

**Partnership Annual Conference (PAC)
Twelfth Conference
Sopot, Poland
28 October 2016**

Reference	PAC 12/6.1/Info 2
Title	NDPHS event at the 7 th EUSBSR Annual Forum – progress in preparations so far and further steps
Submitted by	Secretariat
Summary / Note	This document provides information on the actions taken in the preparation of the NDPHS event to be held on 8 November 2016 as part of the 7 th EUSBSR Annual Forum. Both actions taken since the CSR 26 in April 2016 as well as those planned to be taken until the event have been presented. The information provided herein is <u>as of 06 October 2016</u> .
Requested action	For information

1. Background

During its 26th meeting, with reference to document CSR 26/8.1/1, the CSR considered the Secretariat's proposal to hold an NDPHS event during the 7th Annual Forum of the EU Strategy for the Baltic Sea Region (EUSBSR) scheduled for 8-9 November 2016. The Secretariat proposed that the thematic focus of the seminar would be on the key conclusions of the study and report that the CSR had agreed would be commissioned by the NDPHS Secretariat¹, as well as on the economic challenges and opportunities for eHealth in the Baltic Sea Region. One important aim of the seminar would be to further raise the profile of health on the regional agenda by showing the interdependence of health and economy / wealth of societies, taking at the same time advantage of the fact that there will be a large diversity of participants coming from all BSR countries at the Strategy Forum, some of whom do not work in the health area.

During the said meeting, the CSR approved the Secretariat's above-named proposal and agreed that an *ad hoc* group be established under the Swedish chairmanship, consisting of all interested Expert Group, country and external stakeholder representatives. It tasked the group and the Secretariat to prepare an application for submission to the Strategy Forum organizers with view to receiving their invitation for the NDPHS to hold its proposed event.

¹ Through a written procedure held in early February 2016, the CSR had agreed that the topic of the study and report would be: economic dimensions of health and social care.

2. Brief information about the 7th EUSBSR Annual Forum

The 7th Annual Forum will be held in Stockholm, Sweden, be hosted by Sweden together with the Nordic Council of Ministers and organized in close cooperation with the European Commission. Its overall thematic focus will be the future of the Baltic Sea Region and a desired vision for 2030. The Strategy Forum will be used to discuss how the EUSBSR can or should contribute to a desired development within its three objectives: Save the Sea, Connect the Region and Increase Prosperity (NB. The Policy Area Health led by the NDPHS “belongs” to the last one). The event will comprise plenary sessions featuring high-level speakers, seminars, workshops and hot chairs (altogether no less than 43 of “sub-events”), and is supposed to attract approx. 800 participants.

The updated program of the event can be found at the Forum webpage at: <http://www.strategyforum2016.eu/programme/conference-programme-33028536>.

3. NDPHS event during the 7th Annual Strategy Forum

3.1 Actions taken since the CSR 26 meeting

Based on the inputs from the two speakers proposed by the NDPHS Secretariat (i.e. Dr. Björn Ekman of Sweden and Prof. Dr. Roland Trill of Germany) and following the guidelines received from the Strategy Forum organizers, the Secretariat developed a draft application¹ and submitted it to the *ad hoc* working group members² for review and comments. Upon the receipt of comments from the group’s Chair (Mr. Göran Carlsson), the Secretariat finalized the application and submitted it to the Strategy Forum organizers.

On 12 July 2016, the Secretariat sent a communication to the CSR members informing them that the NDPHS application (attached to the communication) had been accepted by the organizers from among many applications submitted by the EUSBSR Policy Area Coordinators, Horizontal Action Coordinators and other BSR stakeholders. The NDPHS application to hold the event has been selected by the Annual Forum Programming Committee from among many competing proposals.

On 25 August 2016, the Secretariat contracted Dr. Björn Ekman to run the earlier-named study and write a report on economic dimensions of health and social care. The draft, which had received on 23 September 2016, was forwarded to the CSR members and the Expert Groups for comments. Comments received were subsequently forwarded to the Consultant for him to take them into account when revising the draft report.

¹ In spite of ambitious attempts by representatives from the HIV, TB & AI EG and the PHC EG, it was not possible for the EGs to produce a joint, high quality contribution. The EG representatives hence decided to abstain from co-organizing the NDPHS event.

² The *ad hoc* group was made out of representatives of Sweden (the Chair of the group), Norway and Russia.



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On the same day, during the EG Chairs and ITAs meeting, the Secretariat introduced the scope of the event and encouraged that the Expert Groups and the actors they cooperate with take part in the Forum, including the NDPHS seminar. Further, it invited the Expert Groups to delegate their experts to actively take part in discussions and make short statements during the seminar. To that end, it offered to reimburse travel and accommodation costs for 3 - 4 persons, who could actively participate in and contribute to the seminar.¹

To ensure that there would be 3 – 4 “active participants” found on time and attracted to the seminar, the Secretariat initiated parallel efforts on its own, too.

In order to involve a larger number of participants as well as to increase the visibility of the topic, the Secretariat announced the information about the Forum and the NDPHS seminar on the NDPHS website's front page. Further, it also published an article about the event in the September issue of the Northern Dimension Newsflash.² Finally, personal invitations were sent out by email to a wide range of individuals and interest groups in the region.

3.2 Purpose and scope of the NDPHS Seminar

The seminar specifically aims to raise awareness of its participants about the economic case for investing in health promotion and disease prevention as well as the economic challenges and opportunities for eHealth in the Baltic Sea Region. It will be organized by the NDPHS Secretariat in partnership with the eHealth for Regions Network (which, *nota bene*, is one of the NDPHS Associated Expert Groups) and be moderated by the Secretariat's Director.

Questions that the earlier-named speakers will address in their presentations will include, but not be limited to the following:

- Will future economies be able to support people's longer, healthier and equally comfortable lives?
- How will people and systems adapt to the new realities that will bring new challenges but also new opportunities?

The workshop speakers will review the current situation and discuss possible developments in the coming years up to 2030 and beyond. A dynamic discussion involving the audience is foreseen on what steps can possibly be taken to ensure situation will at least not worsen in the future.

Further information is provided in the Annex.

¹ See document EG Chairs and ITAs 21/4.2/Info 1 (available at http://www.ndphs.org/?download,9585,EG_Chairs_and_ITAs_21-4.2-Info_1_NDPHS_event_at_EUSBSR_Annual_Forum.pdf).

² See the first news at <http://www.anpdm.com/newsletterweb/44405E407440435F4475424759/414551437743405B46704142584271> and <http://www.northerndimension.info/news/nd-newsflash/nd-newsflash-no-3-2016-september> and <http://www.northerndimension.info/news/nd-newsflash/nd-newsflash-no-3-2016-september/634-northern-dimension-events-at-eusbsr-strategy-forum>.



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4. Involvement of the NDPHS Partners

The Secretariat hopes for and encourages an active participation of representative of the NDPHS Partners (including the Expert Group representatives) and other stakeholders in the Annual Forum and the NDPHS event.

To be able to attend the NDPHS event, **one needs to register for the EUSBSR Annual Forum as soon as possible (the number of places is limited and every year there are many people who do not manage to get a seat). The registration for the Forum (and the 18th Baltic Development Forum Summit) is open at <http://www.strategyforum2016.eu/practical-information/registration-31743586> (as of 06 October 2016).**



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Description of the NDPHS Seminar

(Based on excerpts from the information submitted to the organizers)

Heading for webpage

Where are we heading – wealthier and healthier in the years to come or just the opposite?

Link to the EUSBSR

- *"Health" is one of the policy areas included in the EUSBSR and its Action Plan.*
- *The Northern Dimension Partnership in Public Health and Social Well-being (NDPHS) is the "Health" Policy Area Coordinator.*
- *The eHealth for Regions Network (eH4R) is an Associated Expert Group within NDPHS.*

Partners, speakers and moderator

Partner: eHealth for Regions Network

Speakers:

- *Björn Ekman, PhD, Lund University, Sweden*
- *Prof. Dr. Roland Trill, eHealth for Regions Network*

Moderator:

- *Marek Maciejowski*

Time and venue (based on the agenda, version: August 19th 2016)

8 November 2016

16:30-17:30

Arkaden

Medium 80

Description

Health is the most important asset in our lives, but people forget about strong relationship between health and economy. Can economies sustain our growing expectations? Come, learn and discuss what the chances are you will be healthier and wealthier in the decades to come, and how eHealth can help.



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Elaboration

Population health has a significant effect on prosperity of our nations and vice versa. Although confronted with various challenges during last few decades, by and large our societies have been doing well and now we are healthier and wealthier than in the past. Will, however, this positive trend continue given the new challenges we are and will be faced with? Each of us wants to live a long, healthy and prosperous life – for example, people's expectations of better health care continue to grow. But we tend to forget how much can change in the coming decades, and how big impact what is happening these days will have on our future lives.

Pressures on the economies in our countries are growing due to the demographic change – population aging raises some formidable and fundamental challenges. How future economies can possibly support people's longer, healthier and equally comfortable lives? How will people and systems adapt to the new realities that will bring new challenges but also new opportunities? Will fewer working-age people be able to support a growing number of retirees? Higher efficiency as well as cost-effective, smart solutions are a must, not least in the provision of health care. Increasing the application as well as further development of eHealth services is one promising approach but it will require further increased health literacy.

The organisers aim at holding a dynamic event filled out with both interesting, down-to-earth presentations as well as lively, moderated discussions between the keynote speakers and the audience. Our renowned speakers will review the current situation with regard to the above aspects as well as outline possible developments in the coming years up to 2030 and beyond.

Participants are welcome coming from various sectors and having various professional backgrounds – both professionals engaged in the implementation of the EUSBSR as well as ordinary citizens will be able to learn and discuss issues close to one's heart: health, prosperity and their mutual relationship.

This is your great chance to learn and discuss where are we heading – wealthier and healthier in the years to come or just the opposite.



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