

Salud Global, Salud Internacional: Tensiones, desafios y oportunidades

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Debates en Salud Publica

Doctorado Interfacultades

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Global Health-International Health: tensions, challenges and opportunities



Terminology

- Global Health :

Health issues that
transcend national
boundaries

Global

Prevention and
clinical care

Health equity
among nations

Highly
interdisciplinary and
multidisciplinary

- International Health

Focus on issues
outside of one's
own country

Bi-national

Prevention and
clinical care

Help other nations

Embraces a few
disciplines

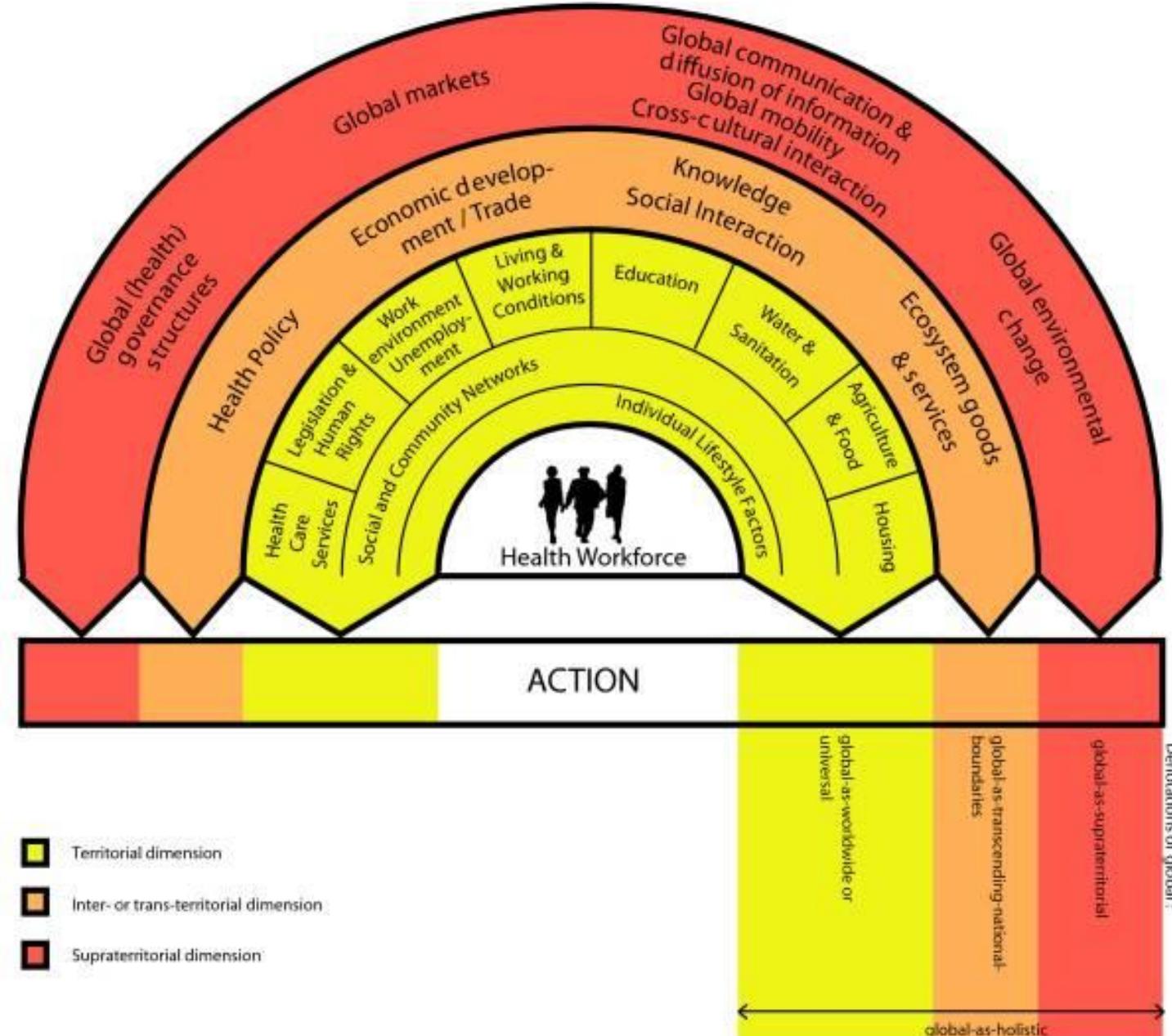
Source: Koplan JP et al. Lancet 2009, 373:9679 pp 1993-1995⁴

Planetary health

- is rooted in understanding the interdependencies of human and natural systems.
- has been defined as “the *health* of human civilization and the state of the natural systems on which it depends”
- One health – movements: integrating animal and human health
- Anti-microbial Resistance (AMR) is a perfect example
- Planetary health asserts that human beings cannot thrive over time while degrading the ecological life support systems that sustain us.

Planetary health - suite

- Like traditional public health, Planetary health defines health broadly, including physical, mental and social well-being; it considers health not just as an individual attribute, but across entire populations; and it pays special attention to those who are most vulnerable.
- However, it works at large scales, both spatially (from regional to global) and temporally (anticipating the effects of current trends across generations). It regards **ecology** and the **earth sciences** as pillars of health science. It rejects the false dichotomy of people vs. nature and holds that to protect people, we must protect natural systems.



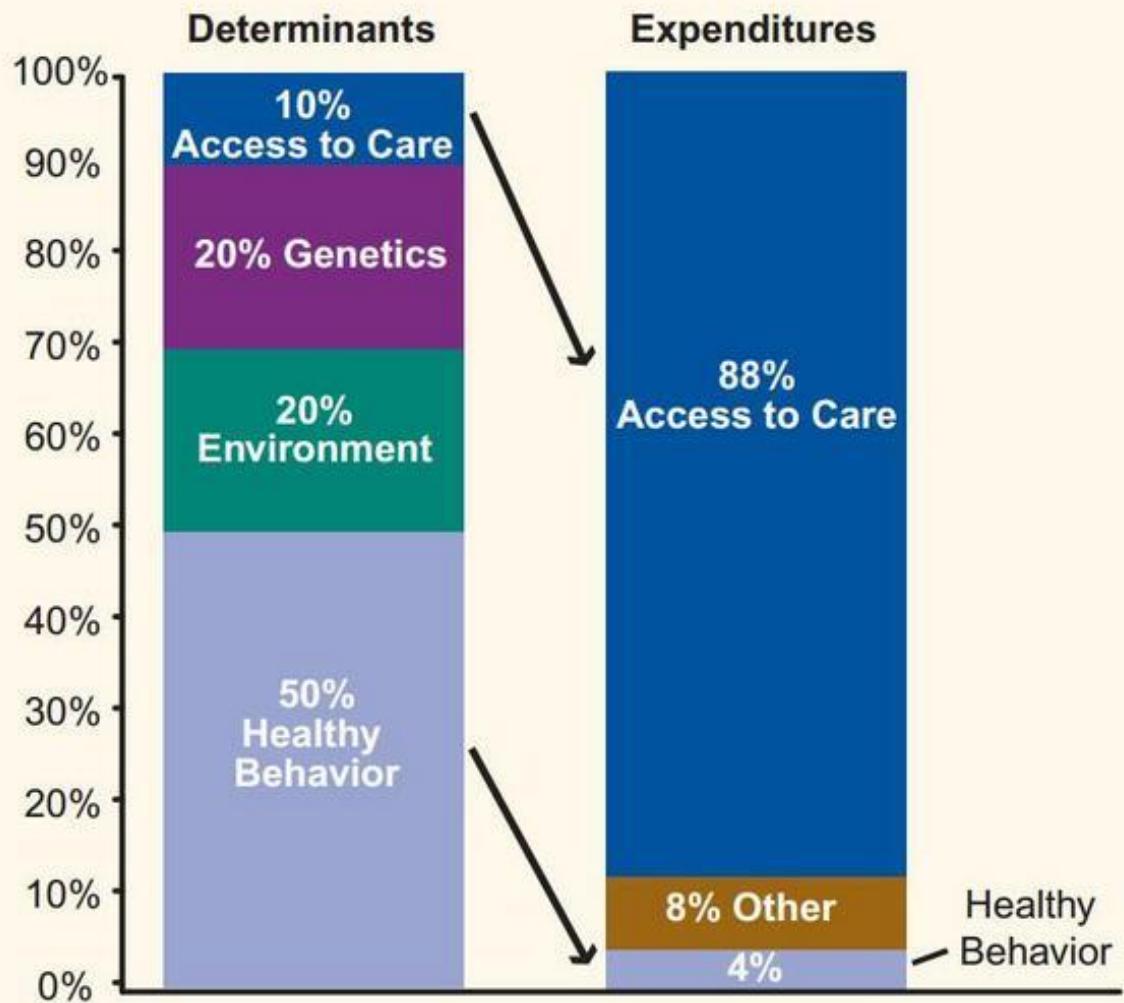




Geneva in front of the main station - lake



Mismatch: Health Determinants vs. Expenditures



Source: New England Healthcare Institute.
National Health Care Expenditures, 2005

World Federation of Public Health Associations



What is the WFPHA?

- Over 100 national public health associations, representing >5 Mio PH
- Over 20 associated worldwide active sustaining members: **IFMSA!**
- Working groups: oral health, health equity, tobacco, environmental health, health in complex emergencies, mental PH (tbc)
- What did IFMSA and WFPHA do together: WHA launching the Charter
- New board member: the young professional
- World Congress of Public Health in Melbourne: April 2017
- The only worldwide civil society representation of PH

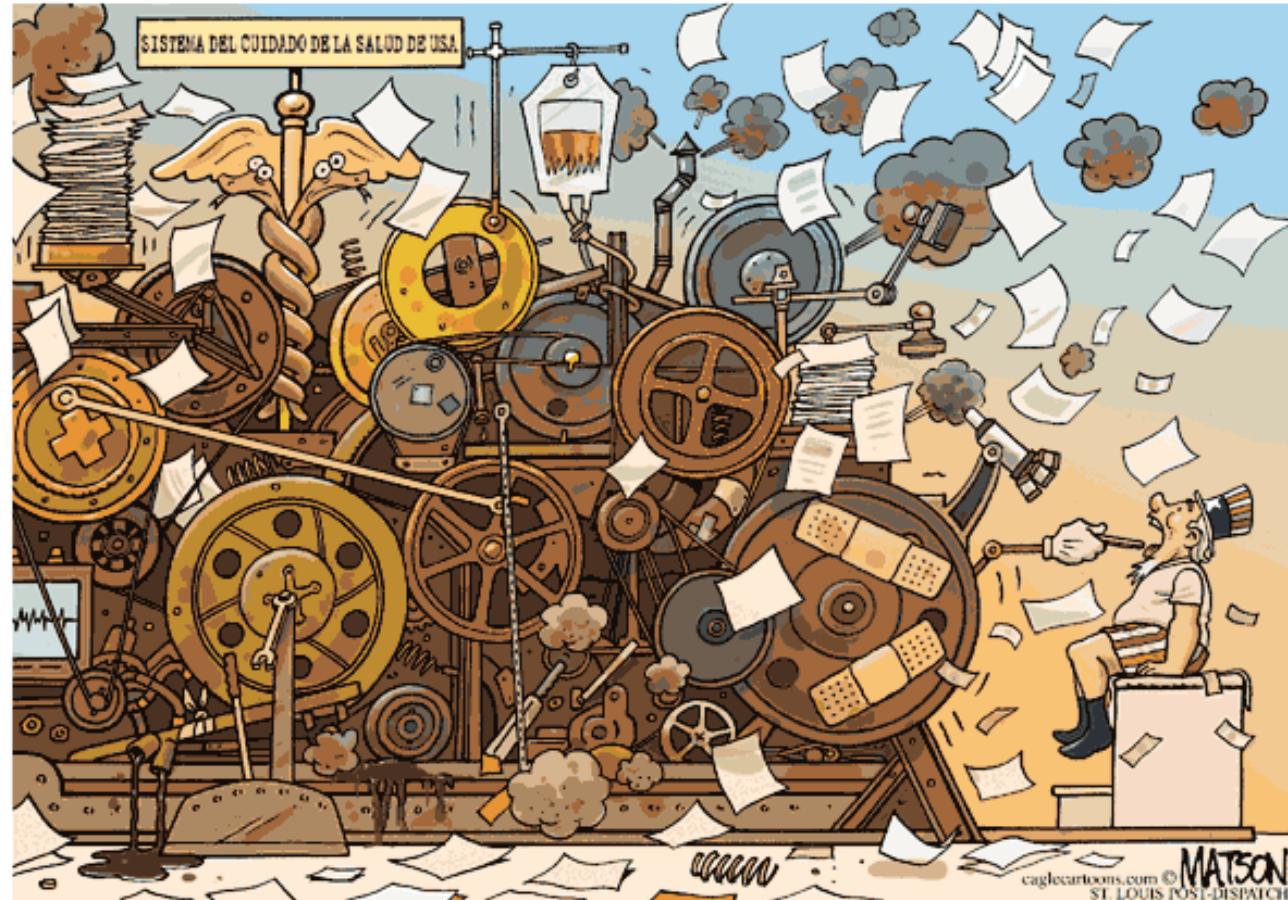
The WFPHA links up to organizations such as

- International Federation of Environmental Health (IFEH) , president: Peter Archer, UK
- International Epidemiological Association (IEA), president: Dame Valerie Beral, UK
- International Association of National Public Health Institutes (IANPHI), president: Mauricio Hernandez-Avila, Mexico
- World Federation of Academic Institutions of Global Health (WFAIGH), president: Leonel Valvidia, Chile
- International Pharmaceutical Students Federation (IFPS)
- Schools of PH, ASPHER, CAPHIA, ...

Our regional Federations

- | | | |
|----------------------------|------|---------|
| • EUPHA – Zeegers | EURO | Utrecht |
| • AFPHA – Senkube | AFRO | Addis |
| • AASPA – Ochoa | PAHO | Havanna |
| • APRLO – Heya | WPRO | Beijing |
| • Ongoing: EMRO and India+ | | |

Global Public's Health



Global Public's Health at a turning point

New Global Public Health: why?

- Increasing number of partners in global public health with dispersed legitimacy (ex.: AIDS-related NGOs > 60.000 in 2007)
- Reconfiguration of power in health governance (ex.: G8, NGOs, CSOs, geopolitical transition)
- Increasing interdependency in the norm-setting (ex.: intellectual property and health)

Global Public Health at a turning point - suite

Global Health has seen:

- Expansion of actors and activities
- Inequality of access around the world
- Globalization of lifestyles
- The Health sector is one of the biggest industries worldwide
- Health is crucial to (political) stability
- A new need for coherence and coordination is recognized

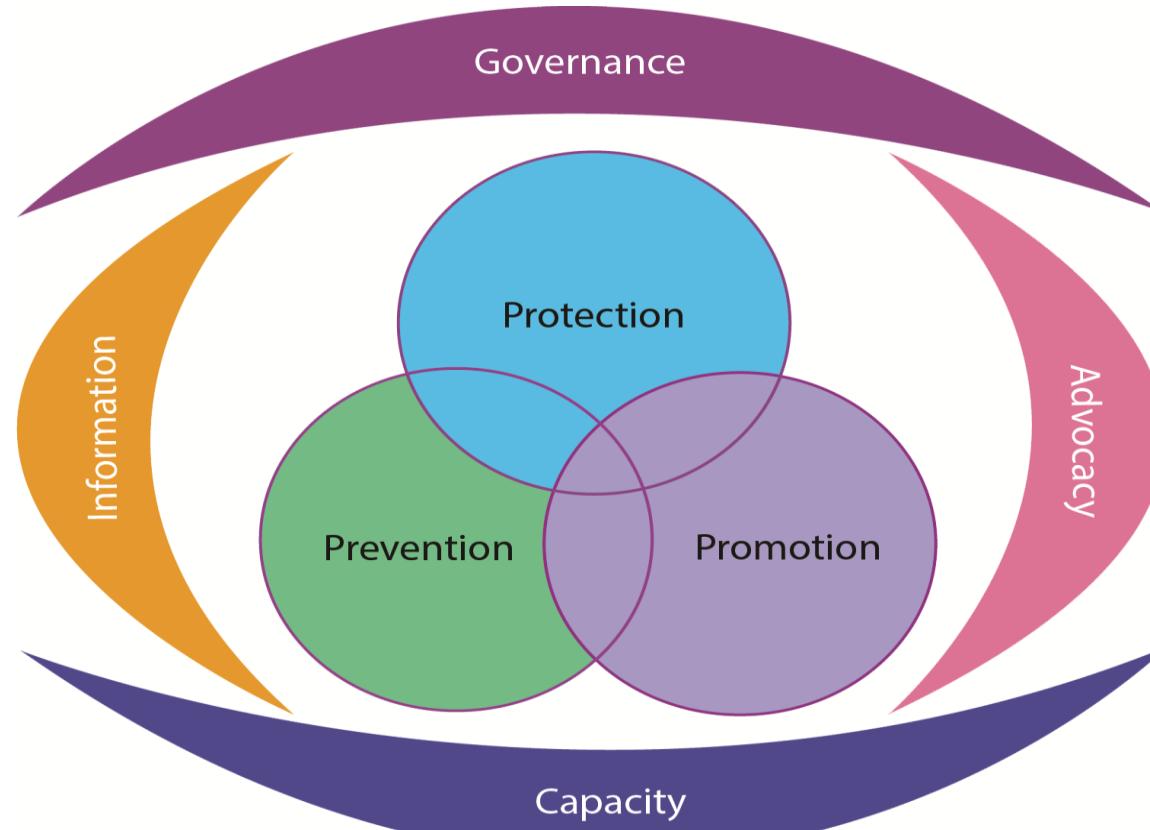
The individual – the society



Public Health – the Public's Health

- Embrace a more holistic approach to health
- Everything from education to housing and pollution (Health in all policies)
- Difficulty: Fragmentation of governments agencies budgets,
- New ways of bringing together disparate agencies to work together to common goals

Framework for public health actions: the Global Charter for the Public's Health



A Global Charter for the Public's Health

- Results of a collaboration plan between the WHO and the WFPHA
- Tries to adapt todays public health to its global context and in conjunction with the SDGs agenda: “rebranding public health”
- Methodology: Delphi like consultation, review of the literature, analysis, publication in the European Journal of Public Health 2016
- Presentation at the World Health Assembly in 2016

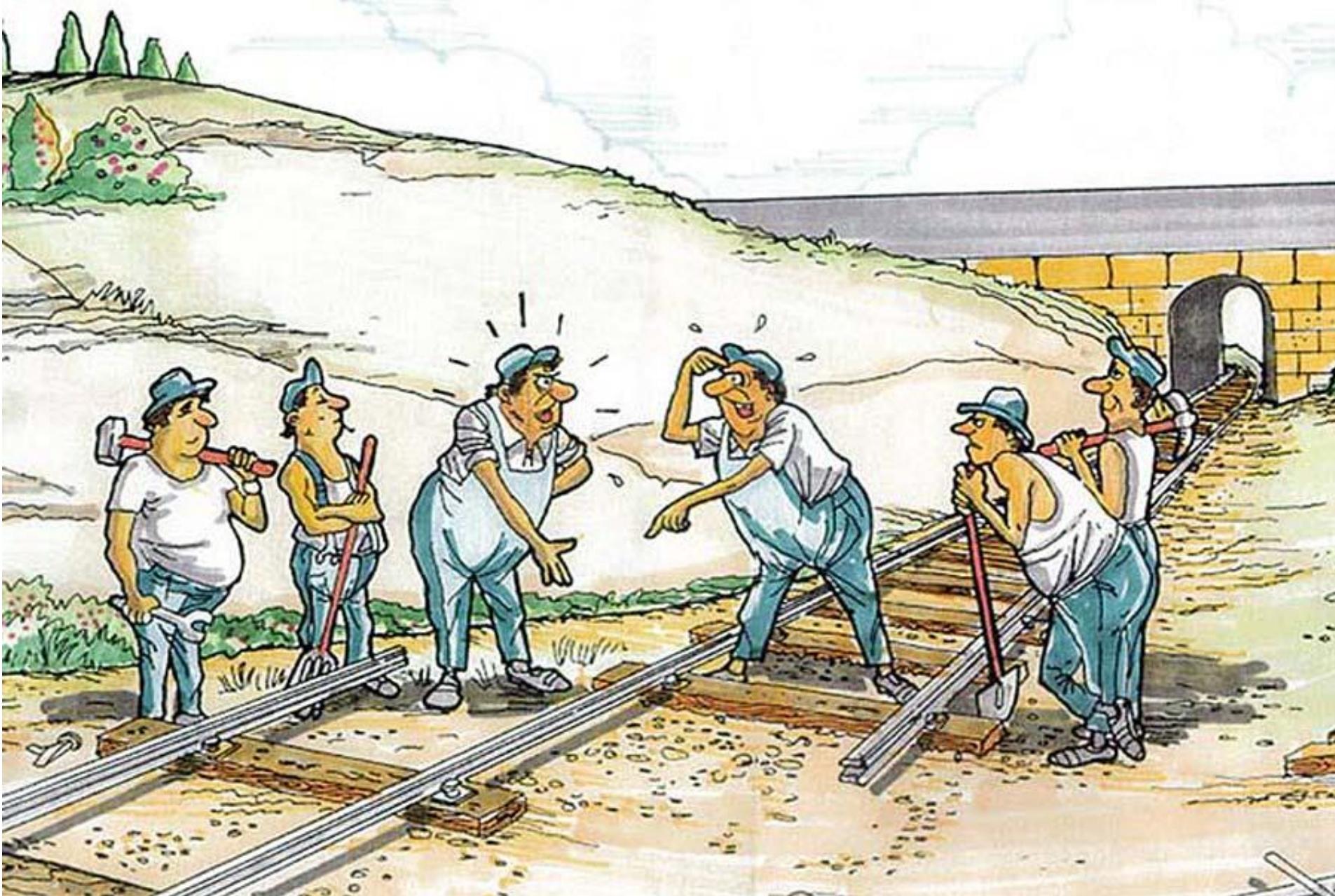
Global Charter for the Public's Health

- The comprehensive approach
- Coordinating tool for improving health outcomes worldwide
- Widespread adoption of Public Health principles and practices
- Public's Health is cross-sectoral (HIAP)

Coordination efforts at the UN level

- HELI - the joint WHO-UNEP Secretariat of the Health and Environment Linkages Initiative
- UNEP-WHO Scientific and Technical Committee
- Health and Environment Conference, Libreville, Gabon, 26-29 June 2008

Team Work



How do we bring the sense of integration into practical politics?

- Role of **civil society**
- **Advocacy** based on the ground experience
- By policy monitoring: *the the 2015 MDGs as seen by the public health workers*
- By policy dialogue: *with UN partners like WHO*
- By campaigns for policy change: *TTIP and other trade agreements*
- Building advocacy capacity: *within the WFPDA and partners*

practical politics of global integration

- Challenges which stand in the way of the kinds of suprastate integration we advocate for
- The means by which our aims for global security, democracy, justice, environment and health could plausibly be advanced from present global circumstances are unknown
- “world government” – global governance ?

Global governance

- Global governance refers to the way in which global affairs are managed.
- As there is no global government, global governance typically involves a range of actors including states, as well as regional and international organizations.
- "the management of global processes in the absence of global government" Adil Najam
 - WHO , web accessed 1.4.2016

The gaps of global governance:

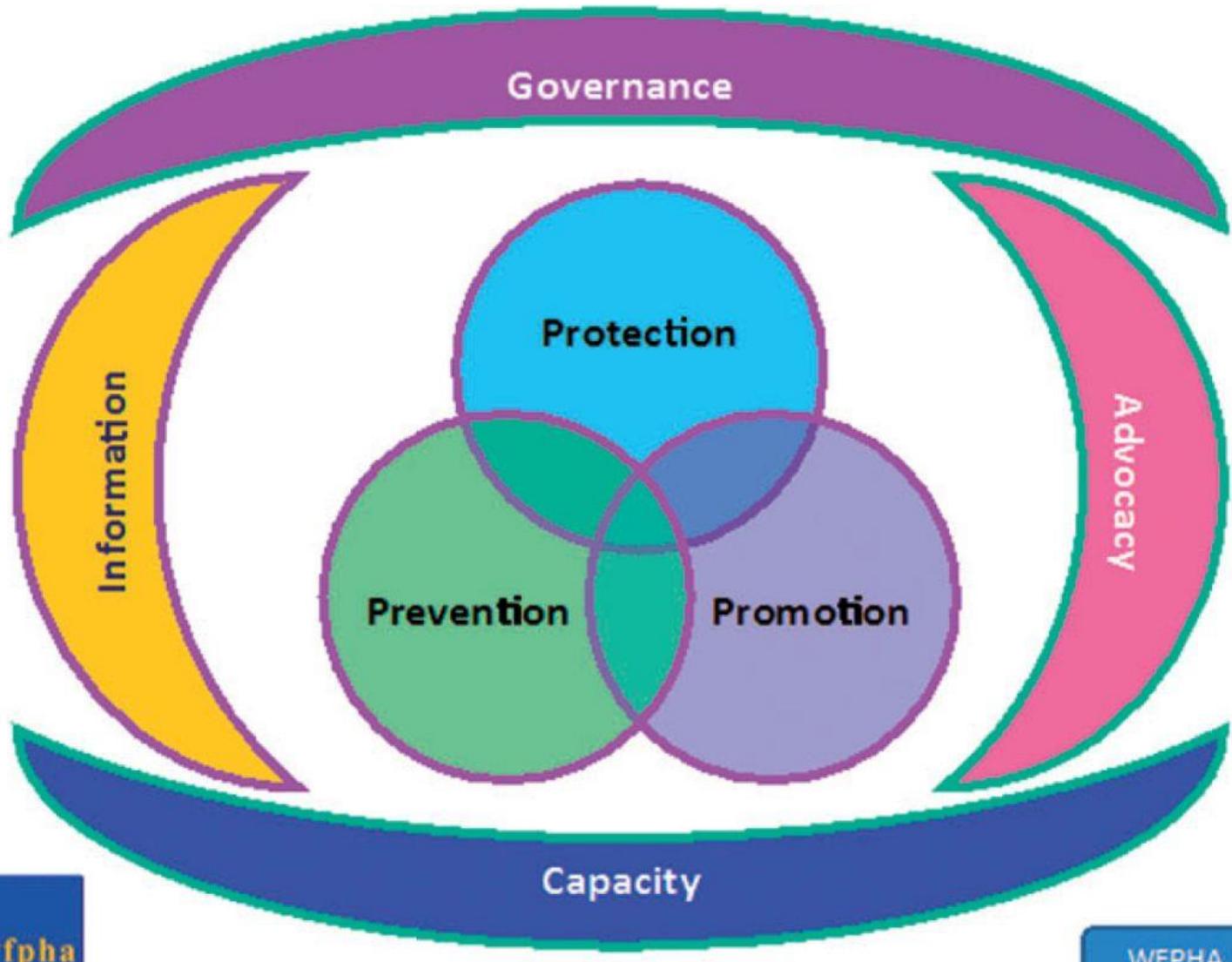
- Jurisdiction: lack of an authority with power to take action
- Incentive gap: incentive to undertake collaboration and the urgent need to do it
- Participation gap: primarily the affair of governments , leaving civil society outside the door
- Gap: economical powers in a neoliberal model weaken efforts of governance (example tobacco industry sues the government of Uruguay; The tobacco company initiated a claim in the [International Centre for Settlement of Investment Disputes](#) (ICSID), a part of the [World Bank](#) seeking \$25 million in compensation from Uruguay Philip Morris lost the lawsuit)
- “*Philip Morris (which sued Uruguay for its anti smoking measures) wants to make an example to Uruguay and intimidate other countries.*” [Tabaré Vázquez](#), November 2010.

World governance?



Global Charter for the Public's Health

- Asks for: Political engagement : Health is a global political issue!
- Asks for: cross-sectoral policy
- Asks for: **advocacy** including education of the public, people-centered approach, communications and sustainable development
- Enabling functions:
- Governance, advocacy, capacity and information



WFPHA, 2015

Education & capacity



Information



Advocacy



Borisch-Lausanne-14.6.16

Governance



Charter for the Public's Health

- Published in:
- European Journal of Public Health, Vol. 26, No. 2, 207, 2016

The Global Charter for the Public's Health

- Michael Moore¹, Martin McKee², Bettina Borisch¹, Walter Ricciardi²
- ¹ World Federation of Public Health Associations, Geneva, Switzerland
- ² EUPHA, Utrecht, The Netherlands

What you (we) can do, students, younger professionals, in getting this world a better, safer, more inclusive – healthier - place



Elements of Advocacy

10 STEPS – to INFLUENCE

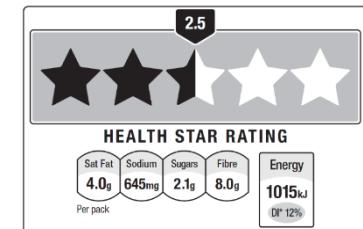
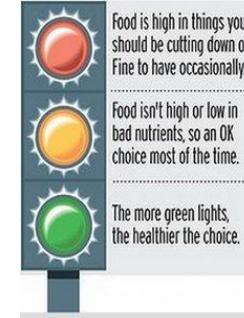
- Step 1: Establishing a Sense of Urgency
- Step 2: Creating the Guiding Coalition
- Step 3: Developing and Maintaining Influential Relationships
- Step 4: Developing a Change Vision
- Step 5: Communicating the Vision for Buy-in
- Step 6: Empowering Broad-based Action
- Step 7: Being Opportunistic
- Step 8: Generating Short-term Wins
- Step 9: Never Letting Up
- Step 10: Incorporating Changes into the Culture

Approach

- **Health Star Rating**
 - Nutrition labeling in Australia

Step 4: Developing a Change Vision

- A Future for Food (an overview)
- Traffic Light Labelling
 - Agreed by
 - The Public Health Association of Australia, Cancer Council NSW, Heart Foundation, Cancer Council Vic, Obesity Coalition, Chronic Disease Alliance, Choice and many others
 - Supported by Blewett Report
 - Rejected by Ministers
- The New Change Vision
 - Developed in conjunction with Industry and government



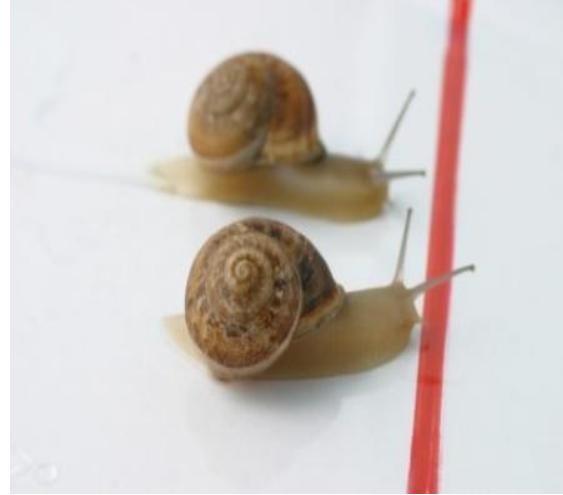
Step 10: Incorporating Changes into the Culture

- Monster Muesli Company
- Design proposals
- Bureaucrats meeting in early May
- Ministers meet in late June 2014
 - Australia and New Zealand Food Regulation Ministerial Council (Legislative and Governance Forum on Food Regulation)
 - Approval
- Woolworths, Coles, Nestlé?
- Front of Pack Oversight Committee July



In summary

- Planning
- Policies
- Patience
- opportunistic
- Persistence



Thank you for your
attention!

L'avenir est quelque chose qui se
surmonte,
on ne suit pas l'avenir, on le fait!

Georges Bernanos



Epoch times



abc.net.au

Examples from Institute of Public Administration

Christian Kerr

Tobacco (prior to 'interference' by Nanny States)



SMH



'Alcopops'

Gambling and Solariums

Who is the Nanny?

Who dominates choice?

Global Health

Tensions –Challenges-Possibilities

- Why the health folks want to interfere everywhere?
- Why do the other stakeholders – UN, world bank, philanthrocapitalism, corporates,...- take up health?
- How to handle global health in a world without a world government?
- Complex emergencies and health

Future orientation of GPH – challenges I

- Industrialisation and technology impact on ecological systems of future generations
- Lack of future conditions for health, instead: immediate risk and short-term benefits
- Evidence base is ill-suited; RCTs will not identify the result of complex interventions

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Health diplomacy