

Practical Approaches and Tools for Advocacy and Strengthening Investment for Wellbeing and Health Equity

Pre- and Post-COVID-19

**Dr Mariana Dyakova, WHO Collaborating Centre on Investment for Health and Well-being
Public Health Wales**

Balancing Investment for Wellbeing and Health Equity in the Context of COVID-19

IANPHI Webinar, 22nd October 2020



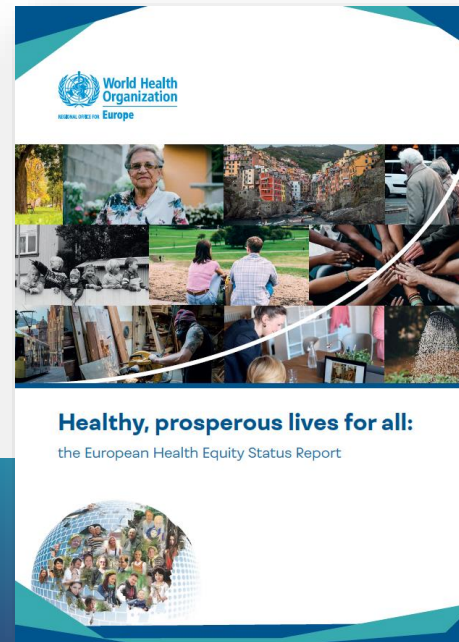
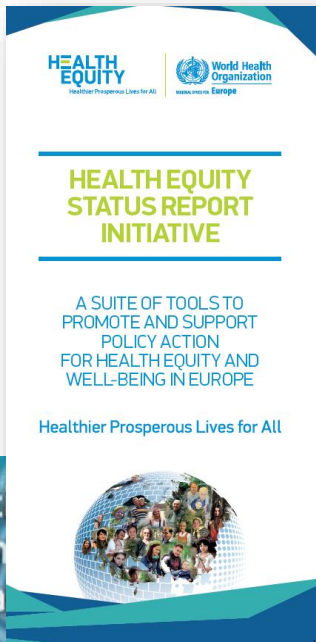
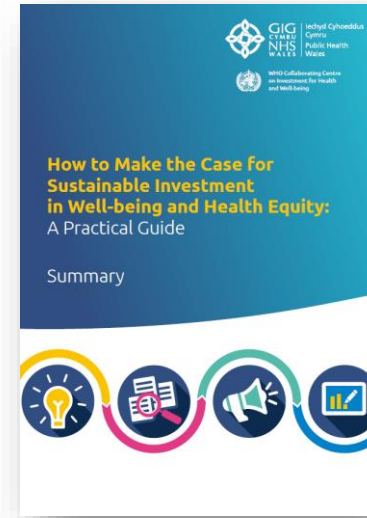
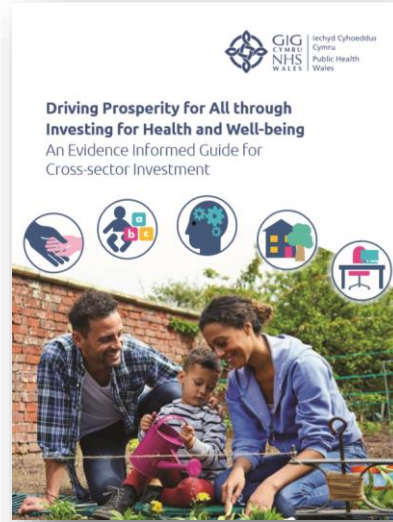
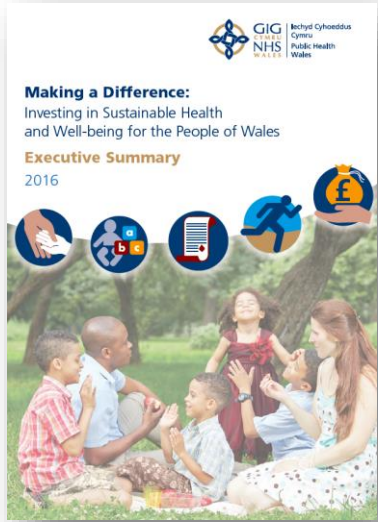
GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales

**World Health Organization
Collaborating Centre on
Investment for Health and Well-being**



The WHO CC at Public Health Wales facilitating and supporting sustainable investment for well-being and health equity



World Health Organization
Collaborating Centre on
Investment for Health and Well-being

How to Make the Case for Sustainable Investment in Well-being and Health Equity: A Practical Guide

Making the case for investment: key phases

Phase 1.
Project
scoping
and planning



Phase 2.
Evidence
gathering
and
synthesis



Phase 3.
Dissemination
and
communication



Phase 4.
Monitoring
and
evaluation



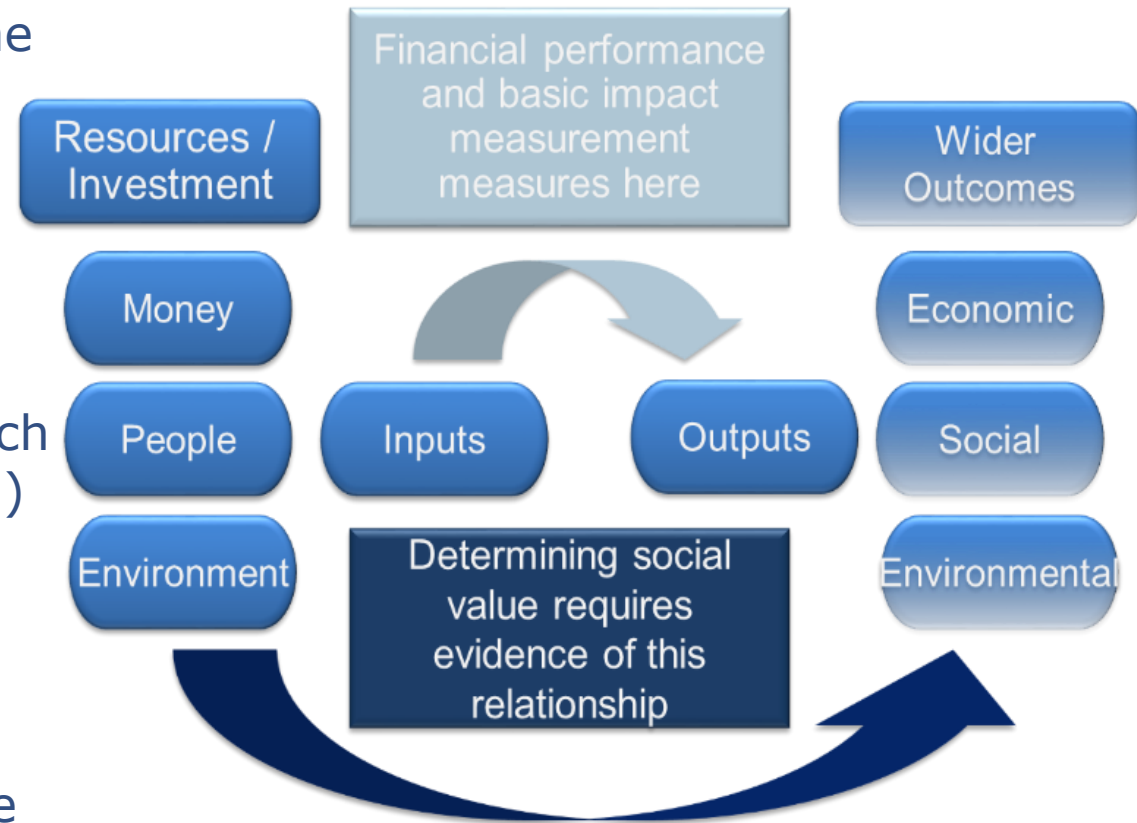
- prevent disinvestment in health;
- increase investment in prevention (public health); and
- mainstream cross-sectoral investment to address the wider determinants of health and equity, driving sustainable development and prosperity for all.

See Guide [here](#)

Evidencing value of public health: measuring what matters most

Informing decision making and investment prioritisation in health

- Applying an approach to capture and demonstrate the **holistic value of public health services and interventions**
- **'Social value'** reflects a holistic concept of value, including **social, economic and environmental** outcomes and impacts
- The **Social Return on Investment (SROI)** approach provides a framework for demonstrating (monetizing) this broader concept by **measuring what matters most** to the stakeholders
- Helps **organisations move forward** from purely financial accounting (economic value, e.g. cost-effectiveness) towards measuring all aspects of value
- Towards **Value-Based Public Health & Health Care**



Source: Social Value, UK
(<http://www.socialvalueuk.org/>)

Welsh Health Equity Status Report Initiative (WHESRI)

Wales – Influencer and Live Innovation Site for Health Equity in Europe



The 2030 Agenda for Sustainable Development

WHO European Programme of Work 'United Action for Better Health in Europe' 2020-2025

WHO Health Equity Status Report Initiative (WHESRI)

WHO Health Equity Alliance
Resolution EUR/RC69/R5



Welsh Health Equity Status Report Initiative (WHESRI)



- ✓ Mobilise and synthesize evidence and good practice
- ✓ Monitor changes over time
- ✓ Data, Policy, Economics modelling
- ✓ Social Value and Return on Investment approaches
- ✓ Share national/international learning

CABINET STATEMENT

Written Statement: Working with the World Health Organisation (WHO) Regional Office Europe to promote Health Equity

Vaughan Gething, Minister for Health and Social Services

First published: 4 October 2019

Last updated: 4 October 2019



Building 'A Healthier Wales'

Series of WHESRI reports

Digital Solutions Platform

- ✓ Identify sustainable solutions for policy action and investment
- ✓ Provide innovative and digital tools
- ✓ Enable stakeholder engagement, alignment and partnership

COVID-19 Response & Report

- ✓ Equity impacts
- ✓ Policy options



Global – European – National Synergy

Action to address the COVID 'syndemic' and inform response and recovery in Wales

Balancing acute health protection pressures and looking at sustainable solutions for *building back better*

- International Horizon Scanning
- Health Impact Assessments (HIAs)
- National Public Engagement Survey
- Dashboard of broader health and wellbeing indicators
- Violence Prevention Unit
- Health Equity (WHESRI) Solutions Platform
- Evidencing value and economic modelling



COVID-19 International Horizon Scanning

Bi-weekly reports, synthesizing data, evidence and empirical learning from key organisations (WHO, ECDC/CDC, IANPHI) and relevant countries

- **Epidemiological and data insight**, e.g. 'R' value analysis, variation in cases/deaths/testing/reporting
- **Existing and emerging evidence, and guidance**, e.g. prevention and control measures; test, track and trace; PPE; social distancing
- **Response and recovery policies and approaches**, e.g. re-opening services, education, transport, risk communications
- **Wider socio-economic and equity impacts and modelling**, e.g. (un)employment, vulnerable groups, violence, homelessness
- **In-depth country reviews**, including Germany, Italy, Spain, the Netherlands, Argentina, Sweden



Aligned with and informing Welsh Government, the NHS and Public Health Wales
Disseminated to key stakeholders across Wales, UK and internationally

See all reports [here](#)



Policy analysis

- ✓ Overview of key overarching policies and legislation
- ✓ Mapping to the five HESRI essential conditions and key Welsh policy indicators
- ✓ Case studies and insights from the practice
- ✓ Learning from international approaches and experience / sharing Welsh ones
- ✓ **COVID-19 related policy analysis**



Data analysis

- ✓ Welsh Health Equity Data Set
 - ✓ Cutting-edge WHO methodology: decomposition analysis
- | Category | Percentage |
|---------------------------------------|------------|
| Health Services | 2% |
| Income Security and Social Protection | 43% |
| Living Conditions | 20% |
| Social and Human Capital | 15% |
| Employment and Working Conditions | 20% |
- ✓ **COVID-19 related data analysis**



Economics analysis

- ✓ Financial costs of inequalities to the NHS in Wales, indicating potential savings from reducing health inequity
- ✓ First year: identify social patterns of hospital inpatient episodes and day case activity; Estimate average and total annual costs of health inequalities
- ✓ **COVID-19 economic impact modelling**

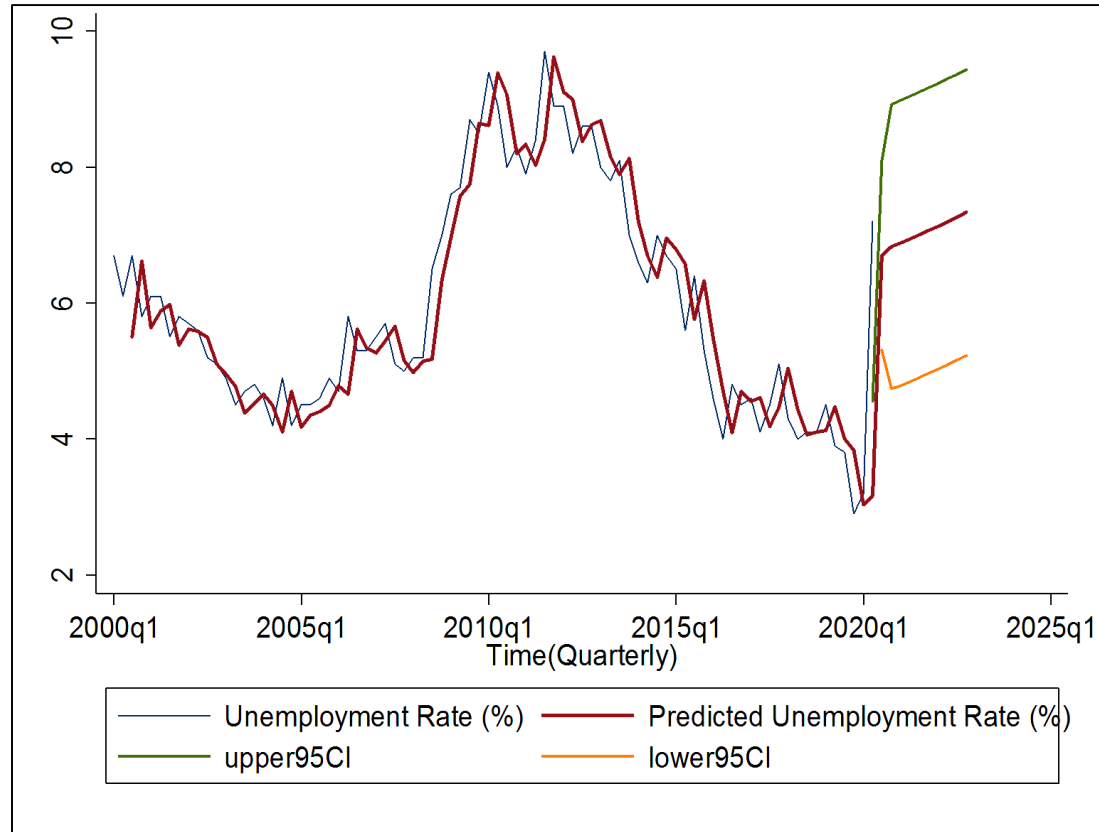


Digital Health Equity Solutions Platform for Wales

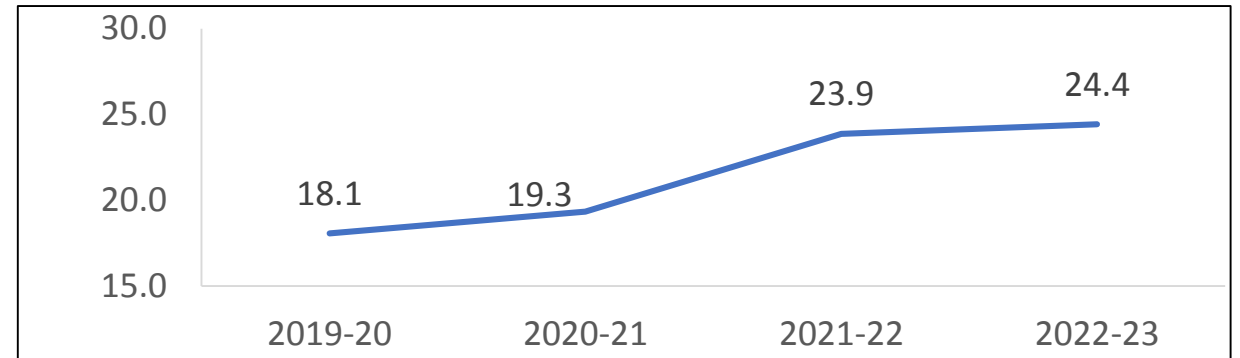
- ✓ Identify sustainable solutions for policy action and investment
- ✓ Provide a suit of innovative and digital tools
- ✓ Enable predictive modelling of future trends and impacts
- ✓ Enable stakeholder engagement, alignment and partnership
- ✓ Share national/international learning
- ✓ Monitor progress

Economic Consequences of COVID-19 Modelling Series

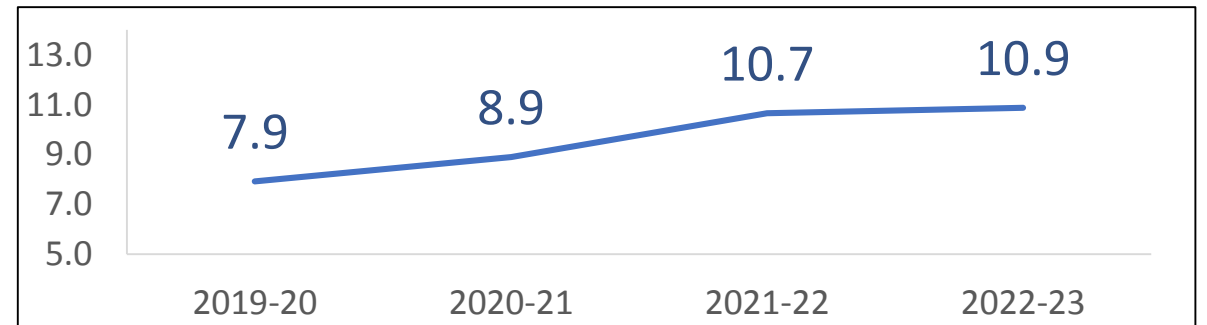
First report: Longstanding Illness (LSI) for Wales Projection 2020/21 – 2022/23



Projected unemployment rates in Wales following COVID-19



Projected percentage of adults limited a lot by Long Standing Illness



Projected percentage of adults with endocrine and metabolic diseases

Next report: Health Service Use in Wales Projection in the mid-term

See full report [here](#)

WHO Collaborating Centre on Investment for Health and Well-being (WHO CC)
Public Health Wales
Floor 5, 2 Capital Quarter
Tyndall Street, Cardiff, CF10 4BZ
www.publichealthwales.org

Director of the WHO CC: Professor Mark A Bellis Mark.Bellis@wales.nhs.uk
Deputy Director and International Health Lead: Dr Mariana Dyakova mariana.dyakova@wales.nhs.uk

	@IHCCWales @PHWWHOCC @PublicHealthWales		@IHCCWales @PHWWHOCC @PublicHealthWales		international.health@wales.nhs.uk		https://ihcc.publichealthnetwork.cymru/en/ https://phw.nhs.wales/	Public Health Wales 2 Capital Quarter Tyndall Street Cardiff CF10 4BZ
---	--	---	---	---	--	---	--	---