



# La promozione della salute in Trentino: numeri, attività, prospettive

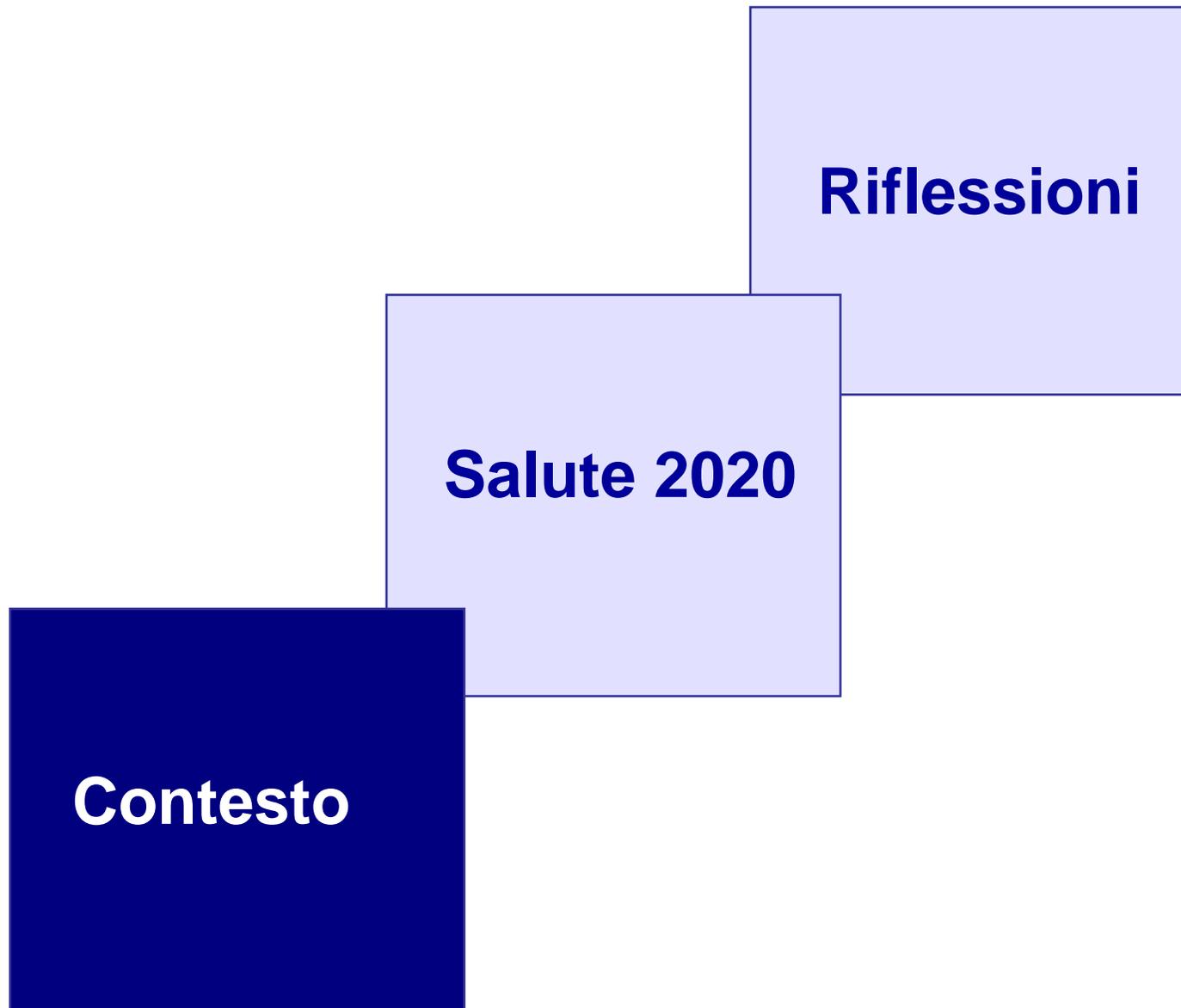
*Trento, 10 dicembre 2012*

## La salute e i suoi determinanti sociali e la strategia OMS 2020

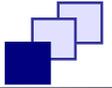
**Dr Erio Ziglio**

Ufficio Europeo per gli Investimenti per la Salute e lo Sviluppo  
Organizzazione Mondiale della Sanità  
Regione Europea

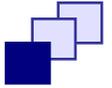
# Struttura



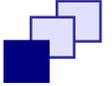
# Salute e rapidi cambiamenti....



Pictures: S.Turner, 2003; L. Donaldson, 2008 I. Brandemer, 2009

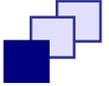


# La Promozione della Salute



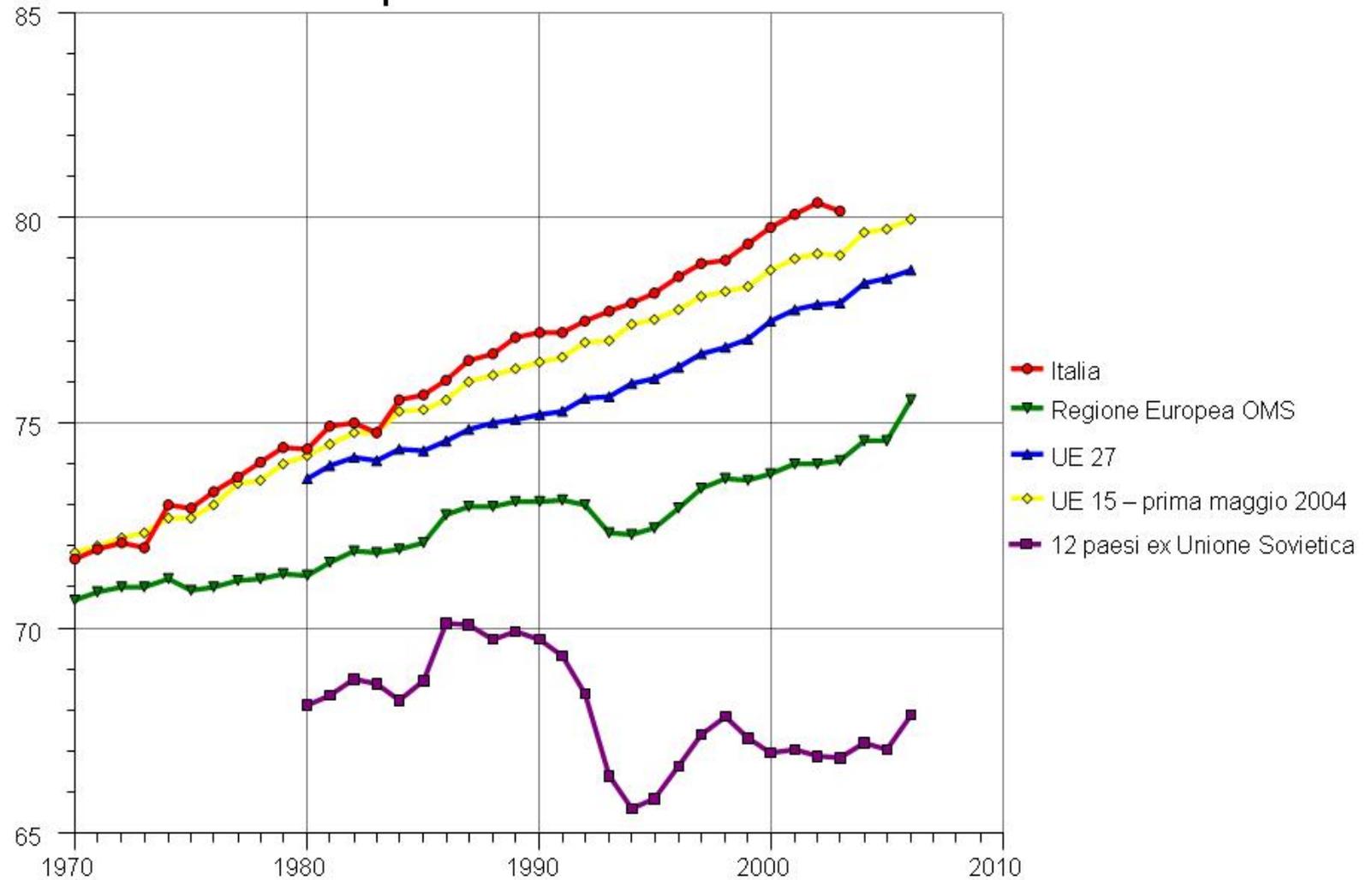
“...il processo che permette ai cittadini di avere il controllo sui determinanti della loro salute al fine di migliorarla” (OMS, Carta di Ottawa, 1986)



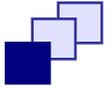


# L'aspettativa di vita in Europa è diventata molto disomogenea

Speranza di vita alla nascita



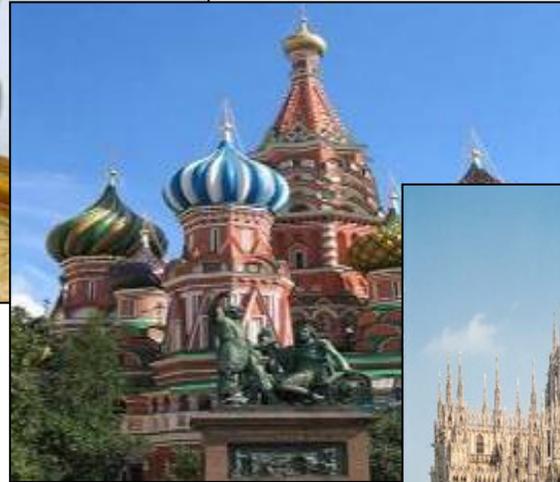
**Una media di 8-10 anni di differenza...**



**Con punte di che arrivano anche a 30-35 anni**



**Copenhagen**



**Mosca**

**Milano**



**Serajevo**

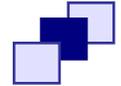


**Contesto**

**Salute 2020**

**Riflessioni**

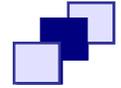
# WHO Health 2020



“A WHO European Region where all peoples are enabled and supported in achieving their full health potential and well-being, and in which countries, individually and jointly, work towards reducing inequalities in health within the Region and beyond”.



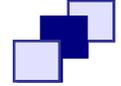
**Bisogno di un nuovo approccio alla Governance per  
la Salute nel 21esimo secolo**



# Perchè Salute 2020 e perchè ora ?



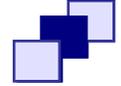
Significant improvements in health and well-being  
but ....uneven and unequal



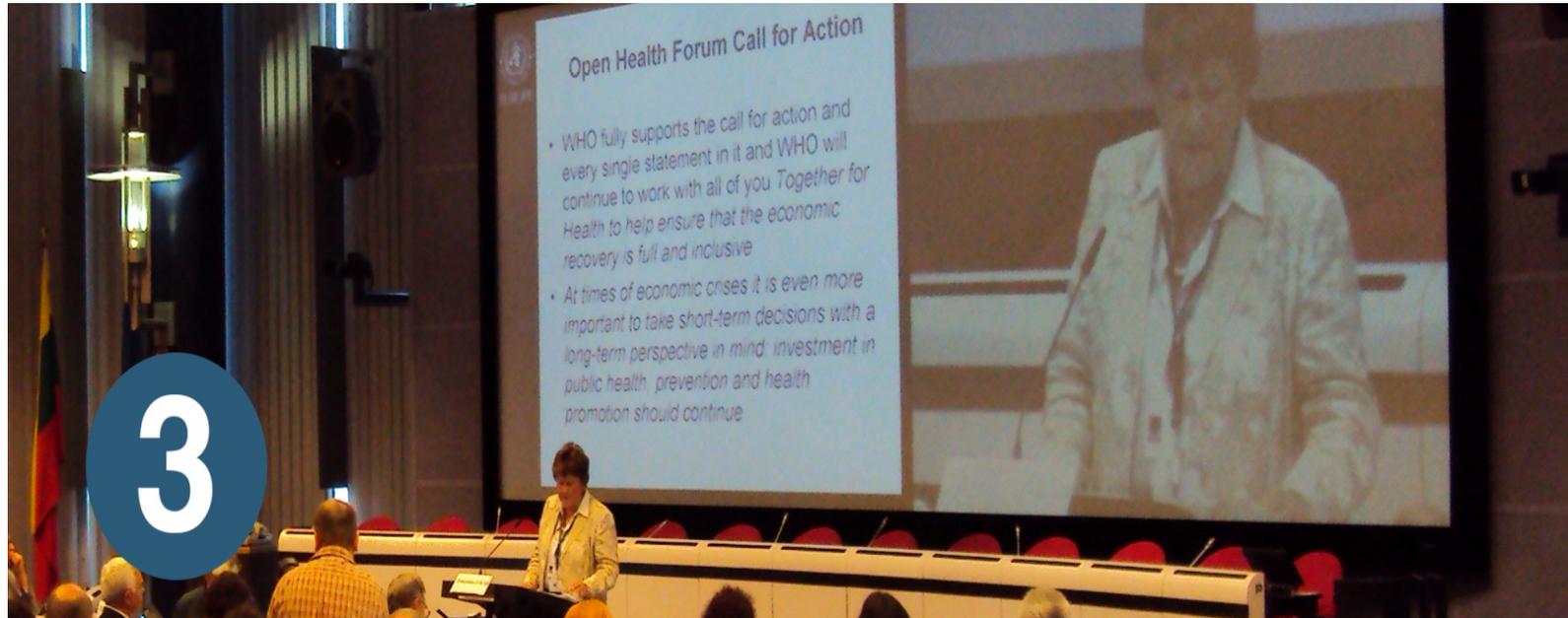
## Perchè Salute 2020 e perchè ora?



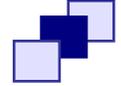
Europe's changing health landscape: new demands, challenges and opportunities



# Perchè Salute 2020 e perchè ora?

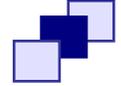


The need to champion public health values



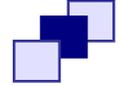
## 2 Obiettivi Strategici

1. Promuovere salute e ridurre le inequità
2. Rafforzare la governance per la salute



## Salute 2020: Aree di Priorità

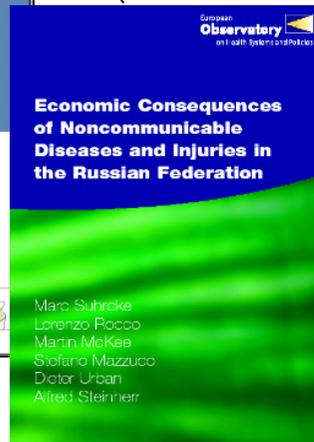
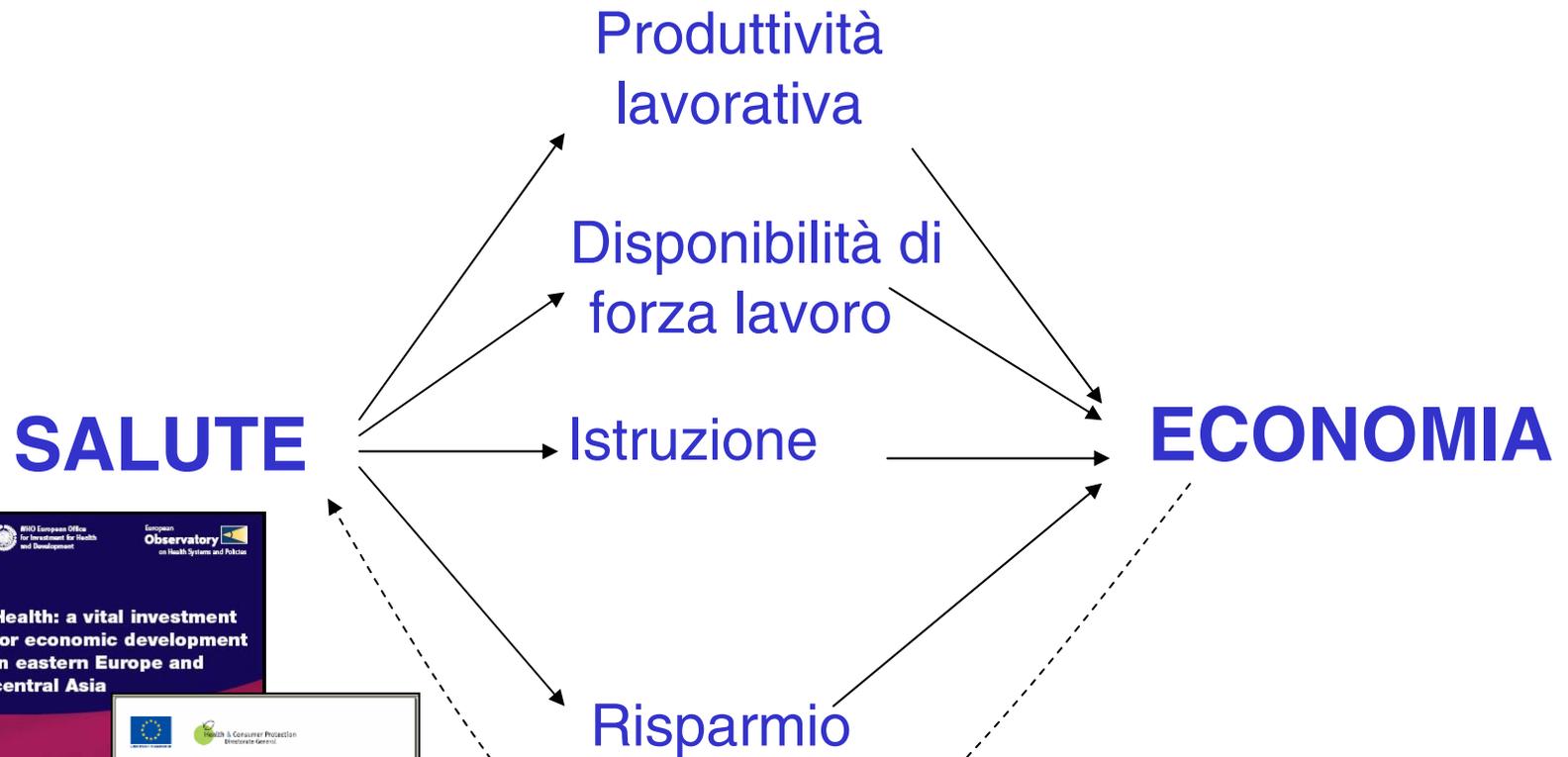
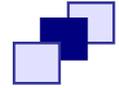
1. Investire in salute attraverso un approccio life-course
2. Affrontare le sfide per la salute
3. Rafforzare i sistemi socio-sanitari ed aumentare le capacità per affrontare emergenze di salute pubblica
4. Creare ambienti favorevoli alla promozione della salute ed a società resilienti



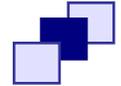
## Salute 2020 in breve....

- Salute, benessere e diritti umani
- Focus sui determinanti della salute
- Salute come priorità di tutto il governo e società civile
- Governance per la salute

# Produrre Salute = Produrre Sviluppo



# Promuovere Salute e ridurre le iniquità di stato di salute dà rilevanti ritorni economici

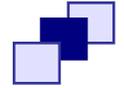


Perdite annuali dovute alle iniquità di salute:

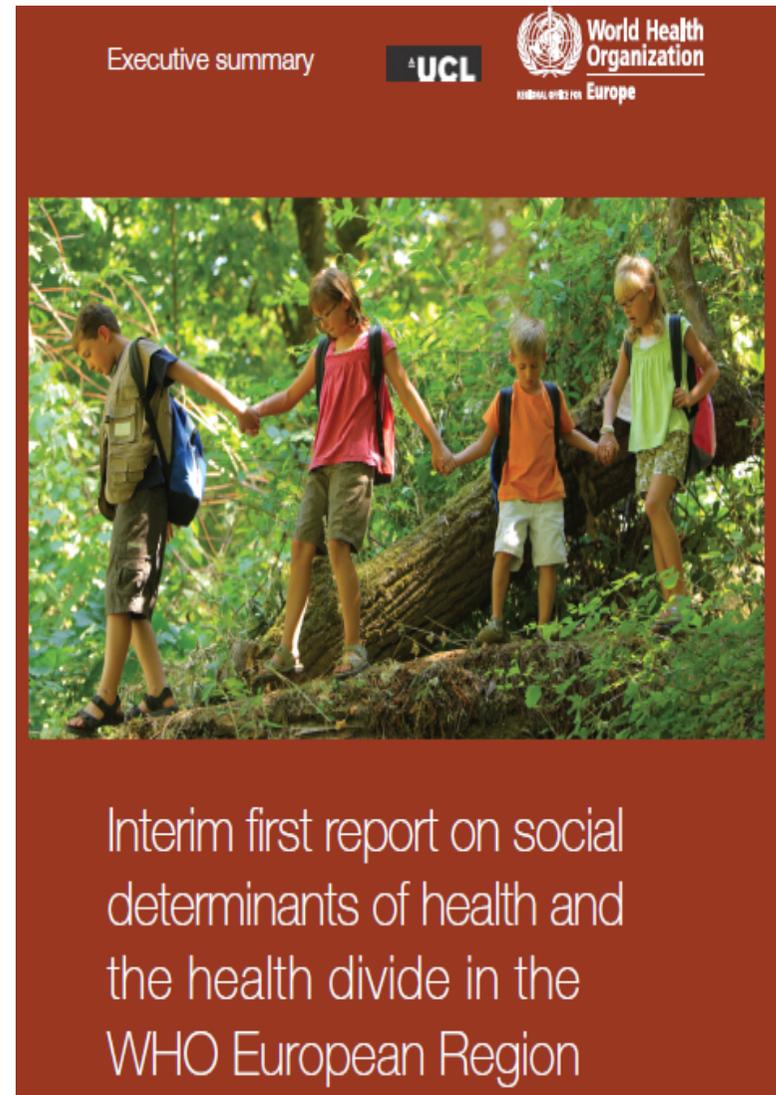
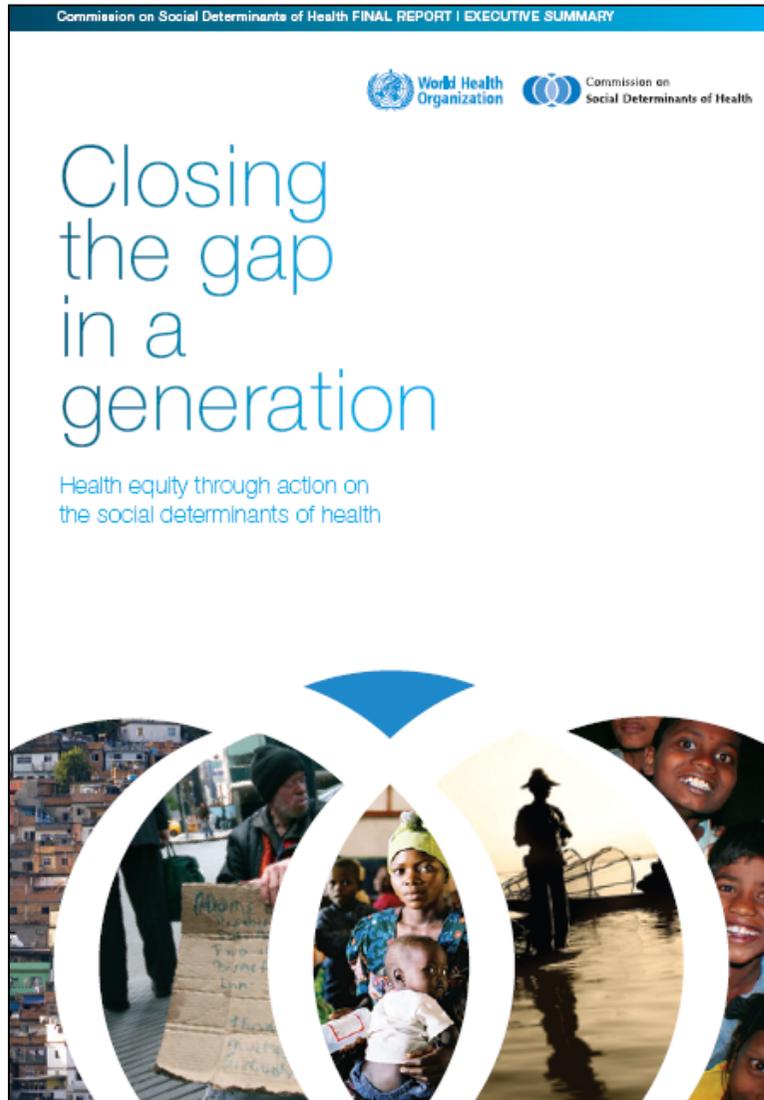
15% costi di sicurezza sociale

20% costi per il sistema sanitario

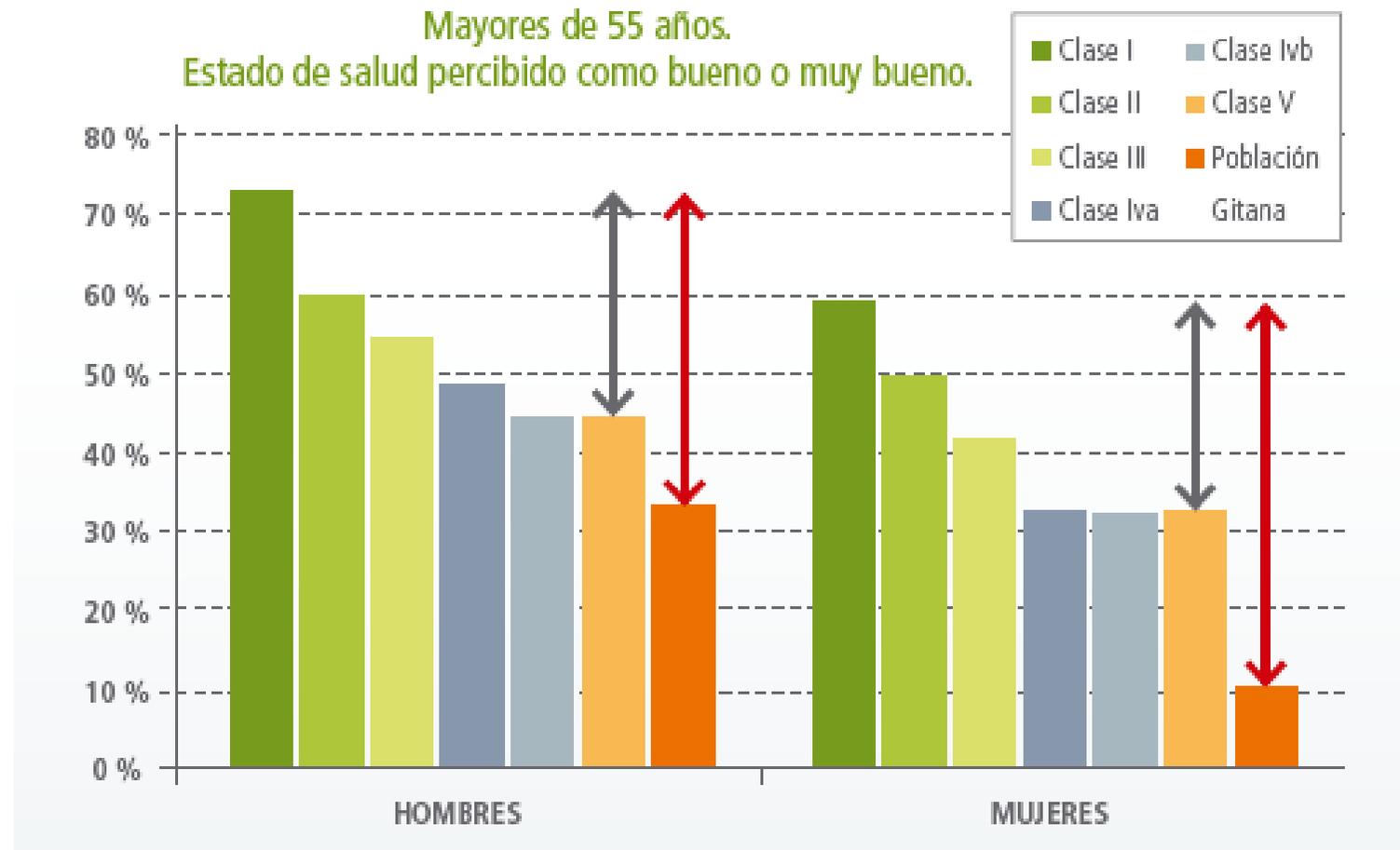
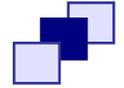
Stime perdite (salute come 'capital good') nella UE, stimate a 141 miliardi.



# European Review of SDH & Health Divide



# Percezione di essere in buona salute

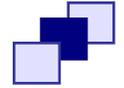


Source: Spanish Min of Health/Comunidad Gitana (2009) Hacia la Equidad en Salud  
[http://www.gitanos.org/upload/86/09/Diptico\\_MSanidad\\_FSG.pdf](http://www.gitanos.org/upload/86/09/Diptico_MSanidad_FSG.pdf)

GOVERNANCE FOR HEALTH IN



THE 21ST  
CENTURY

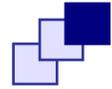


**Contesto**

**Salute 2020**

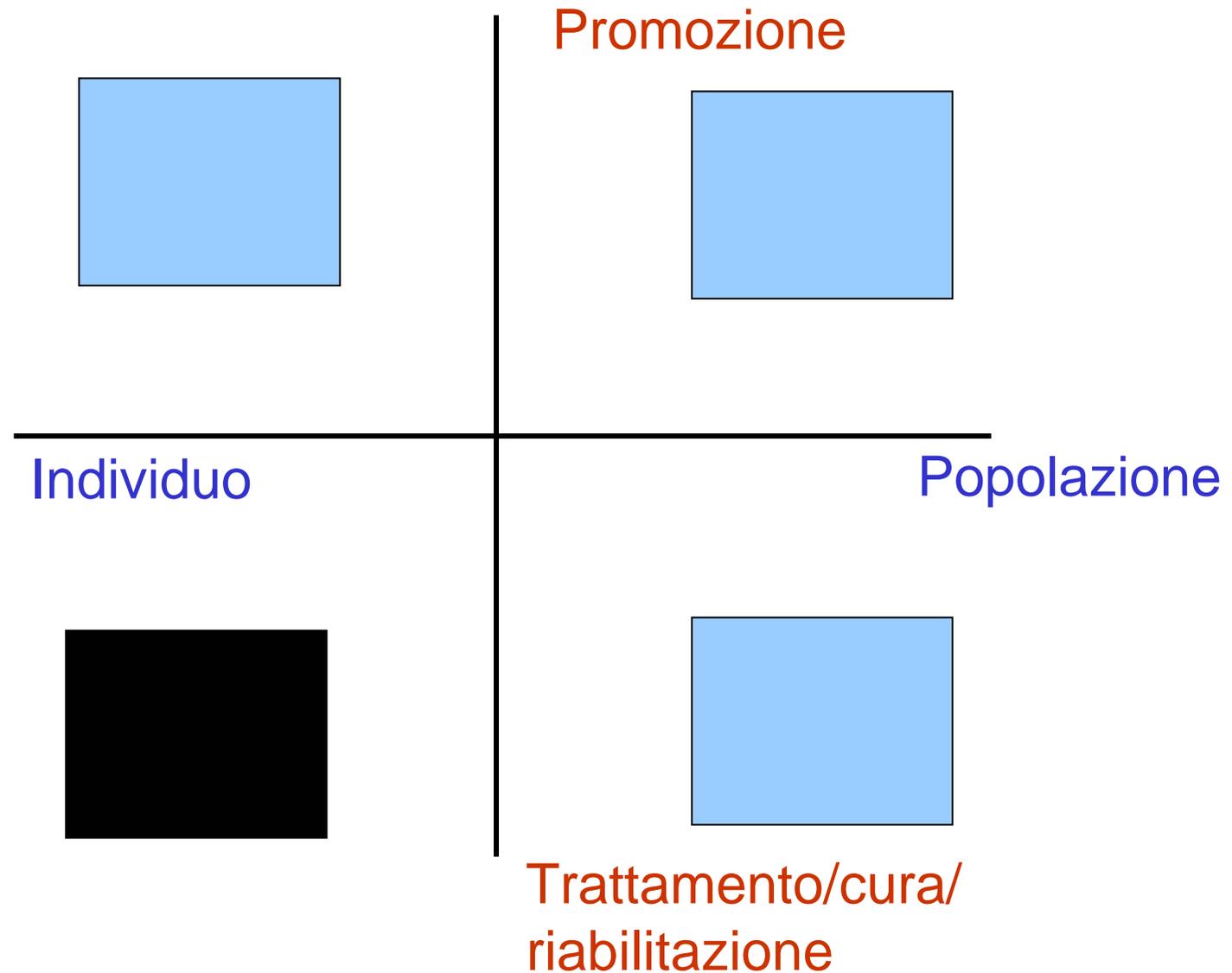
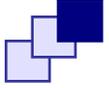
**Riflessioni**

# 1. Avere un piano strategico

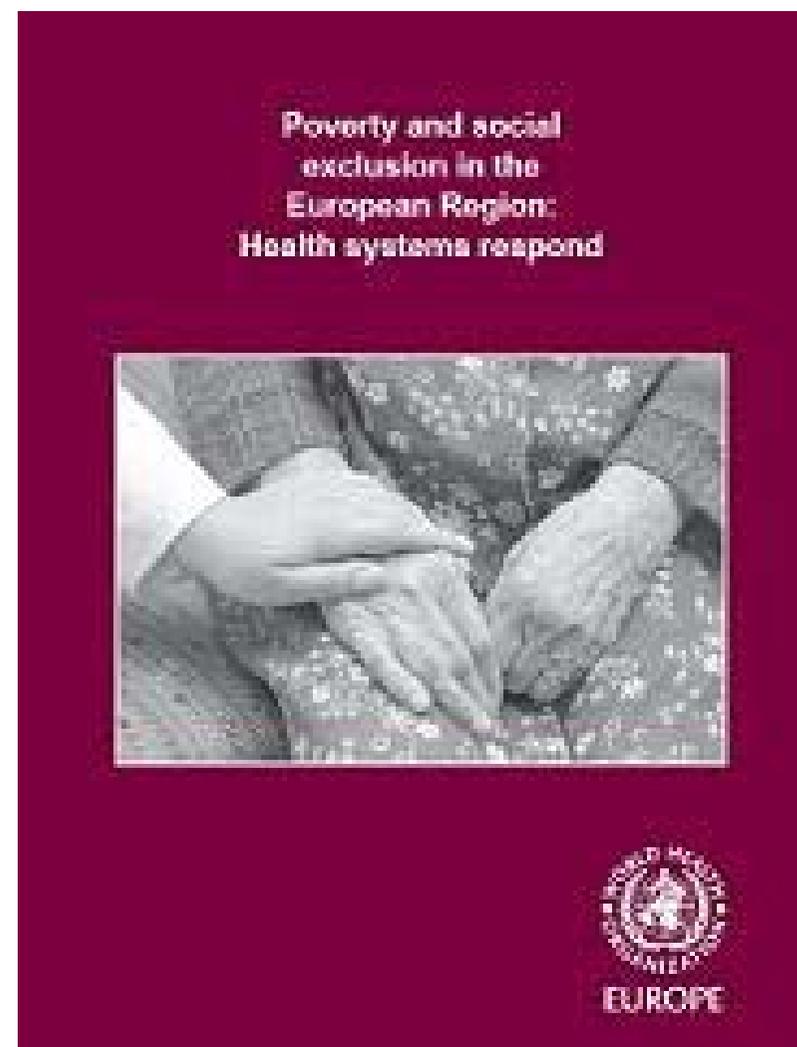
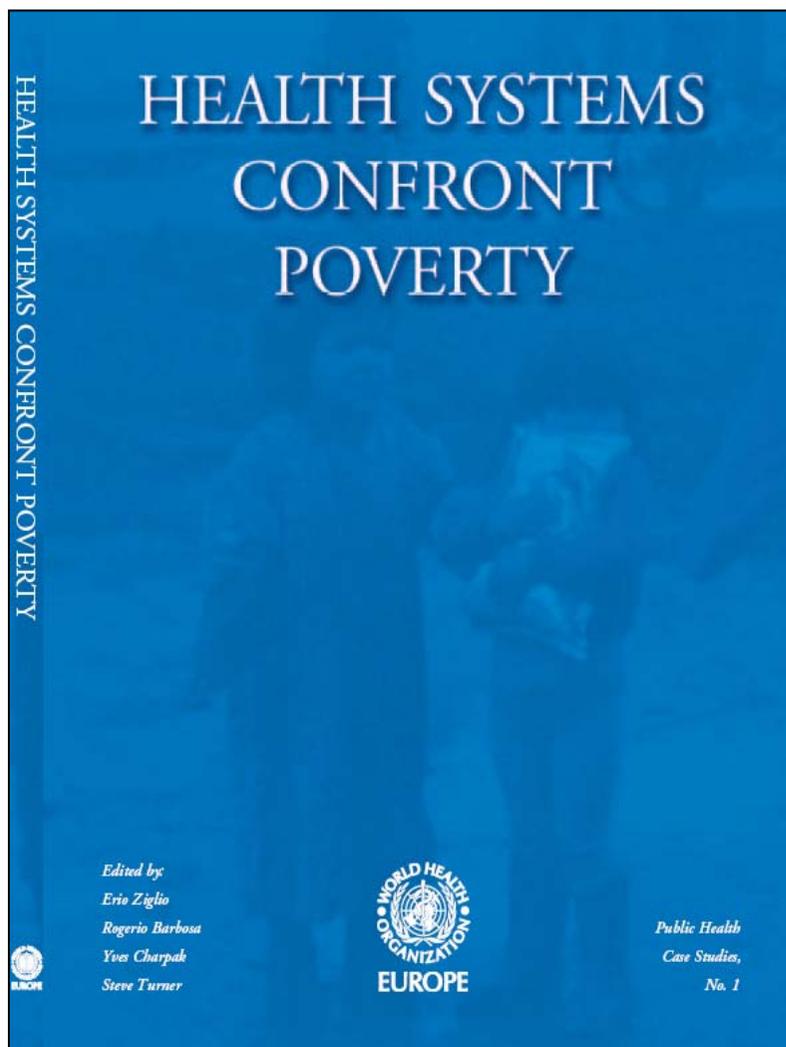


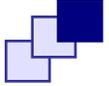
- **Dove si produce salute?**
- **Che strategie di investimento producono il miglior guadagno di salute nella popolazione?**
- **Quali strategie contribuiscono a ridurre le iniquità di stato di salute e danno valore aggiunto allo sviluppo locale, regionale, nazionale?**
- **Come rafforzare i sistemi socio-sanitari per affrontare tali domande?**

## 2. Sviluppare un sistema bilanciato



### 3. Rafforzare i sistemi socio-sanitari per affrontare crescenti vulnerabilità





## 4. Approccio Life-cycle (ciclo di vita)

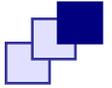
Piacere di conoscervi....



Carlo Elena  
Mario Rebecca  
Sergej Tatjana



Mark Maria  
Antonio Victoria  
Anatoly Margareta



# Vulnerabilità “ereditate” e percorsi di vita



Carlo, Mario, Sergej  
Elena, Rebecca, Tatjana



Baby

Età di 10

Età di 20

Età di 45

Età di 60



Mark, Antonio, Anatoly  
Maria, Victoria, Margareta



Baby

Età di 10

Età di 20

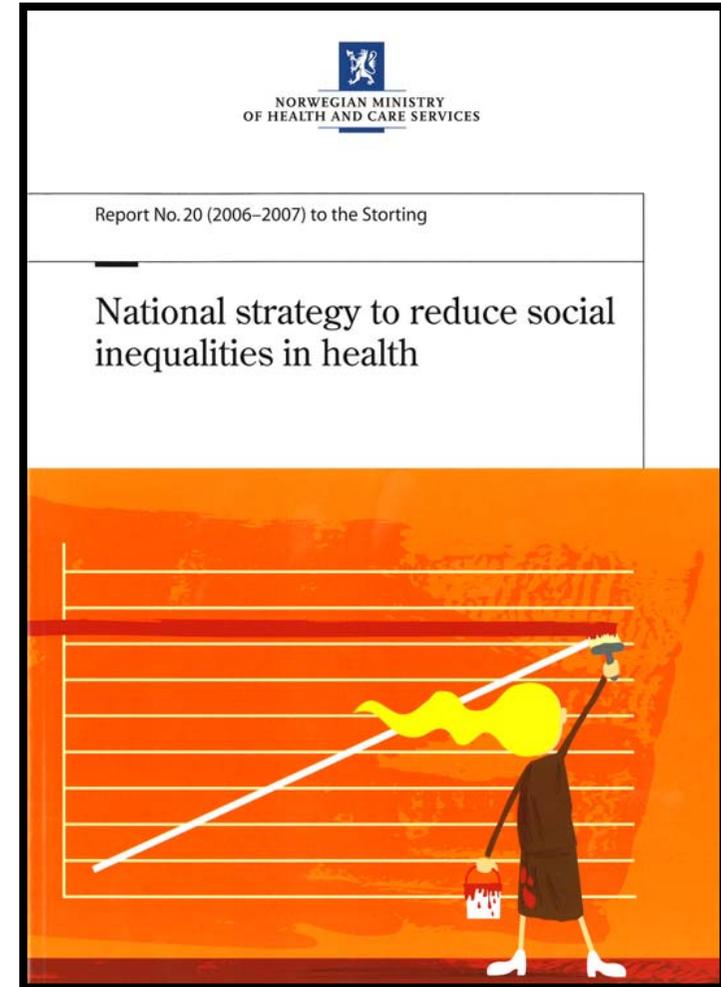
Età di 45

Età di 60

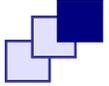
# Norvegia: Equità in Tutte le Politiche per la Salute

## Obiettivo:

Ridurre le inequità di stato di salute attraverso azioni intersettoriali



Source : [http://www.regjeringen.no/pages/1975150/PDFS/STM200620070020000EN\\_PDFS.pdf](http://www.regjeringen.no/pages/1975150/PDFS/STM200620070020000EN_PDFS.pdf).



## 5. Coerenza in tutti i settori

Decrease differential exposure



Decrease differential vulnerability



Decrease differential access



Decrease differential consequences

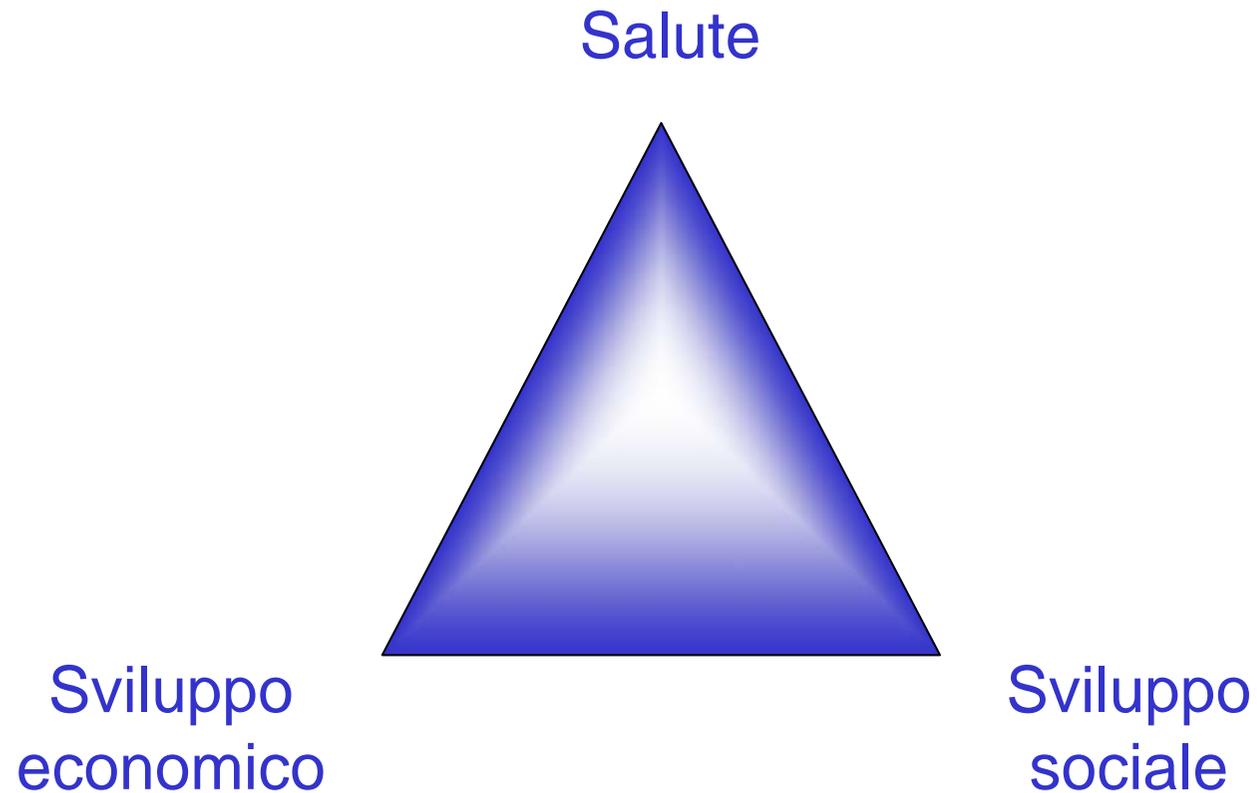
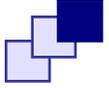
Increase health "Assets"



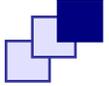
# Salute in Tutte le Politiche



## 6. Riposizionare la salute come elemento chiave nelle strategie di sviluppo

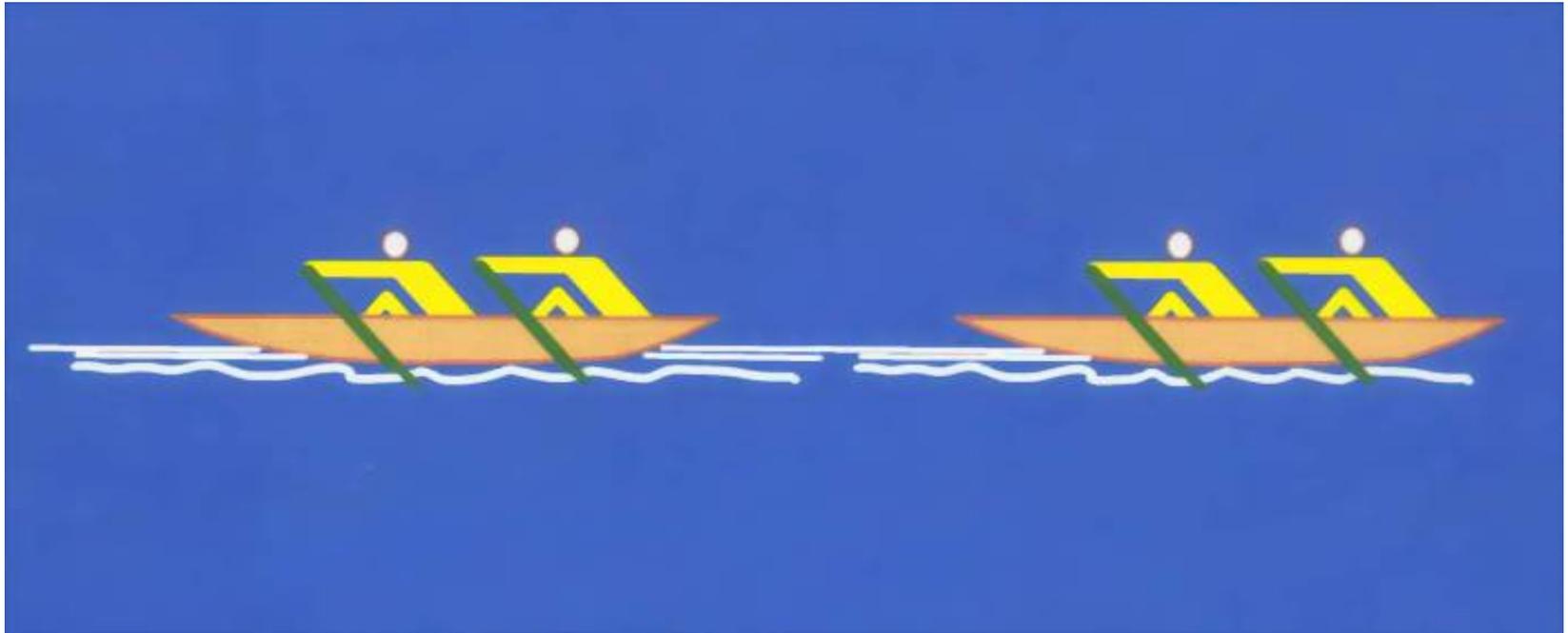
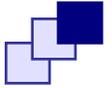


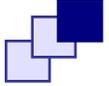
# Scozia



- Greener = + Verde
- Wealthier = + Ricca
- Fairer = + Giusta
- Smarter = + Intelligente
- Healthier = + Sana

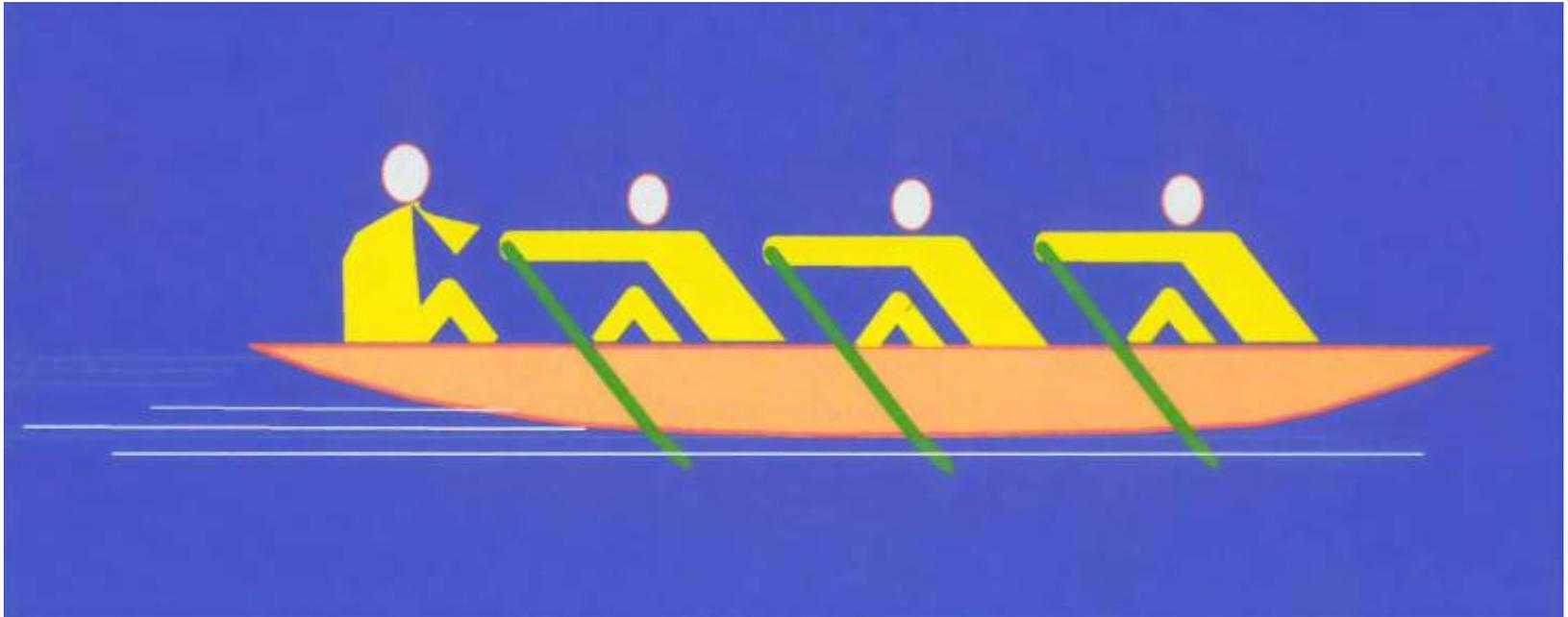
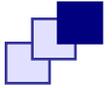
Per programma scuola e ristorazione si veda: <http://www.scotland.gov.uk/Publications/2003/02/16273/17566>

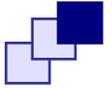


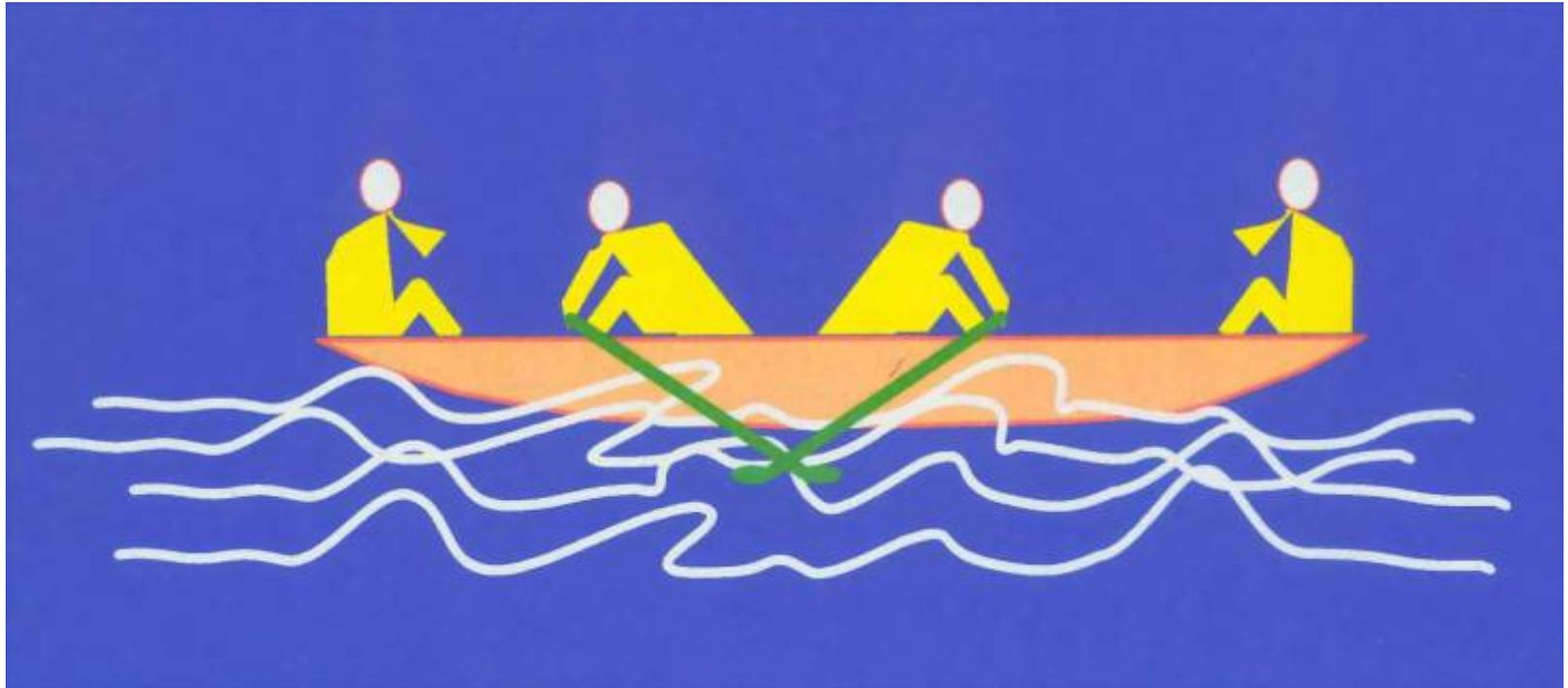
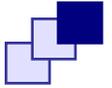


## Cambiare il comportamento settoriale....

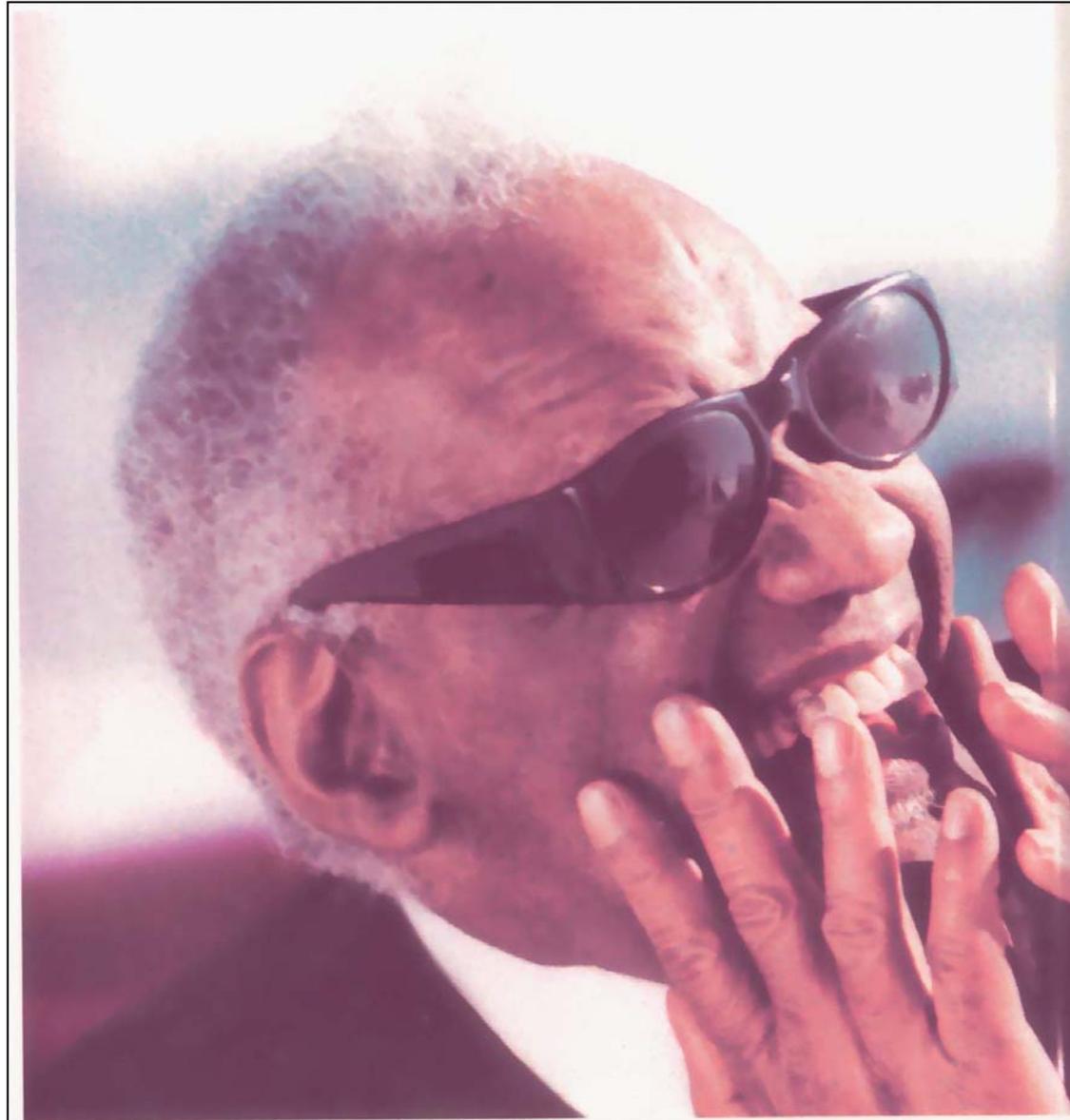
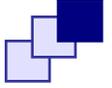
- **Fondi comuni**
- **Risorse umane co-finanziate**
- **Budget integrati**





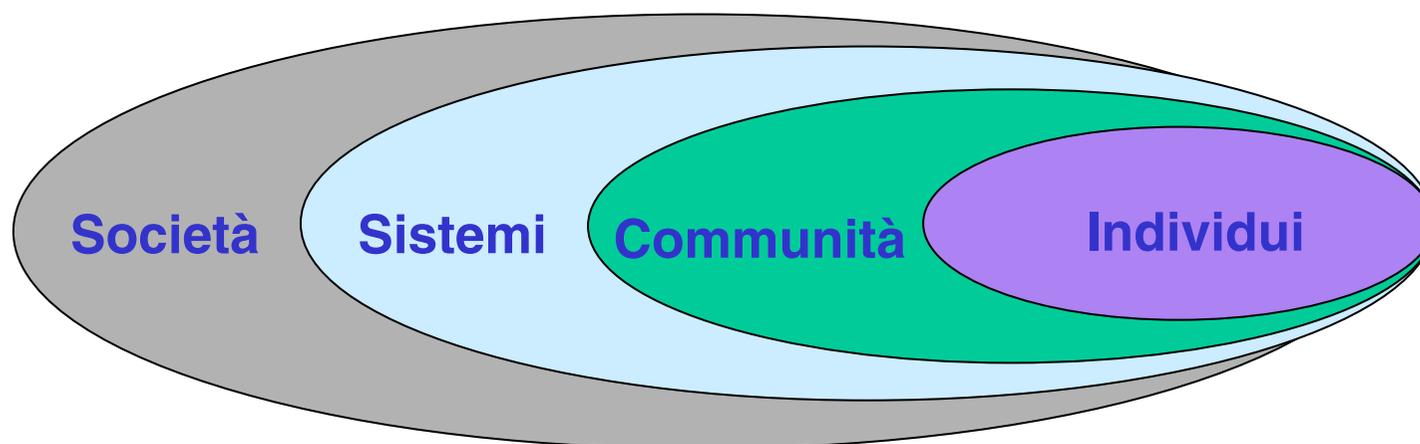


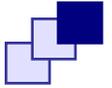
## 7. "Assets", risorse salutogeniche – Questa storia insegna...





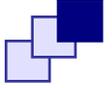
# Assets hanno differenti impatti





# Irlanda: The Island of Memories...

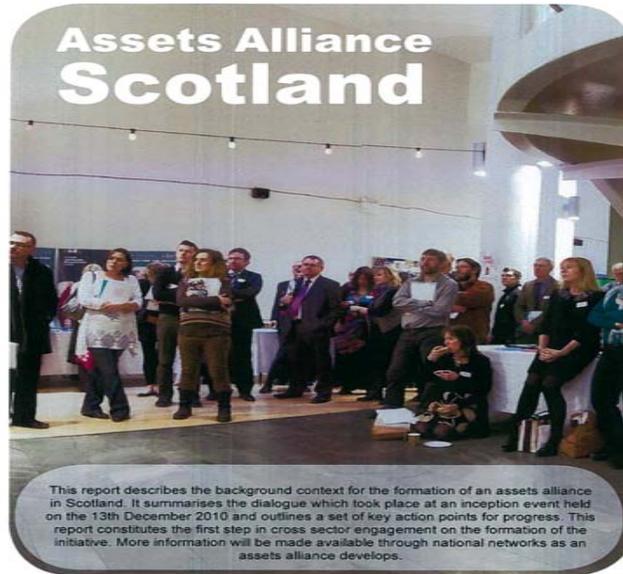
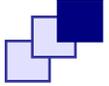




# Cipro: The Island for All Seasons

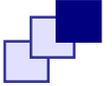


# Creare un'alleanza sugli Assets locali



- Creare un senso di appartenenza a livello locale
- Una piattaforma per condividere assets locali, individuare strategie per massimizzarli ed influenzare agenda locale e nazionale
- Promuovere ricerca ed innovazione su approcci basati sugli assets

# Trentino: Una comunità sostenibile





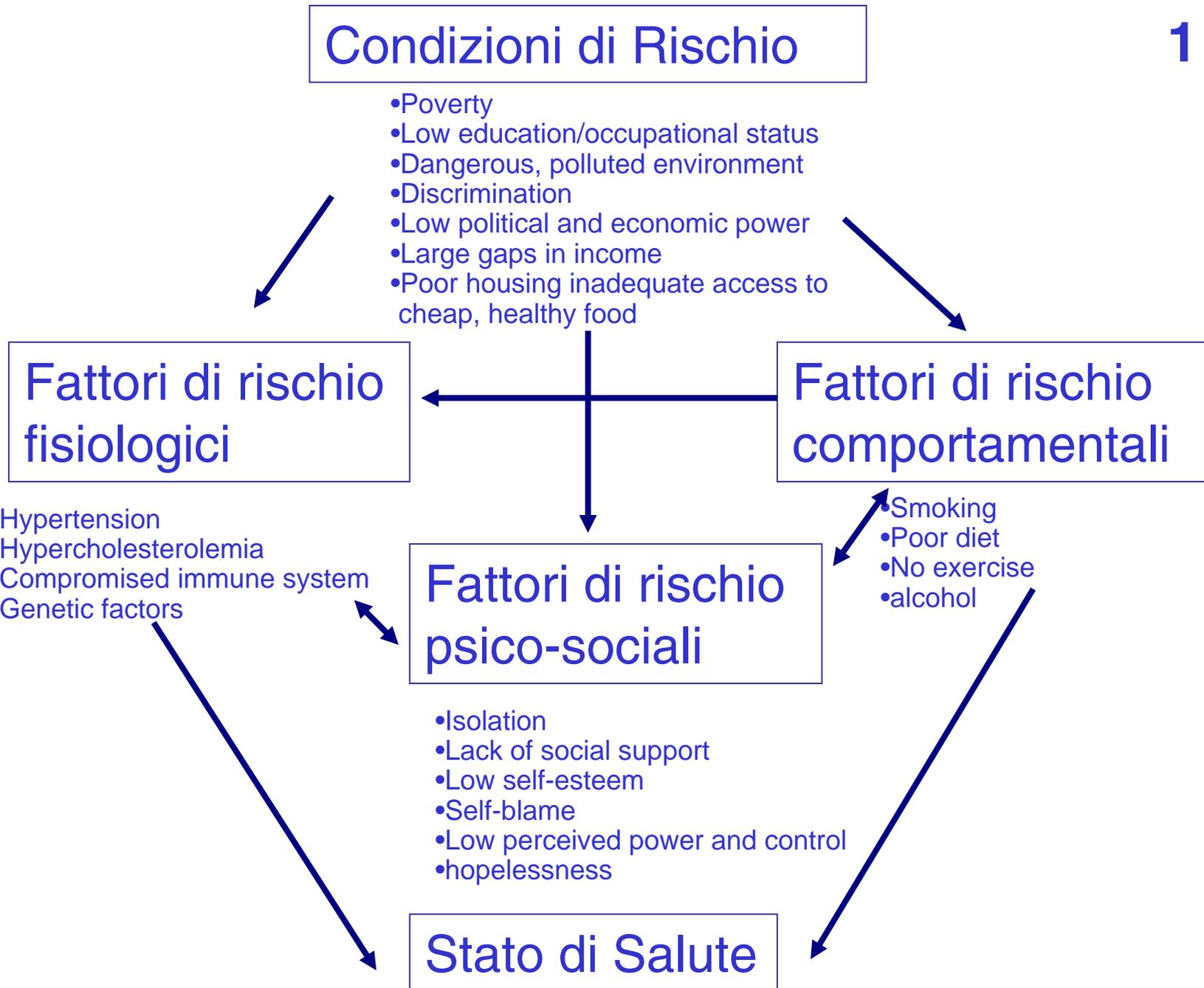
# La promozione della salute in Trentino – numeri, attività, prospettive

*Trento, 10 dicembre 2012*

## Riflessioni conclusive

**Dr Erio Ziglio**

Ufficio Europeo per gli Investimenti per la Salute e lo Sviluppo  
Organizzazione Mondiale della Sanità  
Regione Europea



## Gestire “sistemi” e non interventi separati



## Aaron Antonovsky 1923-1994



**Sviluppo locale/nazionale**

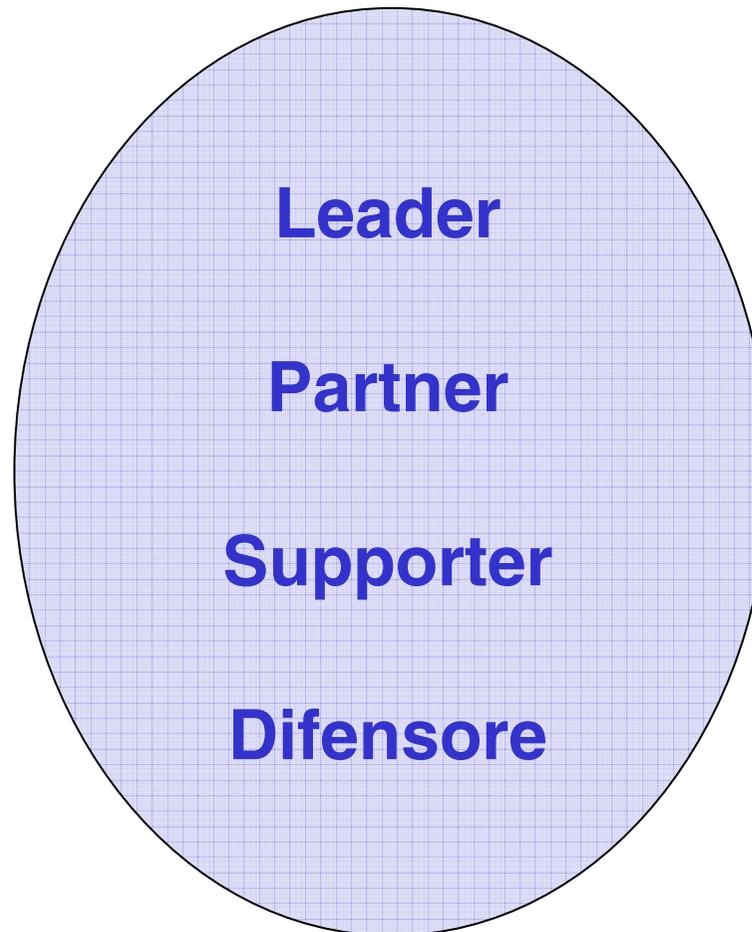
**Rigenerazione economica**

**Capacità e Impiego**

**Infrastrutture**

**Immagine**

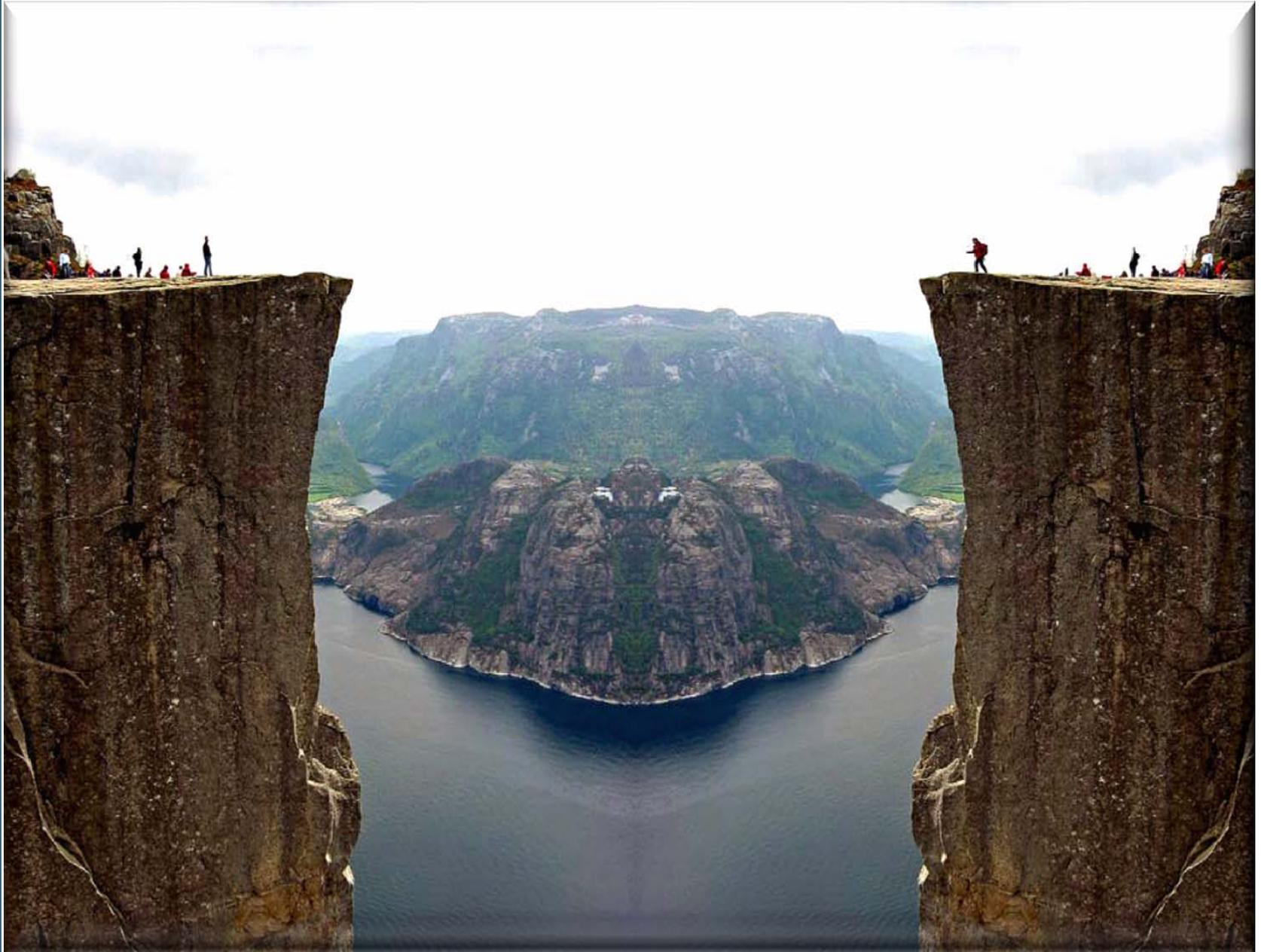
## Ruolo settore salute (Ministero, Assessorato, Servizi)



Source: Adapted model from Diderichsen (2002) and from Morgan, Davis & Ziglio 2010

# Congiungere mondi differenti....

5



## Stiamo percorrendo una strada nuova...

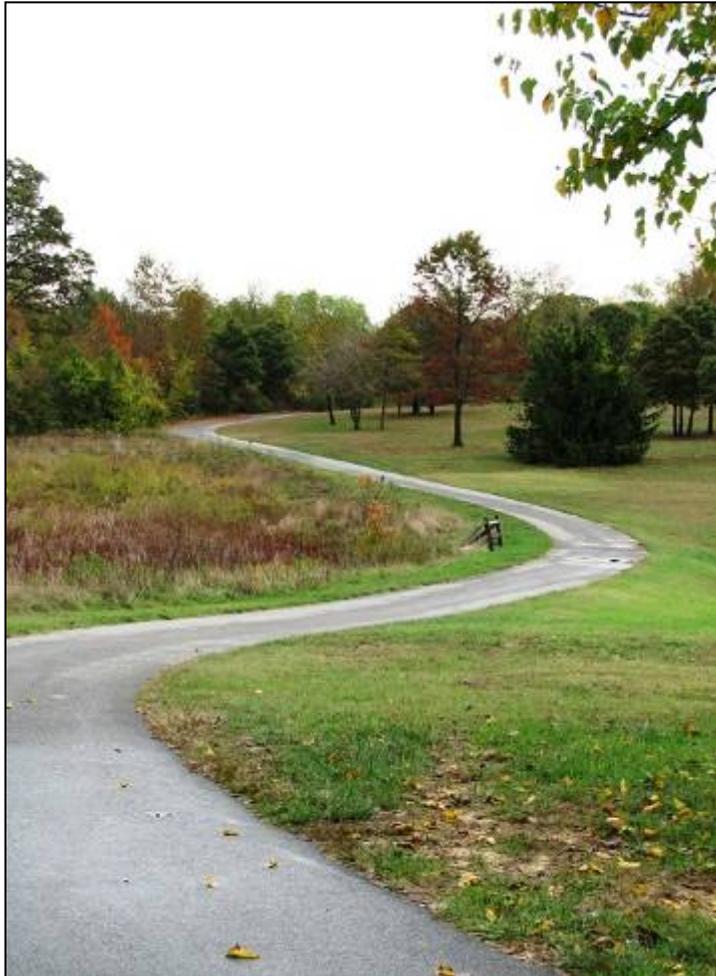




Photo : L. Donaldson, discours au personnel de l'OMS, 2008

## Informazioni sul nostro lavoro

- To learn more about our work:  
[www.euro.who.int/socialdeterminants](http://www.euro.who.int/socialdeterminants)
- To contact us: [info@ihd.euro.who.int](mailto:info@ihd.euro.who.int)