



TABACCO E SALUTE
Politiche integrate che promuovano la salute
Workshop

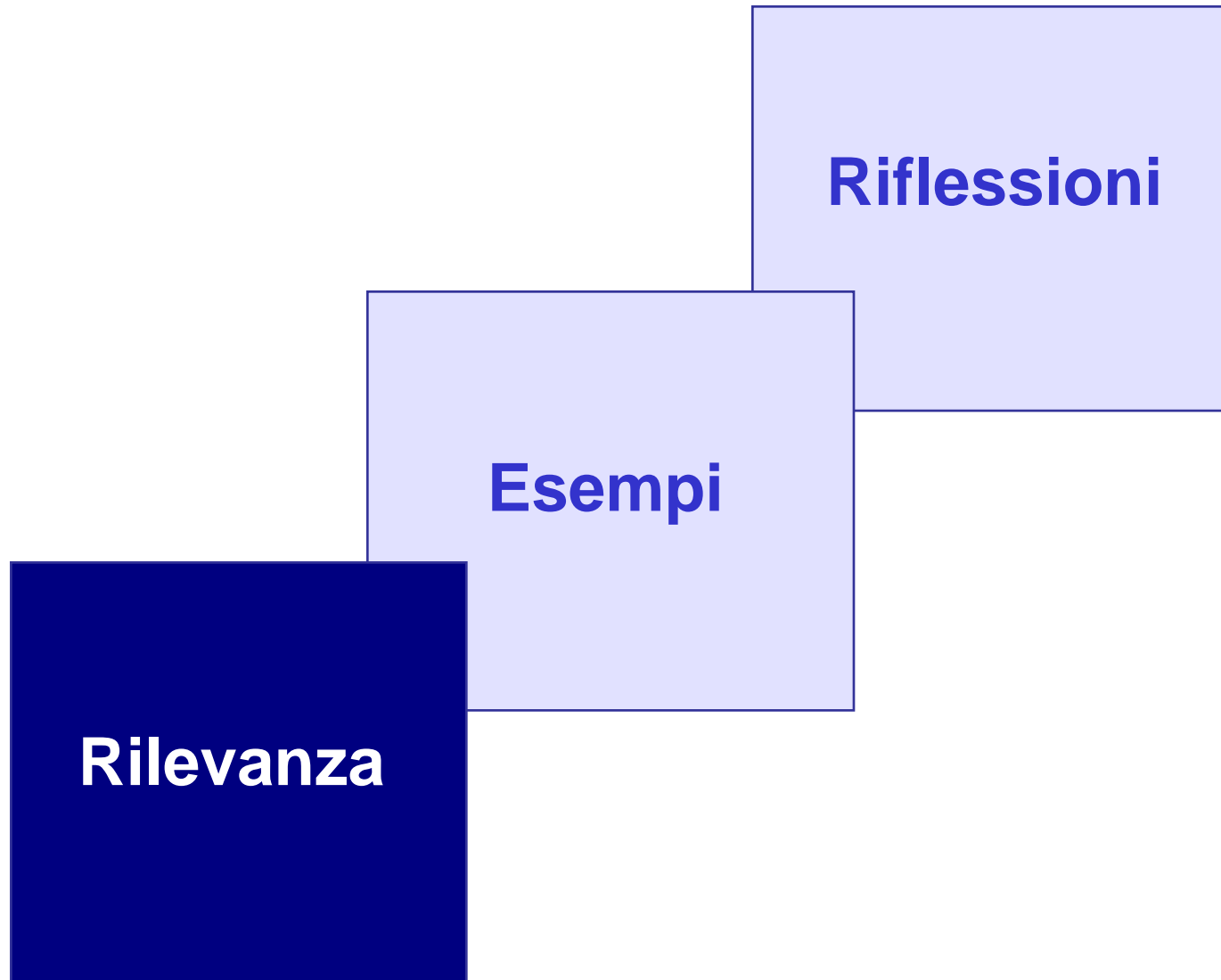
Bibione, 13 settembre 2013

Salute in tutte le politiche:
Una strategia per la promozione della salute

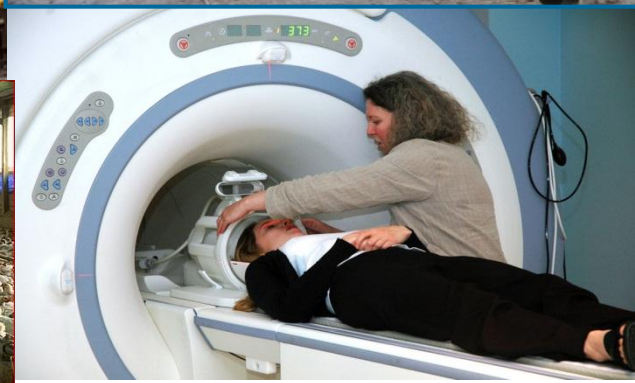
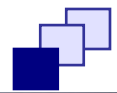
Dr Erio Ziglio

Ufficio Europeo per gli Investimenti per la Salute e lo Sviluppo
Organizzazione Mondiale della Sanità
Ufficio Regionale per l'Europa

Struttura della presentazione



Salute e rapidi cambiamenti in Europa....



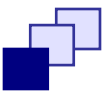


OMS: Conferenze Ministeriali

- **2013 Nutrition and Non Communicable Diseases, Vienna**
- **2010 Environment and Health, Parma**
- **2008 Health Systems, Health and Wealth, Tallinn**
- **2006 Counteracting Obesity, Istanbul**
- **2005 Mental Health, Helsinki**
- **2004 Environment and Health, Budapest**
- **2002 Tobacco Free Europe, Warsaw**



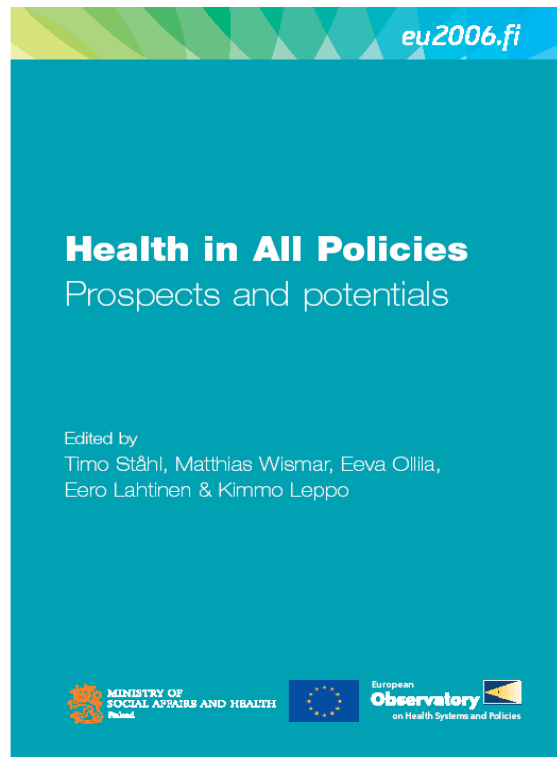
Salute in Tutte le Politiche





Health in All Policies

“The overall goal is to search for practical policy options or specific arrangements to maximize the positive health impact of all policies”



EC-Ministry of Health-WHO/EURO – E.U. Ministerial Conference “Health in All Policies: Achievements and Challenges”,
Background Document, Rome 18 December 2007.



Dichiarazione di Adelaide



Adelaide Statement on Health in All Policies

moving towards a shared governance for health and well-being

Taking account of health
means more effective government

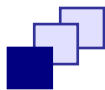
More effective government
means improved health

*Report from the International Meeting
on Health in All Policies, Adelaide 2010*

The Adelaide Statement on Health in All Policies is to engage leaders and policy-makers at all levels of government—local, regional, national and international. It emphasizes that government objectives are best achieved when all sectors include health and well-being as a key component of policy development. This is because the causes of health and well-being lie outside the health sector and are socially and economically formed. Although many sectors already contribute to better health, significant gaps still exist.

The Adelaide Statement outlines the need for a new social contract between all sectors to advance human development, sustainability and equity, as well as to improve health outcomes. This requires a new form of governance where there is joined-up leadership within governments, across all sectors and between levels of government. The Statement highlights the contribution of the health sector in resolving complex problems across government.





Come facilitare la promozione della salute individuale e collettiva?





- Rafforzare azioni della comunità



Sviluppare abilità personali

Creare ambienti favorevoli

Costruite politiche pubbliche "sane"

Riorientare i servizi socio-sanitari





La Promozione della Salute

“...il processo che permette ai cittadini di avere il controllo sui determinanti della loro salute al fine di migliorarla” (OMS, Carta di Ottawa, 1986)



Salute 2020 adottata dal 62^{esimo} Comitato Regionale per l' Europa, September 2012

Obiettivo: Migliorare la salute ed il benessere delle popolazioni in europa; ridurre le inequità di salute e sviluppare sistemi sanitari sostenibili e che abbiano la persona (“people-centred”) al centro dei loro fini





2 Obiettivi Strategici

1. **Promuovere salute e ridurre le inequità**
2. **Rafforzare la governance per la salute**



Riflessioni

Esempi

Rilevanza

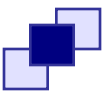




Vari modi di introdurre la Salute in tutte le Politiche

- **Una modalità di lavoro per aumentare la coerenza intersettoriale**
(e.g. “whole government approach”)
- **Operare modifiche in altre politiche per ottenere ritorni in salute**
(e.g. “win-win solutions”)
- **Normare in altri settori per un ritorno in termini di salute**
(e.g. legislazione sul fumo in ambienti di lavoro/ristoro)





Normare per la salute in altri settori

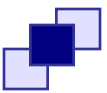
Irlanda



Italia



Smoke-free Inside. Create and Enjoy 100% Smoke-Free Environments. World Health Organization, 2007

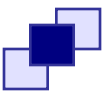


Operare modifiche in altre politiche



Puska P. et al. *The North Karelia Project: 20 year results and experience*. Helsinki, National Public Health Institute, 1995.

Buzeti T, Zakotnic J., *Investment for health and development in Slovenia: Programme Mura*. Centre for Health and Development Murska Sobota, 2008.



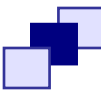
Coerenza intersettoriale (“Whole of Government”)



Department of Health: *Health Inequalities Report. Progress and Next Steps*, 2008.

Scotland: The Scottish Government, *Forward The Government Economic Strategy: A Discussion Paper on Tackling Poverty, inequality and Deprivation In Scotland*, 2008.

Health Inequalities Task Force. See: www.scotland.gov.uk



Scozia



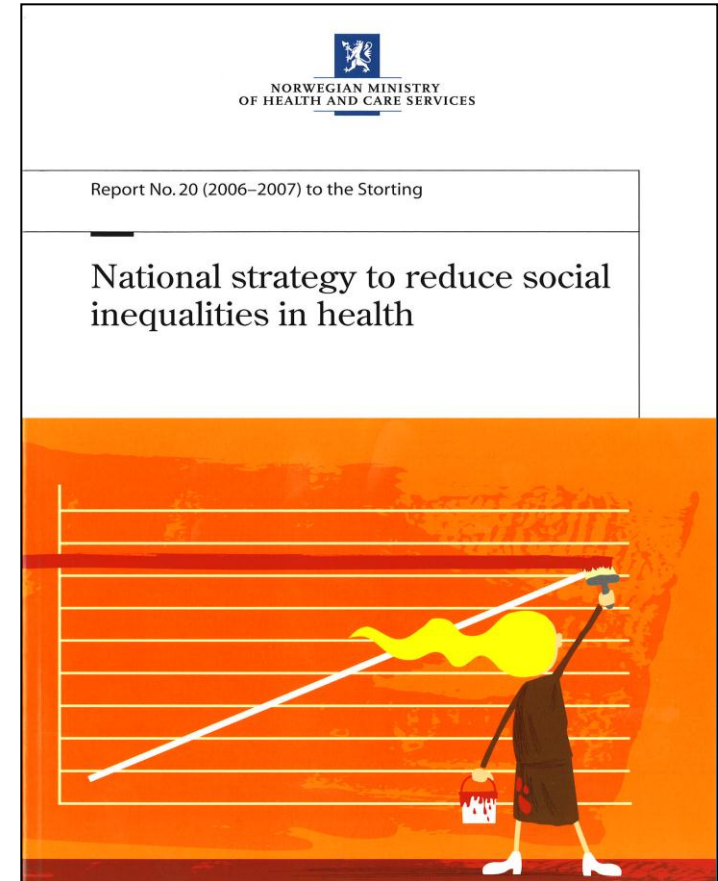
- Greener = + Verde
- Wealthier = + Ricca
- Fairer = + Giusta
- Smarter = + Intelligente
- Healthier = + Sana



Norvegia: Equità in Tutte le Politiche per la Salute

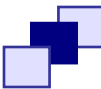
Obiettivo:

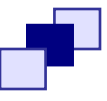
Ridurre le iniquità di stato di salute attraverso azioni intersettoriali



Source : http://www.regjeringen.no/pages/1975150/PDFS/STM200620070020000EN_PDFS.pdf.

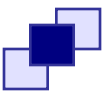
Ospedale Korányi, Budapest, Ungheria



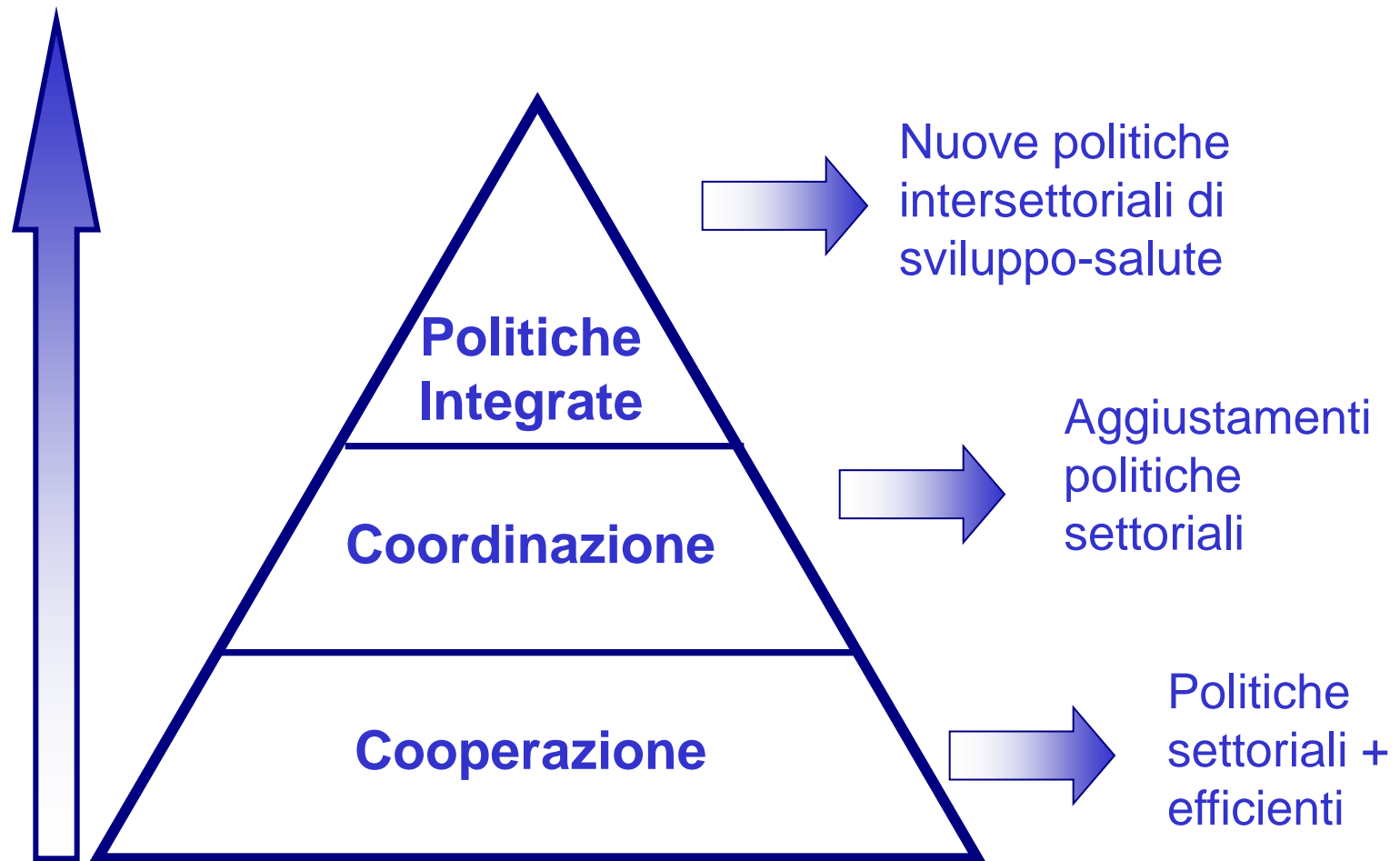


Uso appropriato dei servizi con la cooperazione intersettoriale, SSN, Blackpool



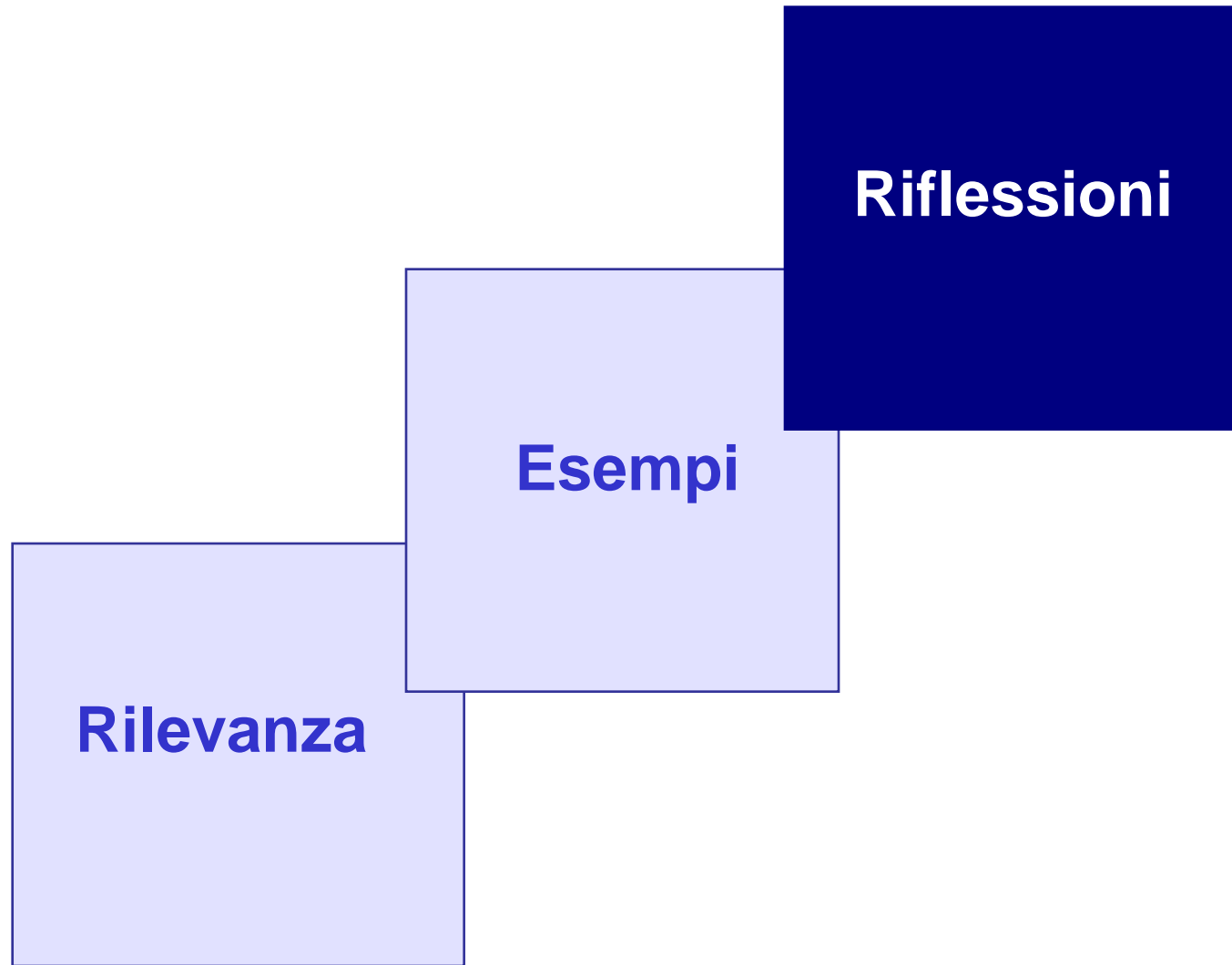


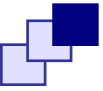
Impatto di “Salute in tutte le Politiche”



Source: Adapted from Meijers E, Stead D. *Policy integration: what does it mean and how can it be achieved? A multi-disciplinary review*. Delft University of Technology OTB Research Institute for housing, Urban and Mobility Studies.



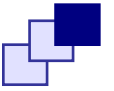




Avere un piano strategico

- **Dove si produce salute?**
- **Che strategie di investimento producono il miglior guadagno di salute nella popolazione?**
- **Quali strategie contribuiscono a ridurre le iniquità di stato di salute e danno valore aggiunto allo sviluppo locale, regionale, nazionale?**
- **Come rafforzare i sistemi socio-sanitari per affrontare tali domande?**



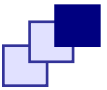


Rafforzare i sistemi per la salute

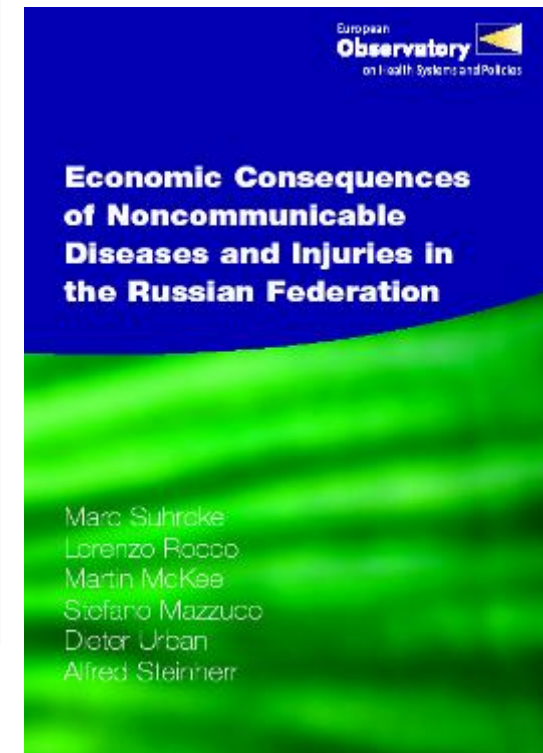
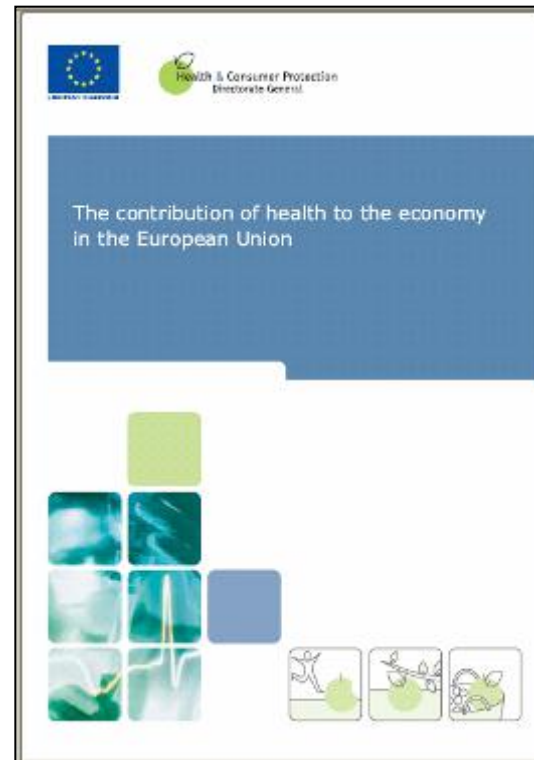
- **Sufficiente capacità in termini di personale con:**
 - *know-how* adeguato, e
 - responsabilità ben definite;
- **Salute come priorità intersettoriale esplicita**

Adapted from Ståhl T, Wismar M, Ollila E, Lahtinen E, Leppo K, eds. (2006). *Health in All Policies. Prospects and Potentials*.

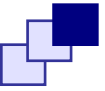
Helsinki: Ministry of Social Affairs and Health, pag. 276.



Evidenza impatto economico



Riposizionare la salute come parte essenziale per lo sviluppo



Sviluppo locale/nazionale

Rigenerazione economica

Capacità e Impiego

Infrastrutture

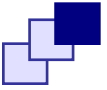
Immagine



Barriere



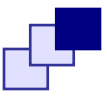
- **Strumenti informativi**
- **Relazioni istituzionali**
- **Meccanismi finanziari**
- **Legislazione e norme**
- **Redicontazione (Accountability frameworks)**



Fattori facilitanti

- ✓ **Solida base scientifica per negoziare salute;**
- ✓ **I settori coinvolti hanno capacità e mandato per prendere decisioni;**
- ✓ **I settori hanno la possibilità di sviluppare fiducia e reciproco rispetto;**
- ✓ **Ruoli e responsabilità sono chiari e la performance viene monitorata;**
- ✓ **Sostegno pubblico e copertura mediatica di rilievo.**





Ruolo settore salute

