



# FRESHER

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**FRESHER — FORESIGHT AND MODELLING  
FOR EUROPEAN HEALTH POLICY AND REGULATION**



## Background and Objectives

FRESHER is a collaborative research project that will detect emerging health scenarios to test and assess future policy options to tackle the burden of **chronic non-communicable diseases (NCDs)** in Europe. As one of the largest threats to public health globally, the exponential growth of NCDs in Europe has a serious negative impact on human development, reduces productivity, contributes to poverty and creates a significant burden on health systems. Therefore, one of the main goals of FRESHER is to identify core determinants that could be targeted to lessen the impact of NCDs, focusing on a set of chronic diseases which currently constitute the bulk of the mortality rate in Europe: cardiovascular diseases, cancers, diabetes, and chronic lung disease.

## Project Approach

Rather than just extrapolating past health trends, the project consortium will use a variety of **foresight techniques** that account for the interdependencies of structural long-term trends in demographic, gender relations, technological, economic, environmental, and societal factors for European countries. Supported by a mapping of determinants of NCDs in Europe, the developed model will capture the complex set of inter-relationships between individuals' history of engagement in risk-taking behaviours, exposure to environmental risks and the resulting distribution of health, social and economic consequences across gender and across social groups. All of these efforts will fuse to elaborate and produce inputs for the **empirically-based dynamic micro-simulation tool** capable of quantifying the current and future health and economic impacts of risk factors as well as potential new policies and policy combinations.

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**The beneficiaries of FRESHER are stakeholders of the health sector at large, including patients, health professionals, health industry, research and development and policy makers at European and national level.**

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## Partnerships

The project benefits from a privileged collaboration with the **OECD – Organisation for Economic Co-operation and Development** whose Chronic Disease Policy model will be used as a point of departure for the micro-simulation tool. FRESHER is supported by a Scientific Advisory Board that will assess the scientific value of the project and its innovative contents. The Board includes, among others, the members of the OECD Economics of Prevention Expert Group that features experts in health policy and public health from most of the EU countries. Furthermore, FRESHER will continuously engage Europe's **leading policy-makers and key stakeholders** in an interactive consultation process with the aim of directly contributing to public debates on health policies and to public decision-making, therefore increasing the likelihood of maximizing project impacts.

## Results

Taking into consideration the short, medium and long-term impacts of the project, FRESHER will

- **contribute to optimization of policy formulation** and provide decision-makers with a set of recommendations in order to contain the burden of NCDs and its negative impacts on wellbeing of European citizens and societies as a whole
- **provide better knowledge and understanding** of causal chains for chronic diseases and therefore lead to more effective and better targeted interventions to improve population health
- **present an open access, user-friendly tool** that enables policy makers and researchers to adopt it and use it for further health policy development and evaluation, including the ability for users to change model parameters to generate their own “what if” policy options
- **impact resource allocation** positively, in health policy between prevention and care, biomedical innovations and policies targeting other determinants of health.
- **improve the scientific and technological knowledge** to address future health needs and more evidence-based policies to maximize public health and social welfare of the European population



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## Who is involved

The FRESHER consortium brings together leaders in the management of large scale European Foresight projects with highly experienced health policy modellers in a unique interdisciplinary team capable of realising the objectives of the project.

**Austrian Institute of Technology (AIT)** – Austria

**AIX Marseille University (AMU)** – France

**Institut National de la Santé et de la Recherche Médicale (INSERM)** – France

**National Institute for Health and Welfare (THL)** – Finland

**European Public Health Alliance (EPHA)** – Belgium

**Fourth View Consulting (FVC)** – Estonia

**Istituto di Studi per L'Integrazione dei Sistemi (ISIS)** – Italy

**Istituto Superiore di Sanità (ISS)** – Italy

**Silesian Center for Heart Diseases (SCCS)** – Poland

**Governance and Economics research Network – (GEN)** – Spain



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