



Prevention and Health Expenditure

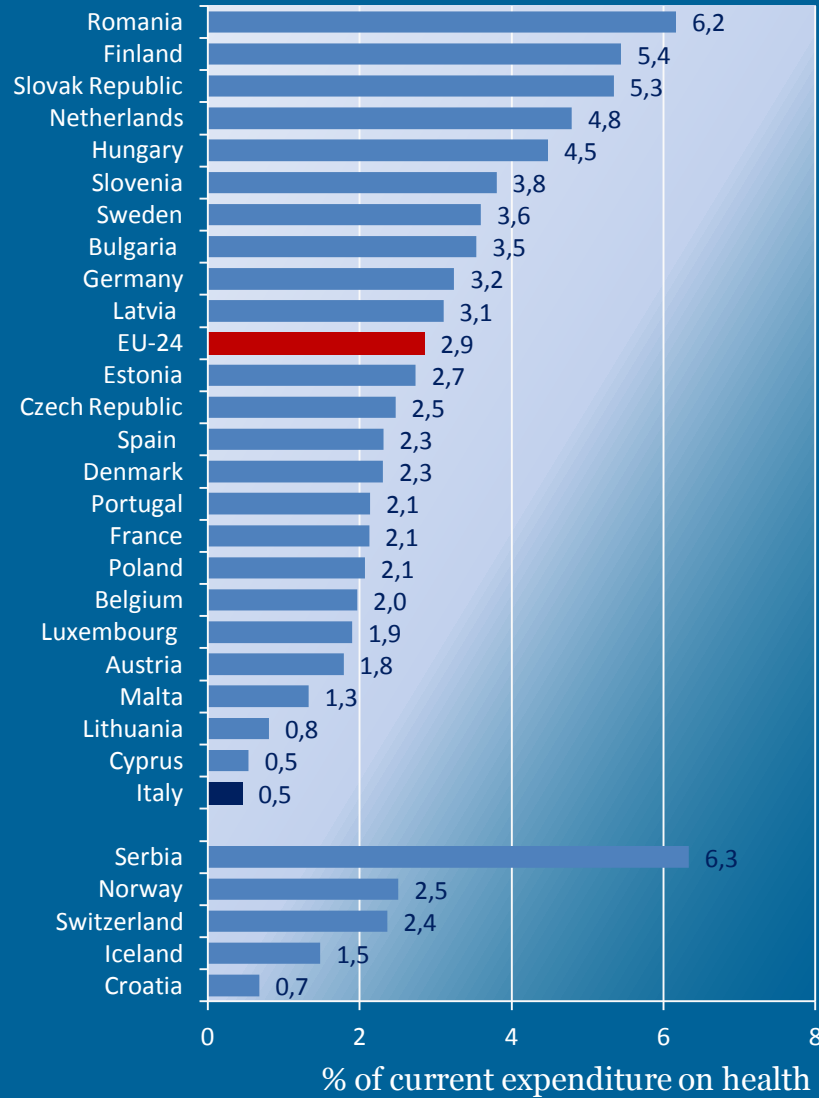


Prevention and Health Expenditure

- Traditionally, prevention first to be hit when health budgets tighten
- OECD 2010 Ministerial: commitment to sustain prevention
- Surge in interest for commodity taxes and innovative forms of prevention
- Tension between expectation of reduced future expenditure and need for immediate savings

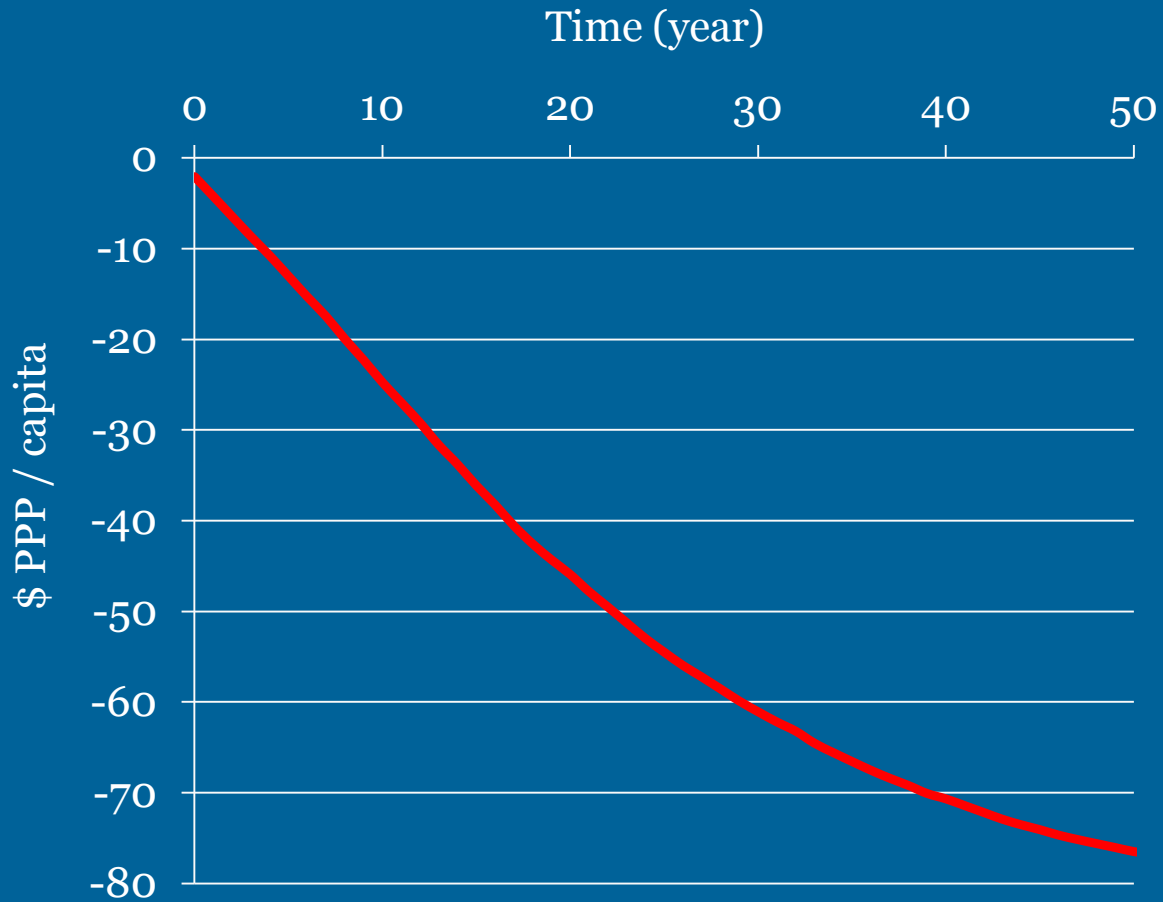


Expenditure on Prevention, EU





Impact on Health Expenditure



Cost of the package



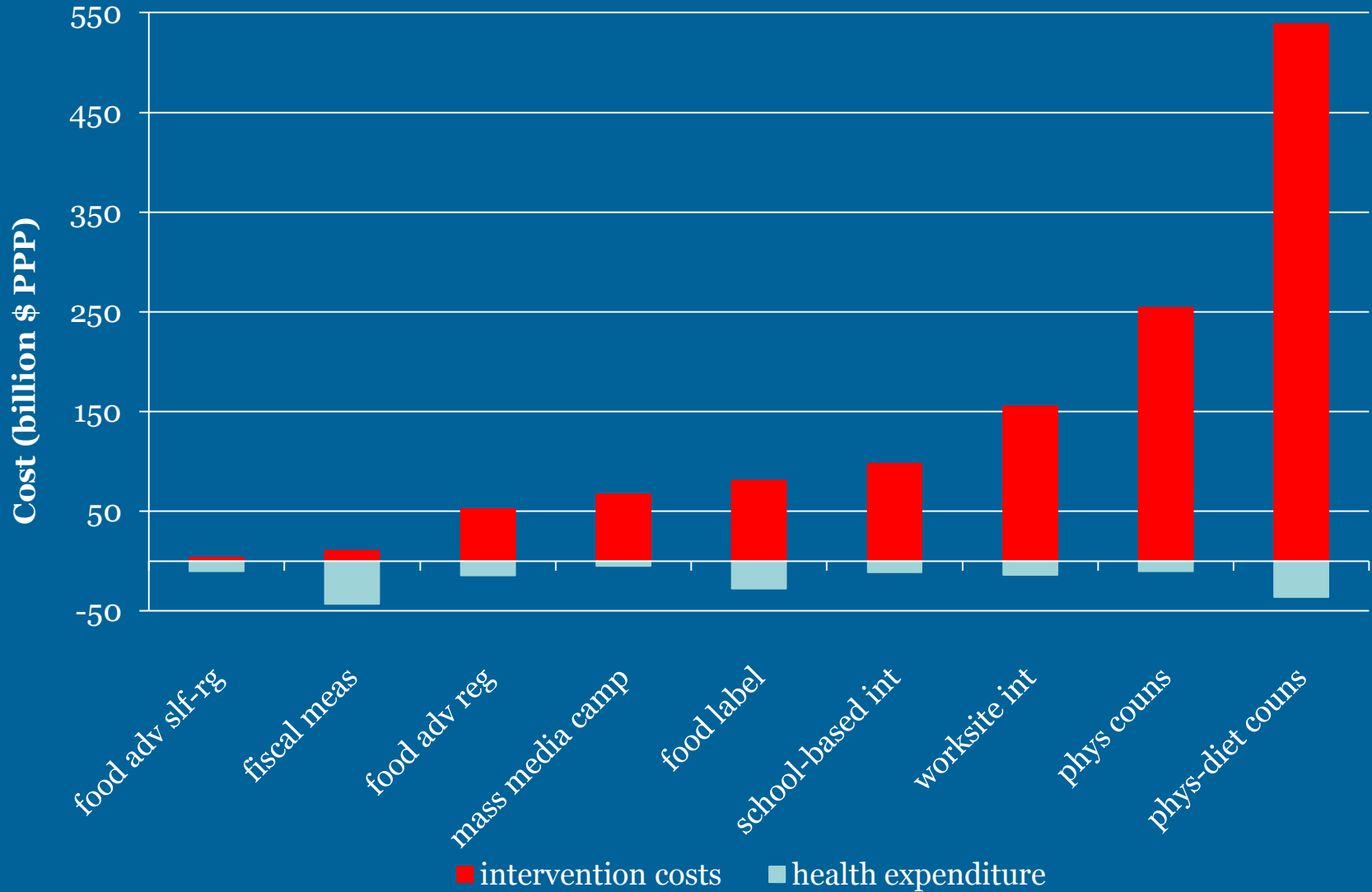
≈ 18 € per capita per year

Comprehensive prevention strategy:

Mass media campaigns ; Compulsory food labelling ; Industry self-regulation of food advertising to children ; Physician-dietician counselling ; School-based interventions



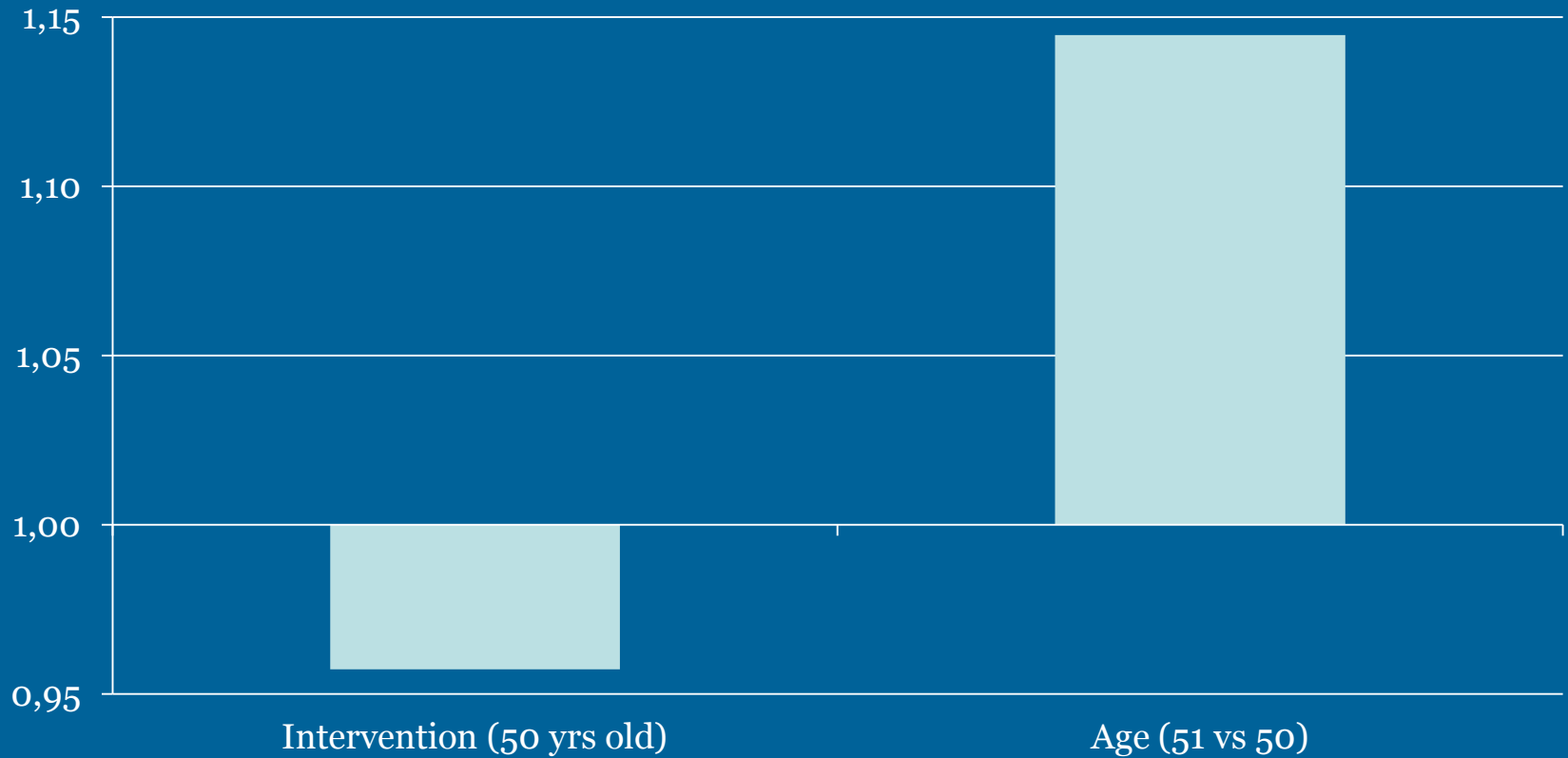
Financial Impacts





Interventions vs. Age

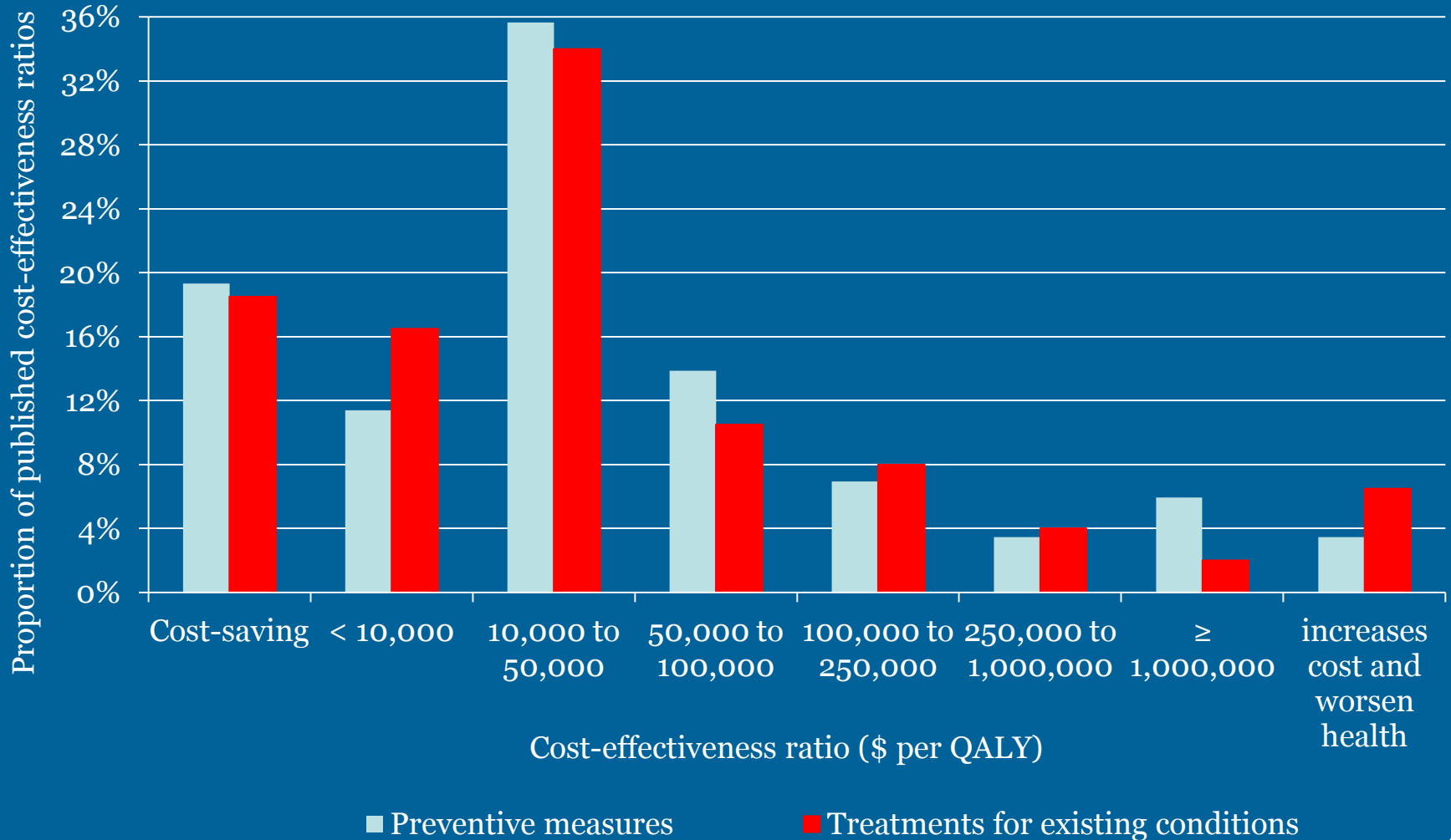
Change in risk of IHD



Note: risk equals 1 for 50-year-olds and no intervention



Cost-effectiveness of Prevention



Adapted from Cohen JT, et al. NEJM 2008;358(7):661-3