

Nordic Health Promotion Conference 29 August 2014

Health 2020

Abstract

Health 2020 is a value-based and evidence informed health policy framework for Europe designed to promote better health and well-being for all. It is inspired by today's health challenges, including the multiple determinants of health and most particularly the social determinants; the current universal burden from non-communicable diseases; the need for improved multisectoral and whole of government and whole of society governance for health; and health in all policies.

Today improvements in health are too unequal, particularly in these times of economic downturn. We must secure a needs-driven health system which improves health outcomes, offers universal access and protects services for low-income and vulnerable people. Here Health 2020 makes the case for “going upstream” to address root causes, with a much greater focus on health promotion, disease prevention and public health. It focuses on health systems and a renewed focus on primary care, with more attention being given to delivering people-centred and integrated care.

Health 2020 has a key implementing pillar, the European Action Plan to Strengthen Public Health Capacities and Services (the EAP), which was developed at the same time as a comprehensive statement on actions to improve public health that are strategic, that reflect modern public health concepts and practice and which are fully integrated with the main conclusions and messages of Health 2020.

The Norwegian Public Act aims is an exemplar of both Health 2020 and the EAP. The Act builds on a broad determinant perspective, and aims to contribute to societal development that promotes public health and reduces social inequalities in health. It takes a strongly whole of government and whole of society perspective, and provides a broad basis for the coordination of public health work horizontally across various sectors and actors, and vertically between authorities at local, regional and national level, indicating practical actions across the whole of society.