

# Health vs. Health Care: Putting the 'public' back into Public Health

Beyond Borders:  
Building Interdisciplinary Research and  
Education in

Global Health & Social Policy

McGill University

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Or.....

Political will  
as a determinant of health....

Doing the right thing....  
Very difficult is the people aren't  
onside...

# Beyond borders.... Good theme

- Beyond silos – departments, disciplines
- Beyond jurisdictional squabbling
- Germs don't respect borders
- Neither do the social contagions
- Nor the humanitarian imperatives

# WHO - WHA

- Health ministers support group...
- Politics.... The bad politics...
  - Monday ... Taiwan
  - Tuesday... virus sharing
  - Wednesday.. Palestine

(same at Fed-Prov meetings)

# Attitudes ....

## Does $2+2=5$ ?

- Fight for Women's College
  - Doctor to multidisciplinary
  - Hospital – community
  - Patient as partner

### SARS...

- first Minister of State Public Health
  - Naylor report.... 4 C's
- Critic
  - Seniors, persons with disabilities, social economy

# Attitudes ....

## Does the learning go both ways ?

- Does the learning go both ways ??
- Are we learning from the developing countries where there are no medicines for the medical model...
- Are we learning from communities... listening and then proving their instincts...

# Dr. Ndioro Ndiaye ..

## International Organization of Migration

- Previous health minister in Senegal
- Linking diaspora and development...

# Bottom UP

- Ursula Franklin's school
- Complexity theory... Zimmerman and Glouberman... Discussion paper#8
- Stan Kutcher
- Home Depot



# NGO Advisory Group

- Clear they need to be included
- Clear they know it's politics
- strengths
  - Respond to needs in community
  - Identify policy gaps
  - Advocacy and consensus building
  - Resource mobilization

# Dr. Halfan Mahler

- "Health for All"
- Alma Alta

Health is Politics

"If you want to move healthy public policies forward, you have to have **political dynamite**"

# Population Health: Keeping Canadians healthy....

- 'Citizen centered' federalism...
  - bottom up
- Strong common purpose.... Local wisdom, local knowledge to get it done
- Aligning all levels of government and all government department

# Canadians have to 'get it'

- More health ...less health care
- Service contract ???????
- Or longer warranty ????

# Political Will to do the right thing

- Dramatically improves with an educated public..... health literacy
- Pulling healthy public policy....

# Goal of Medicare...

Tommy Douglas

- Sharing risk – getting people the health care they need when they need it.
- Keeping people well not just patching them up once they get sick

# Medical Model

- Tyranny of the acute
- Repair shop
- Top-down... cult of efficiency
- Central command and control

# Canada's leadership

- Lalonde report
  - Ottawa Charter
- 
- What's taken us so long ??



# The solutions are complex

For every complex human problem,  
there is a neat simple solution, it's  
just that it's wrong...

HL Mencken

# Complex doesn't fit into a 7 second sound bite.....

- Unless we have the evidence....

.. Smog days..

early childhood education

# Decision time

- Strong fence at the top of the cliff  
???
- Or state of the art ambulance system  
at the bottom ??????????????????????

# Is the public with us ?

- Wait times.... Did preventing # hips get discussed....
- New drug on formulary..... Did primary prevention get discussed ??

# 20 questions to save Medicare...

- Clean air or more puffers
- 
- Falls programs or more Orthopaedic surgeons

# Health Care or a Real System for Health

- Patchwork quilt of non-systems
- 2003....SARS ... 44 people died
- France ..#1.. WHO  
14,000 people died in heat wave

# 2003 – teachable moments

- Canada... 44 died of SARS
- France... 14,000 died in the heat wave
  - Result....
    - first (and last) Minister of State (Public Health)

# Progress

- First (and last) MoS Public Health
- Public Health Agency of Canada
- Chief Public Health Office
- Public Health Network for Canada
- Public Health Goals
- National Collaborating Centres
- Knowledge Networks for the SDOH Commission

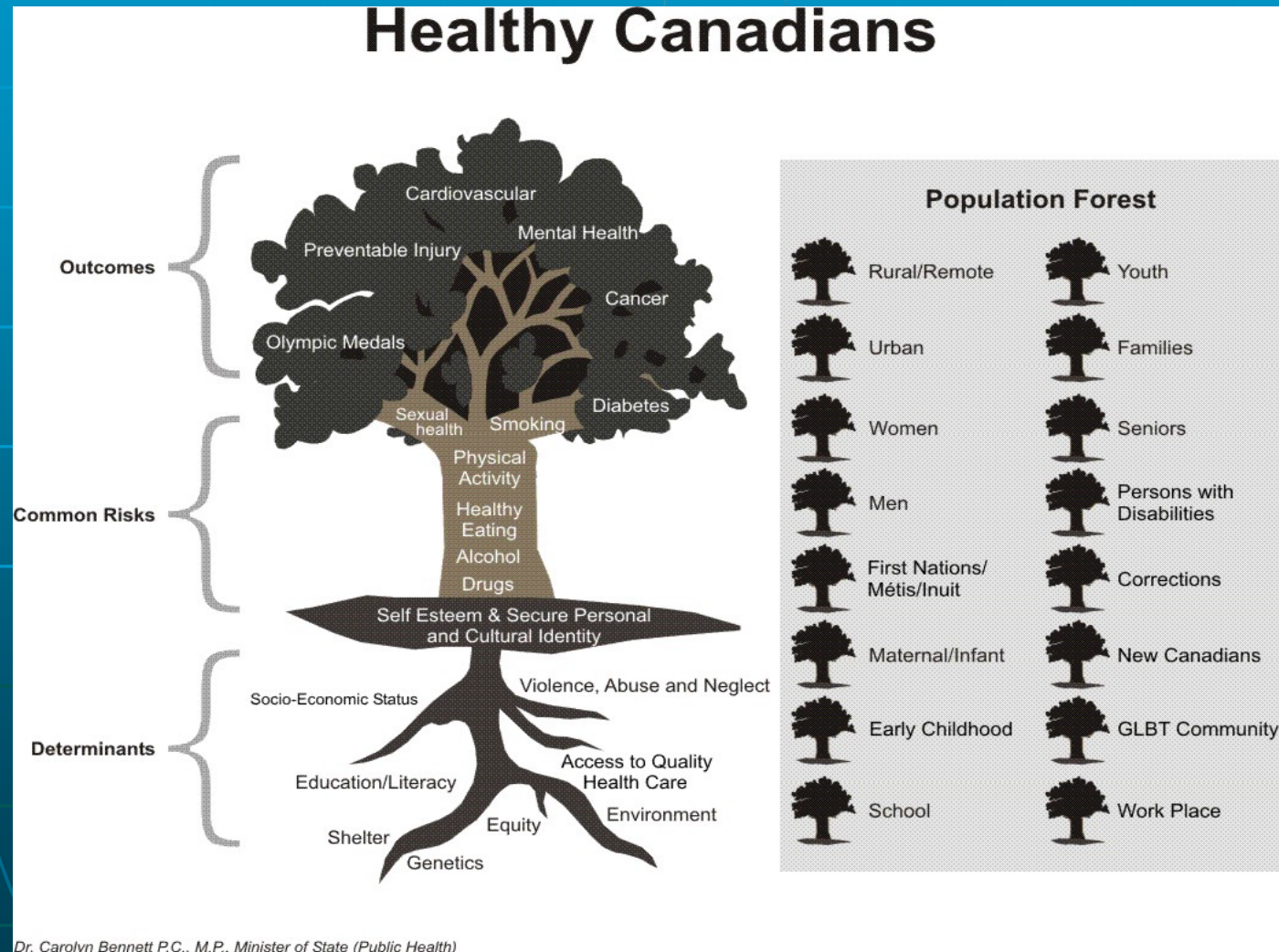


**Social Determinants of Health**

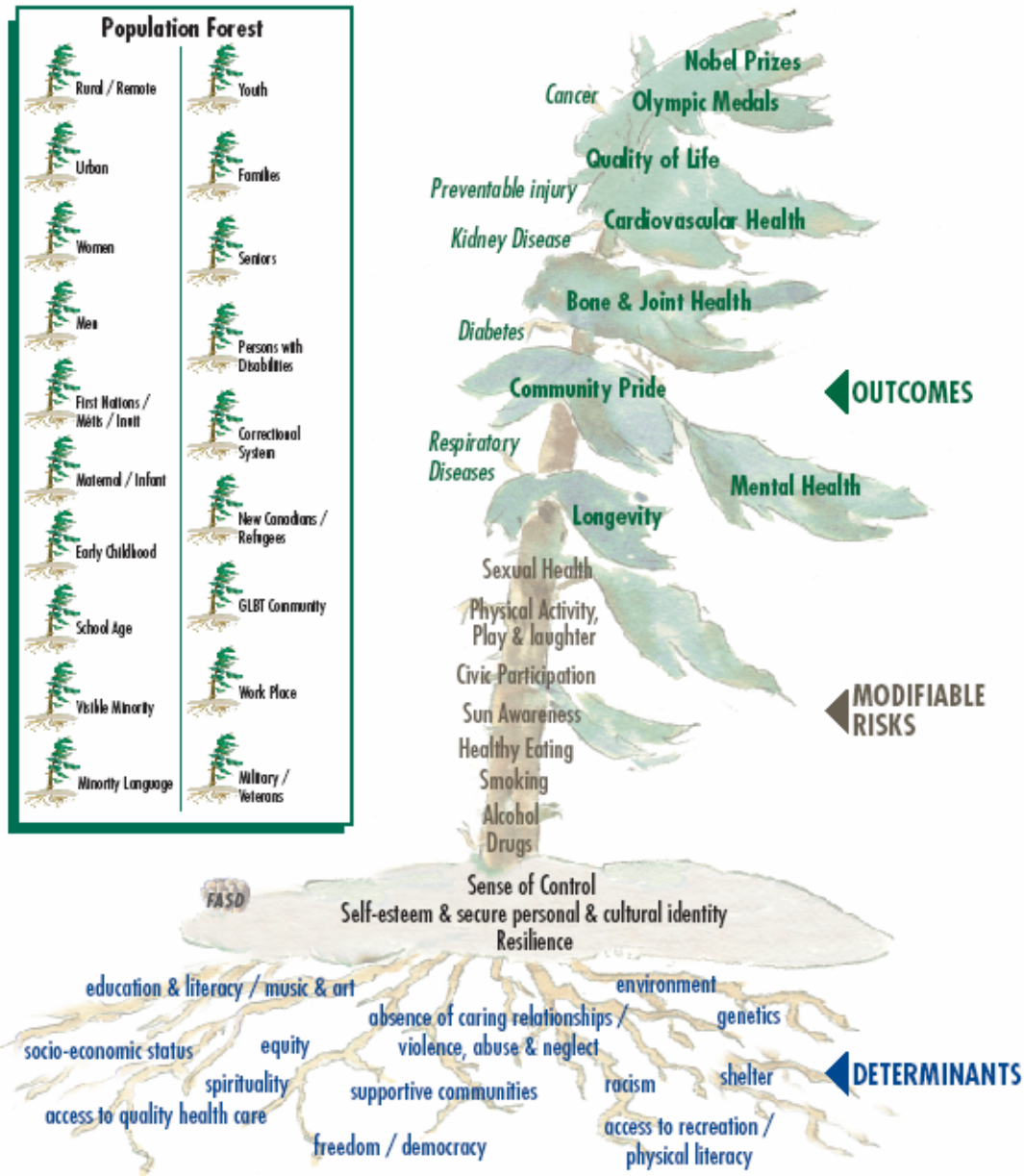
**vs**

**Choose Health**

# Evolution of the Healthy Canadians Tree



# HEALTHY CANADIANS



# Communique

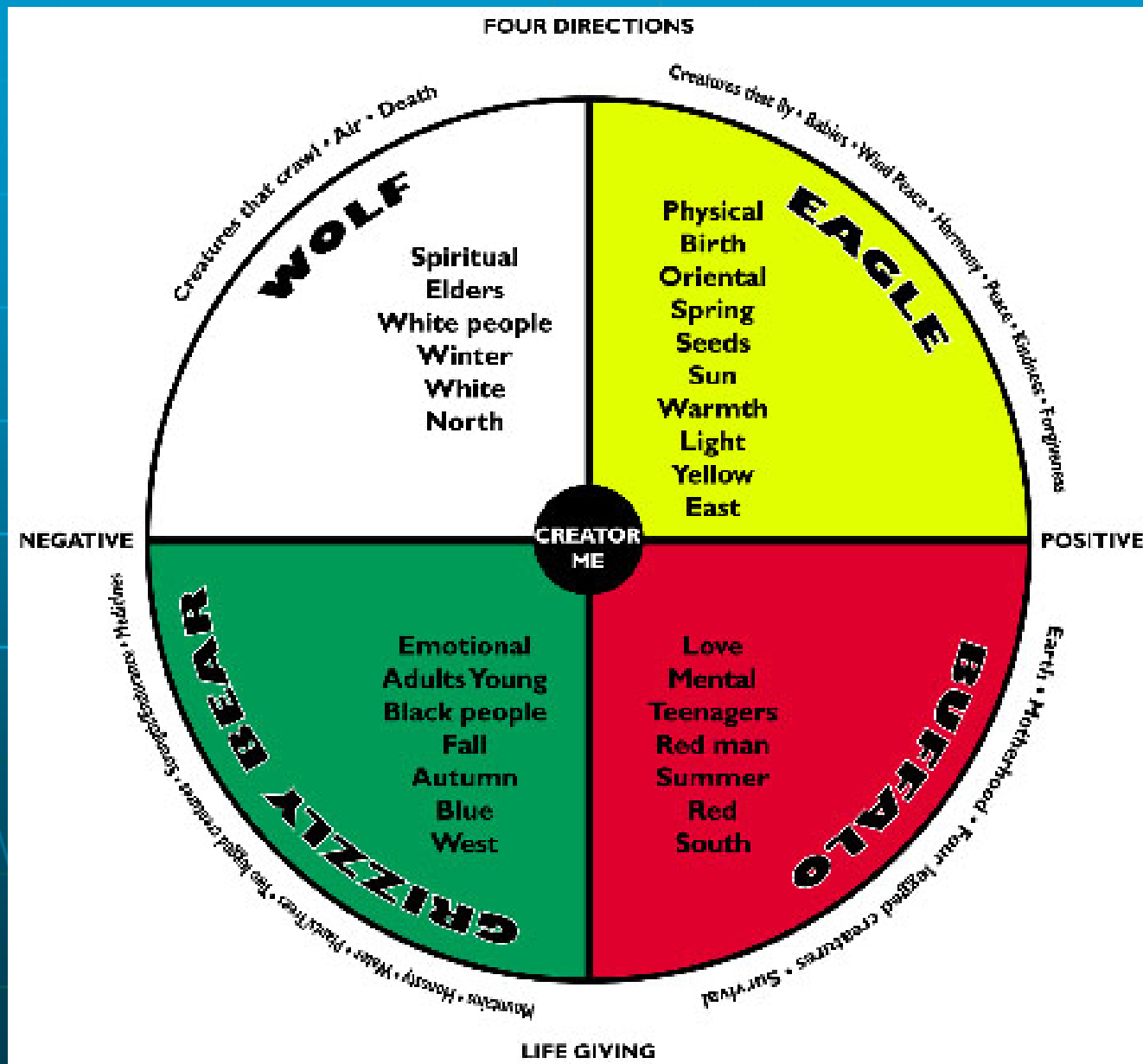
## FMM September 2004

- "In addition, governments commit to accelerate work on a pan-Canadian Public Health Strategy. For the first time, governments will set goals and targets for improving the health status of Canadians through a collaborative process with experts. The Strategy will include efforts to address common risk factors, such as physical inactivity, and integrated disease strategies. First Ministers commit to working across sectors through initiatives such as Healthy Schools."

# Health Goals for Canada

As a nation, we aspire to a Canada in which every person is as healthy as they can be – physically, mentally, emotionally and spiritually.

# Medicine Wheel





# Next step

Indicators.... For each goal ?

CIW very interesting

# Pandemic Preparation

- Handwashing ????
- Vaccines...
- Tamiflu ?????
- Systems for health....
  - PHAC ..Seniors in Emergencies....



# Social Determinants of Health

- WHO Commission – Monique Begin
- Sir Michael Marmot
  - “The worst thing for a physician is to patch somebody up and then send them straight back into the situation that made them sick in the first place”
- Smog days in Ontario.... 1 Billion \$
  - \$500,000 ER visits
  - \$500,000 absenteeism for those who can't breathe

# Process ....

- A tool
- Trudeau.... GBA ??
- Disability lens
- UK...Commissioner.impact on children of all policies
- HIA.... All MC's , budget, TB guideline????
- Footnote: Bias-free framework :  
Mary Anne Burke,  
Global Forum for Health Research  
Margrit Eisler OISE

# The PATH Project: Tools for Community Health Impact Assessment, Gillis, CJPH Nov/Dec 1999

“The People Assessing Their Health (PATH) Project was designed to provide a means for people in selected communities within Eastern Nova Scotia to become more involved in decision making within the province’s emerging decentralized health system”

# Health Impact Assessment: a tool for Healthy Public Policy

John Kemm,  
Health Promotion International, Oxford Press 2001

- "Advancement of Healthy Public Policy requires that the health consequences of policy should be correctly foreseen and that the policy process should be influenced so that those health consequences are considered...Prediction in HIA may be based on epidemiological models or on sociological disciplines."

# Healthy Public Policy

## A conceptual cognitive framework

Gagnon, Turgeon, Dallaire, Health Policy 81 (2007) 42-55

- “More than three decades ago, the report *A New Perspective on the Health of Canadians* (1974) highlighted the significance of other determinants than the healthcare system. The adoption of healthy public policy was identified in the *Ottawa Charter* (1986) as one of the five strategies aiming to promote health”

# Health Impact Assessment, human rights and global public policy; a critical appraisal

Alex Scott-Samuel & Eileen O'Keefe

Bulletin of the World Health Organization

March 2007; 85:212-217

“Public policy decisions in both the social and economic spheres have enormous impact on global public health. As a result of this, and of the skewed global distribution of power and resources, health impact assessment (HIA) potentially has a key role to play in foreign policy-making and global public policy making”

# Structure

## Silo- busting

- Ministries or Ministers ?....Seniors, Children,
  - UK Minister of Joined-Up Government
- Cabinet committees
  - Paul Martin's Aboriginal Affairs – Kelowna
  - Manitoba – Cabinet Committee on Children
- Jurisdictional
  - Goals, indicators
  - Vancouver Tripartite Agreement
  - Toronto Community Safety Panel



# Accountability

- Measurements
  - whole of government
  - Citizen engagement... GIS mapping
- Laws .....enforcement ???
  - CHA
  - Eldridge
- Commissioners, Auditors General



# Mahler

- All I learned was from developing countries. Learned the word Empowerment



Community Empowerment  
Family Empowerment  
Individual Empowerment



NB dynamic centre is the family

# Learnings.....

- Cuba
- Chile ... President Lagos
- Vietnam.... VSF
- Thailand... the Xray system..

# Dr. Harry Jeene...

## African Medical and Relief Foundation

- Life is a right
- What we are left with is terminal disease

# Developing countries Jeene

- Investing in a number of interventions have proven to be enormously cost effective, eg H2O and immunization
- In developing countries there is still a huge under-expenditure in these interventions, with a resulting massive suffering and loss of life, and loss of development opportunities.

# Ministries of Diseases

Jeene

- Mirroring the way Northern countries are structured, developing countries also fund health as a set of diseases.
- Communicable diseases still form the main burden of disease in the developing world, but non-communicable and chronic diseases are growing fast in importance
- In the richer countries AIDS, though communicable is becoming a chronic disease. Curing or mitigation disease
- The vast majority of health expenditure goes toward hospital treatment of chronic disease This is certainly the case in the OECD
- Almost all expenditure is on mitigation Very little money is invested in prevention

# Developing countries

Jeene

- Budgets are still overwhelmed by the enormous burden of communicable diseases
- Communicable diseases have a high priority in population perception, and thus on the ability of policy makers to set priorities for healthy public policies

# Chronic Diseases

Jeene

- Policy makers are the lucky ones to have survived the communicable diseases
- The temptation for these mature people to spend money on mitigating chronic diseases is therefore irresistible
- As most decision makers are male, female health issues are particularly hard to get on the agenda
- (Some female health ministers, not enough female finance ministers)

# Changing disease patterns

Jeene

- World-wide over-nutrition has taken over under-nutrition
- Urbanization and a more sedentary lifestyle have been major contributors
- Copying a western lifestyle with intense pressure from the commercial promotion of instant satisfaction foodstuffs is another major factor.



- Obesity is a major cause of non-communicable diseases
  - CVS, including cerebral –
  - diabetes, incl blindness
  - arthritis -sub-fertility
  - depression, stigmatization
- The complexity of "free-choice" is increasing in a globalizing world.

# A changing world

Deene

- In a world where disease conditions are changing, we need a changing approach to health
- It is enormously expensive to treat established hypertension, angina or diabetes
- We need to pay more attention to health promotion, going beyond prevention; rather than seeing health as curative and hospitals as key to care.

# Health Promotion in partnership

Deene

- There is not much profit to be made in Health Promotion, certainly not for the pharma, fast food and entertainment industries,
- neither for the donors who require quick wins, direct attributions and an increasing preference for commodities.
- There is even little in it for the formal health care providers, including those in primary health care
- Major shifts in thinking are required, and these can only be driven by communities working as full and equal partners with the formal health system, especially at the Primary Care level.

# Dr. Deene

- Alma Ata
- We have missed our 2000 target
- We are missing our 2015 MDG targets (and where are health promotion, chronic conditions, mental health and trauma in these MDG's anyway ?)
- Civil Society will have to exercise much more pressure to get health promotion on the agenda, North and South.

# We, the people

Deene

- We applaud the move towards one UN system.
- Do not forget that we, the people, elect you as government and thus this UN
- We will hold you to account for producing and implementing legal frameworks that promote the health of us, the people.

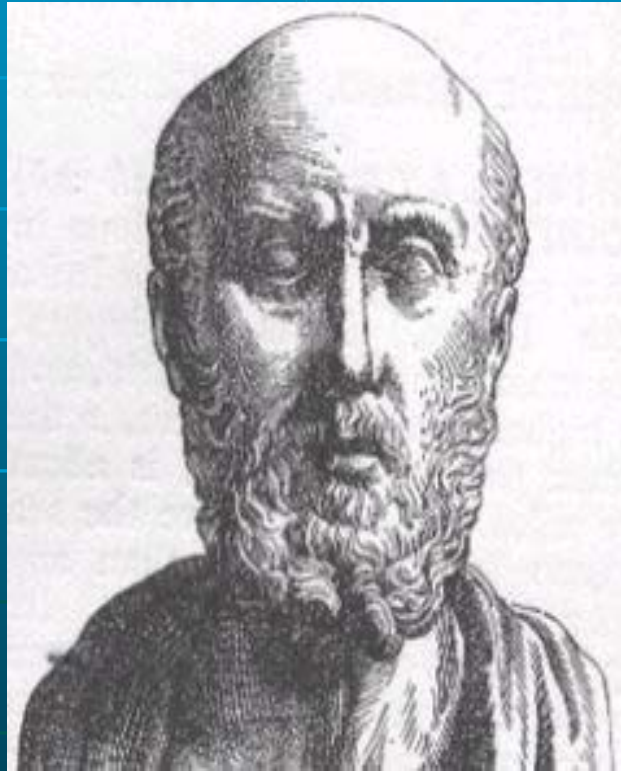
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# Attitude

Fleeing the medical  
model....

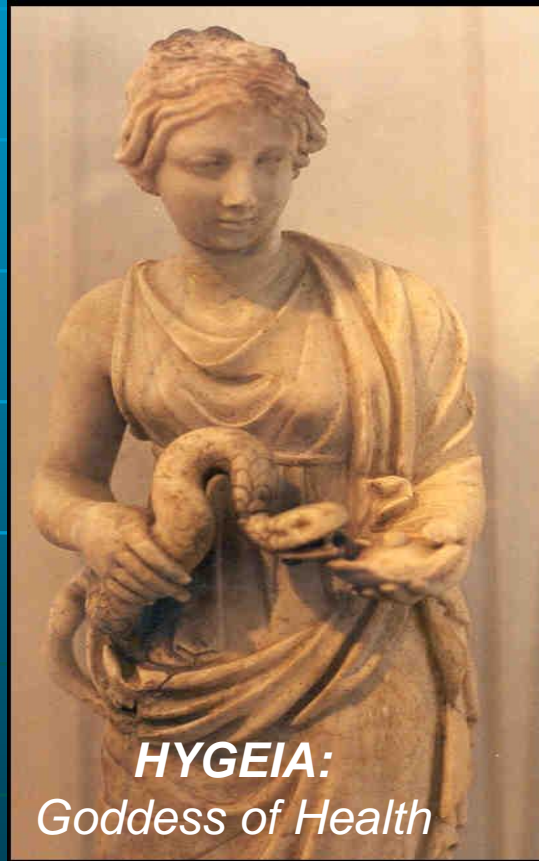
Embracing the medicine  
wheel

# Blame Hippocrates?





# Affirm Hygeia



***HYGEIA:***  
*Goddess of Health*

# Ilona Kickbusch

- Health diplomacy
- Analysing the systems that work....  
Leadership, champion
- Role of universities in 'health literacy'

# Sir Michael Marmot

- Evidence is not enough. There has to be the desire, the political will for change. Given that will - a big given but I am an optimist - the evidence of what works will be a great help.

# Wanless Report UK 2003

## commissisoned by Gordon Brown

We are not tinkers, who patch and mend what is broken, We must be watchmen, guardians of the life and health of our generation, so that stronger and more able generations may come after.

Dr. Elizabeth Blackwell  
first woman physician NA