

Investment for Health: the well-being economy

Tuesday, 13 September, 8:00-9:00 IDT | 7:00-8:00 CEST (King Solomon AB)

COVID-19 has transformed health leadership beyond the health sector. Yet, with the receding pandemic, political attention to health is waning. However, this is not the time to disinvest in health and well-being. People want to be healthy and to thrive, not merely survive. They want to live in healthy and safe communities, where national and local governments deliver on public policies that secure a better life today and for generations to come.

Opinion polls show having good health is a top factor for getting ahead in life and **84% of Europeans believe that reducing inequities should be top of their government's agenda**. Because of this, policy-makers and people are **giving higher value to:**

- mental health and well-being,
- strong, responsive health and public health systems,
- trust and resilience within our communities and in our governments,
- equal opportunities to a decent livelihood, and
- ability to live in peace

There is growing pressure for decision-makers to **prioritize public investment and spending on these “new capitals” in a way that leads to improved population and societal well-being**. This is the **well-being economy**.

This parallel session will present how the European Regional Office initiative to invest in healthy, caring, prosperous societies is enabling more countries and partners to:

- o show how **health and public health services are driving the wellbeing economy**
- o **increase government investment and spending** on wellbeing policies
- o **innovate and scale up actions through new alliances** to close gaps and reduce health vulnerability
- o create an **enabling environment** for wellbeing investments between the health, finance, and economy sectors and by **partnering with development and reconstruction banks**.

Programme

This parallel session is co-hosted by: Ministry of Social Affairs and Health, Finland and Public Health Wales, United Kingdom

Facilitator: Dr Natasha Azzopardi-Muscat, Director, Country Health Policies and Systems, WHO Regional Office for Europe

Opening

08:00–08:03

Opening Remarks

Natasha Azzopardi-Muscat, Director, Country Health Policies and Systems, WHO Regional Office for Europe

08:03–08:10

Importance of Health in Well-being Economy

Mario Monti, Former Chair, Pan-European Commission for Health and Sustainable Development

Spotlight presentations

- 08:11–08:15 **A politician's tale: without health, we're really stuck**
Martin McKee, Former Chair, Scientific Advisory Board of the Pan-European Commission for Health and Sustainable Development
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- 08:16–08:20 **The co-benefits of well-being policies for a healthier economy, society, and environment**
Aaron Reeves, Co-chair, WHO/Europe New Economics Expert Group

Country examples and lessons learned

- 08:21–08:26 **Finland on the path to the Economy of Well-being approach**
Eila Mäkipää, State Secretary, Minister of Family Affairs and Social Services, Finland
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- 08:27–08:34 **Economic recovery and resilience in Montenegro through health and sustainable tourism**
Goran Đurović, Minister of Economic Development and Tourism, Montenegro

Open Floor Discussion

- 08:35–08:46 **Economic recovery and resilience in Montenegro through health and sustainable tourism**
Moderated by Chris Brown, Head, WHO European Office for Investment for Health and Development

Closing

- 08:46–08:48 **Closing Remarks**
Chris Brown, Head, WHO European Office for Investment for Health and Development

Speakers



Dr Natasha-Azzopardi Muscat

Director, Country Health Policies and Systems, WHO Regional Office for Europe



Professor Mario Monti

Former Chair, Pan-European Commission for Health and Sustainable Development



Professor Martin McKee

Former Chair, Scientific Advisory Board of the Pan-European Commission for Health and Sustainable Development



Associate Professor Aaron Reeves

Co-chair, WHO/Europe New Economics Expert Group



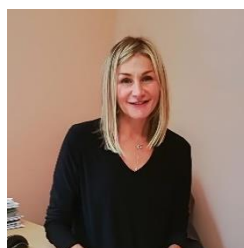
Ms Eila Mäkipää

State Secretary to the Minister of Family Affairs and Social Services, Finland



Mr Goran Đurović

Minister of Economic Development and Tourism, Montenegro



Ms Chris Brown

Head, WHO European Office for Investment for Health and Development

Practical information

Zoom link

<https://who.zoom.us/j/99790539206>

Password: RC72@WBE

Webinar ID: 997 9053 9206

Password: 81559819

Languages

The parallel session will be in English and Russian language.

Interaction with participants

The parallel session will include an open floor discussion where participants will have the opportunity to react to the interventions of the speakers.

Documentation

[WHO European Solutions Forum on Health in the Well-being Economy \(1-2 March 2023\) Scope and purpose](#)

[From Health in All Policies to Health for All Policies](#)