Equity in health: The role of business

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Chief Government Advisor on Inequalities
Business in the Community, 22 September 2008
Health inequalities a compelling story?

13,700 early deaths in deprived areas

Focus – tackling early deaths
Defining the problem – planning for action

1980: The Black Report
1999: Saving Lives Our Healthier Nation
2000: NHS Plan
2002: Cross-cutting Treasury Review
2003: Tackling health Inequalities – A Programme for Action
2004: Securing Good Health for the Whole Population (Wanless)
2004: Choosing Health
2006: Health Challenge England – next steps for Choosing Health The Black report and beyond: raising the profile – setting the challenge, providing the stimulus
2008: Health Inequalities: Progress and Next Steps
A defining year for health inequalities

2008

- **Global**: Closing the gap in a generation
- **Europe**: Tallinn Charter: Health Systems for Health and Wealth
- **National**: Together for Health: A Strategic Approach for the EU 2008-2013
Wider determinants and health equity

Man A: More years spent in chronic ill health, reduced QoL and earlier death

Man B: Fit and healthy for longer with greater than average lifespan
Health in all Policies
Creating Utopia

Garden City Movement

Ebenezer Howard’s three magnets diagram

Model Villages

Port Sunlight, Merseyside

Bournville, Birmingham
BiTC Community Impact Awards 2008

Bupa Healthy Communities Award supported by the Department of Health

Example of Excellence: Linc-Cymru
Regenerating Six Bells and Llanhilleth

Highly commended: EDF Energy
London Warm Zone

Shortlisted: Pfizer
Alleviating Health Inequalities in the UK

Shortlisted: BT
Connecting communities
Changing societies

Changing workforce, changing consumer
Average year in the life of...
Average **day** in the life of...
Values for money

The importance of partnerships

Project Neptune – reducing salt intake

Food labelling

M&S Plan A

Netmums website
Health and Work

175 million working days per year lost to illness

Review’s key areas:
- Promoting health in the workplace
- Changing perceptions of fitness for work
- Encouraging early intervention
- Helping workless people
Working globally, acting locally

Health inequalities on a global scale
Shared values into action

Tallinn Charter: Health Systems for Health and Wealth

Beyond health care: health systems for health and wealth (Health Systems)
Invest in health, invest in the future (Wealth)
Strengthened health systems save more lives (Health)

CSDH – Framework for action

CSDH framework for action on social determinants

- Improve daily living conditions
- Tackle the inequitable distribution of power, money and resources
- Measure and understand the problem and assess the impact of action

Global Conference in London November 2008
Special programme –
International Collaboration on the SDH

Investment for Health and Development
Partnership aims

- Knowledge and Evidence
- Shared learning
- Capacity development
- Stakeholder development
- Developing tools
- Policy and strategy
Engaging business in the work of CSDH

- Consultation and scoping exercise
- ‘Asking challenging questions’
- Analysis and implementation of CSDH report
- Develop framework for action
- Global Partner Network Engagement
- Development of business champions
- Partner network meetings
How can we best maximise the potential of business action for social good?