

Project idea «Economical justification of investments in prevention of NCDs in Baltic Sea Region»

Kontsevaya Anna

National research center for preventive medicine

Head of research laboratory

Moscow, 28 April 2017

- High demand in such studies from the international organizations (WHO/UNDP) for advocacy purposes
- There is substantial discussions on the methodology issues, and the absence of the unified methodology using rather simple data (without need to make advanced study) which allows to obtain strong arguments for policy makers for investments in prevention

Studies performed on the issue of economic aspects of prevention in Baltic region in the framework of Northern dimension

- «Economic Dimensions of Health and Social Care», performed by Bjorn Ekman in the format of literature review
- Analysis of PYLL and associated GDP losses in Baltic region countries

Studies performed on the economic burden of NCDs and its risk factors in Baltic region

- Economic burden of 12 risk factors in Denmark
- Economic burden of cardiovascular diseases in Russian Federation
- Economic burden of smoking in Russian
- Economic burden of smoking in Estonia
- Economic burden of mental health problems in Sweden

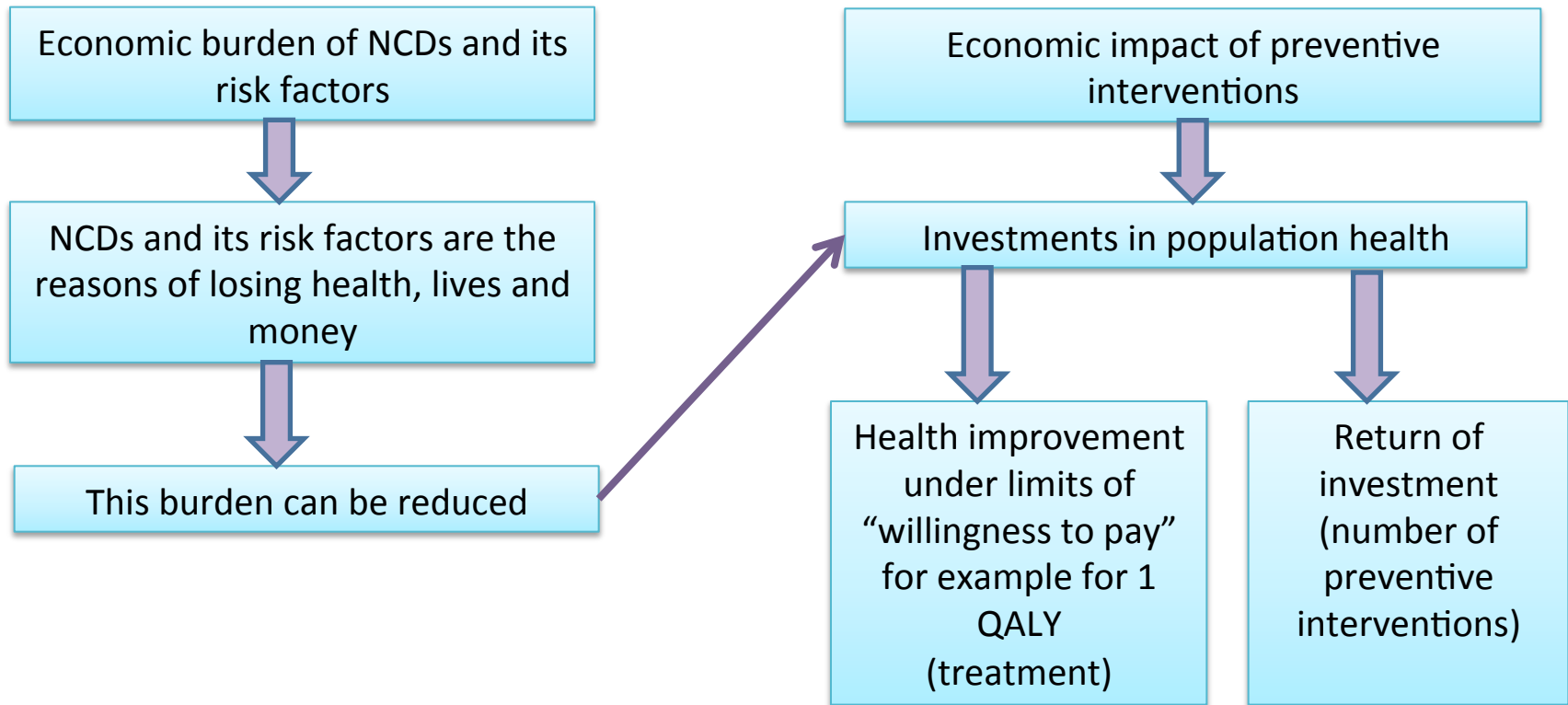
Different methodological approaches, not comprehensive picture

Cost-effectiveness studies on preventive interventions

- Economic effect of tobacco and alcohol excise taxes increasing in Estonia
- Economic effect of tobacco excise taxes increasing in Poland and Russia
- Effect of computer-based approach to increasing the level of physical activity in Netherland
- Studies on ROI in workplace health promotion programs

Not enough country specific evidence!

Economic arguments for investing in prevention



Global GDP losses associated with risk factors

\$2.1 trillion



Smoking

\$2.1 trillion



Armed violence,
war, and terrorism

\$2.0 trillion



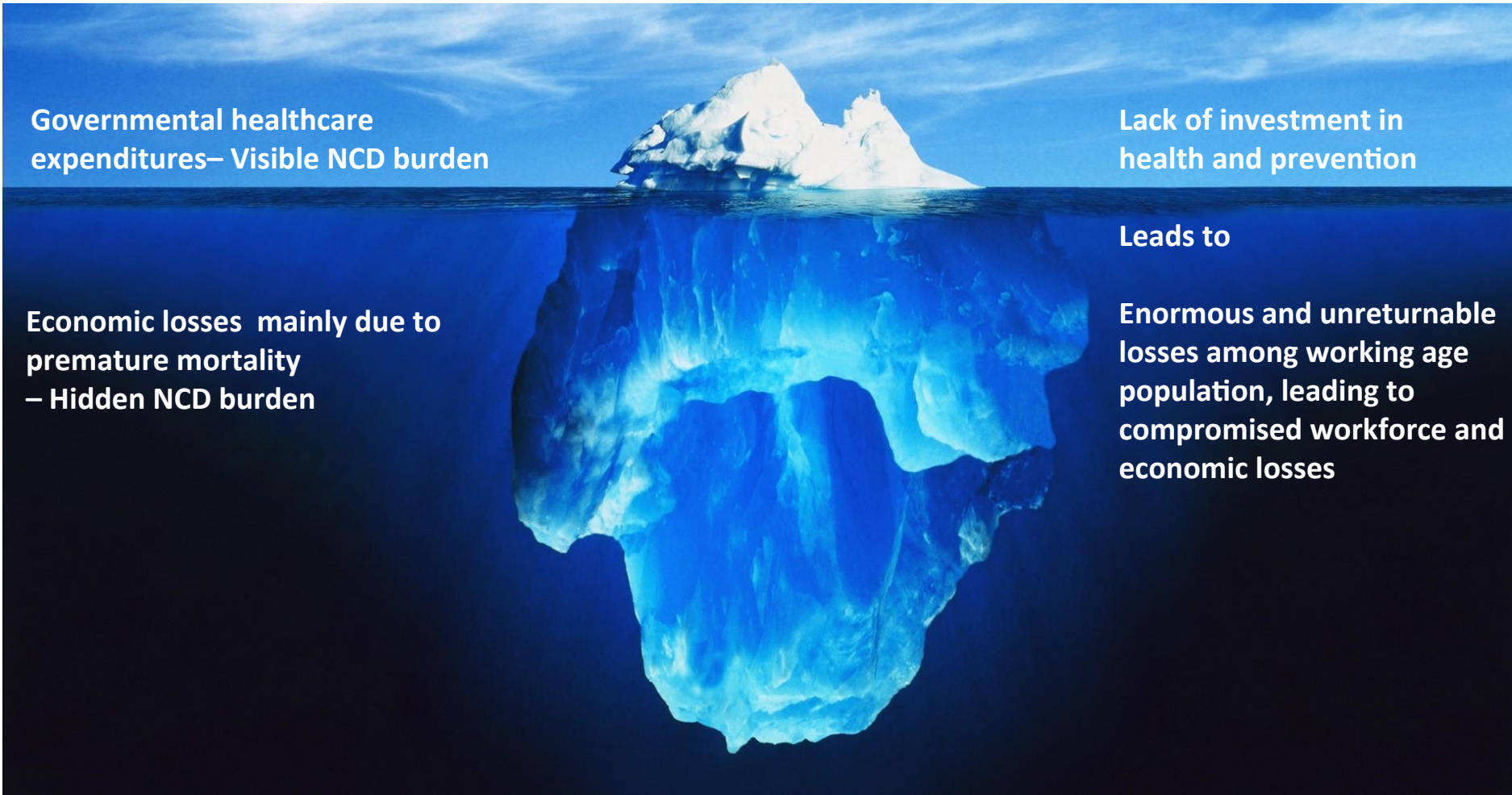
Obesity

\$1.4 trillion



Alcoholism

NCD Burden: the costs we see and the impact we don't see



Governmental healthcare expenditures– Visible NCD burden

Lack of investment in health and prevention

**Economic losses mainly due to premature mortality
– Hidden NCD burden**

Leads to

Enormous and unreturnable losses among working age population, leading to compromised workforce and economic losses

“Best buys” популяционной профилактики

| Фактор риска | Вмешательства |
|---|---|
| Курение | Увеличение налогов Запрет курения на рабочем месте и общественных местах Предупреждение и информирование Запрет на рекламу и спонсорство |
| Избыточное потребление алкоголя | Увеличение налогов Ограничение доступа к продаваемому алкоголю Запрет на рекламу алкоголя |
| Неправильное питание и низкая физическая активность | Снижение потребления соли с пищей Замещение насыщенных жиров ненасыщенными Кампании в СМИ по вопросам рационального питания и физической активности |

“Best buys” – меры, эффективность которых, в том числе экономическая, не вызывает сомнений в странах со всеми уровнями дохода

From Burden to “Best Buys”: Reducing the Economic Impact of Non-Communicable Diseases in Low- and Middle-Income Countries, World economic forum, WHO, 2011

Why we need unified methodology and country specific economic studies in the field of NCDs prevention?

- Absence of unified methodology do not allow to perform studies with comparable results
- Many policy makers accept as an argument for investments in prevention only country-specific data

Project idea

1 stage

- Analytic review of the existing methodologies (economic burden of NCDs and economic effects of prevention) on the international and national levels, including legislation issues

2 stage

- Development of methodology which can be used in all Baltic sea countries in spite of political and economic differences and provide comparable data. Creating the user-friendly tool with manual.

3 stage

- Testing of the methodology in 3 countries of Baltic region
- Development of clear approach for presenting such type of the data to policy makers

1 stage – literature review

Which methodological approaches are widely used?

Which methodology are accepted by international organizations?

What format of the instrument is optimal?

What data are available on the international level?

What are accepted international proxies?