countries account for most of the world's poverty-related illness.

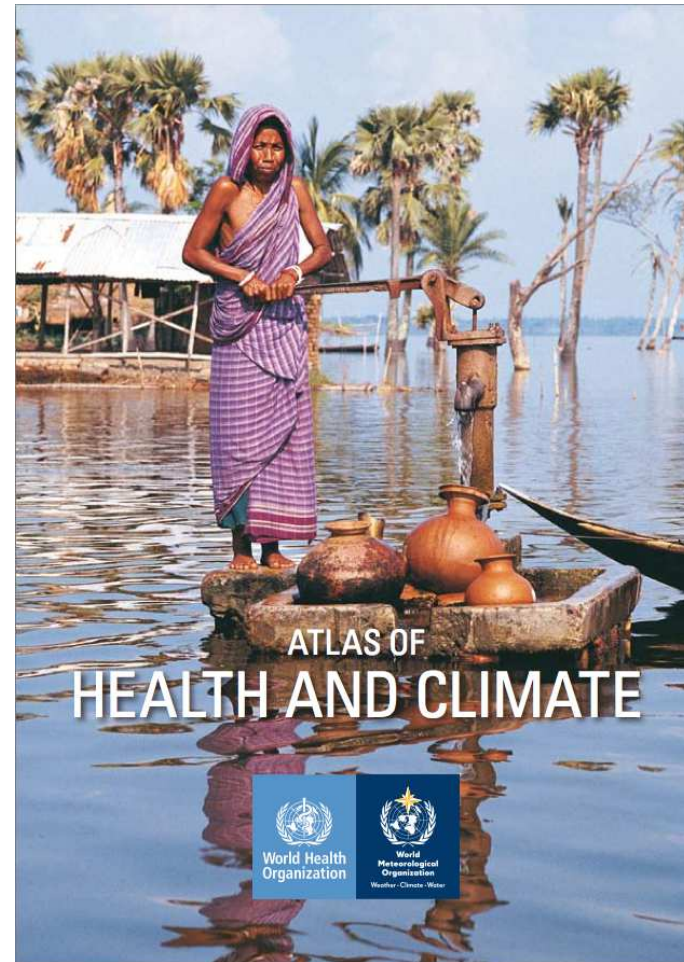


HiAP Masterclass Adelaide 2017



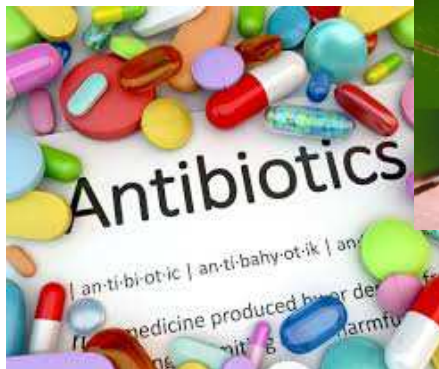
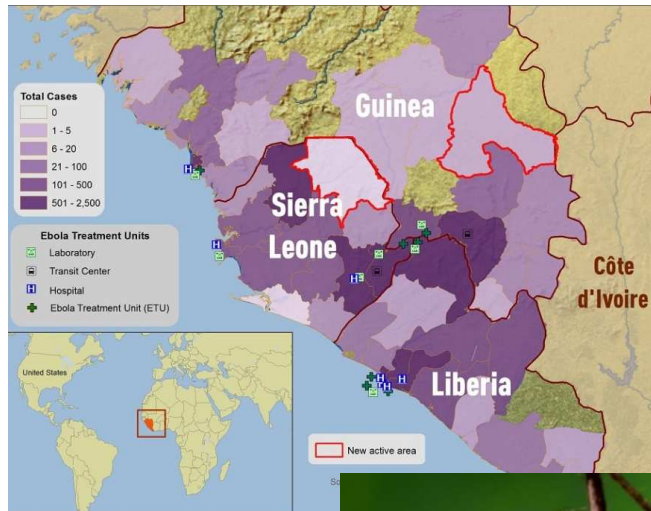
## 2. Planetary health

The health of people can no longer be seen separate from the health of the planet and wealth measured along with parameters of growth will no longer ensure health.





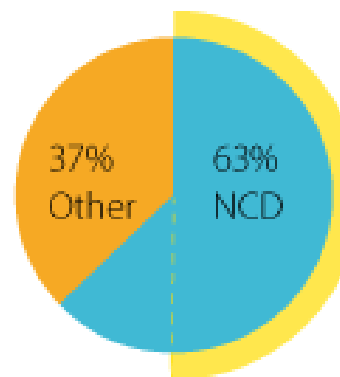
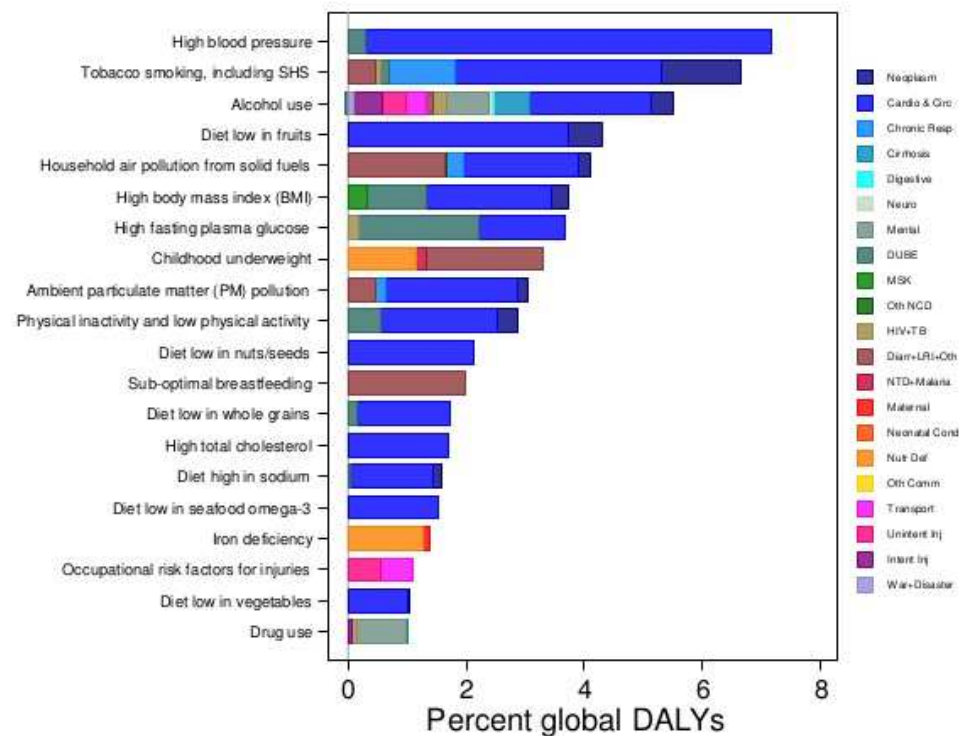
# 3. Challenges of Health Security



Ebola  
ZIKA  
AMR  
FLU  
Yellow fever

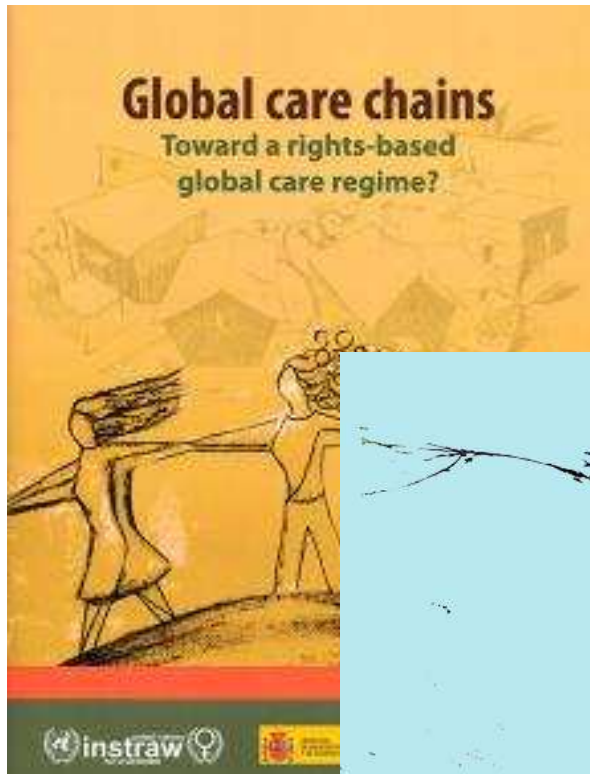
# 4. NCDs

Leading risk factors for disease burden in the world in 2010

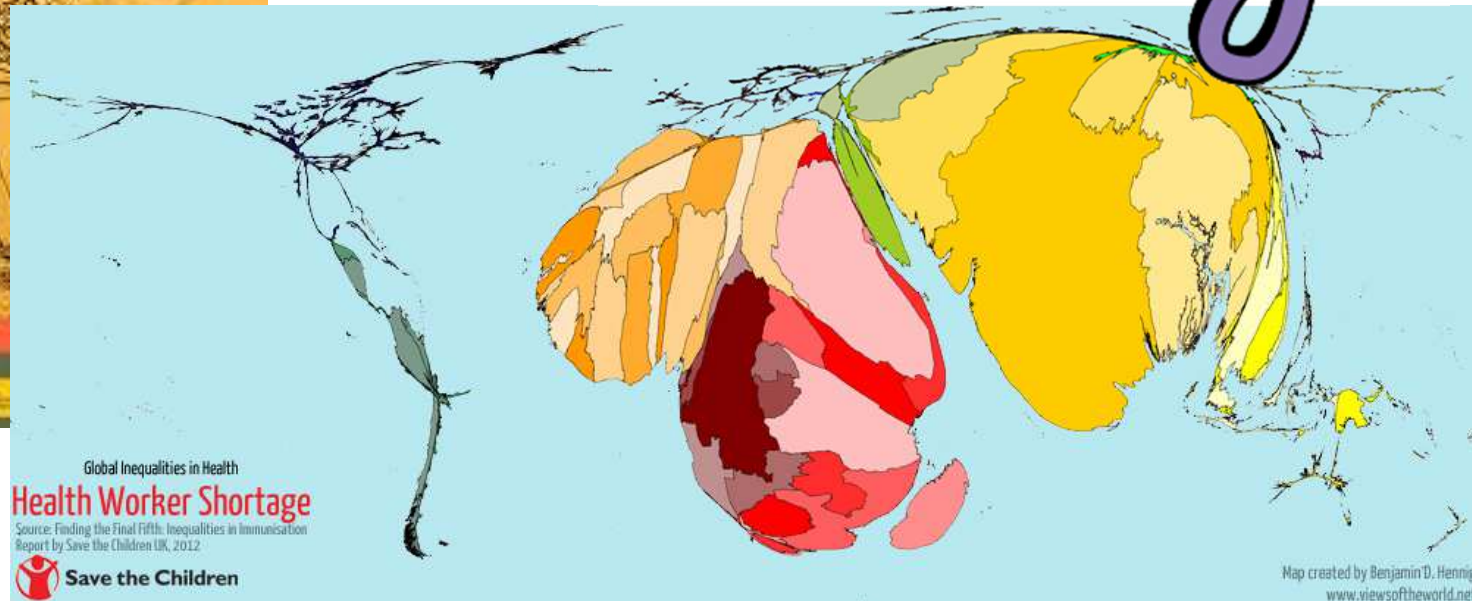


80% of NCD Deaths Occurred in Low- and Middle-Income Countries

# 5. Global Care Chains



Caring



# #9GHPC - 3 priority areas

- **Shanghai Declaration on Promoting health in the 2030 Agenda for Sustainable Development**
- **Good governance for health**
- **Empowerment – health literacy**
- **Contribution of cities and communities**



- Exercise



# Power Game

Being at global risk is the human condition at the beginning of the 21st century.....risks exist in a permanent state of virtuality.....**risk definition is a power game...** (U. Beck)



# Wicked problems

- Wicked problems require innovative, comprehensive solutions that can be modified in the light of experience and on-the-ground feedback.
- The solution depends on how the problem is **framed** and vice-versa (i.e. **the problem definition depends on the solution**)
- **A QUALITATIVE TRANSFORMATION OF PUBLIC POLICY**

# Goal: Collective impact

- *‘Commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem’*
- A common agenda
- Shared measurement systems
- Mutually reinforcing activities
- Continuous communication
- Back bone support organisations

- Frame an overall societal goal
- Impact on society and economy
- Value gained

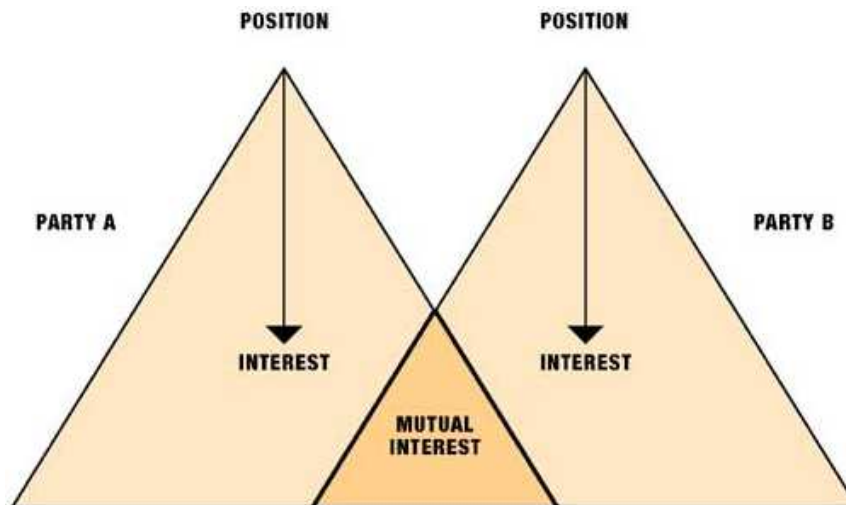
# Framing the issue as a **shared problem**

- Framing is a way of structuring or presenting a problem or an issue. Framing involves explaining and describing the context of the problem **to gain the most support ...**
- Who is your audience? It might be anyone, including a single influential person, a person or group affected by the problem, a community group, or the media. It may also change from day to day, as you talk to different people.
- **Regardless as to who your audience is, when framing an issue you should be specific about:**
  - What is the issue?
  - Who is involved?
  - What contributes to the problem?
  - What contributes to the solution?

# Framing the outcome as mutual gain

## Mutual Gain

1. Shared interest in averting joint loss
2. Developing a mutually advantageous relationship
3. Satisfying the interests of each side with a creative solution



# Stakeholders - players

## Primary and secondary stakeholders

**ADVOCATES** - Idea creators, designers

**CHAMPIONS** - To lead the change

**SUPPORTERS** - “Critical mass”

**DECISION MAKERS** (To approve the activation of critical change enablers – policies, funds, people)

**OPINION LEADERS** - Decision-swayers, special interest groups that sustain people’s awareness of the need for change (lobby groups, NGOs, media)

# Four critical strategic considerations:

- A range of trade offs
- A tolerance for ambiguity and of uncertainty
- An opportunities-driven approach
- A good contextual and stakeholder analysis



# 5 working groups

- Inequalities: Homeless shelters
- Planetary health: Active transport
- Health security: Reduce antivaxx
- NCDs: Introduce sugar tax
- Care chain: Increase migrant nurses



# Antimicrobial resistance (AMR)

## **The problem:**

- Antimicrobial resistance, or AMR, means that microorganisms such as bacteria, virus and fungi change and become resistant to the drugs that are used to treat them – antimicrobial drugs.
- With increasing antimicrobial resistance, many bacterial and other diseases can once again become dangerous and deadly.

# Wicked problem

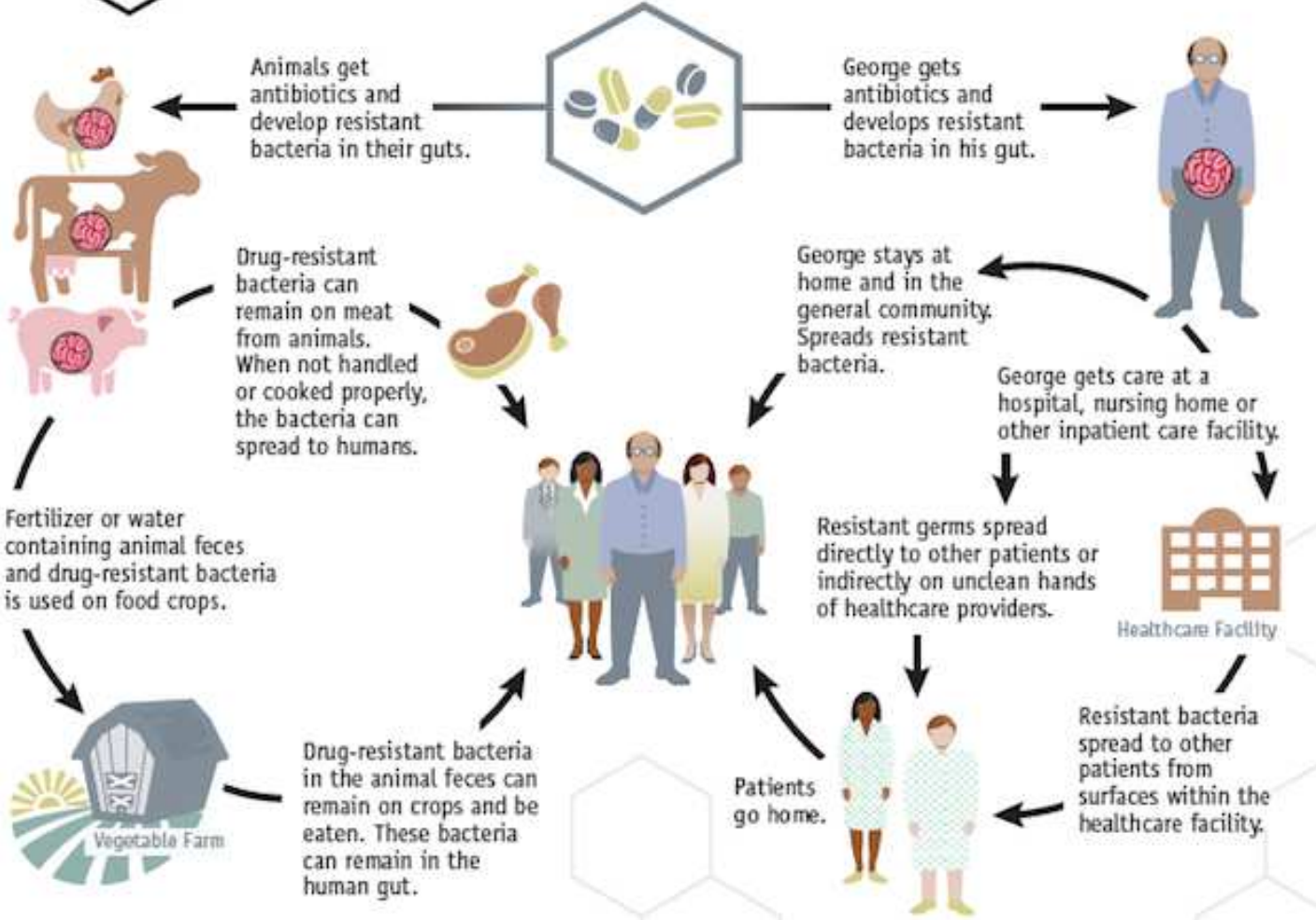
- There are **many factors** behind the increase in antimicrobial resistance.
- One is the misuse and overuse of antimicrobials in both human medicine and animal husbandry.
- Antibiotics are widely used in healthy animals to prevent disease and, in many countries, to promote growth through mass administration to herds.
- Poor infection prevention and control helps spread infections and so increase the need for antibiotics.

# Areas of Action

- Surveillance to track antimicrobial use and resistance in bacteria
- Measures to ensure better use of antibiotics
- Reducing antimicrobial use in animal husbandry
- Infection prevention and control in health-care facilities
- Fostering innovation to combat antimicrobial resistance
- Political commitment to enable options for action



# Examples of How Antibiotic Resistance Spreads



Simply using antibiotics creates resistance. These drugs should only be used to treat infections.