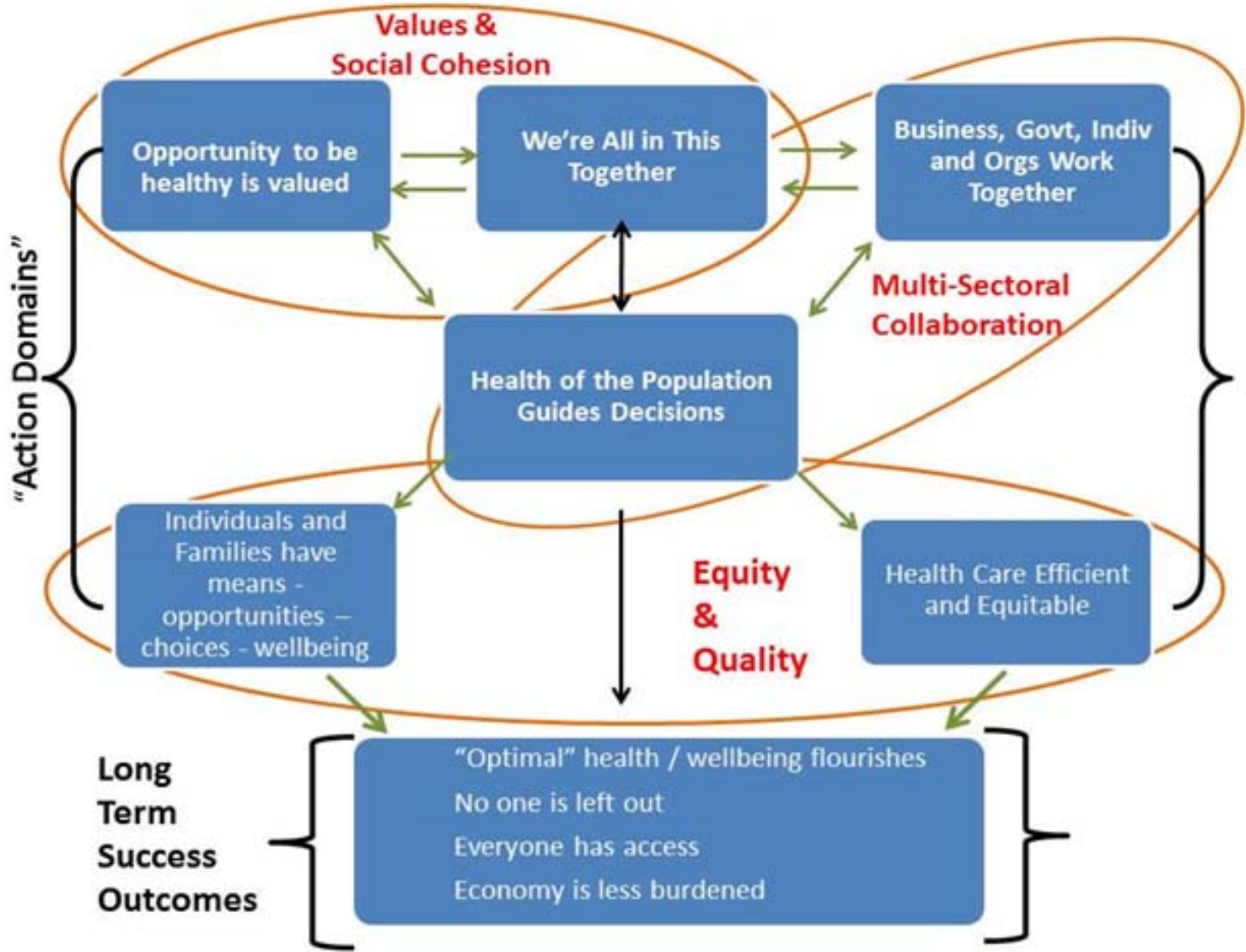


**Advancing a Culture of Health**

**Multi-Sectoral Collaboration:**

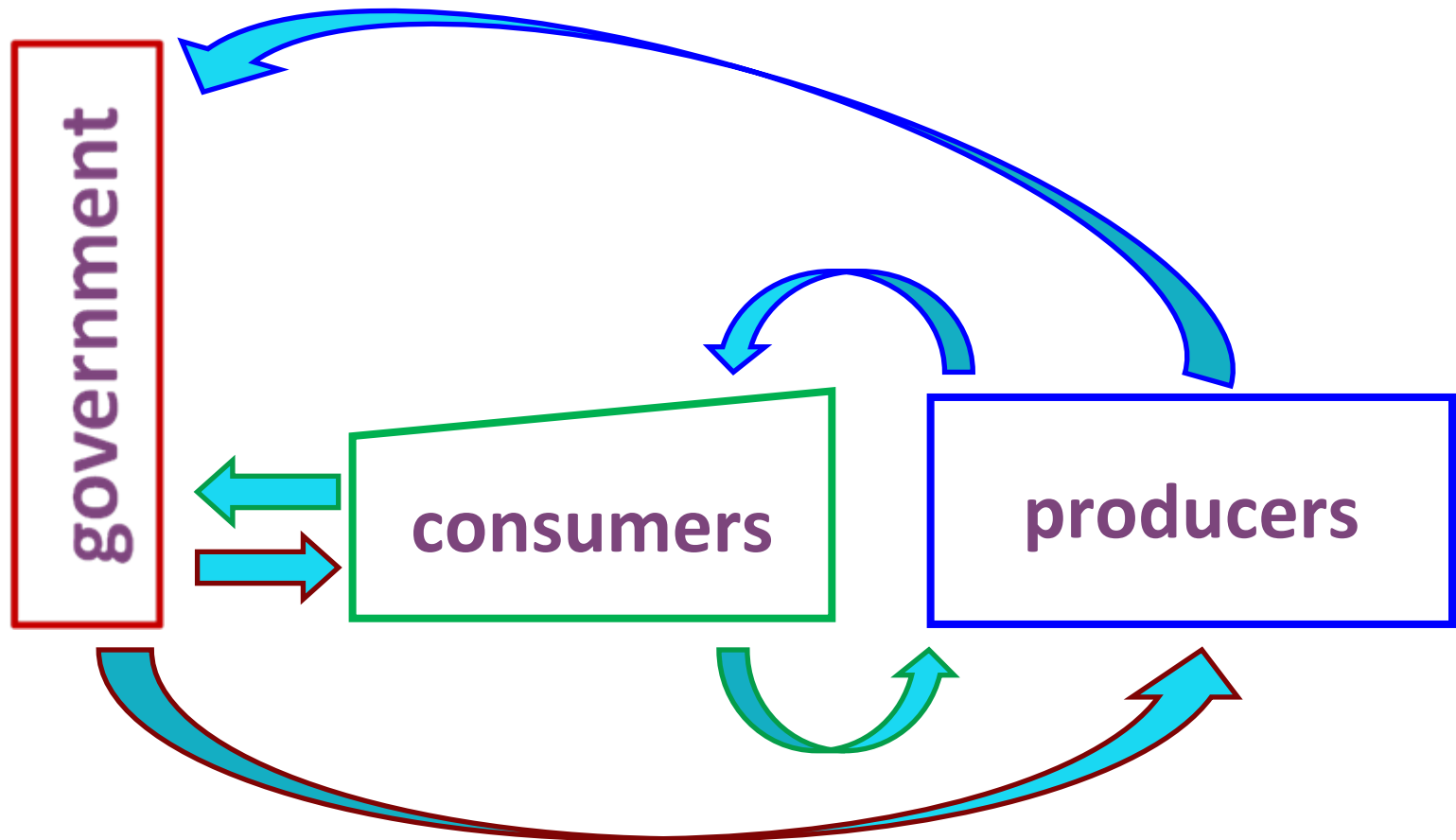
Moving all Sectors of a Community Toward  
Policies and Programs that Work

# Culture of Health



*Equitable competitive market equilibrium  
welfare theorems of economics*

*Provides a reference for equity and efficiency*



**mechanism for values and social cohesion**

# When coordination through the market mechanism is imperfect, policy is required

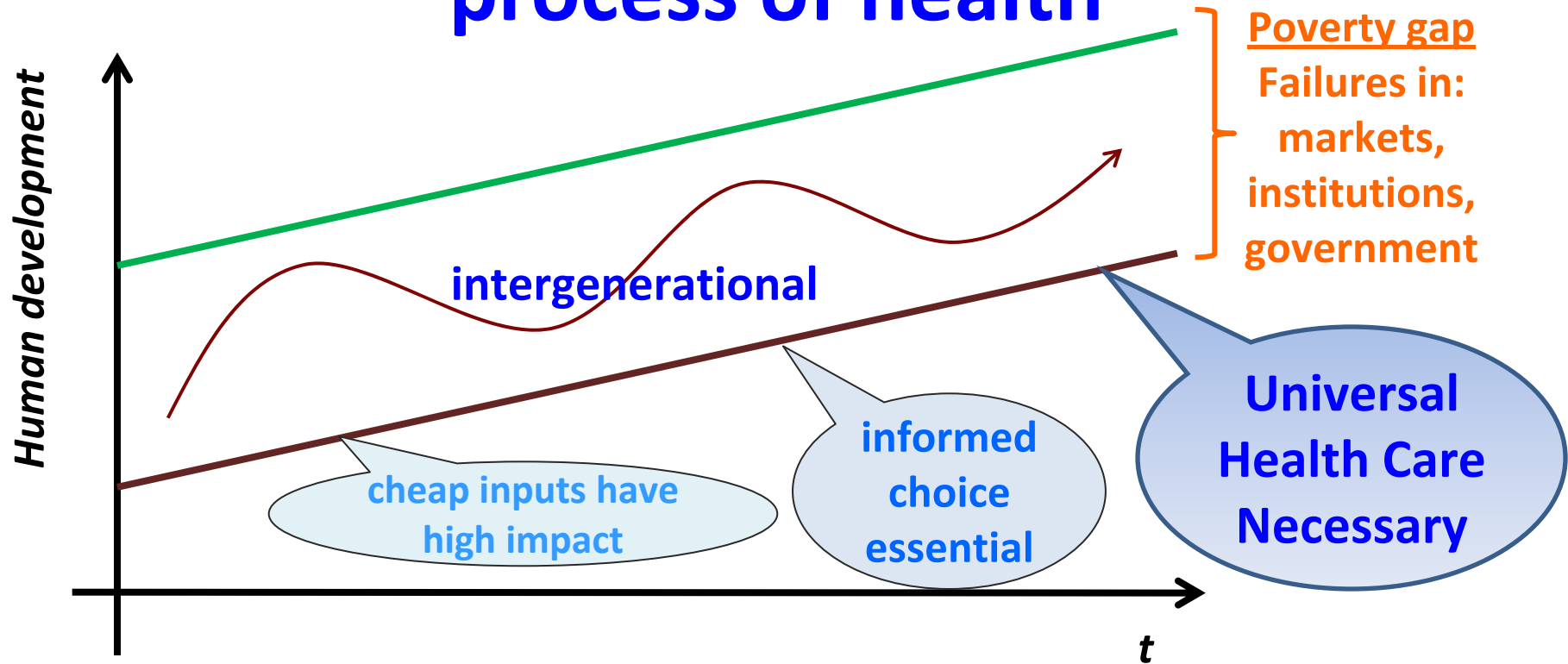
- public goods
- market failures ~ credit
- Increasing returns to scale and market power
- barriers to technology adoption
- poor individual choices
- ...
- + poor income or wealth distribution

**start needing multi-sectoral collaboration**

# Example: Public goods ~ a tradition

- Sanitation
- Vaccinations
- Public education
- Public support of university extension and scientific research

# Long-term process of human development a way of looking at the process of health



nutrition immunization sanitation maternal care higher life expectancy  
 literacy primary secondary tertiary higher education  
 infectious and deficiency diseases **NCDs**  
 basic goods urbanization the digital divide  
 autocracy democracy



# Evidence-Based Policy Making for a Culture of Health

- Income inequality: conditional cash transfer programs ~ econometrically evaluated
- Universal health care through universal health insurance
- Construct the culture of health by supporting the stages of human development ~ e.g. data
- Healthy diet initiative
- Healthy cities

# Evidence-Based Policy Making for a Culture of Health

- Data requires information on goods and prices
- Evaluation involves complex processes
- Policy requires coordination of many sectors



# Example of health problem

## Non communicable chronic diseases

- cardiovascular diseases
- cancers
- chronic respiratory diseases
- diabetes

# Main NCD factors are largely preventable

**poor diet**

**tobacco**

**alcohol**

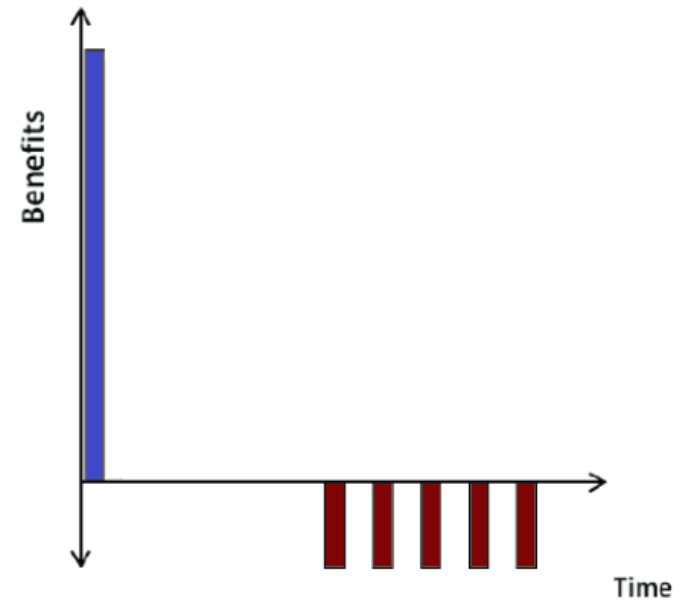
**salt**

**low exercise**



# NCD

**Consumption of  
unwholesome  
foods**



# Environmental causes of Non-Communicable Chronic Diseases

**social, economic  
and cultural  
change**



**global trade and  
marketing**



**nutrition  
transition**



**c  
h  
o  
i  
c  
e**



**ignorance**

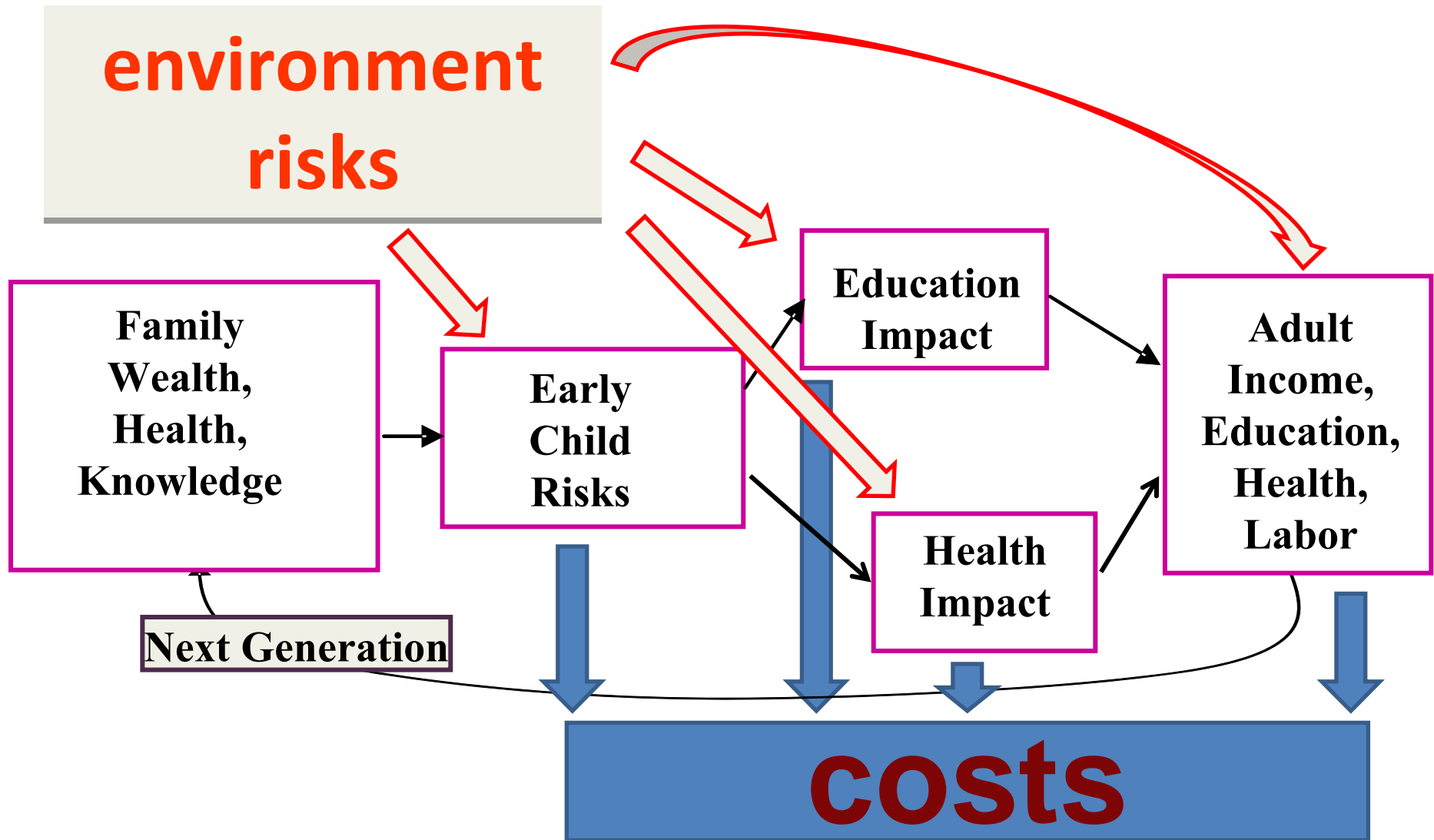


**poverty**

**high  
prevalence  
of poor**

replaces rich fruit and vegetables  
diet with diet of animal fat  
calories, lower in carbohydrates

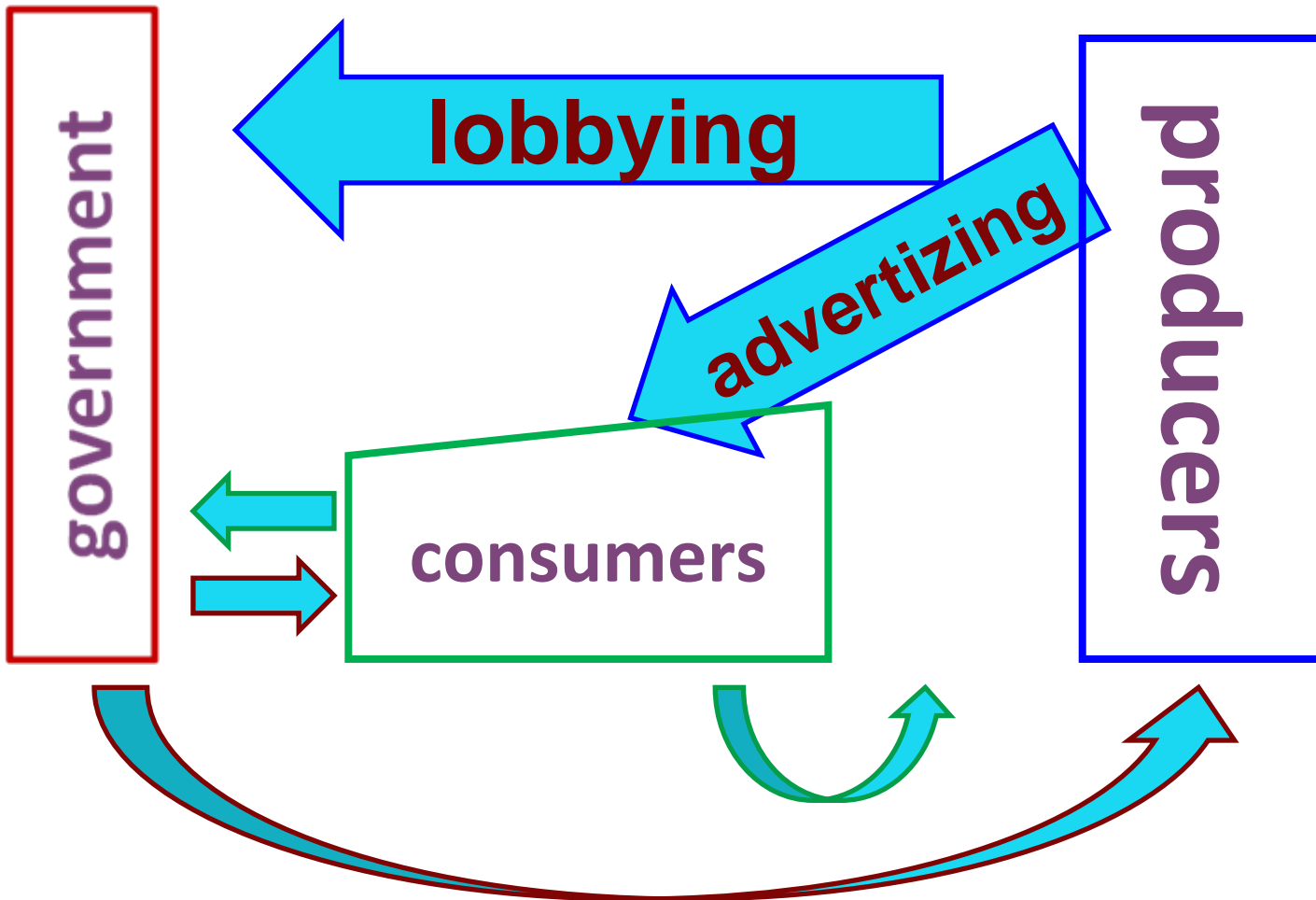
# Lifecycle impact of NCD are complex and therefore so is evaluation



# Evidence-Based Policy Making for a Culture of Health

- Data requires information on goods and prices
- Evaluation involves complex processes
- Policy requires coordination of many sectors

# *Competitive equitable market equilibrium deformed by market power*



# Evidence-Based Policy Making for a Culture of Health

- Addresses health tradeoffs in economic policy
- *When coordination through markets is imperfect, improvements are possible by straightening markets towards the competitive, equitable, equilibrium:*
- *This can provide a map for social change*

**required for achieving equity and quality**

**Advancing a Culture of Health**

**Multi-Sectoral Collaboration:**

Moving all Sectors of a Community Toward  
Policies and Programs that Work



# Advancing a Culture of Health

## Multi-Sectoral Collaboration

- What has been successful?
  - How have businesses, governments, individuals and organizations worked together to foster health communities and lifestyles?
  - Are there any good examples of how the health of a country's population guides public and private decision making?
  - Examples of creative ways of evaluating integrated partnerships across organization type or sector?
  - What policies, incentives, and other structures have been successful in their acknowledgement of the value of integrated health frameworks?
  - Any examples of assessment of where health promoting activities appear to be the most successful?

# Advancing a Culture of Health

## Multi-Sectoral Collaboration

- What else could work?
  - How can hospitals, business and community-based organizations make effective partnerships?
  - How can individuals be empowered to use technologies to promote their health?
  - How can communities advance in wholesomeness?
    - Improve diet, exercise
    - Reduce tobacco, abuse of alcohol
  - How can communities advance in equity?
  - How can the democratic process be made more responsive to health issues?