

# THE 19th IUHPE WORLD CONFERENCE Vancouver, June 10-15, 2007

## BUILDING HEALTHY PUBLIC POLICY

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# Health Promotion and Healthy Public Policies

- The development of healthy public policies is the essence of health promotion
- Why? Because it is mainly through public policies that social determinants of health are addressed and equity is promoted

# Healthy public policies

The idea of a healthy public policy can only be understood through a *new concept of health* and a *new concept of State and public policy*

# New concept of health (1)

- Affirmative perspective
- Identified with the well-being and the quality of life, and not only with the absence of disease
- It is the result of a complexity of factors including biological, social, economical and cultural components. The interaction between these factors defines the health standard at each moment and at each place



## New concept of health (2)

- Health is not a static, biologically-defined state. It is dynamic and socially produced.
- Health interventions seek not only to decrease the risk of disease, but also to increase the chances of health and life, which implies in multi- and inter-sectorial interventions addressing the so-called determinants of health/disease
- That is the essence of *healthy public policies*

# New concept of State (1)

The '*new concept of State*' underlying healthy public policies reestablishes the centrality of the public aspect and the social responsibility of the State - that is, its obligation with the public interest and the common good

# New concept of State (2)

- Institutional design to overcome deficits in:
  - Efficiency/effectiveness – ability to do what has to be done; and
  - Representativeness/sensibility – ability to define what has to be done according to the interests and the needs of the society

## New concept of State (3)

In the 1990's, many decentralized citizen participation practices emerged: the volunteer movement; the social accountability awareness of companies, organizations and people; and the social networks dedicated to promoting development



# New concept of State (4)

- In this new concept, public policies are not exclusive initiatives of the State
- Initiatives are developed and agreed upon on participatory forums that express the diversity of social interests and needs
- New and more adequate distribution of rights and responsibilities between State and society

# Healthy public policies in Brazil

- National level:
  - Bolsa Familia (Family Stipend Program)
  - Family Health Program
  - National Commission on Social Determinants of Health
- Local level:
  - Integrated and Sustainable Local Development of Manguinhos

# Bolsa Família (1)

- Fight against extreme poverty
- Direct income transfer
- Poor families (monthly income < USD 60 per person)
- Pact between Federal, State and Municipal Governments
- Decision-making: Advisory Board on the municipal level
- Bank card given to the woman

# Bolsa Familia (2)

- Keep children and adolescents in school with a good performance
- Basic health responsibilities:
  - Vaccinate children between 0 and 6 years of age
  - Prenatal agenda for pregnant women
  - Follow up program for women that are still breastfeeding



# Bolsa Familia (3)

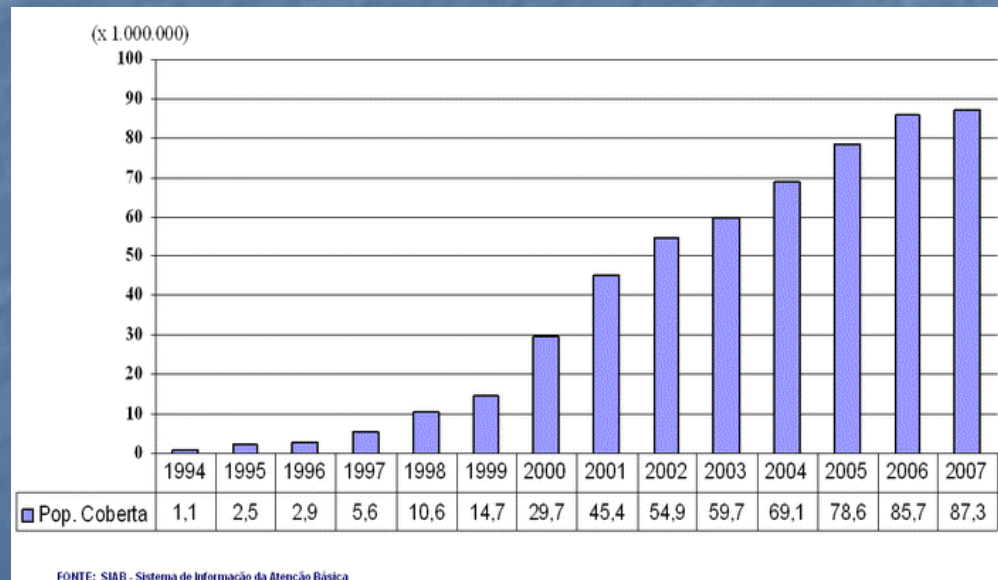
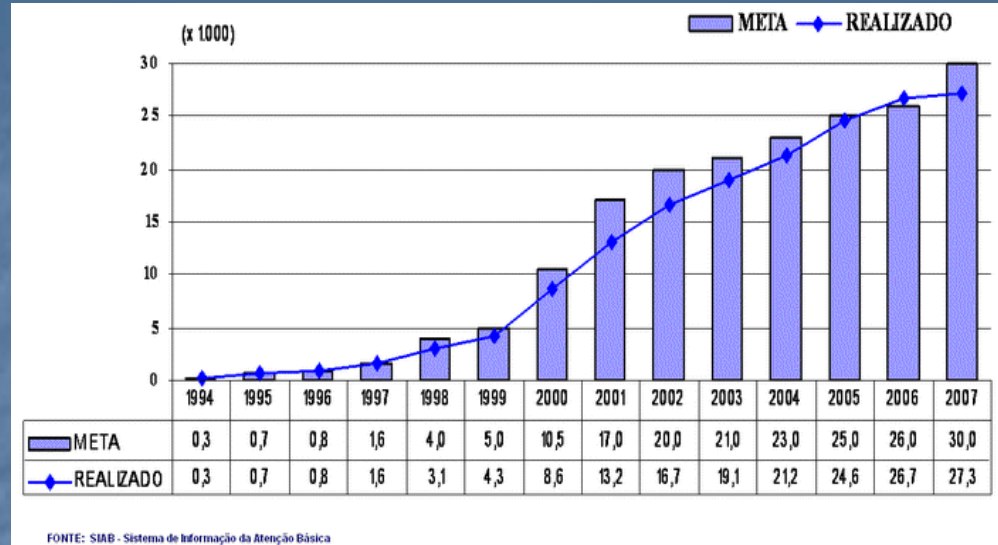
- 5.564 municipalities
- Yearly investments of 4.4 billion dollars
- 11.1 million families
- 45 million people
- One of the largest income transfer programs of Latin America
- Impact on health and quality of life

# Family Health Program (1)

- Primary health care in the Unified Health System
- Family health teams (FHT): doctor, nurse, nursing assistant and community agents
- One FHT responsible for 600-900 families
- Health promotion, disease prevention and basic assistance to the most common health problems; reference and counter-reference
- Institutional and homes visits
- Health surveillance and intersectoriality

# Family Health Program (2)

- 26.000 teams
- More than 5.000 municipalities
- 80 million people covered
- Around 320.000 health workers;  
250.000 community health agents



# National Commission on Social Determinants of Health

- Presidential initiative, March 2006
- Understanding social determinants, promoting governmental actions and mobilizing the community
- Interministerial Workgroup
- Dissemination of the discussion to the society
- Investments in Research



# National Commission on Social Determinants of Health

- Final report with many recommendations for actions to address SDHs
- Public consultations
- Commitment of the Government to implement the recommendations intersectorially



# DLIS & Healthy Cities, Municipalities or Communities

- Although initiatives are developed and agreed upon nationally or regionally, public policies actually materialize locally
- In Brazil, these policies materialize in DLIS (Integrated Sustainable Local Development) programs and in the healthy cities / municipalities / communities
- Several experiences presented in this Conference

# DLIS Manguinhos (1)

- Manguinhos favela, Rio de Janeiro, 50 thousand people
- One of the lowest Human Development Indexes of the city
- Other social and health indexes among the worst in the city
- High levels of social vulnerability and violence





CORREIOS

EMBRATEL

ENSP

MANDELA DE PEDRA

P. CARLOS CHAGAS

SAMORA MACHEL

NELSON MANDELA

FIOCRUZ

REFINARIA DE MANGUINHOS

RIO JACARÉ

CANAL DO CUNHA

RIO FARIA / TIMBÓ





VILA UNIAO e  
CONJ. EX-COMBATENTES

CHP-2

VILA TURISMO

P. JOÃO GOULART

ESTAÇÃO DO METRÔ

ESCOLA NACIONAL DE SAÚDE PÚBLICA

AV. SUBURBANA

AV. LEOPOLDO BULHÕES





AV. LEOPOLDO BULHÕES

AV. NOVO RIO

7





## 1991

- OBRAS - RECONSTRUÇÃO RIO
- CANALIZAÇÃO DOS RIOS
- FARIA / TIMBÓ E
- CANAL DO CUNHA,
- IMPLANTAÇÃO DE 444 LOTES E
- HABITAÇÕES



## 1999 - SITUAÇÃO HOJE

- COMUNIDADES:
- SAMORA MACHEL,
- NELSON MANDELA E
- MANDELA DE PEDRA
- EMPRESAS:
- FIOCRUZ,
- EMBRATEL
- CORREIOS, E
- REFINARIA DE MANGUINHOS

# DLIS Manguinhos (2)

- Local development forum that gathers the most important social actors in the area
- Rapid participatory assessment
- Integrated set of actions in the following fields:
  - Work and income generation
  - Health, food and nutrition
  - Sanitation and housing
  - Social development: education, sports and other public policies



# DLIS Manguinhos (3)

- Generating work and income: work cooperativism
- Health, food and nutrition: PHC
- Sanitation and housing: cooperative for construction material with lower prices for the population; popular coop for housing
- Social development: education, sports and other public policies

# Next steps

- Project Intersectoral Action for Health
- Network of six Brazilian experiences:
  - Northeast region: Sobral and Recife
  - Southeast region: Rio de Janeiro and Campinas
  - Center West region: Goiania
  - South region: Curitiba
- Canadian partners: CIDA and CPHA