



IOGT International Official Statement RC69 Agenda item 5(a)

Health 2020: seven years on. Lessons learned from the implementation of the European health policy framework

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Honorable Chairperson, Distinguished Delegates, I thank you for the opportunity to address you on behalf of the members of IOGT International.

We commend the Secretariat's report and analysis. The Health 2020 policy framework has been a significant achievement for its all-determinants approach and for positioning this region well to achieve the SDGs.

At the same time, **analysis of the four priority areas shows that even "Health 2020" has fallen short** in some aspects:

- Health has not been properly mainstreamed into all other policy areas; for example trade takes too often precedence over health.
- Health for all is still not a reality for many people in Europe, as progress on health equity is stalling.

For example, **alcohol harm has been highlighted in the report as an obstacle to three of the four priority areas**. This shows that **systematic action to address cross-cutting health risk factors would reap substantial benefits across key health priorities**.

Investing in population-level prevention of health risk factors should therefore become a priority. The alcohol policy best buys, for instance, **yield a return of €8 for every €1 invested**. Such investments should serve to unlock resources for health promotion.

We call on governments to make population-level prevention and health promotion a cornerstone of the efforts to achieve health for all and many others SDGs.



To guide this work, we urge Member States to **support WHO Europe with more resources in order to respond to the need for technical support** in health-policy best buys formulation and implementation.

I thank you for your attention.

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