



Health Promotion Evidence, Action, Evolution



**World Health
Organization**

REGIONAL OFFICE FOR
Europe



**Organisation
mondiale de la Santé**

BUREAU RÉGIONAL DE L'
Europe



Weltgesundheitsorganisation

REGIONALBÜRO FÜR
Europa



**Всемирная организация
здравоохранения**

Европейское региональное бюро

Gauden Galea
Director, NCDs and Life-Course
WHO/Europe
galeag@who.int

enable ottawa governments information education
 beyond **people** charter individuals regions
 sectors **work** societies equity
 environment **resources** change countries care society **control** major within skills
 environments **life** responsibility international living support personal november well-being
 policy **organization** needs **World** community
 able economic **conditions** action services
 communities take. requires
 voluntary **social** prerequisites strategies healthier setting towards
 physical **must** development achieve commitment essential individual
 opportunities **public** professional natural making cultural therefore
 advocate decisions ensuring nongovernmental sector
 resource concerned planning

HEALTH 2020

A European policy framework
supporting action across government
and society for health
and well-being







90 91 92 93 94 95 96 97 98 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14



90 91 92 93 94 95 96 97 98 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14

INVESTING IN HEALTH

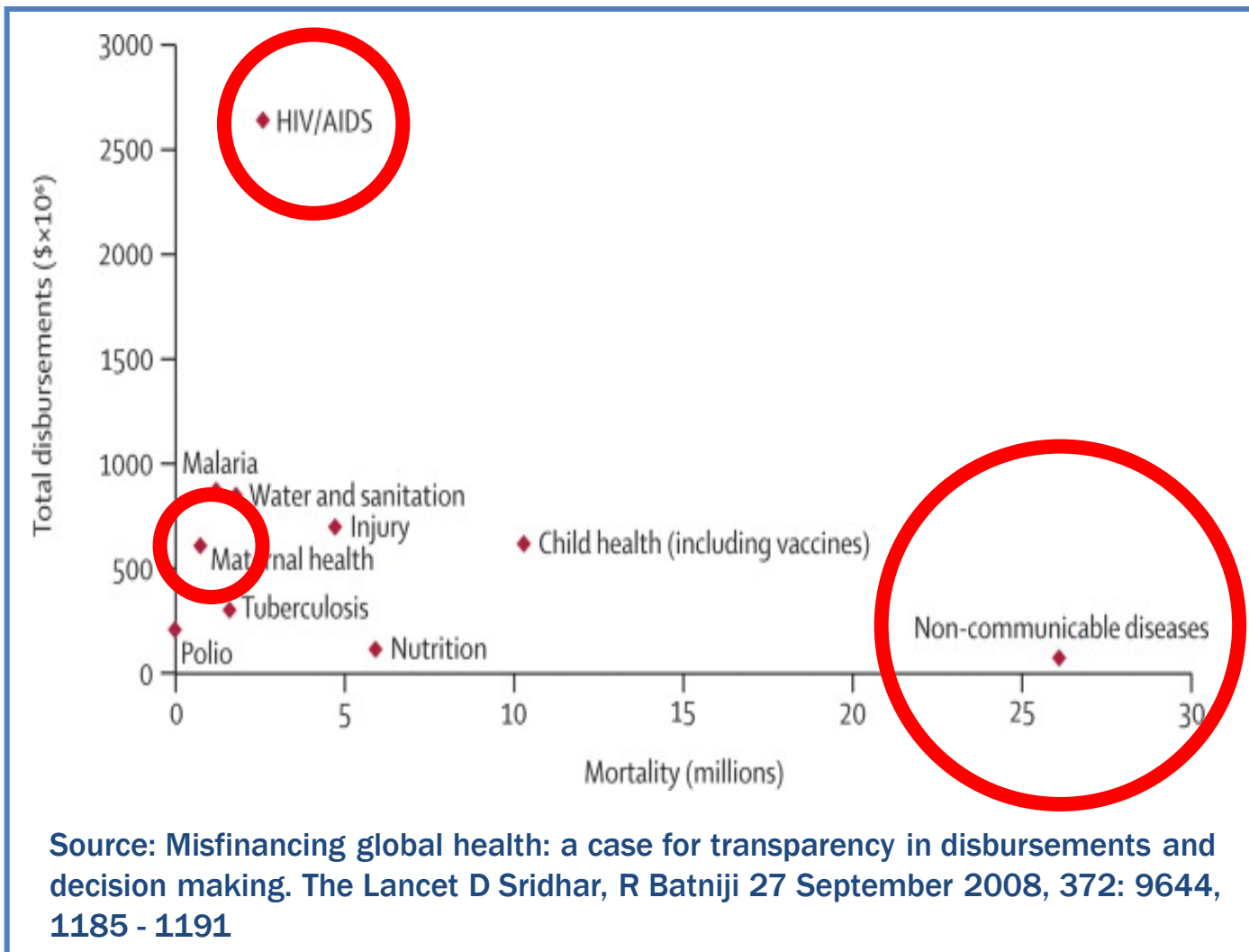


A Summary of the Findings
of the Commission on Macroeconomics
and Health



WORLD HEALTH ORGANIZATION
CMH SUPPORT UNIT

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90 91 92 93 94 95 96 97 98 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14

Generation of political priority for global health initiatives: a framework and case study of maternal mortality

Jeremy Shiffman, Stephanie Smith

Lancet 2007; 370: 1370-79

See Editorial page 1283

Department of Public Administration, Maxwell School of Syracuse University, Syracuse, NY, USA (J Shiffman PhD, S Smith MPA)

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Why do some global health initiatives receive priority from international and national political leaders whereas others receive little attention? To analyse this question we propose a framework consisting of four categories: the strength of the actors involved in the initiative, the power of the ideas they use to portray the issue, the nature of the political contexts in which they operate, and characteristics of the issue itself. We apply this framework to the case of a global initiative to reduce maternal mortality, which was launched in 1987. We undertook archival research and interviewed people connected with the initiative, using a process-tracing method that is commonly employed in qualitative research. We report that despite two decades of effort the initiative remains in an early phase of development, hampered by difficulties in all these categories. However, the initiative's 20th year, 2007, presents opportunities to build political momentum. To generate political priority, advocates will need to address several challenges, including the creation of effective institutions to guide the initiative and the development of a public positioning of the issue to convince political leaders to act. We use the framework and case study to suggest areas for future research on the determinants of political priority for global health initiatives, which is a subject that has attracted much speculation but little scholarship.

Introduction

Global health initiatives vary in the amount of political priority they receive from international and national leaders. Child immunisation, family planning and HIV/AIDS, for instance, have received little attention and

human rights. Global political priority is the degree to which international and national political leaders actively give attention to a health issue. We argue that attention is given to an issue when it is a subject that has attracted much speculation

90 91 92 93 94 95 96 97 98 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14

Policy community cohesion

Leadership

Guiding institutions

Civil society mobilisation

Internal frame: policy community agreement

External frame: public portrayals

Policy windows

Global governance structure

Credible indicators

Severity

Effective interventions

Health Policy

Generation of political priority for global health initiatives: a framework and case study of maternal mortality reduction

Jeremy Shiffman, Stephanie Smith

Lancet 2007; 370: 1023-1030

See Editorials

Department of Public Administration, Maxwell School of Syracuse University, Syracuse, NY, USA (J Shiffman PhD, S Smith MPA)

Correspondence to: Dr Jeremy Shiffman, Department of Public Administration, The Maxwell School of Syracuse University, 306 Eggers Hall, Syracuse, NY 13244-1020, USA (jshiffm@maxwell.syr.edu)

Global health initiatives receive little attention? To analyse this question, we use a framework consisting of four categories: the strength of the actors involved in the issue, the power of the ideas they use to portray the issue, the nature of the political contexts in which they operate, and characteristics of the issue itself. We apply this framework to the case of a global initiative to reduce maternal mortality, which was launched in 1987 and has since become a major research and interviewed people connected with the initiative. We use a grounded theory method that is commonly employed in qualitative research to explore the reasons why some global health initiatives receive more attention than others. In 2007, presents opportunities to build political momentum. To create political momentum, the initiative remains in an early phase of development, the creation of effective indicators and credible indicators, and the development of a public positioning of the issue to convince political leaders. We use the framework and case study to suggest areas for future research on the determinants of political priority for global health initiatives, which is a subject that has attracted much speculation but little scholarship.

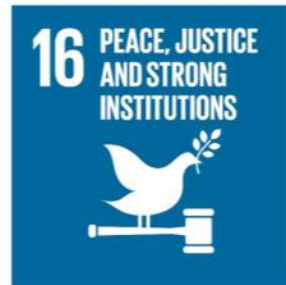
Introduction

Global health initiatives vary in the amount of attention they receive from national political leaders. Child health, family planning, and HIV/AIDS, for instance, at some points have attracted great resources, whereas malnutrition and reproductive health have received little attention. The degree to which a global health initiative receives attention from national political leaders actively give attention to an issue, and back up that attention with the provision of financial, technical, and other resources that are essential to the success of the initiative.

Historic crossroads: NCDs included in the 2030 Agenda for Sustainable Development



SUSTAINABLE DEVELOPMENT GOALS



9 NCD targets for 2025

A **25%** relative reduction in risk of premature mortality from cardiovascular disease, cancer, diabetes or chronic respiratory diseases

At least a **10%** relative reduction in the harmful use of alcohol

A **10%** relative reduction in prevalence of insufficient physical activity

A **25%** relative reduction in prevalence of raised blood pressure or contain the prevalence of raised blood pressure



A **30%** relative reduction in prevalence of current tobacco use

Halt the rise in diabetes and obesity

A **30%** relative reduction in mean population intake of salt/sodium

An **80%** availability of the affordable basic technologies and essential medicines, incl. generics, required to treat NCDs

At least **50%** of eligible people receive drug therapy and counselling to prevent heart attacks and strokes



Country	Circulatory system	All Neoplasms	Digestive system	Respiratory system
Kyrgyzstan	701.9	109.2	74.8	92.6
Russian Federation	673.3	177.9	56.6	45.8
Ukraine	667.1	157.5	48.0	29.0
Republic of Moldova	658.0	164.1	102.6	49.7
Kazakhstan	621.1	156.6	58.0	59.6
Bulgaria	592.0	156.9	31.6	36.1
Belarus	587.2	162.9	43.1	34.8
TFYR Macedonia	553.0	170.5	17.2	33.4
Azerbaijan	551.6	87.6	60.4	55.9
Romania	539.8	179.8	59.5	49.0
Lithuania	494.5	190.5	55.9	28.2
Serbia	473.5	205.6	31.3	35.9
Latvia	466.2	194.8	34.9	22.3
Montenegro	460.8	128.7	20.0	35.5
Slovakia	440.2	198.5	47.3	49.4
Armenia	432.4	188.5	52.8	53.8
Bosnia and Herzegovina	426.8	158.0	19.2	27.8
Hungary	401.0	242.4	51.3	42.5
Estonia	369.2	187.9	31.9	21.7
Croatia	342.1	210.8	35.8	27.9
Czech Republic	325.1	186.0	31.8	37.0
Poland	317.8	198.3	34.6	38.1
Georgia	247.7	56.0	15.3	9.7
Turkey	243.8	121.2	14.9	50.9
Greece	220.1	147.4	13.9	46.6
Slovenia	218.4	197.2	39.7	32.3
Finland	203.7	138.2	31.8	21.3
Austria	196.8	159.5	23.5	26.4
Germany	195.2	158.8	27.5	35.2
Malta	189.3	150.2	16.0	35.5
Sweden	182.2	145.4	16.7	27.3
Ireland	181.5	176.2	22.5	61.5
Cyprus	179.6	117.8	14.1	32.0
Iceland	172.8	159.8	14.0	39.6
United Kingdom	164.2	173.9	31.7	67.6
Luxembourg	163.8	155.9	24.7	36.4
Italy	159.8	163.1	20.3	27.6
Belgium	159.4	171.2	25.4	54.1
Portugal	151.9	156.6	26.7	55.8
Norway	146.2	154.6	16.1	45.3
Switzerland	144.9	141.6	18.7	25.4
Denmark	139.2	188.5	30.2	61.0
Netherlands	139.2	184.9	19.5	48.1
Spain	132.5	156.9	25.3	45.1
Israel	117.8	139.1	16.8	34.3
France	113.9	167.9	23.3	25.4



Indicator
■ Circulatory system
■ All Neoplasms
■ Digestive system
■ Respiratory system

Mortality Rates by Main NCDs in Europe

(2007-2012, last available year)

Source: WHO/Europe Mortality Database

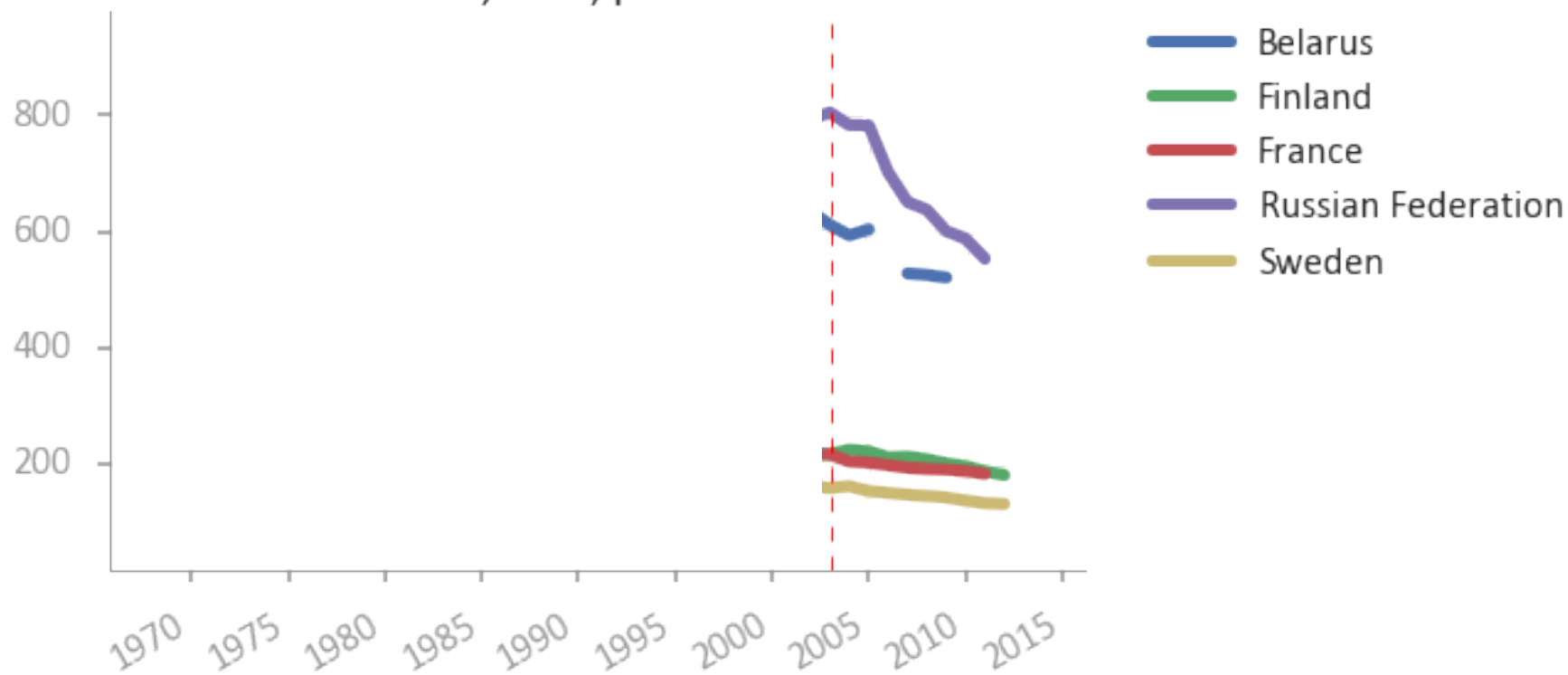
Premature Mortality from NCDs in Europe

Probability
of dying at
exact ages
30-70 from
major
NCDs



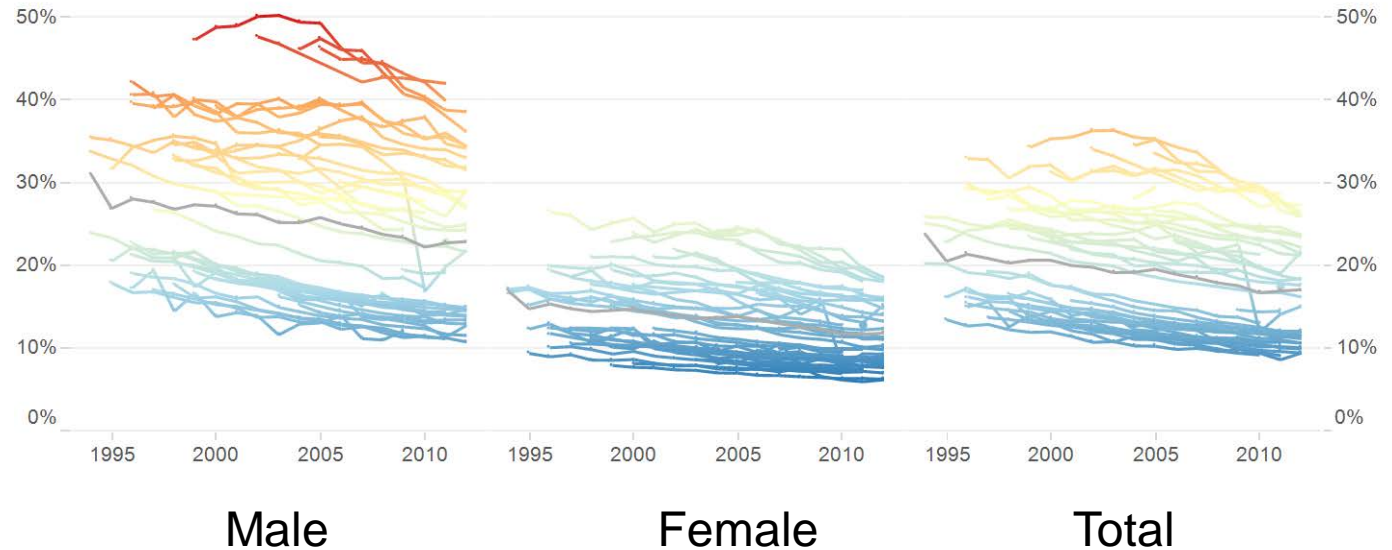
Source: WHO/Europe Mortality Database

Standardized Mortality Rate, all causes, 0-64, per 100 000



Premature Mortality from NCDs in Europe

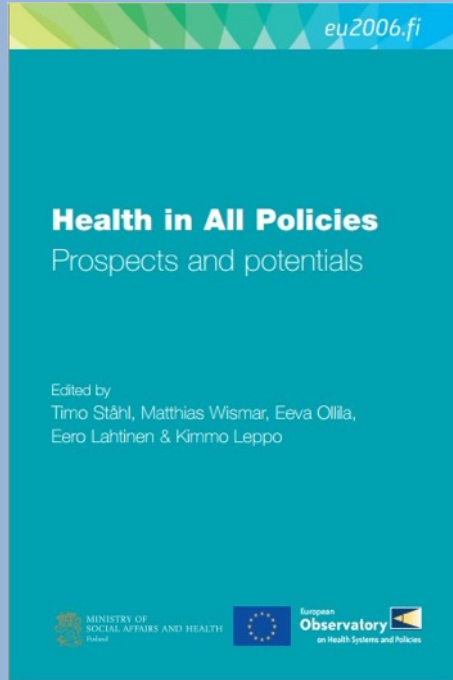
Probability
of dying at
exact ages
30-70 from
major
NCDs



Source: WHO/Europe Mortality Database



Health in All Policies



Trade in All Policies

Health in All Policies



Trade in All Policies

Corporate Watch

Breast milk scandal strikes Aptamil manufacturer Danone

comments

June 28, 2013 by [Melanie Newman](#)
Published in: [All Stories](#), [Corporate Watch](#)

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3

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Danone's formula milk sales increase in Turkey. (image baby bottle via Shutterstock.com)

The multi-national food giant Danone has been accused of misleading mothers with a controversial marketing campaign that warned they might not be providing enough breast milk. The company suggested mothers use powdered baby milk to make up any shortfall.

Latest stories

Algerian terror suspects: Home Office 'extremely disappointed' over court block on deportations

April 19 @ 3:51pm

Bid to deport six terror suspects blocked after UK judges cite torture fears in Algeria

April 18 @ 5:20pm

INFOGRAPHIC: The 95,000 Unaccompanied Children Seeking Asylum in 2015 – Their Voices and Numbers

April 11 @ 12:56pm

PODCAST Kids crossing Europe's and America's borders – alone: A US public radio collaboration between Reveal and the Bureau

April 11 @ 12:55pm

More

About the Bureau

The aim of the Bureau is to

<https://www.thebureauinvestigates.com/2013/06/28/after-nestle-now-breast-milk-scandal-strikes-aptamil-manufacturer-danone/>



FITNESS

Coca-Cola Funds Scientists Who Shift Blame for Obesity Away From Bad Diets

By ANAHAD O'CONNOR AUGUST 9, 2015 5:25 PM 1255
Comments

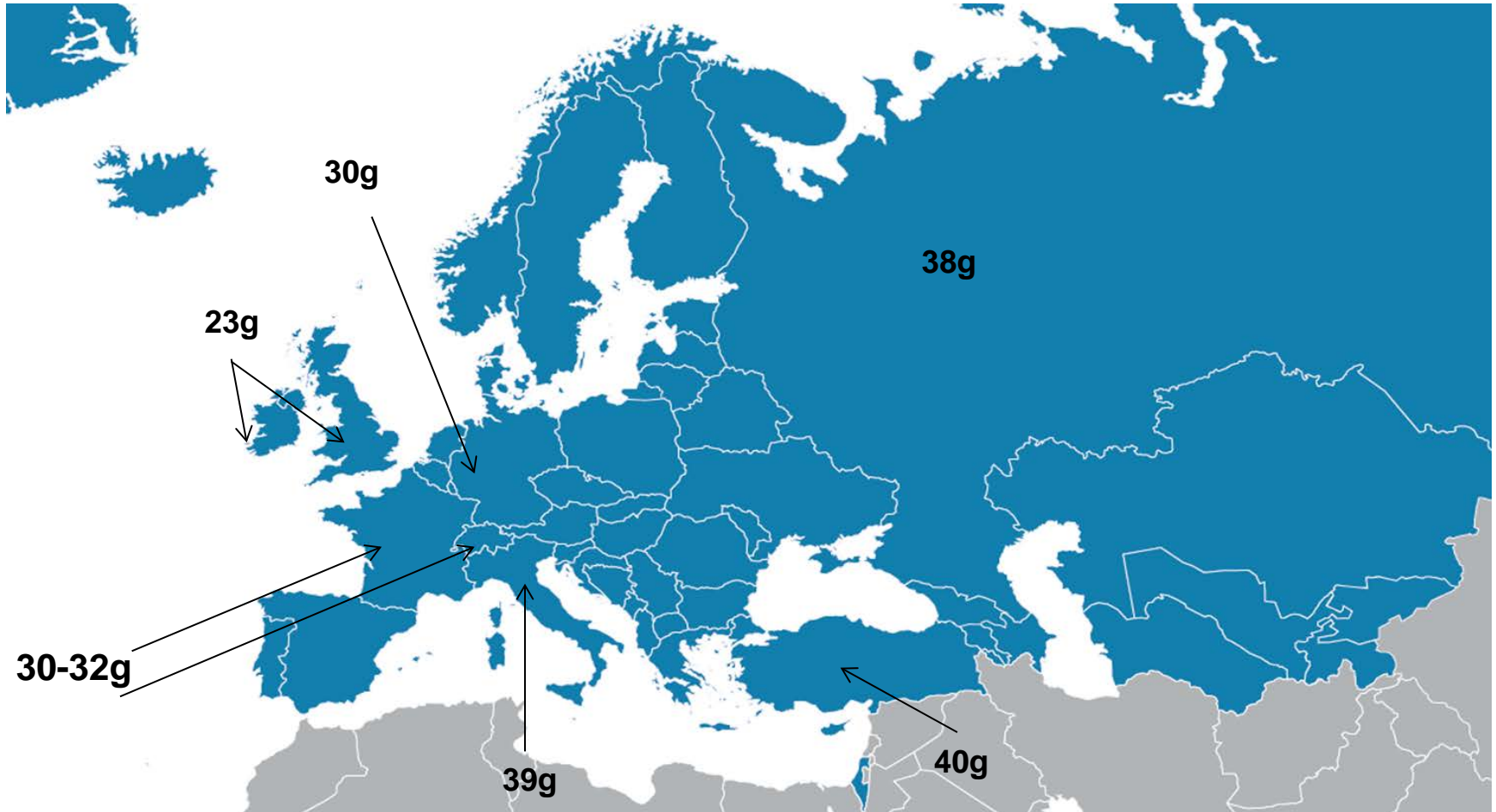


An image from a video by the Coca-Cola Foundation. In November 2012, the foundation announced a \$3 million grant to Chicago's Garfield Park Conservatory Alliance. The grant was intended to establish a wellness program.

http://well.blogs.nytimes.com/2015/08/09/coca-cola-funds-scientists-who-shift-blame-for-obesity-away-from-bad-diets/?_r=0



Why do we need clear labelling across Europe? Sugar content of soda....



Subverting the SDGs?

The screenshot shows a website page for InBev's Social Responsibility section. At the top left is the InBev logo. The main header reads "Bringing People Together For a Better World". A "QUICK LINKS" menu includes "Annual Report", "Dream-People-Culture", and "Global Citizenship Report". Below this is a "SOCIAL RESPONSIBILITY" banner. A "Follow us" section features icons for Facebook, Twitter, and YouTube. The breadcrumb trail is "Home > Social Responsibility > Smart Drinking > Global Smart Drinking Goals". The main heading is "Our Global Smart Drinking Goals". The text below states: "For more than 30 years, we have invested in efforts to promote responsible drinking and discourage the harmful use of alcohol, including binge drinking, underage drinking and drink driving. We are deepening our commitment to reduce the harmful use of alcohol with the launch of a new set of Global Smart Drinking Goals to be achieved by end 2025." A blue bar contains the text "GLOBAL SMART DRINKING GOALS 2015-2025". At the bottom, a quote reads: "Our vision is to foster a culture of smart drinking globally to reduce the harmful use of alcohol."

Alcohol Ads Go Digital

ADWEEK Isaac Awards: Enter Now
Last chance to enter Adweek's invention awards is now May 30!

Gawker-Hulk Bombshell
A tech billionaire has reportedly been bankrolling Hogan's suit

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With Better Targeting, Alcohol Brands Bet Big on Digital Annual budgets increase as much as 50 percent By Lauren Johnson

June 16, 2015, 1:26 PM EDT Technology

Alcohol brands are stepping up their digital marketing.

For years, beer and spirits brands steered clear of digital marketing and social media because of challenges in making sure posts do not break strict regulations by pitching underage consumers. But with Facebook and Twitter offering more sophisticated age targeting, brands can now, more or less, rest assured they are hitting the 21-and-over set.

Advertisement

PROGRAMMATIC TV IS THE NEW STANDARD IN TV MEDIA BUYING

GET STARTED

TubeMogul

<http://www.adweek.com/news/technology/better-targeting-alcohol-brands-bet-big-digital-165357>

FishbowlDC | GalleyCat

ADWEEK

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С Улучшение адресности, алкогольных брендов большую ставку на Digital Годовой бюджет увеличится до 50 процентов Лорен Джонсон

16 июня 2015, 1:26 вечера EDT Технологии

Реклама

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Популярные Работа

Заместитель Председателя
Полтавщина, Digital Media

Алкогольные бренды наращивают свой цифровой маркетинг.

Finland: Regulating Digital Marketing of Alcohol



Source: Marjatta Montonen
http://www.eurocare.org/montonen_6eapc

Nutrient Profiles



World Health Organization
REGIONAL OFFICE FOR Europe



WHO Regional Office for Europe
NUTRIENT PROFILE MODEL



Price Policies



World Health Organization
REGIONAL OFFICE FOR Europe



Using price policies to promote healthier diets



[FINLAND SMOKE-FREE BY 2040](#)[CONTACT US](#)

Finland Tobacco-Free by 2040

The government of Finland is urged to undertake policies that make Finland tobacco-free by 2040. This means that tobacco use is reduced by 10 % annually. Nowadays, around one quarter of adults uses tobacco products.

A broad range of trade unions, institutes and organizations representing influential actors of civil society call for concrete measures to support Tobacco-free Finland by 2040: families need support to raise tobacco-free generations, encourage individuals to quit smoking and provide



The tobacco-free workplace criteria

Tobacco-Free Finland 2040 video:



The Best Smoke-Free Workplace Competition

This annual award for comprehensive

Tags # CIGARETTES # HEALTH MINISTER # JAMES REILLY # SMOKING

Reilly: Tobacco industry wants to take me to court over plain packaging

The Minister for Health said it would be an "extraordinary society" which put the intellectual property rights of the tobacco industry ahead of the health of its citizens.

Dec 18 8:06 PM 9,974 Views 85 Comments Share 16 Tweet 21 Email 22

MINISTER FOR HEALTH
James Reilly has said he expects the tobacco industry to take him to court over his plan to introduce plain packaging on cigarettes.

Speaking in the Seanad tonight, Minister Reilly said he believes tobacco companies will argue that their intellectual property rights are being infringed by graphic photographs being introduced on cigarette packets.



Image: Screenshot via Oireachtas.ie

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Mass shooting at US base Fort Hood: 14 wounded, gunman reported killed
TEXAS SHOOTING

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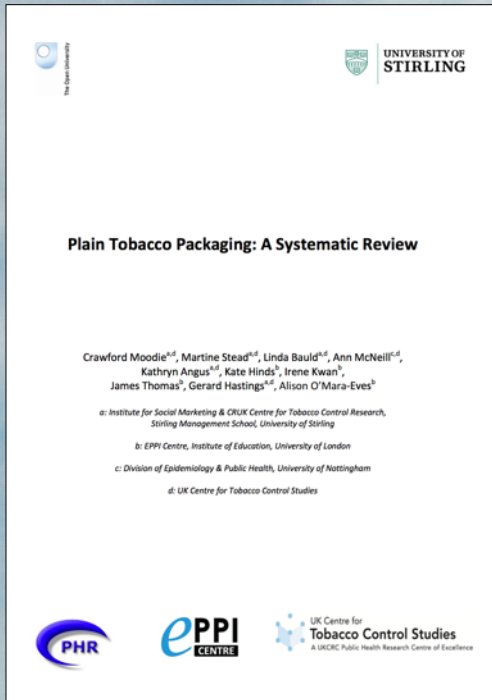
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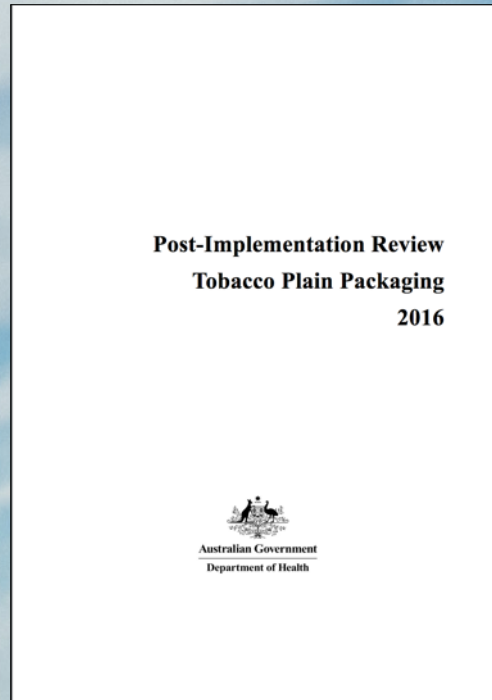
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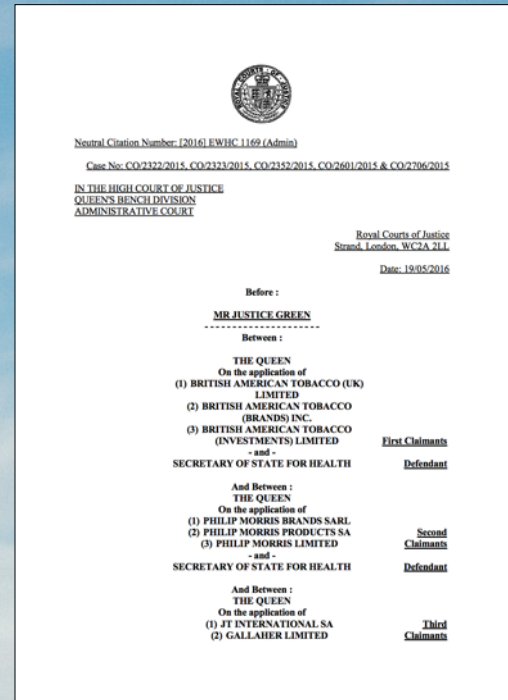




[The Stirling Review](#)
(UK)



[Post-Implementation Review](#) (Australia)



[High Court of Justice Judgment](#) (UK)

Background picture: Caryle Tylkowski https://unsplash.com/photos/fAIDju_xqZY



ELDRASSIL

WORLD OF WARCRAFT

YOUR EPIC QUEST BEGINS HERE

TEEN T

WIN
MAC
DVD

BILZARD ENTERTAINMENT

STORMWIND

BLWYN

THE FOUR SEAS

*FIRST MONTH OF PLAY INCLUDED. INTERNET CONNECTION REQUIRED. ADDITIONAL ONLINE FEES APPLY. BATTLE.NET REGISTRATION REQUIRED.



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Home > March 2007 - Volume 18 - Issue 2 > **Modeling Infectious Diseases Dissemination Through Online Role-Playing Games**

< Previous Abstract | Next Abstract >

Epidemiology:

March 2007 - Volume 18 - Issue 2 - pp 260-261

doi: 10.1097/01.ede.0000254692.80550.60

Virtual Epidemiology

Modeling Infectious Diseases Dissemination Through Online Role-Playing Games

Balicer, Ran D.

Abstract

As mathematical modeling of infectious diseases becomes increasingly important for developing public health policies, a novel platform for such studies might be considered. Millions of people worldwide play interactive online role-playing games, forming complex and rich networks among their virtual characters. An unexpected outbreak of an infective communicable disease (unplanned by the game creators) recently occurred in this virtual world. This outbreak holds surprising similarities to real-world epidemics. It is possible that these virtual environments could serve as a platform for studying the dissemination of infectious diseases, and as a testing ground for novel interventions to control emerging communicable diseases.

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Picture Sources: [World of Warcraft Cover](#) [Corrupted Blood Incident](#) [Ran Balicer](#) [Epidemiology](#)

Case study: Disparity Reduction in Clalit

HSR Health Services Research

Reducing Health Disparities: Strategy Planning and Implementation in Israel's Largest Health Care Organization (pages 1281–1299)

Ran D. Balicer, Efrat Shadmi, Nicky Lieberman, Sari Greenberg-Dotan, Margalit Goldfracht, Liora Jana, Arnon D. Cohen, Sigal Regev-Rosenberg and Orit Jacobson
Article first published online: 25 FEB 2011 | DOI: 10.1111/j.1475-6773.2011.01247.x

Selected quality indicators for targeting and reducing gaps

1. Influenza immunization
2. Mammography tests
3. Fecal occult blood tests
4. Diabetes control
5. Blood pressure control
6. Hyperlipidemia control
7. Anemia in infants

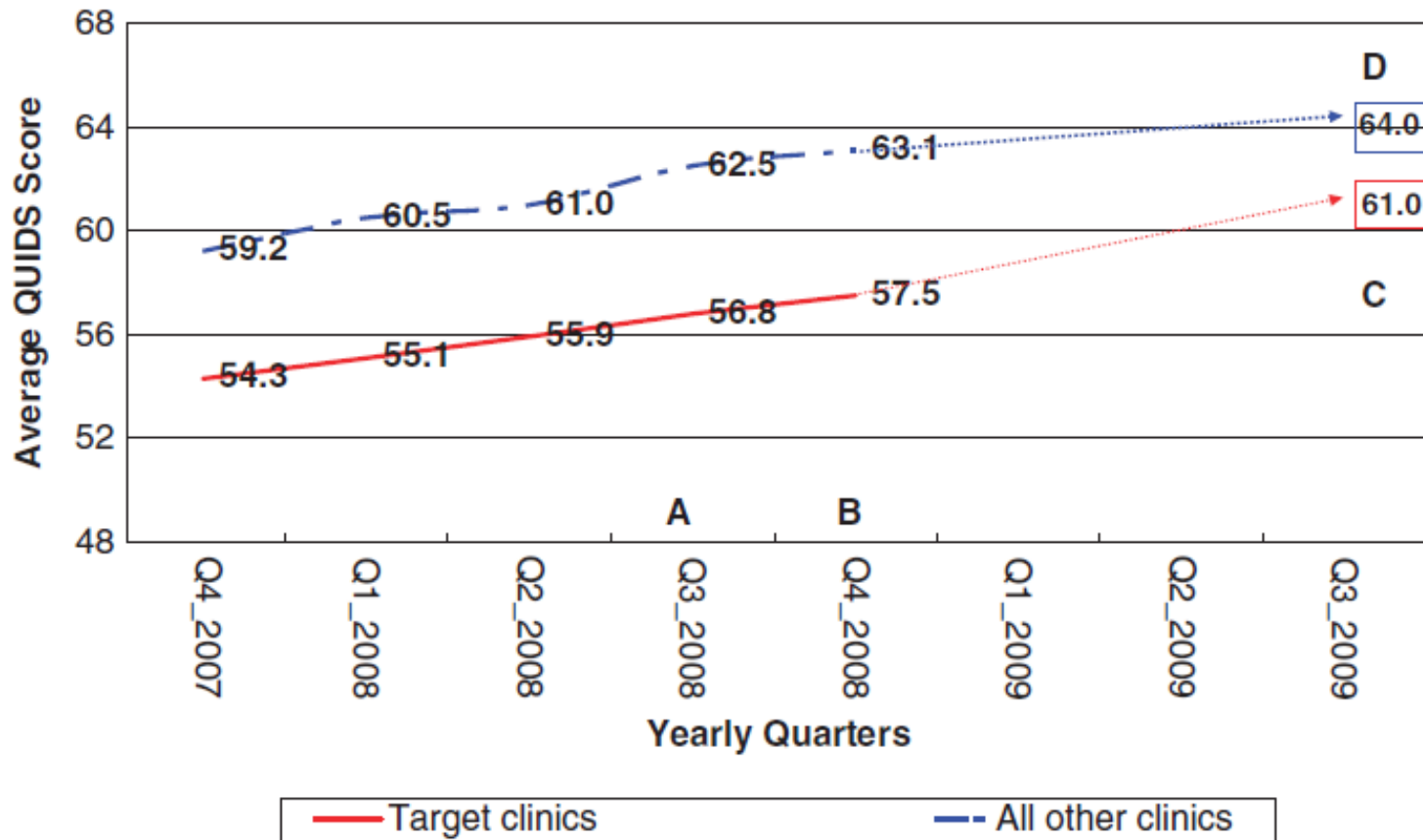


Composite Measure

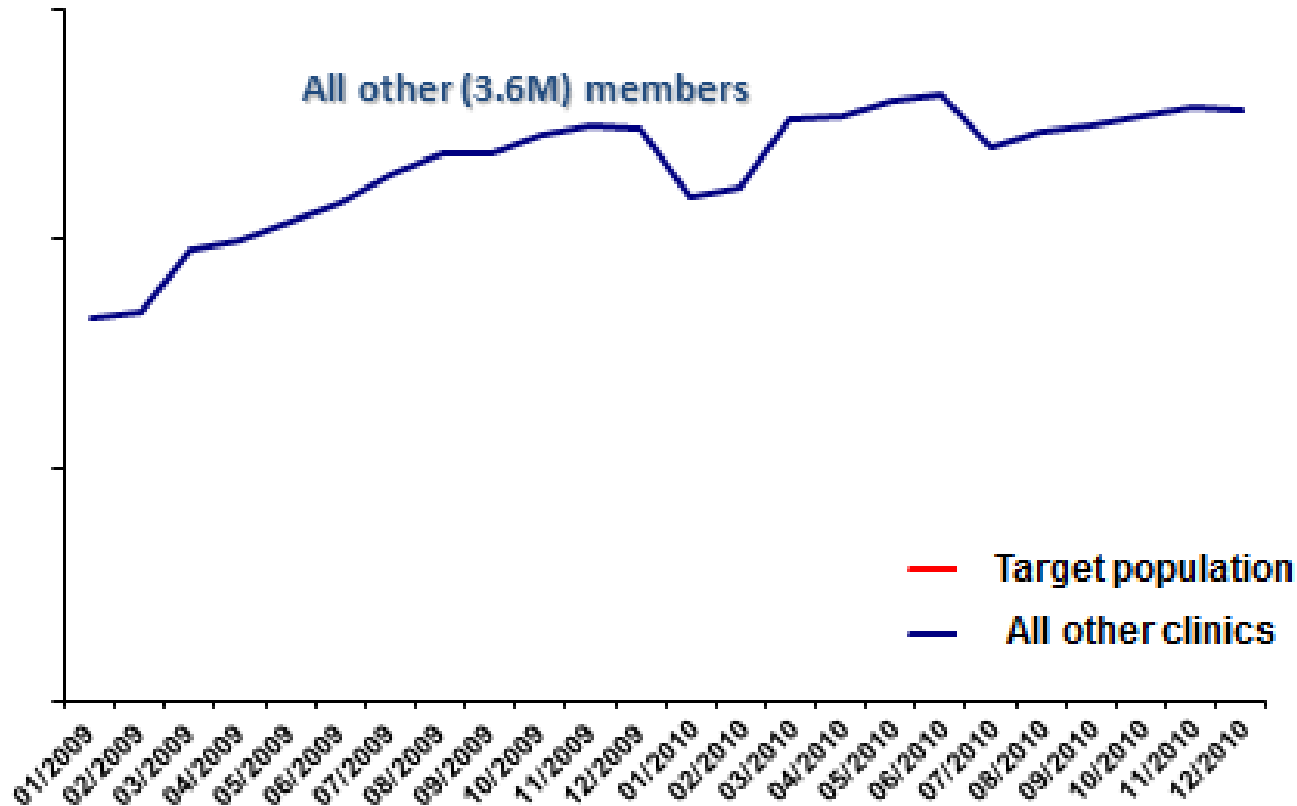


55 lowest performing clinics

>60% reduction in disparities in 7 in-focus indicators, in 3 years



Over 70% reduction in gaps in quality score (~70 quality indicators)



Thank You

*Reminder:
Take time
to
stretch!*





STEP 1

10 seconds
1 time each side



STEP 2

10 seconds
1 time



STEP 3

10 seconds
1 time each side



STEP 4

10 seconds
1 time



STEP 5

3 seconds
1 time each side



STEP 6

10 seconds
1 time each arm



STEP 7

10 seconds
1 time



STEP 8

10 seconds
1 time

Lunch Time Activities



Organised river walks of approx. 15 minutes will be gathering at the front entrance to Áras Moyola at 12.50 and again at 1.30.

Or choose a fun bike ride around the NUI Galway campus on the 15 seater Pedal Powered bike? Please sign up for either the 12.50 or 1.30 short spins at the registration desk. Maximum of 15 delegates per ride.



And don't forget to tweet about your experience!

#hprc2016



Poster Competition

Coffee is now served in the foyer AND in the Poster Presentation Room (MY129).

Please make sure you vote for your favourite poster (voting slips are given out at the lecture theatre exit)