

Northern Dimension
Partnership in Public Health
and Social Well-being

Raising the Profile of Health and Social Well-being (NDPHS position paper)

**NDPHS 8th Partnership Annual Conference
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The aim of the position paper

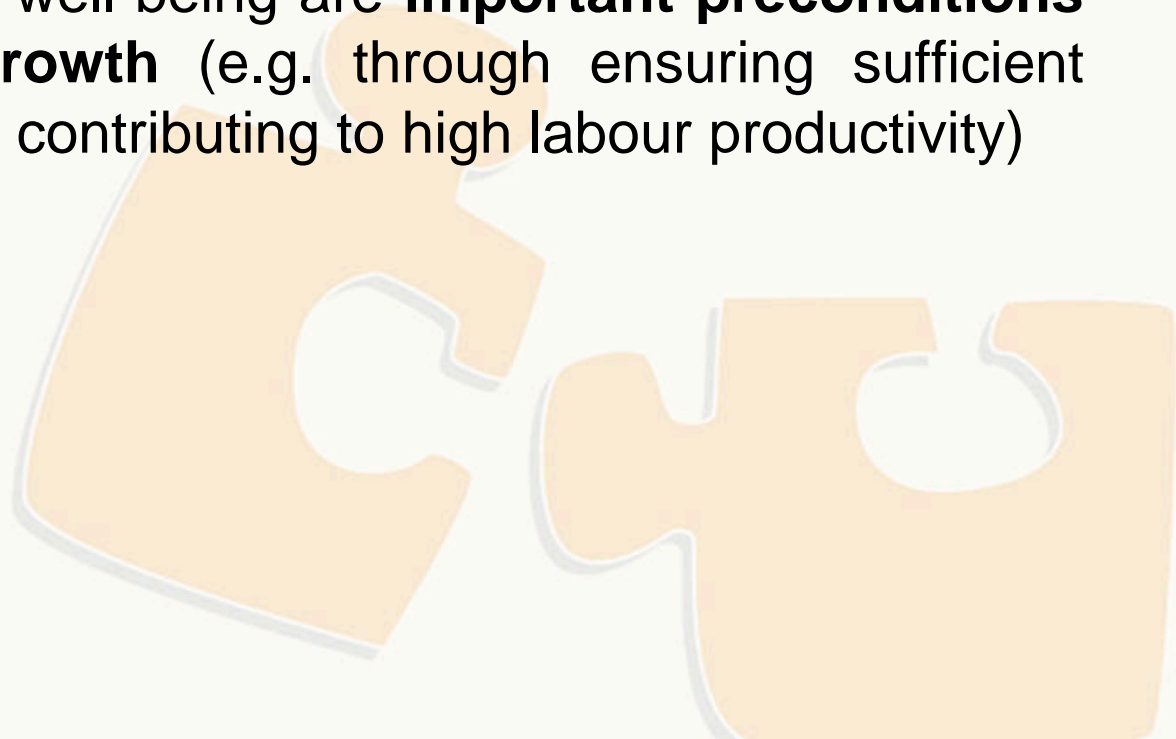
-  **Visible exposure of health and social well-being** among the priorities in the European programmes that will be implemented in the ND area in 2014-2020
-  **Cohesion** between the European programmes and the EU Strategy for the Baltic Sea Region





Health and social well-being in a broader perspective

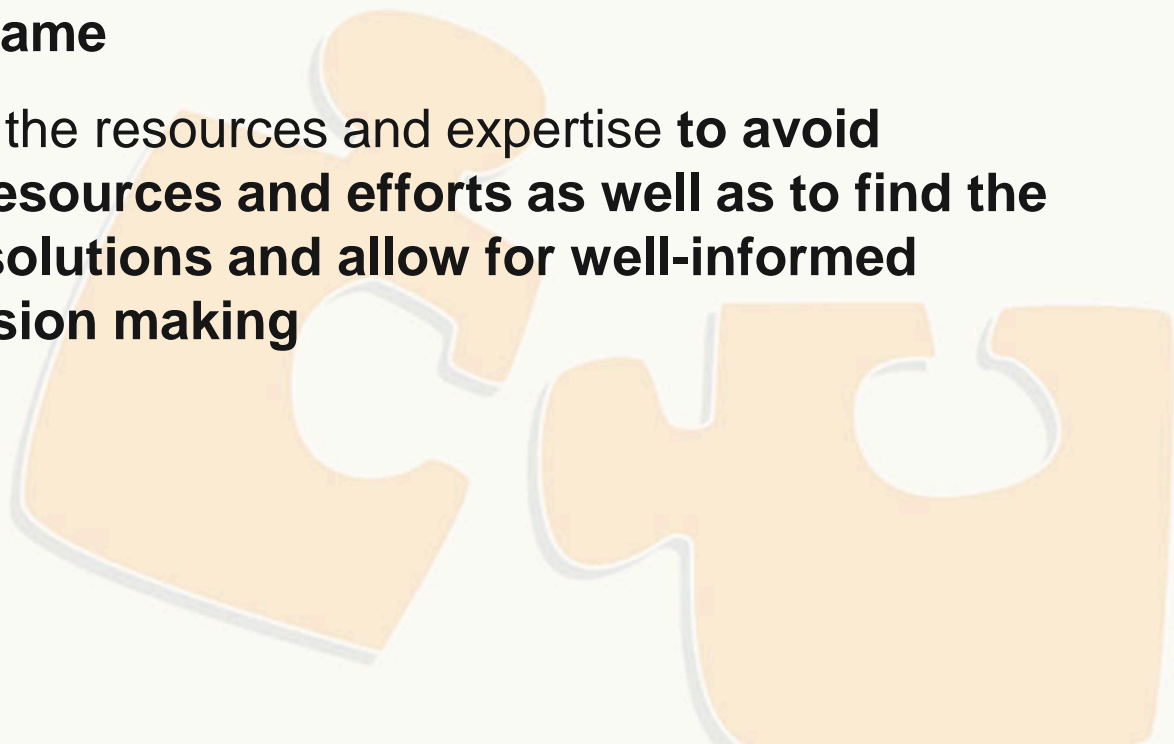
- Investing in health and social well-being today helps **avoid escalation of costs tomorrow**
- Health and social well-being are **important preconditions for economic growth** (e.g. through ensuring sufficient labour supply and contributing to high labour productivity)





Common response to common challenges through joint efforts

-  **Transnational cooperation in health and social well-being is advantageous and essential**
 - (i) Main social well-being and health related challenges in the region are the same**
 - (ii) We need to pool the resources and expertise to avoid duplication of resources and efforts as well as to find the most effective solutions and allow for well-informed policy and decision making**







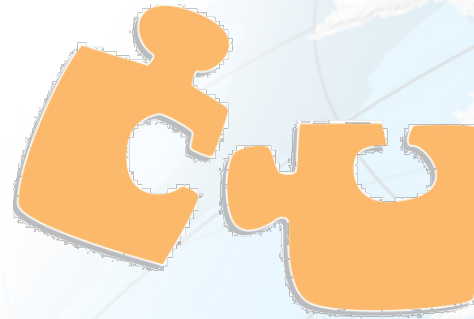
Alignment of funding with political decisions setting priorities

- ❏ Alignment of European programmes with politically sanctioned action plans will help avoid fragmentation of efforts and achieve greater impact**
- ❏ Strategic cooperation and coordination in the development and implementation of programmes is essential**
 - (i) Involve the key stakeholders in the programming of the forthcoming European programmes**
 - (ii) Engage the EUSBSR PACs in the development of the respective forthcoming European programmes' priorities**



Advocating for the change

-  **We need to take actions to spread and promote among relevant stakeholders, both nationally and internationally, the ideas and messages contained in the position paper**
-  **Programming committees that will discuss future funding programmes will be an important target group. The CSR has agreed to propose to the programming committee for the successor programme of the BSR Programme 2007-2012 that these two bodies would hold a joint session in early 2012**



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Thank you for your attention

