

# *Healthy Ireland*

## A framework for improved health and wellbeing 2013 - 2025

EPA National Water Event Conference

June 18th 2015

Dr Una Fallon



# What I am going to talk about

- What is *Healthy Ireland*?
- Why do we have to act?
- How is it structured?



# What is *Healthy Ireland*?



# Healthy Ireland

- Ideas captured in *Healthy Ireland* are not new
- What is new is the *framework* put on these ideas
- Buy-in by Government at the highest level has been achieved
- Hearts and minds of the non-health sector are being sought



# Four Goals

1. Increase the proportion of people who are healthy at all stages of life
2. Reduce health inequalities
3. Protect the public from threats to health and wellbeing
4. Create an environment where every individual and sector of society can play their part in achieving a healthy Ireland

# Vision

...that everyone can enjoy *physical* and *mental* health and *wellbeing* to their full potential, where wellbeing is *valued* and *supported* at every level of *society* and is *everyone's responsibility*

# Framework vision...

- .... will bring together people and organisations from the length and breadth of the country into a *national movement* with one aim; supporting all of us to enjoy the best possible health and wellbeing
- ....includes Government Departments, local authorities and public bodies, business and employers, sports and voluntary groups, communities, families, individuals
- ....proposes new arrangements to ensure effective co-operation and collaboration across Government



# Core concepts of that framework are;

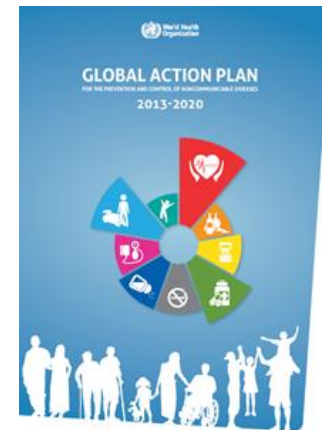
- Determinants of health – predominantly outside the health sector
- Health is everybody's business
  - all sectors have a role
- Health and wellbeing fundamental to economic wellbeing
  - valuable resource

# Why do we have to act?

- People living longer but not necessarily healthier lives
- Many living with chronic disease
- This puts an increasing demand on healthcare
- Health inequalities; gap widening
- Changing lifestyles, not necessarily for the better
- Increasing costs of new health care technologies
- Challenges of access to care, including timely access
- If these trends continue, the future is extremely costly
- Not sustainable

# We are not alone: similar international policies

- Health in All Policies (WHO)
- Health 2020: European policy for health and wellbeing
- Global Action Plan for Prevention of non-communicable disease (NCDs)



# WHAT IS HEALTH IN ALL POLICIES?



Good health requires policies that actively support health



It requires different sectors working together, for example:



TO ENSURE ALL PEOPLE HAVE EQUAL OPPORTUNITIES TO ACHIEVE THE HIGHEST LEVEL OF HEALTH

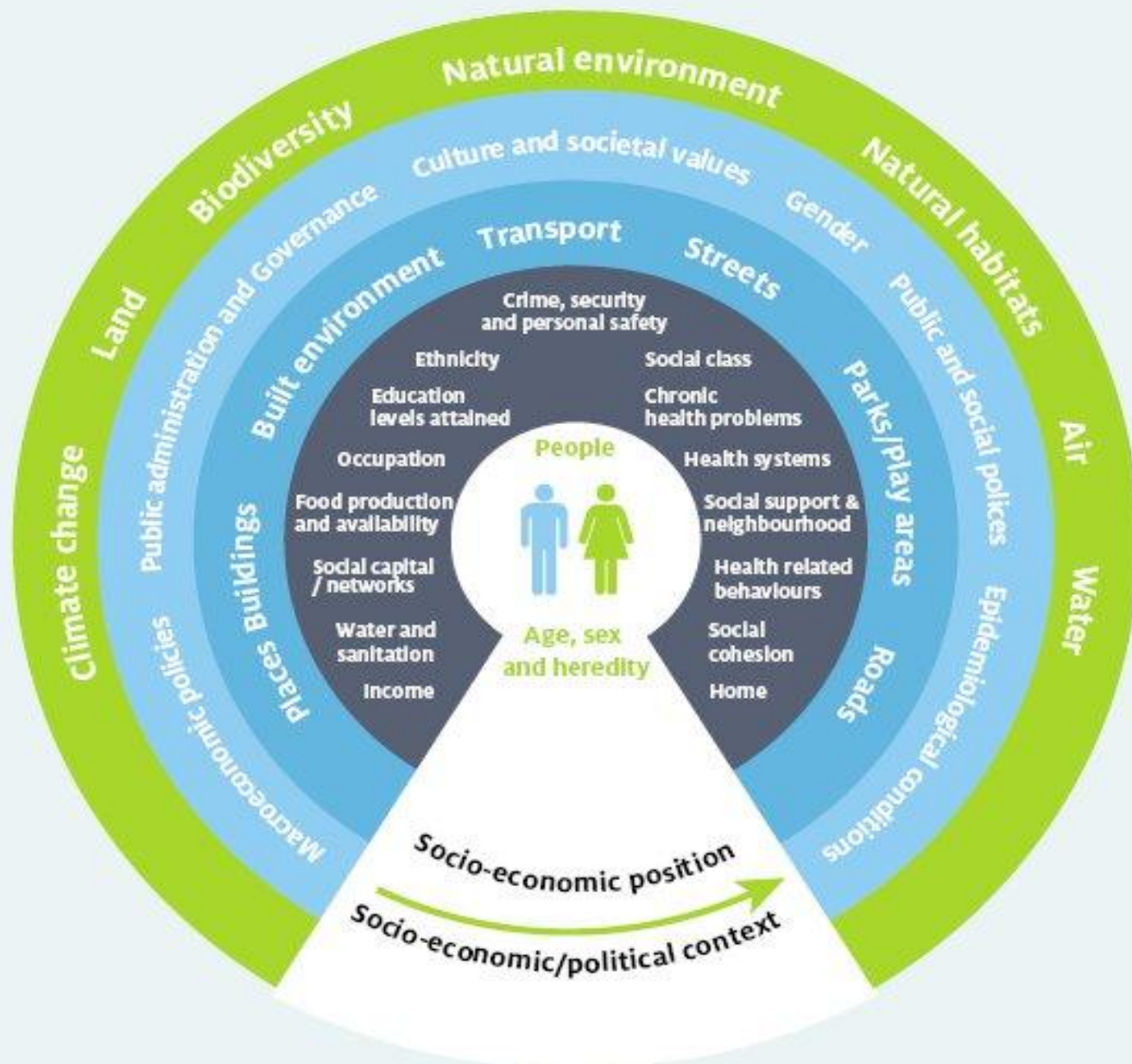
The Irish Times - Friday, May 20, 2011

## **Cut the fat, not the VAT**

VAT on vending machines and fast food was cut

# Determinants of Health

(Adapted from Dalghren and Whitehead, 1991 and Grant and Barton, 2006)





# Determinants of health

- Predominantly socio-economic
- Lifestyle is obviously important
- The influence of regulation should not be underestimated
- Until recently, healthcare was considered to have little influence over overall health

# Increased life expectancy

- 78.7 years for men and 83.2 for women (above European av)
- Greatest population ageing 65+ and 85+
- Increased incidence of diseases and increased survival
- Half of people over 50 years have one chronic disease (TILDA).
- 87% of those over 65 years have one or more chronic conditions
- 20% to 40% increase in major chronic diseases by 2020.
- 90% of the budget spent on chronic disease
- 75% of deaths in Ireland are due to cancer, cardiovascular and respiratory diseases - to a large extent preventable.



# Lifestyle factors and economic cost

- Obesity
  - 25% of all children are overweight (61% of all adults)
  - 11% health spend due to physical inactivity
  - annual economic cost approx. €1.13 billion
- Tobacco
  - Approx 1 million smokers - 5,500 deaths per annum
  - Higher in the lower socio-economic groups
  - annual health spend €1 - 2 billion
- Alcohol
  - responsible for approximately 90 deaths per month and is a factor in half of all suicides
  - annual economic burden €3.7 billion
- Mental health
  - economic cost estimated at €11 billion per year

# Inequalities in health

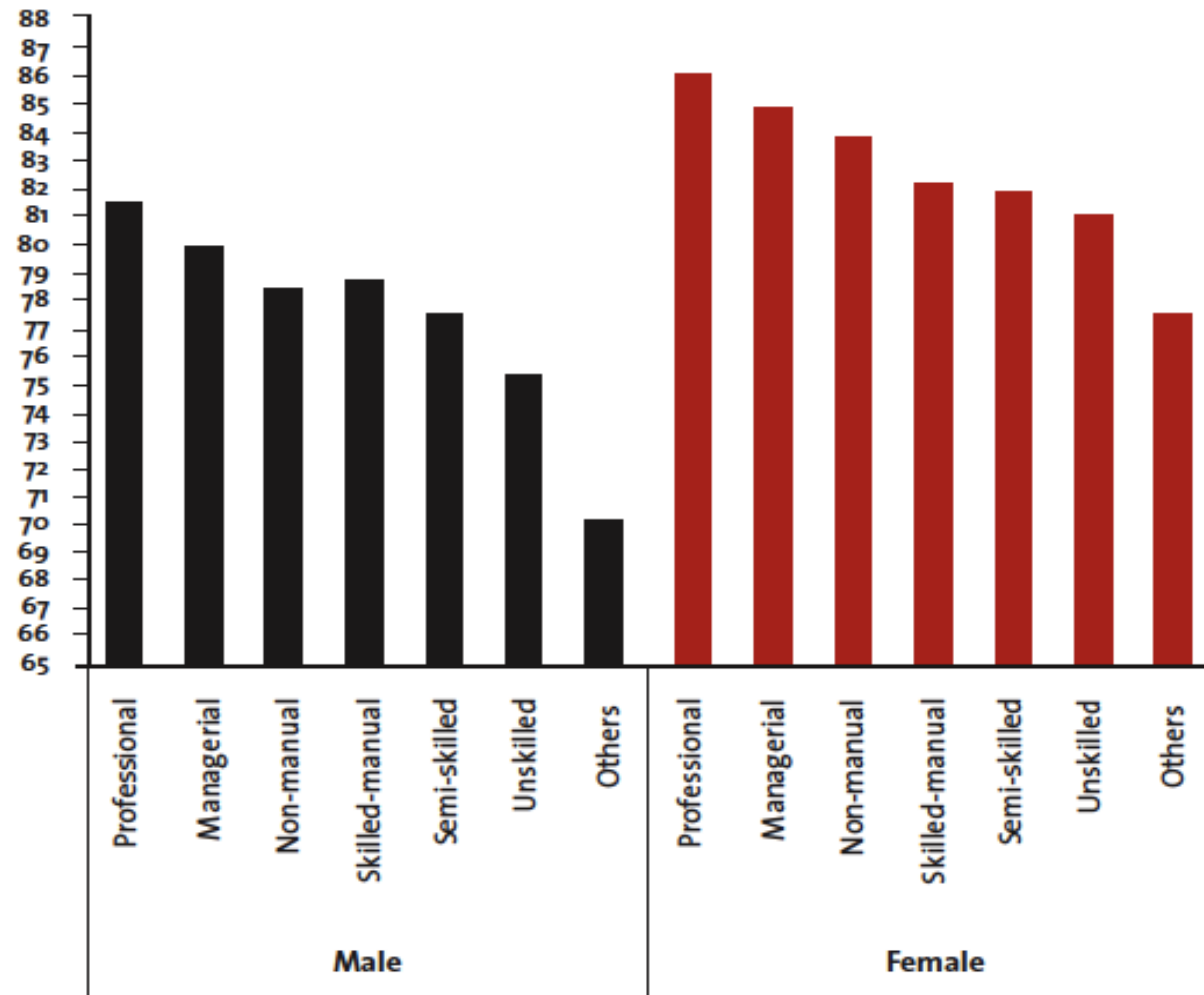
- We will not be successful in changing the incidence of chronic disease while ageing by changing lifestyle factors unless we address social class determined inequalities in health
- To reduce the future burden on the health system, we will have to take definitive action on the social determinants of health as a major policy challenge

# Michael Marmot

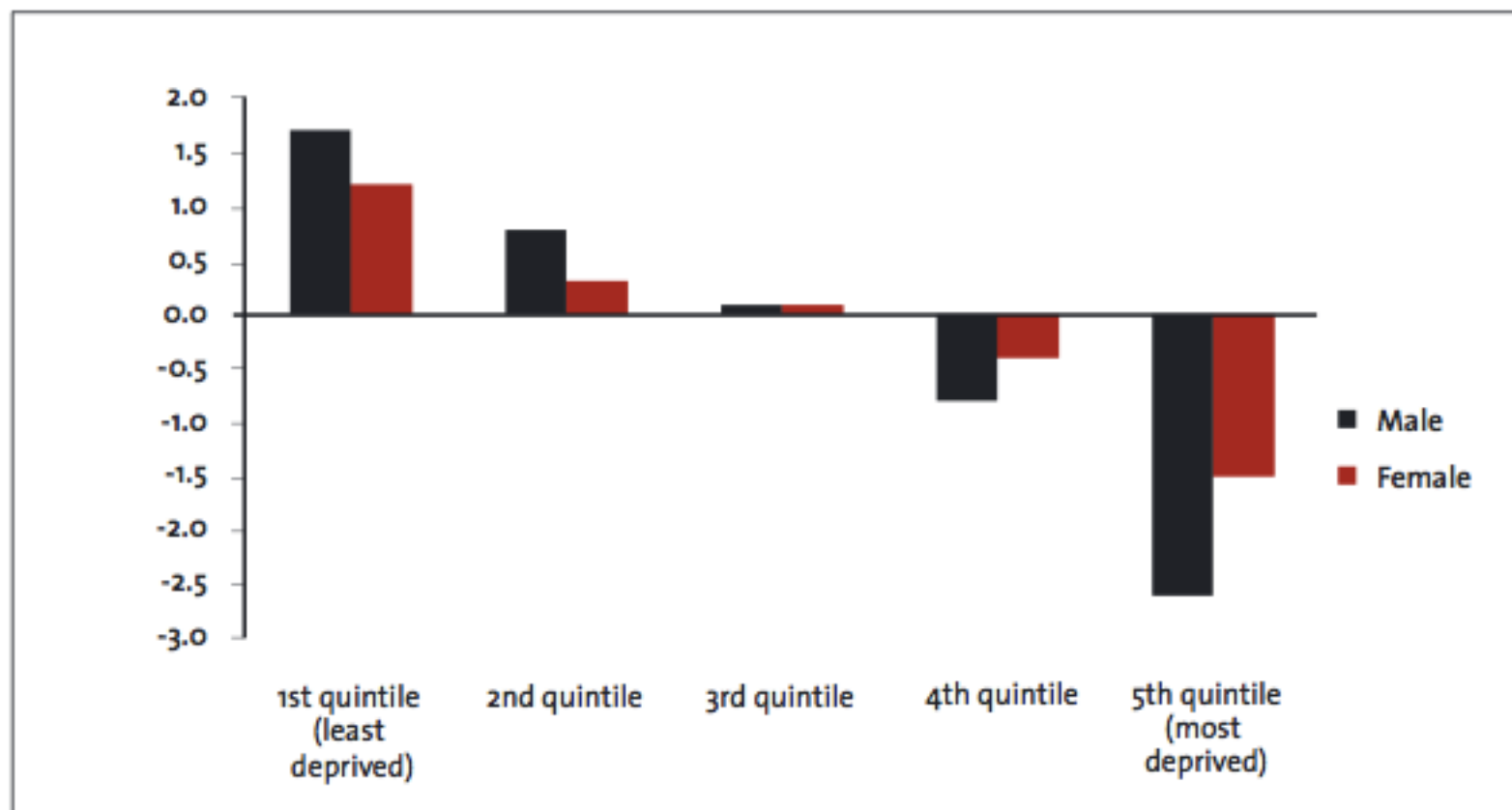
- WHO Closing the gap in a generation Health equity through action on the social determinants of health (2008 International)
- Fair Society Healthy Lives (2010 UK)
- WHO Review of the social determinants of health and the health divide (2013 Europe)

# Social determinants of Health Inequalities 2

Life Expectancy by  
Social Class,  
Republic of Ireland,  
2010



# Social determinants of Health Inequalities 1

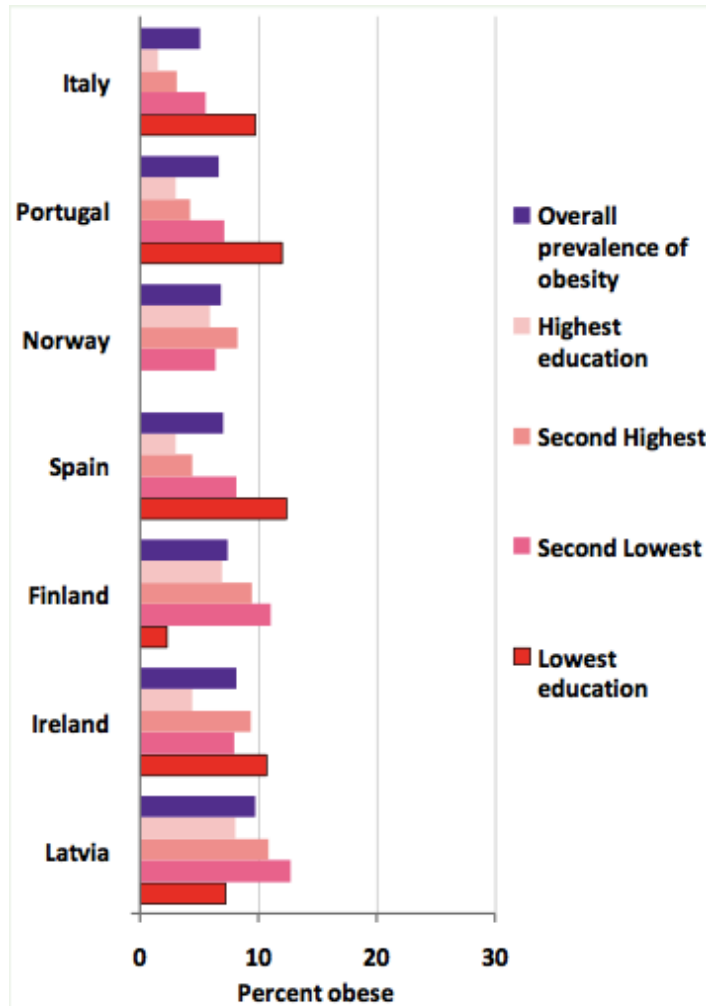


Deviation of life expectancy at birth from average life expectancy by deprivation ranking

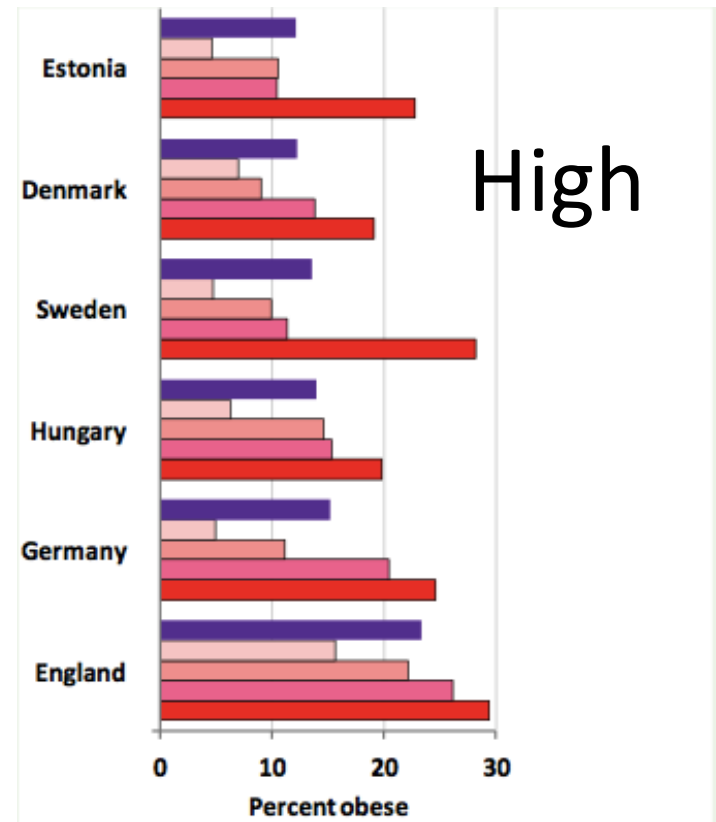
# Educational inequality and obesity

Low

Obesity and  
education  
level, females,  
Eurothine  
Study , 2009



High



# Marmot Responses

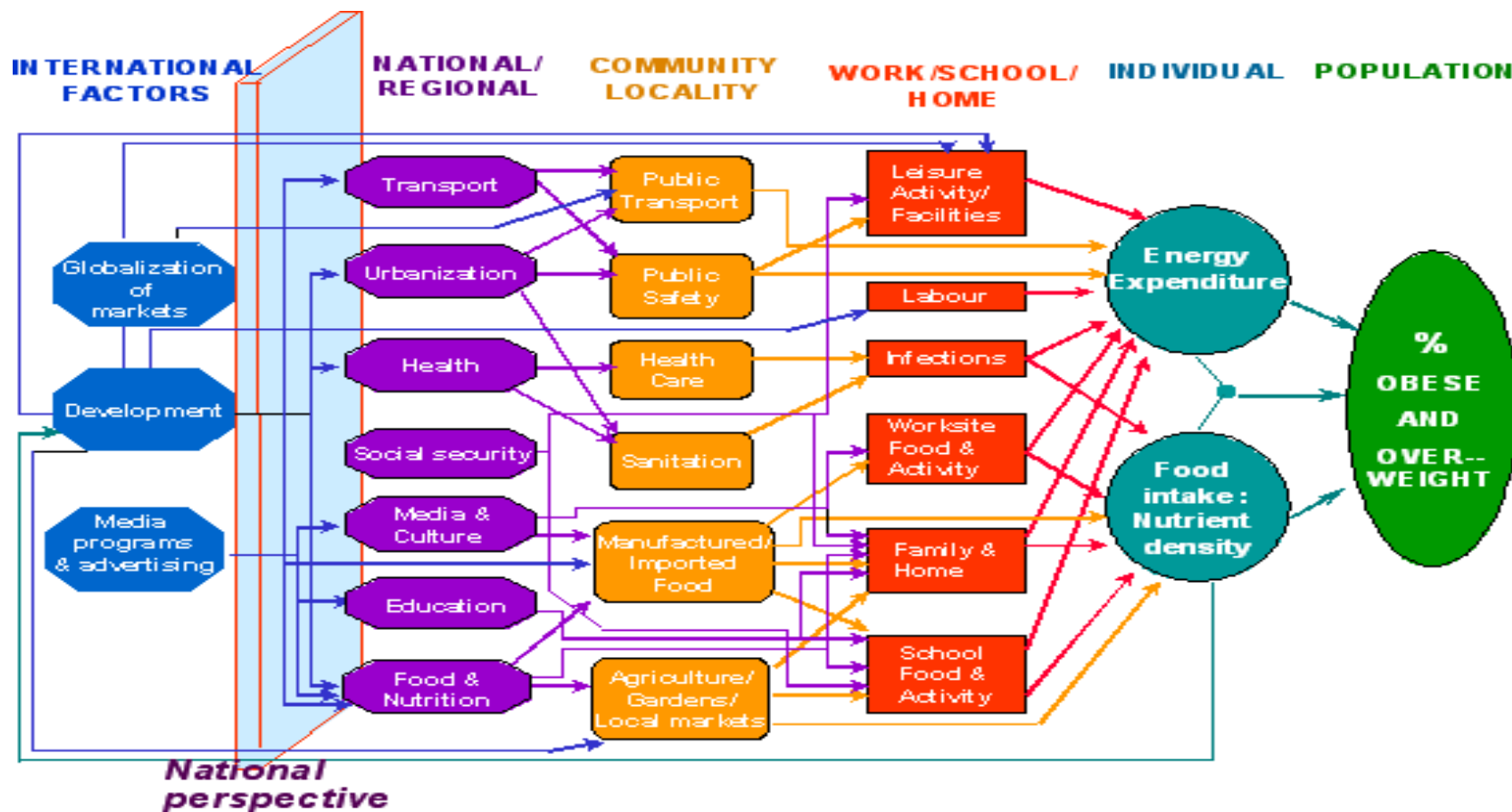
- Universal coverage of health care is an option open to all
- Focusing on types of behaviour (smoking, diet, alcohol)
- We must extend to the causes of the causes; the conditions in which people are born, grow, live, work and age and inequities in power, money and resources that give rise to these conditions
- Act on reducing the gradient – proportional universalism
- Fair distribution of health wellbeing and sustainability are important social goals – economic growth is not the most important measure of success
- Tackling social inequalities in health and climate change must go together
- Empowering individuals and local communities

# Marmot Responses

1. Give every child the best start in life
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
3. Create fair employment and good work for all
4. Ensure healthy standard of living for all
5. Create and develop healthy and sustainable places and communities
6. Strengthen the role and impact of ill-health prevention



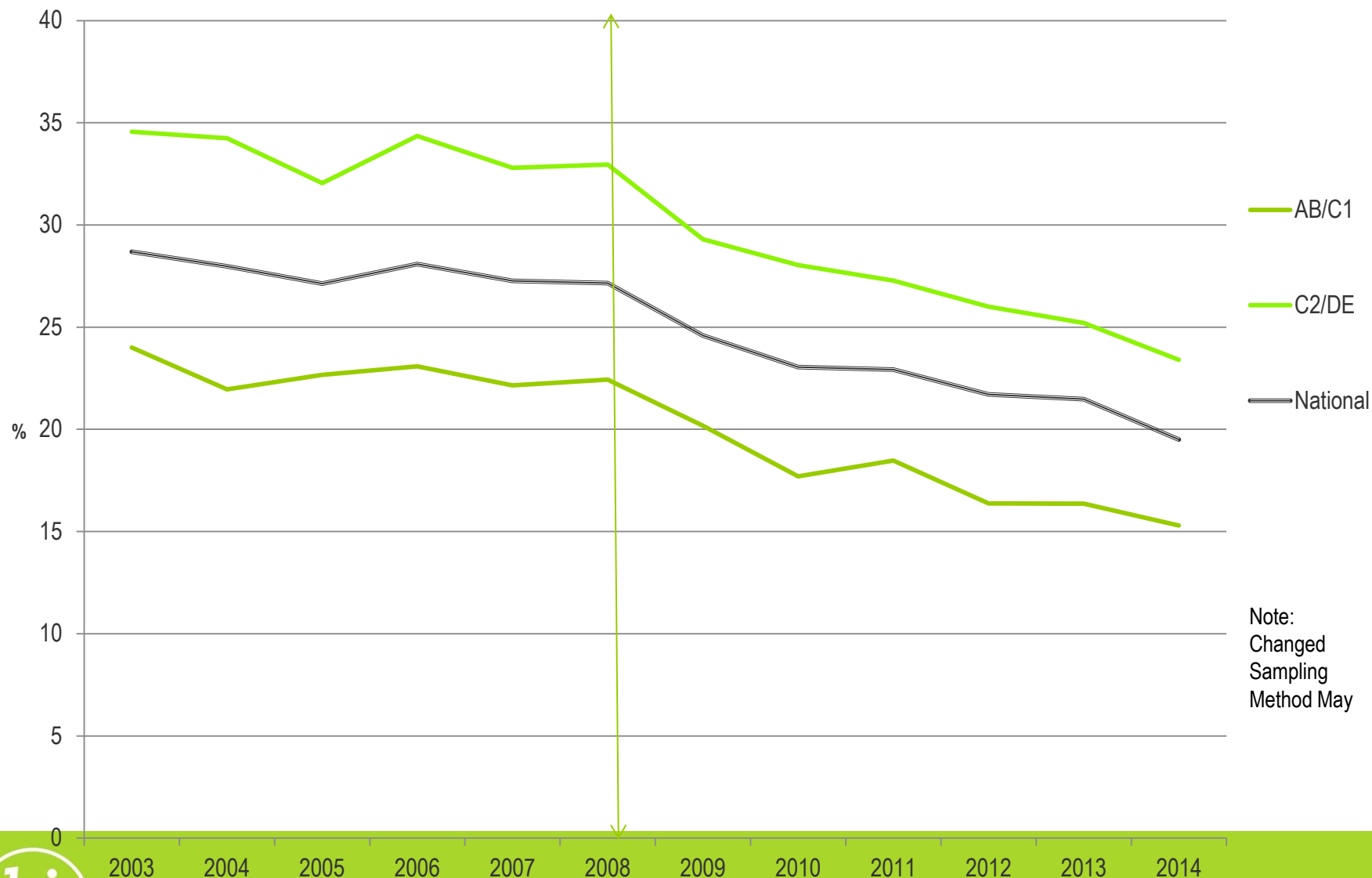
# Obesity: Systemic risks require systemic solutions



# What works: learn from tobacco

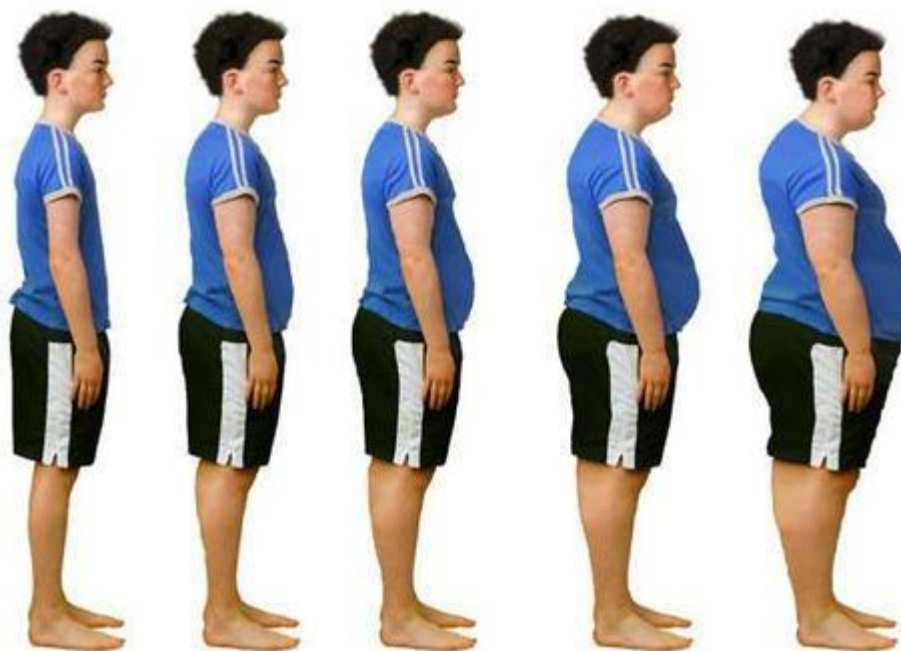


## Trends in Smoking Prevalence Social Inequalities



# Summary

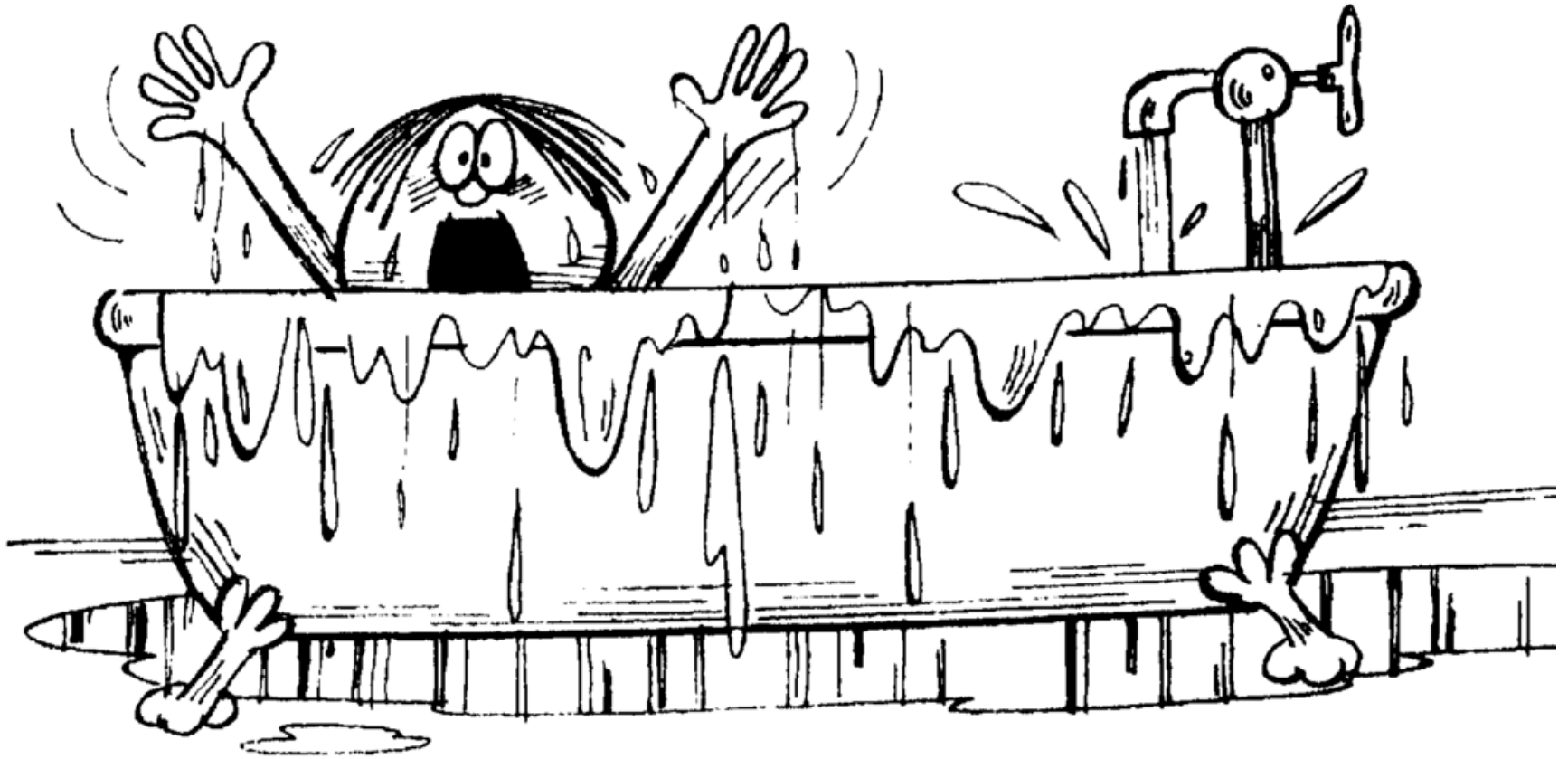
- Diet and nutrition
- Smoking
- Alcohol
- Physical Activity
- Socio-economic status
- Hypertension
- Mental wellbeing
- Ageing population
- Chronic disease ↑
- Healthcare sustainability €



# Prevention

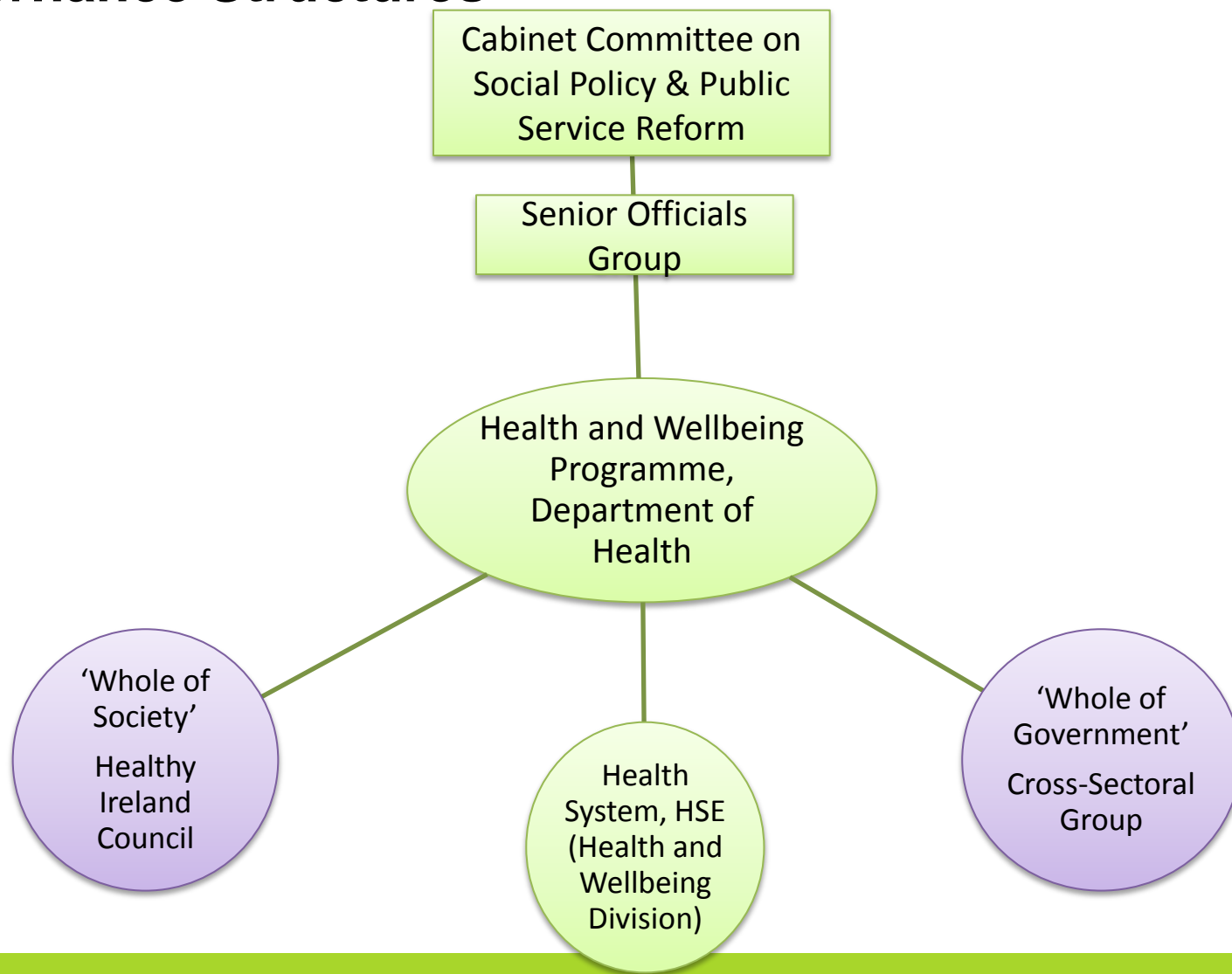
- Complex issues with no easy solutions... 'wicked issues'
- Health sector alone cannot address problems
- Improving health and wellbeing of population essential for economic and social recovery and development
- Shift in emphasis from disease to health and wellbeing
- Life course approach to prevention
- Collaboration and understanding of potential for whole of government and whole of society approach
- Political commitment

Turn off the tap instead of mopping up the overflow



How is *Healthy Ireland* structured?

# Governance Structures







# Healthy Ireland Action Themes

- Governance and Policy
- Partnerships and Cross-Sectoral Working
- Empowering People and Communities
- Health and Health Reform
- Research and Evidence
- Monitoring, Reporting and Evaluation

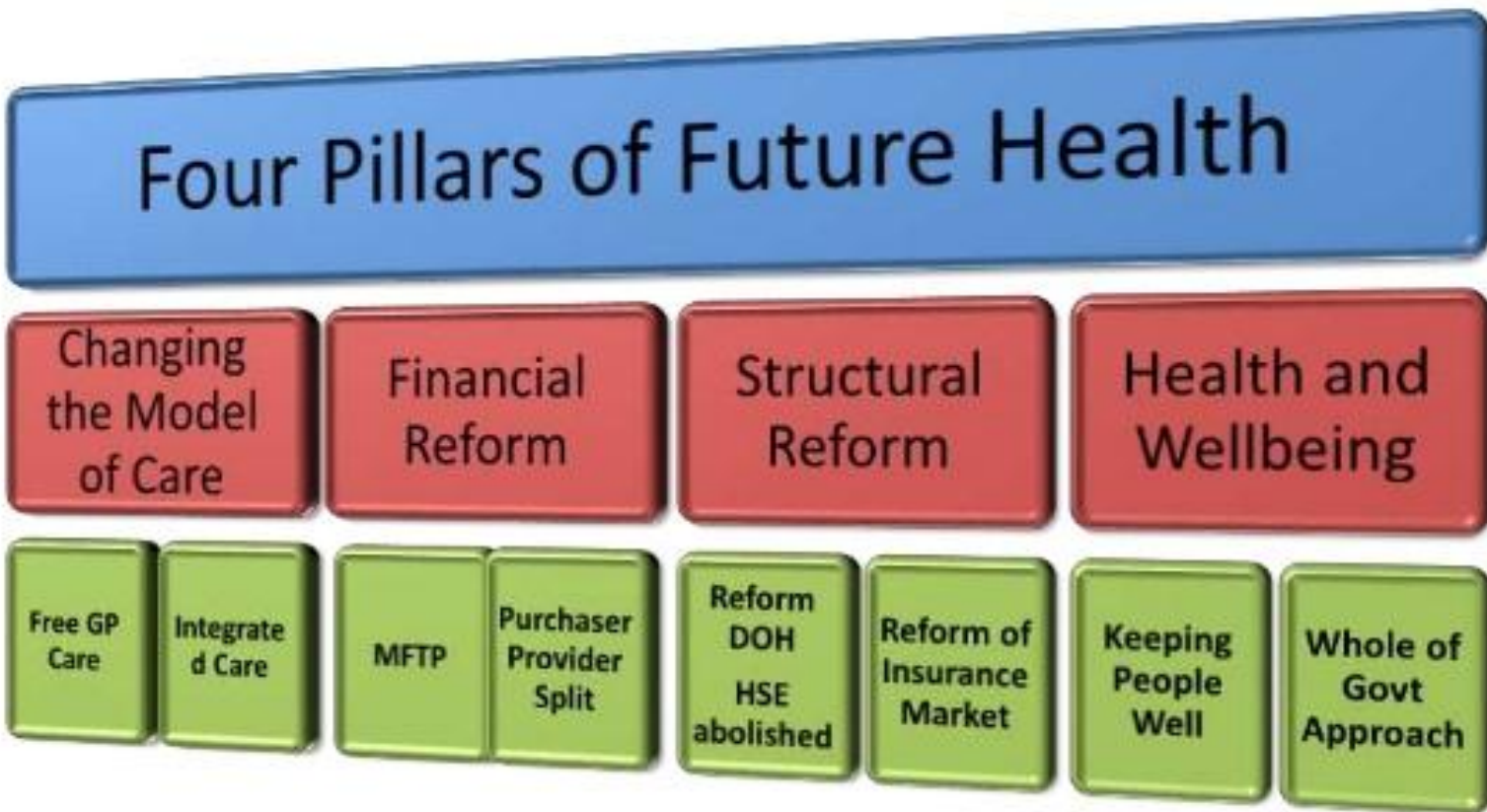
# Healthy Ireland Action Themes

- Governance and Policy
  - led by Cabinet Committee on Social Policy
  - Healthy Ireland Council
  - Health and Wellbeing programme within the DOH
  - Policy units in Gov depts
  - Social Inclusion and Dept of social protection
  - Draw up proposals for collaborative working with Local Authorities having regard to the principles set out in Action Programme for Effective Local Government
  - Healthy workplace

- Partnerships and Cross-Sectoral Working
  - Health and Well Being HSE
  - Local Authorities
  - Voluntary agencies
  - Social policy planners, commissioners and funders
  - EPA, Health Advisory Committee
  - Private sector
- Empowering People and Communities
  - Forging new partnerships and strengthening existing ones
- Health and Health Reform
  - As per the 'Future Health' 2012 outline health service reform
- Research and Evidence
  - Healthy Ireland Research Plan
  - Collaboration with the HRB etc
- Monitoring, Reporting and Evaluation
  - Develop an outcomes framework



# Context: Health Service Reform



# Minister and Department priorities 2015

## Profile Table of Priority Areas, Actions and Deliverables for the Period 2015- 2017

### Priority area: Drive the Healthy Ireland agenda

#### Deliverables

- National Positive Ageing Strategy
- Commence work on new National Drugs Strategy
- Drive cross-sectoral implementation of Healthy Ireland
- Lead implementation of health commitments in Better Outcomes Brighter Futures People
- Oral Health Strategy
- National Physical Activity Plan under Healthy Ireland
- First Healthy Ireland survey
- Obesity Policy
- Sexual Health Policy
- Introduce Public Health legislation (Alcohol, Standardised Packaging of Tobacco, Licensing of Sale of Tobacco)
- 'Healthy Workplace' framework across both public and private sector

# *hi* brand

- Umbrella brand/co-brand
- HSE campaigns, publications etc
- Relevant policy publications incl. Govt departments
- Collaborative initiatives: Active School Flag, sunbed awareness campaign, GAA's Healthy Club Programme, Know your Numbers, Get Ireland Walking
- Co-branding/support with private sector on specific initiatives: health literacy awards, '*Healthy Town*'
- *parkrun*

# Update: Q1 2015 Progress

HI co-branded/supported initiatives:



Supported by





# Update: Q1 2015 Progress

HI co-branded/supported initiatives:



# GET ACTIVE!

## Active School Week

April 27th – May 1st, 2015

[www.activeschoolflag.ie](http://www.activeschoolflag.ie)



# Park run





# Healthy Ireland Branding/Partnerships



# Healthy Ireland Branding/Partnerships



# Healthy Ireland Vision

Where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is **everyone's responsibility**



**hi**  
**Healthy  
Ireland**