



OPTIONS TO FOSTER HEALTH PROMOTING HEALTH SYSTEMS

Fact sheet accompanying the Opinion by the Expert Panel on Effective Ways of Investing in Health (EXPH)

WHAT?

- Ottawa Charter (WHO, 1968): Health Promotion is “the process of enabling people to increase control over, and improve their health”.
- Shift in focus from treating and preventing disease to promoting population health and wellbeing

WHY?

- Changing patterns of health and complex health problems
- Recognition of the role of behavioural, social, commercial, political and environmental factors in shaping population health
- Sustainability of health systems - rising demands for expensive clinical treatments and health care
- Economic case – efficiency and equity in health gains

HOW?

- Health in All Policies approach
- Common policy priorities and recommendations for action
- Whole-of-government and whole-of-society approach

NOW

- EU health policies and strategies have endorsed the need to invest in health promotion
- Cost-effective and feasible health promotion interventions exist
- Significant gaps in implementing health promotion exist in many EU countries

GOALS

- Implementing a Health in All Policies approach
- Strengthening Health Promoting Health Services, especially within Primary Care
- Sustainable Financing for Health Promotion
- Mobilising Community Participation and Engagement

Sustainable Development Goals

The implementation of the SDGs in Europe presents a major opportunity to bring a central focus on health promotion as a core element of delivering on sustainable health development and universal health coverage.

A Steering Group on Health Promotion, Disease Prevention and Management of Non-Communicable Diseases has been established by the Commission to support countries in reaching the SDG targets.

EU framework, actions and possibilities of sustainable funding

Harnessing the range of EU policy tools and financial instruments, including the budget provisions in the next Multiannual Financial Framework (2021-2027), constitute important sources of investment for advancing progress. These tools include the European Semester process, the Structural Reform Support Service, the European Social Fund +, Horizon Europe and the European Structural and Investment Funds (ESIF).

EXPERT PANEL'S RECOMMENDATIONS

Health promotion is an essential strategy for improving health equity and a key action underpinning the reform of health systems in Europe. Applying the principles of the European Pillar of Social Rights and the competences of the EU treaties for the promotion of wellbeing and protection of health across all EU policies, the Expert Panel recommends that a range of policy measures and financial mechanisms at the European level are applied to support the implementation of transformative health promotion policies and practices in EU Member States. There is a need to move towards concrete action and strengthening the capacity of EU countries to implement health promotion at a political, policy and service delivery level.



About the Expert Panel on Effective Ways of Investing in Health

The Expert Panel's mission is to provide sound and independent advice in the form of opinions in response to questions (mandates) submitted by the Commission on matters related to health care. The opinions of the Expert Panel present the views of the independent scientists who are members of the Expert Panel. They do not necessarily reflect the views of the European Commission. For more information and to read the opinions in full: https://ec.europa.eu/health/expert_panel/home_en