

# Driving Sustainable Investment for Health and Equity in the European Region - the New WHO CC in Wales

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# Key facts and figures

- The first and only WHO CC on 'Investment for health and well-being' in the world
- Part of a global network of more than 800 collaborating centres in 80 countries
- Support and work closely with the WHO Venice Office for Investment for Health and Development, incl. RHN (*joint programme of work*)

WHO Collaborating Centre on 'Investment for Health and Well-being' launched

WHO Collaborating Centre on 'Investment for Health and Well-being' at Public Health Wales



# Rationale

The case for investing in health and equity is stronger than ever

- **Doing business as usual is unsustainable with high costs** for individuals, families, communities, society, the economy and the planet
- **Investment for health and well-being** is a driver and an enabler of sustainable development and prosperity for all

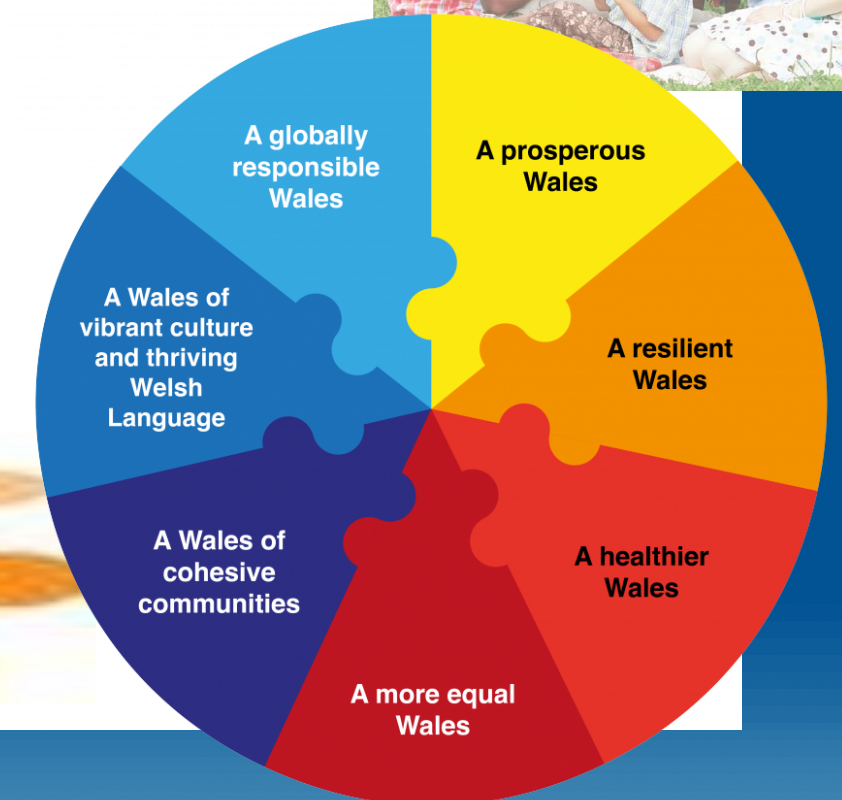
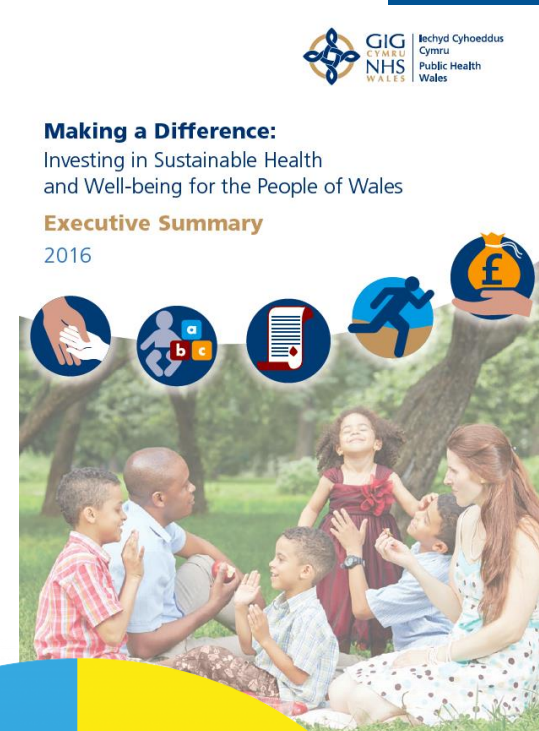




# Impetus – from National to Global



## Driving Prosperity for All & Sustainable Development



## Sustainable solutions

# What does it mean?

- ✓ **Change the narrative**

From 'spending' / 'funding' to 'investment'

- ✓ **Show the 'return' & social value**

From ROI to SROI – social + economic + environmental

- ✓ **Facilitate communication & advocacy**

Using the universal language of numbers & images

- ✓ **Enhance cross-sector investment**

not only in the health sector but across all sectors

## Challenges





# Programme of work

*Diverse & dynamic in collaboration with the VO*

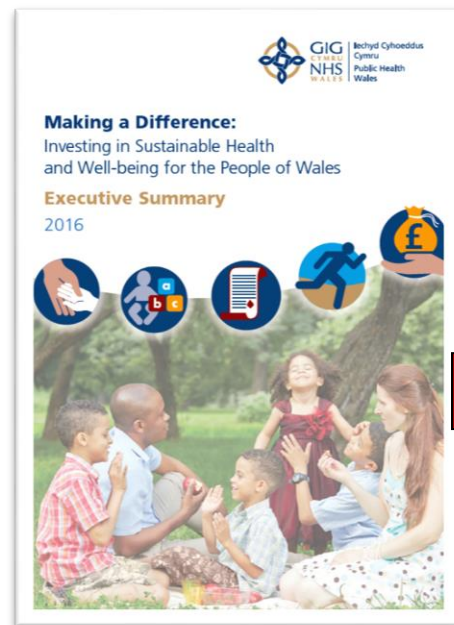
*Four years – three TOR – seven Activities*

- ✓ Facilitating a sustainable investment approach through evidence mobilisation, translation & communication into policy and practice
- ✓ Taking forward HIA
- ✓ Embedding SD culture on organisational level
- ✓ Breaking the intergenerational cycle of trauma and adversity, incl. ACEs
- ✓ Understanding and supporting resilience
- ✓ Exploring the impact of globalisation and the use of new technologies



# Practical application

*Advocacy/ knowledge translation guide to mainstream ('make the case of') investment for health and equity across policies, sectors, countries...*



**Phase 1.**  
Project  
scoping and  
planning



**Phase 2.**  
Evidence  
gathering and  
synthesis



**Phase 3.**  
Dissemination  
and  
communication



**Phase 4.**  
Monitoring  
and  
evaluation





*"This is a huge milestone and recognition for the whole of Wales. Whilst we are a small country, we are outward looking and show global responsibility."*

Vaughan Gething, AM, Wales  
Cabinet Secretary for Health  
and Social Services



*"Public Health Wales has a longstanding relationship with the WHO and this award helps us build on that, in the interests of improving the health and well-being of the people of Wales."*

Jan Williams, Chair,  
Public Health Wales



# Thank you!



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# Useful links

- A WHO evidence synthesis report on 'Investment for health and well-being', 2017 and leaflet
- WHO RHN publication 'Sustainable development in Wales and other regions in Europe - achieving health and equity for present and future generations', 2017
- A WHO discussion paper 'Social return on investment - accounting for value in the context of implementing Health 2020 and the 2030 Agenda for Sustainable Development', 2017
- Making a difference: investing in sustainable health and wellbeing for the people of Wales, Public Health Wales evidence synthesis report, 2016: <http://www.wales.nhs.uk/sitesplus/888/page/87106>
- Wales/WHO RHN Study Visit 'Sustainable Development Approaches to Health and Equity', 2016
- A Wales' case study on 'Taking a participatory approach to development and better health. Examples from the Regions for Health Network', RHN, 2015

