

**Committee of Senior Representatives (CSR)
Twenty-eighth Meeting
Bonn, Germany
24 October 2017**

Reference	CSR 28/9/Info 1
Title	Implementation of the “PA Health Support 2” project: progress and further steps
Submitted by	Secretariat
Summary / Note	<p>Overview of the implemented and planned activities within the “PA Health support 2” project for the period from 15/06/2016 until 31/07/2017.</p> <p>The project contributes to the implementation of the NDPHS Action Plan 2020’s Horizontal result 5 “Ensured coherence and mutual support in addressing regional challenges and opportunities in the area of health and social well-being through a successful leadership of the EU Strategy for the Baltic Sea Region’s Health Policy Area.”</p> <p>The 1st year Project Progress Report has been audited and approved by the First Level Controller (FLC) in September 2017 and further submitted to the Interreg Programme MA/JS.</p>
Requested action	For information

Project title: *Support to coordination and implementation of activities within the EUSBSR Policy Area “Health” (“PA Health Support 2”)*

Lead partner: NDPHS Secretariat

Implementation period: 15/06/2016 – 31/07/2018 (plus three months for reporting).

Overall progress: the project implementation progresses smoothly and majority of the foreseen activities have been implemented. The report for project year 1 has been approved by the auditor and is now awaiting the Interreg Programme MA/JS review and approval by the MA/JS, after which the NDPHS Secretariat will be reimbursed the requested amount of the EU co-financing.

The following is a detailed description of activities carried out within the project so far and the steps planned to be taken.



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Work packages:

WP 1 – Coordination

WP 1 aims at increasing and strengthening the NDPHS Secretariat's capacity to fulfil its role in the coordination of the Policy Area "Health." It includes recruitment of a new Project Assistant for the period from 1 June 2017 until 31 August 2018.

The WP 1 aims to support the implementation of the following activities:

- Maintaining, updating and further developing the **EUSBSR section on the NDPHS website**, as well as updating of the **NDPHS Database** to include new EUSBSR related regional projects;
- Developing (at least **three**) **articles** about EUSBSR and PA Health and publishing them in the NDPHS e-Newsletter/another regional newsletter;
- Promoting inclusion of issues regarding the PA Health on the agenda of the **EUSBSR Annual Forum**.

State of affairs:

- The EUSBSR section on the NDPHS website and the NDPHS Database are regularly updated;
 - Two articles in the NDPHS Newsletter 2-2016 were devoted to the implementation of activities within the "PA Health Support 2" project, (see WP 2.1) and a study and a paper on health economy (see WP 2.3);
 - An article "Spotlight on Policy Area Health: improving and promoting health of people in the Baltic Sea Region" was published on the EUSBSR website available at: <http://www.balticsea-region-strategy.eu/news-room/highlights-blog>;
 - A workshop held during the 7th EUSBSR Annual Forum. (see WP 2.1).
 - The NDPHS Secretariat advised the Life Science Nord Management GmbH in their application for organization of a workshop "eHealth and Data transfer across borders in the BSR" during the 8th EUSBSR Annual Forum. The application was approved and the workshop organized on 14 June 2017 (see WP 2.1). Director of the NDPHS Secretariat attended the workshop as a speaker and contributed to discussions on the PA Health issues in the region.
- Developing and disseminating two **leaflets**: one containing general information about the **EUSBSR and PA Health** and one summarizing the key messages of the report "The Importance of Health and Social Well-being for the Economy and other Policy Areas".

State of affairs: the leaflets (approved by the CSR) have been printed and are being disseminated whenever an opportunity arises.¹

- Maintaining/developing close **liaison and cooperation** with actors involved in the implementation of the PA Health; holding **consultation and coordination meetings** with other regional stakeholders; reaching out to new actors and encouraging them to become involved in the PA Health; **mapping of the stakeholders** of the PA Health in

¹ The leaflet is available for downloading at <http://www.ndphs.org/?leaflets>.



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the region and assessing their capacities and needs for support to develop new flagship projects.

State of affairs: close liaison and cooperation with actors involved in the implementation of the PA Health is continuously maintained. Mapping out the stakeholders and consultation has not taken place yet. The NDPHS Secretariat has met with several stakeholders for consultation meetings (see WP 2.4).

- Capacity building of regional stakeholders in project development and implementation by organizing a **training event**.

State of affairs: the preparations for the event started in May 2017 and are well advanced. The training will be held on 6-7 December 2017 in Riga, Latvia (see WP 2.2 further down).

- Working with the NDPHS expert-level structures to support them in:
 - **Transferring the results of their project-based activities to the policy level;**
 - **Prepare projects** contributing to the implementation of the Action Plan for submission to funding programs;
 - Activities related to the **target(s) and indicator(s) of the PA Health;**
 - **Assisting** selected stakeholders in project development, fundraising, implementation and follow-up.

State of affairs:

- During PAC 12 and its side event the NCD EG leadership together with the Coordinator of the PYLL (Potential Years of Life Lost) Study Project presented the outcomes of the PYLL Project on the differences in premature deaths in seven NDPHS Partner Countries (Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden) and Belarus. The Conference took note with appreciation of the work done by the PYLL Project team and agreed that the valuable data gained through the PYLL Project should be grounding the future work;
 - A training aimed to increase capacity of regional stakeholders in project development and implementation will be organized in close collaboration with the EUSBSR Horizontal Action "Capacity", the HA "Capacity" will contribute speakers and co-financing (see WP 2.2);
 - The NDPHS Secretariat advising interested actors (e.g NDPHS OSH EG) in the development of project proposals, i.e submitted for funding from the EUSBSR Seed Money Facility and the Interreg Programme Priority 1.
- Assisting in processing and issuing **letters of support** to the projects applying for funding to the Interreg BSR Programme 2014-2020 and its EUSBSR Seed Money.

State of affairs: Three support letters had been issued to the projects:

- "For Better Health - Practical implementation of Health in All Policies in the municipalities for better health for all in the Baltic Sea Region" applying for funding from the EUSBSR Seed Money Facility;
- "Baltic Cities tackle lifestyle related diseases - Development of an innovative model for prevention interventions targeting public health authorities in the Baltic Sea



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- Region” applying for funding from the Interreg Baltic Sea Region Programme 2014-2020;
- “Healthification - Work across all sectors on the local level for better health in the Baltic Sea Region” applying for funding from the Interreg Baltic Sea Region Programme 2014-2020.
 - On several occasions the NDPHS Secretariat provided advise to the Northern Periphery and Arctic Programme Secretariat in screening of project proposals that the Programme had received from various applicants.
 - In cooperation with regional experts and other relevant actors, assisting (when required) in the development of the PA Health contribution to the **progress report** on the implementation of macro-regional strategies (activities in the PA Health).

State of affairs: the PA Health contribution to a report on the implementation of macro-regional strategies had been prepared in spring 2016 and subsequently approved by the CSR on 10 June 2016.

- Organization of **four steering committee meetings and two coordination meetings** to: help transfer the results of flagship projects to the policy level; identify areas that require project-based activities to better address regional challenges; discuss joint regional interventions that would include stakeholders from the EU, NO and RU.

State of affairs:

- Two plus one steering committee meetings: PAC 12 on 28 October 2016 and CSR 27 on 4 April 2017 and the CSR 28 on 24 October 2017 in Bonn will be held with co-financing from the project;
- Two coordination meetings: EG Chairs and ITAs 22 on 24 February 2017 and EG Chairs and ITAs 23 on 2 October 2017.
- **Promoting visibility, understanding and appreciation of the EUSBSR, and its PA Health** in particular, through contacts and consultations with stakeholders; development of a follow-up study to the report "The Importance of Health and Social Well-being for the Economy and Other Policy Areas" addressing the economic dimension of investing in health and social care (cf. WP 2); further development of the PA Health section on the NDPHS website, developing/obtaining four articles for the NDPHS e -Newsletter; producing and disseminating two leaflets (one information leaflet about the EUSBSR and PA Health and one leaflet summarizing the key messages of the report mentioned above in and contributing to the EUSBSR website and newsletter.

State of affairs: in addition to activities described above, a leaflet summarizing the key messages of the report "The Importance of Health and Social Well-being for the Economy and Other Policy Areas" had been developed and, after approval by the CSR, printed and disseminated during the CSR 27 meeting and several other subsequent events.² It will be disseminated further whenever an opportunity arises.

² The leaflet is available for downloading at <http://www.ndphs.org/?leaflets>.



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WP 2 – Improving the coordination of PA Health activities and increasing their impact

WP 2 aims at supporting and facilitating the implementation of the EUSBSR Action Plan's PA Health on the content level through:

1. **Increasing the recognition and understanding of the EUSBSR among regional stakeholders.**
2. **Building capacity in project development and implementation among selected stakeholders to help ensure that the actions planned for the PA Health in the EUSBSR Action Plan can be successfully implemented.**
3. **Further raising awareness of the importance of health and social well-being for other policy areas, in particular exploring the economic case for investing in health promotion and disease prevention.**
4. **Strengthening the dialogue between the NDPHS expert-level structures/the NDPHS Secretariat and key organizations in the Baltic Sea region to:**
 - a. better prepare input to the steering committee and coordination meetings regarding the transfer of project outcomes to the policy level;
 - b. better understand the needs and expectations of the PA Health' stakeholders, especially to assess possibilities for a better-targeted communication of the PA Health Coordinator;
 - c. to design the scope and focus of the training on project development and implementation in dialogue with its planned beneficiaries.

The project aims to implement the following activities within WP 2:

WP 2.1 – Contributing to the 7th EUSBSR Annual Forum

Aim: Organization of a workshop during the 7th EUSBSR Annual Forum focusing on the conclusions of the study mentioned in WP 2.3, as well as the economic challenges and opportunities for eHealth in the Baltic Sea region. The workshop aims to further raise the profile of health, especially among participants who do not work in the field of health.

State of affairs: **Completed.**

The NDPHS Secretariat in cooperation with the eHealth for Regions Network organized a **NDPHS event “Where are we heading – wealthier and healthier in the decades to come, or just the opposite?” within the framework of the 7th EUSBSR Annual Forum** on 8 November 2016. The event addressed linkages between health of populations and the economic prosperity of their countries, discussed current and possible future regional challenges to health and social care, and debated how big impact what is happening now can have on our future lives – all this in the changing environment featuring growing pressure on the economies of our countries.

The event was moderated by Mr. Marek Maciejowski, Director of the NDPHS Secretariat, and built on presentations delivered by three speakers:



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- Dr. Björn Ekman of the Lund University, Sweden, who delivered presentation “Health and Wealth – their mutual relationship and what we can expect in the years to come.” During his presentation Dr. Ekman referred to the report “Economic Dimensions of Health and Social Care” which he wrote for the NDPHS (cf. WP 2.3 further down);
- Prof. Dr. Roland Trill of the Flensburg University of Applied Sciences, Germany, who delivered presentation “How eHealth can help us to be healthier and wealthier”;
- MD Dr. Galina Maslennikova of the National Research Centre for Preventive Medicine, Russia, NCD EG Vice-Chair, who delivered presentation “Human capital losses and gains, and wealth of countries.”

The presentations were followed by moderated discussion among participants coming from all Baltic Sea Region countries and various sectors – among them policy/decision-makers, academia, business and non-governmental.

The Moderator’s conclusions and other documents from the event are available at http://www.ndphs.org/?mtgs,wealthier_and_healthier.

WP 2.2 – Training on project development and implementation

Aim: Many stakeholders of the Policy Area “Health” in the region have ideas for contributing to the implementation of actions within the PA Health. The training is aiming to support stakeholders increase their capacity to raise funding for the initiatives and ensure successful implementation of the planned activities.

The target group includes representatives of health agencies, universities, local authorities, NGOs, regional expert networks, etc. The main result of the training will be increased capacity of the participants to translate their project ideas into successful applications and further ensure successful implementation of the actions planned for the PA Health in the EUSBSR Action Plan.

The project covers travel, accommodation and catering for up to 20 participants.

State of affairs: Advanced.

The training program titled “Capacity building for EUSBSR stakeholders within Policy Area Health”, has been decided to be developed in collaboration and co-financing with the Coordinators of the EUSBSR Horizontal Action “Capacity” (HA Capacity).

The first day of the program includes general introduction on the EUSBSR and the PA “Health”, the governance structure, stakeholder involvement, partnerships, policy impact, fund raising opportunities.

The second day will be dedicated more specifically on the development of a flagship project in the Policy Area “Health”. The focus will be on planning of a project cycle, its goals, targets, actions, deliverables, indicators, timeline/milestones, human and financial resources, budget, dissemination by exploiting various tools such as Problem Tree and Objective Tree, Logical Framework Approach (LFA), Gantt Chart etc. The training will be tailored based on the preferences voiced by the applicants during the registration process.



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The training will be organized on 6-7 December 2017 in Riga (Latvia).

By the first application deadline (20 September 2017), the NDPHS Secretariat received a number of applications, which it is now reviewing together with other received information. As the next step, the draft event program will be revised to make it in line with the preferences and needs voiced by the applicants who will be participating.

Call for action: The EG Chairs and ITAs are invited to encourage their members to participate, as this would be a good opportunity to enhance the capacity in developing a common flagship project within the NDPHS network.

WP 2.3 – Study and paper on health economy

Aim: As a follow-up to the study “The Importance of Health and Social Well-being for the Economy and Other Policy Areas,” which was developed and disseminated within the project “PA Health support” run in 2015-2016, the following step was to further elaborate on the issue and look deeper into one area of particular relevance to the Baltic Sea region countries and consistent with their policy interest.

The planned activities included running a study and publishing the report in the NDPHS Database as well disseminating it through various channels, such as: NDPHS e-Newsletter, the EUSBSR website and newsletter, through members of the Northern Dimension Institute’s Steering Group, representatives of the NDPHS Committee of Senior Representatives, participants of the ministerial-level Partnership Annual Conference, parliamentarians participating in the Baltic Sea Parliamentary Conference events as well as others, whenever the opportunity arises.

State of affairs: **Completed.**

On 25 July 2016, the call for tender to prepare the study was issued and two offers had been received by the NDPHS Secretariat in August 2016. The Awarding Authority decided to sign a contract with one of the applicants Dr. Björn Ekman.

The study is completed and the report “Economic Dimensions of Health and Social Care” is available on the NDPHS Database at: www.ndphs.org/?database,view,paper,115.

The report has been disseminated to the CSR members, NDPHS Expert Groups and was presented during the NDPHS event “Where are we heading – wealthier and healthier in the decades to come, or just the opposite?” organized within the framework of the 7th EUSBSR Annual Forum on 8 November 2016 (see WP 2.1 above).

WP 2.4 – Stakeholder consultation meetings

Aim: The EUSBSR Action Plan stipulates the policy area coordinator tasks to facilitate the involvement of and cooperation with relevant stakeholders from the entire macro-region; facilitating policy discussions in the Baltic Sea region; facilitating the development and implementation of actions and flagships defined under the policy area; conveying the relevant



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results and recommendations of the on-going and completed flagships to the policy level and ensuring communication and visibility of the policy area.

Consistent with the above, the proposed stakeholder consultations aim to:

- Facilitate exchange information and expertise between various NDPHS structures and other organizations in the region to increase the understanding of, engagement in, and commitment to the EUSBSR and the PA Health;
- Pool regionally available resources for implementation processes;
- Identify regional initiatives that require cooperative efforts to develop and implement;
- Identify relevant project outcomes that should be transferred to the policy level.

To that end, the project will support the interested NDPHS structures in their efforts to:

1. Participate in meetings held by stakeholders relevant for the EUSBSR Policy Area "Health";
2. Visit the organizations and institutions of stakeholders relevant for the EUSBSR Policy Area "Health" to bilaterally discuss joint collaboration within the EUSBSR context;
3. Invite external stakeholders to participate, at the NDPHS' expense, in meetings of the interested NDPHS Expert Groups to discuss joint collaboration within the EUSBSR context.

State of affairs: In progress.

The NDPHS Secretariat participated in the following stakeholder consultation meetings:

- Baltic Executive Programme on transnational cooperation of regional stakeholders held on 5-7 December 2016 in Sopot, Poland and 13-15 February 2017 in Riga, Latvia;
- Consultation meetings on the revision of the TB, HIV, AIs and STIs EUSBSR flagship held on 23 March 2017 in Warsaw, Poland;
- Meeting at the UBC Secretariat held on 24 March 2017, Gdansk Poland;
- 12th meeting of the Polish Working Team on the EUSBSR implementation held on 25 May 2017 in the Polish MFA premises, Warsaw, Poland;
- Several consultations on the side-lines of the 8th EUSBSR Annual Forum held on 13-15 June 2017 in Berlin, Germany.

During three EG Chairs and ITAs meetings (on 25 August 2016, 24 February 2017 and 2 October), the Secretariat provided detailed information to the EG Chairs and ITAs that funding is available for the three types of consultation trips – in the first two cases representatives of the NDPHS Expert Groups can have their trips funded by the NDPHS Secretariat, in the third case regional stakeholders invited by Expert Groups can have their trips funded by the NDPHS Secretariat to participate in EG meetings. Altogether 10 trips can be funded.³

Call for action: NDPHS Expert Groups are invited to contact the Secretariat directly to apply for funding under this activity to participate in relevant events, visit relevant organizations or invite external stakeholders to their events.

³ Cf. document EG Chairs and ITAs 21/4.1/Info 1 and document EG Chairs and ITAs 22/3.7/Info 1.



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