Promoting health in the Agenda 2030 on Sustainable Development Goals

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Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance.” Ban Ki-moon

“We are well-poised to implement the SDGs.” Dr M. Chan 69 WHA, 2016

“Health is regarded as a desirable outcome in its own right, an input to other goals, and a reliable measure of how well sustainable development is progressing.” Dr M. Chan 68 WHA, 2015
Health is cross cutting through out the Agenda 2030
Challenges underlined by the SDGs

1. Address the gap in implementation from the MDGs
2. Implement a transformative approach to health
3. Policy coherence in highly politically volatile contexts
4. Whole government and society approach

Progressing Agenda 2030 requires impacts on:

- Existing systems e.g. train and food supply chain
- Adoption of multi faceted interventions with short and long term societal benefits
Think global and act local
Addressing the implementation gap to progress action on the SDGs

**Good governance**

1. Strengthen legislation, regulation and taxation of unhealthy commodities;
2. Implement fiscal policies as a tool to enable new investments in health and wellbeing including strong public health systems;
3. Introduce universal health coverage to achieve both health and financial protection;
4. Ensure transparency and social accountability and enable the broad engagement of civil society;
5. Strengthen global governance to better address cross border health issues;
6. Consider the growing importance and value of traditional medicine

**Healthy cities & communities**

TRANSFORMATIVE Strategies

1. Prioritize policies that create co-benefits between health and wellbeing and other city policies;
2. Making full use of social innovation and interactive technologies;
3. Support cities to promote equity and social inclusion,
4. Harnessing the knowledge, skills and priorities of their diverse populations through strong community engagement;
5. Re-orient health and social services to optimize fair access and put people and communities at the centre.

**Health literacy**

1. Recognize health literacy as a critical determinant of health and invest in its development;
2. Develop, implement and monitor intersectoral national and local strategies for strengthening health literacy in all populations and in all educational settings;
3. Increase citizens’ control of their own health and its determinants, through harnessing the potential of digital technology;
4. Ensure that consumer environments support healthy choices through pricing policies, transparent information and clear labelling.
Mayors consensus

TRANSFORMATIVE Strategies

1. Work to deliver the basic needs of all our residents;
2. take measures to eliminate air, water and soil pollution in our cities, and tackle climate change at the local level by making our industries and cities green and ensure clean energy and air;
3. invest in our children, prioritize early child development and ensure that city policies and programs in health, education and social services leave no child behind;
4. make our environment safe for women and girls, especially protecting them from harassment and gender-based violence;
5. improve the health and quality of life of the urban poor, slum and informal settlement dwellers, and migrants and refugees – and ensure their access to affordable housing and health care;
6. address multiple forms of discrimination, against people living with disabilities or with HIV AIDS, older people, and others;
7. make our cities safe from infectious disease through ensuring immunization, clean water, sanitation, waste management and vector control;
8. design our cities to promote sustainable urban mobility, walking and physical activity through attractive and green neighbourhoods, active transport, strong road safety laws, and accessible play and leisure facilities;
9. implement sustainable and safe food policies that increase access to affordable healthy food and safe water, reduce sugar and salt intake, and reduce the harmful use of alcohol through regulation, pricing, education and taxation;
10. make our environments smoke free
Drawing lessons for health literacy

Before

Biomedical model addressing a single cause

Paradigm shift

An ecosystem approach addressing multiple causes of e.g. - childhood obesity - hypertension - Others

Now

Transformative approach

• single level intervention generally through legislation/mass campaign
• Vertical programmes
• One time intervention
• One way communication

• multi levels/faceted interventions
• Whole government/society approach
• Sustainable action
• Sustainable impacts and gained
What does this mean for the area of health literacy?

**THEORETICAL MAXIMUM**
Complete channel saturation, no more improvement possible.

100% Coverage
No more improvement possible

- Reach out to the population who should be part of the solution but are being missed
- Change the way to do business

**1. QUICK WINS**
Large-scale impact from simple tasks.

**2. DIMINISHING RETURNS**
From continued work on maturing campaign or programs

**3. PLATEAU**
Flattened performance from stagnating campaign or programs

Source: Roy Batterham, Deakin University
1. How can health literacy be enhanced to meet the SDGs?
2. How can HL influence systems to achieve SDGs?
3. How can HL support mind shift and decision making?
4. What can you do to advance the recommendations from the Shanghai Declaration?