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Foresight and Modelling for European Health Policy and Regulation  
\* Newsletter \*



## FORESIGHT SCENARIOS FOR PUBLIC HEALTH: A NEED FOR FAIR POLICIES

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When we started the Fresher project, the motivations of our research consortium were both scientific and policy oriented. We were convinced that combining qualitative foresight techniques with microsimulation quantitative modelling could be methodologically innovative in the field of NCD's and usefully inform the public health policy debate. We could not imagine that two and a half years later, as our project has entered its final phase, were going to be in such perfect timing with the state of play of the European Union. In the current context of EU crisis, although the results of the French presidential election may be a reason for hope, building alternative scenarios for the future of Europe has become an imperative as exemplified by the recent [White Paper of the European Commission](#) on that matter. Such foresight exercise has been extended to the specific field of social policy based on the idea that « looking ahead, the debate should be about how to adapt our social models to current and future challenges and galvanise Europe's social spirit »

Fresher scenarios, which are briefly presented

in this newsletter, have been produced using sophisticated foresight techniques and a highly participative process. They are a significant contribution to the discussions about the future of Europe. They will directly inform the modelling work in progress and will allow us to produce evidence-based results about key policy questions for the future of health in Europe : to what extent the scaling up of already established prevention policies (diet, anti-tobacco and alcohol, physical activity etc.), which unfortunately is still far from granted in the whole EU, would be enough to reduce premature mortality from NCDs by one third in 2030, a key target of Sustainable Development Goal 3 devoted to health ? Or, will the accomplishment of this goal require to implement more radical and structural policies on environmental protection, agroecology and urban policies, equitable access to early diagnosis and care etc.?

We will have an opportunity to discuss these issues and debate public health policies with interested colleagues at the occasion of the [EPHA annual conference on NCDs](#) (7 Sept, Brussels) and the upcoming [EUPHA conference](#) in Stockholm in November.

## HOW HEALTHY WILL YOUR FUTURE BE?

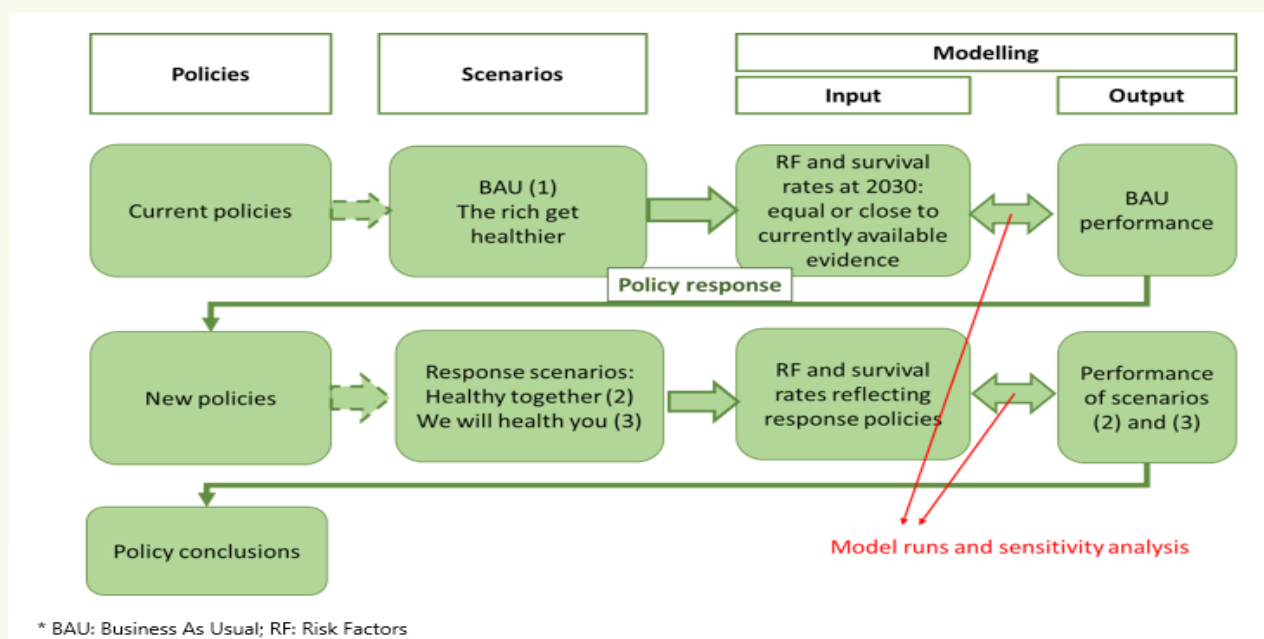
Scenarios aim at producing ‘a consistent and plausible picture of a possible future’s alternative reality that informs the main issues of a policy debate’ (EEA 2009). Adopting a highly participatory process, the FRESHER team has built four Health Scenarios that present radically different visions on how key social, economic and environmental trends could evolve and influence our health and well-being in the future.

In the current final phase, the qualitative scenarios are going to be integrated with the quantitative micro-simulation model developed by FRESHER partners.

the new FRESHER survey «How healthy will your future be?» which aims to convey an educated guess for:

- Quantifying the evolution of NCDs risk factors and determinants under each scenario;
- Identifying a set of policies conducive to response scenarios related fields that could lead to one scenario or the other.

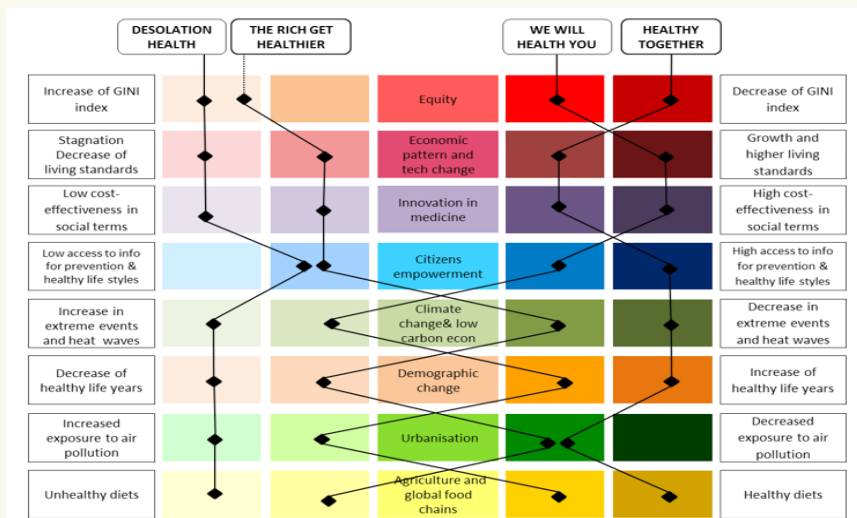
The integration of the scenarios and the micro-simulation model will provide the basis for streaming the policy dialogue, thanks to the identification of possible strategic policy options, as described in the process detailed in the figure below.



## F R E S H E R S C E N A R I O S R E S U L T S

### Four alternative future scenarios – which one will we be living?

Combining the trends ranked in the first FRESHER Survey and in a process of co-creation with the consortium partners, the project team has built four Health Scenarios. Each Scenario is named after a song to evoke an imaginary of which world we could be living in and a snapshot mirroring the everyday life of a European citizen under the described landscape helps to picture it.



### SCENARIO 1 Healthy Together : the priority is to promote health and well-being for all.

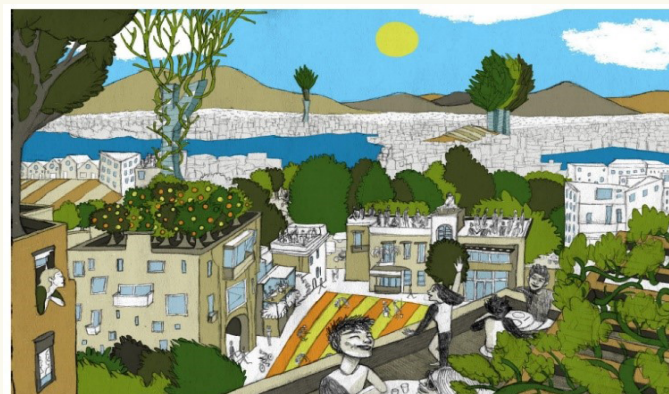
Governments, the private sector and citizens' networks collaborate closely to develop solutions to promote quality of life, healthy opportunities and efficient care. When governments take the lead, citizen participation is ensured throughout the policy making process, to promote equity, sustainability and human health in all policies. There is high value to leisure, sense of community and nature. Fair incomes level up living conditions, ensuring better standards to all. A new socio-economic pattern provides for the means to take better care of one's own health but also to care about others through informal networks and community engagement. Recycling and sharing practices lower the focus on productivity and the pressure on the environment.

#### Snapshots - Maya lives in Healthy Together

*I wake up without an alarm clock as I enjoy flexible hours and my workplace is generally at a walking distance if not at home;*

*I have created an on-line company to recycle plastics and am also involved in local initiatives.*

*Furthermore, I share best practices in international networks. I don't earn much but why should I need more?*



*I meet my extended family and friends every day. Sometimes we go together to pick and cook our own vegetables, other times we play frisbee in the park or go for a drink.*

*When I feel sick, I ring my neighbourhood doctor who knows me well because I live nearby and send health data on myself on a monthly basis.*

*I use apps not just for looking for information but to find people with whom I share interests. As example I use the social street apps to take care of the flowerbed down the street.*



## F R E S H E R S C E N A R I O S R E S U L T S

**SCENARIO 2 We Will Health You:** *the priority is to maintain a healthy workforce, for the continuation of economic productivity and for ensuring the sustainability of the healthcare systems.*

Thanks to big data, public and private investments effectively influence citizens' behaviour towards healthy lifestyles. Employers provide healthy working environments and care services provided. Fair labour legislation is implemented to give workers money, time and knowledge to take better care of their health. The top down approach is ensured by ambient 24/7 surveillance and implanted chips for affordable early diagnostics, tele-medicine and tailor-made treatment. The new era of economic growth and social progress focused on delivering more to everyone, with environmental sustainability seriously overlooked. Increasing economic and environmental migrants are let in following strict immigration policy and by considering only their skills and possible contributions to the EU economy's growth.

### ***Snapshots – Winston lives in We will health you***

*I wake up after 6-8 hours of monitored sleep, I take the company bus to go to work and when I arrive the first thing I do is download the data from my implanted microchip,*

*to ensure that I am not negatively affecting my health status and productivity performance with my lifestyle.*

*My friends are my colleagues. With them I eat healthy and nutritious food in the canteen and go spinning in the company sport centre during work breaks.*

*Thanks to being highly-skilled and continuous training, I programme the fully automated assembly line of a European trucks company. I do not have much spare time, but my salary is fully satisfying and similar to that of my boss.*



*When I feel sick, I first report to the company doctor, who, when necessary, refers me to the public healthcare system.*

*I use the apps to sort out everyday life problems and for online training courses.*

**SCENARIO 3: The Rich get Healthier** *Freedom and meritocracy are the pillars of societal structure.*

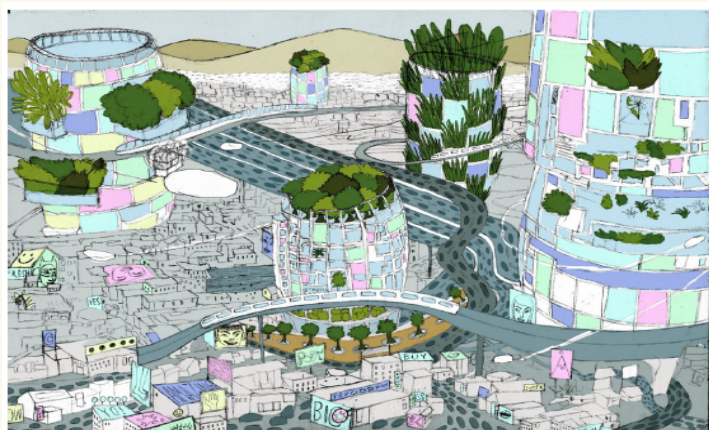
Market forces are dominant and a 'light government' guarantees their functioning. European states have privatised the health-care sector to reduce the debt and have deregulated labour to revitalise the economy.

Health is now just like many other services: potentially available but expensive. Human health and lifestyle are left to individuals' choices and capacities. The more you can afford it, the better treatment you get, thanks to expensive medical innovations including new-generation biomedical devices. The global protection of the environment is ensured by pricing it.

It is a socio-economic system where most of the economies are decarbonised and climate change is now under control. However, global governance focuses on achieving results, without considering level of inclusion of the solutions pursued.

lutions pursued. The demolition of welfare states has created new challenges: the growing tensions among citizens make security issues rise in the political agenda and the number of marginalized citizens increases.

### **Snapshots - Angela lives in The rich get healthier**



*My intelligent home wakes me up with an avocado and goji seeds and reads news on the world markets to me.*

*I go to work by my self-driven electric car but I have to be careful because I have to pass through an unsafe district of my city.*

*I am a successful real estate agent. It has been a tough career but now I can exploit others' work to ensure a very high salary.*

*Climbing the social pyramid, I have changed neighbourhood, friends and hobbies. Now I live in the posh area and I am subscribed to an exclusive golf resort.*

*I now can pay for a full insurance plan, to get treatment if I get sick. And I can finally afford surgery to cure my myopia! However, I also have to buy medicine for my mother's diabetes, as she was fired from her job as a secretary after computers undertook her tasks, without retirement benefits.*

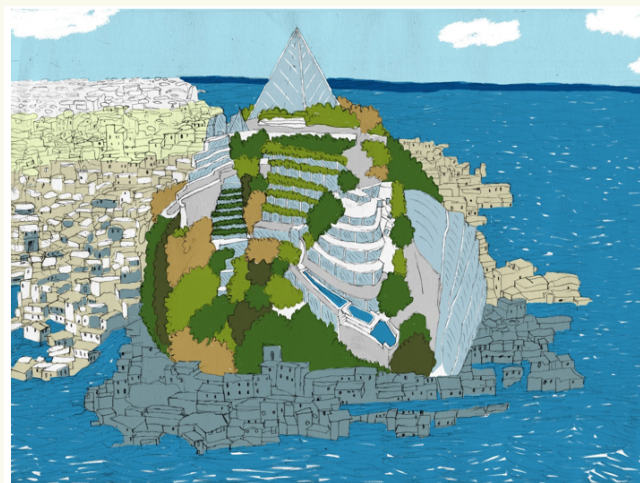
**SCENARIO 4: Desolation health** *The European model declined and the European governance, shared values and the common market were destroyed following the economic crisis.*

To gain some legitimacy, national governments cooperate with different stakeholders for policies that are short-sighted and do not consider health implications. Economic stagnation has led many countries to gradually reduce number of people that can avail public services, increase user charges for services and limit the number of public health providers.

"Health shocks", defined as unpredictable illnesses that diminish health status, increase and innovative medicines, focusing on quick-fix solutions, and treatments remain hardly affordable for European states and citizens. The deterioration of living standards undermine the community values and lead to tensions among citizens and mistrust in policies. Citizens suffer the consequences of climate change as international agreements have stalled for decades.

### **Snapshots -Oliver lives in Desolation Health**

*Every morning I wake up very early to check in on my company app, so that I can get assigned as many deliveries as possible.*



## F R E S H E R S C E N A R I O R E S U L T S

*I am a delivery boy for a food app, but I am thinking to migrate because I cannot make a living out of this job.*

*I have little time between one delivery and the other, so I stop in fast food restaurants to eat, which is always packed with unemployed people.*

*Getting around the cities is becoming more*

*and more dangerous because of the road conditions and rising criminality.*

*The waiting list in the public healthcare system is always too long and I never manage to get a visit. When I get sick I search on the internet for information to get well, but it is very hard for me to find reliable websites without advertisements.*

### How healthy will your future be? - Have your say! Deadline: 7th June 2017

These four Health Scenarios above, present radically different visions on how key trends that impact on our health could evolve and influence Non Communicable Diseases (NCDs) incidence and mortality in 2050 in Europe.

The project is now looking for experts' contributions for liaising the scenarios work with the micro-simulation model and for imagining an innovative set of policies. We invite you to take part in a survey to help us:

- Quantify the evolution of NCDs risk factors and determinants under each scenario;
- Identify innovative policies in health related fields that could lead to one scenario or another.

The final report on FRESHER Scenarios will be available by October 2017 and will be presented during the FRESHER Final Conference on the 7th of December 2017, Brussels. Click here to know more about the [scenarios building process](#) and the [FRESHER Scenarios](#).

Please give us your expert opinion on the extent to which structural changes in our ways of living may influence our health in the future! The survey will take approximately 30 minutes to complete. Visit the survey here: [https://www.surveymonkey.com/r/FRESHER\\_Scenarios](https://www.surveymonkey.com/r/FRESHER_Scenarios)

**TAKE THE SURVEY**



## F R E S H E R C O N S O R T I U M M E E T I N G

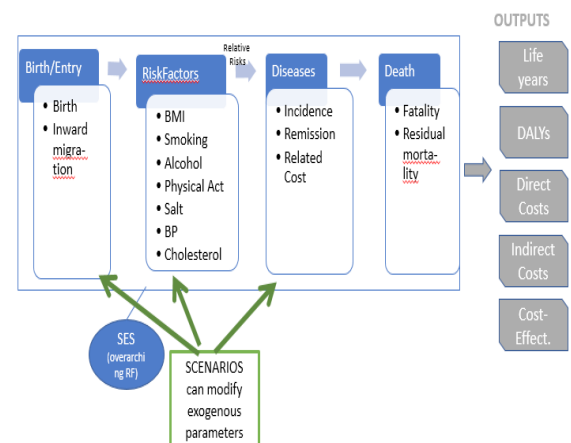
March 30-31 Marseille

With the project entering its last year, the first FRESHER Consortium meeting of 2017 was held at the picturesque Le Pharo quarter on the premises of Aix-Marseille University. The meeting marked a critical point in the evolution of the project and its results. On the first day, the FRESHER final scenarios were presented by partners ISINNOVA and AIT with aim of collecting feedback from the whole consortium before proceeding to the final validation of the Scenarios through the second FRESHER survey.

The broad framework of the constructed scenarios allows for consideration of macro-policies beyond the health sector that are likely to influence the health status in Europe in the long run. The scenarios will be complemented by the micro-simulation modelling output led by WP5 as well as by policy options according to the different scenarios. A dedicated meeting to test the policy messages resulting from the research results, will be held with policymakers in Brussels in September.

A more dedicated session on micro-simulation followed on the second day of the meeting, with partners OECD and AMU presenting partial results of the modelling exercise along with the model interface. In addition, the team discussed and decided on the methodology of the expert survey in order to assess and better quantify future evolutions of various model parameters in the context of each scenario.

### Framework of the model



### Interfacing Scenarios and Microsimulation Model

The two-day meeting was rounded up by presentations showcasing both research and policy activities undertaken among individual partner teams. For example, Archana Sing-Manoux (INSERM) held a presentation on the relationship between cognitive development, dementia and economic status with implications for policy interventions. Project Coordinator Jean-Paul Moatti, Stefano Vella from WP6 and Masha Smirnova from WP7 presented upcoming opportunities in public health research, the positioning FRESHER results within a broader public health agenda in conjunction with the SDGs, and potential transferability of the FRESHER methodology to a different geographical scope or epidemiological focus.







## WHAT STRATEGIES FOR PROFESSIONAL REINTEGRATION FOR PERSONS WITH CHRONIC DISEASES?

*EASPD releases a mapping report as part of the PATHWAYS Project*

The employment situation in Europe is substantially impacted by the prevalence of chronic conditions, as noted in the latest [OECD Health at a Glance Europe Report](#)

Greater efforts are needed to prevent chronic diseases among the working-age population, and better integration is needed between health and labour market policies to reduce the detrimental labour market impacts of ill-health, and thus contribute to better lives and more inclusive economies.

While the Europe 2020 targets put an emphasis on a sustainable and inclusive economy, the achievement of this goal is still far away from reality. Recent efforts to [boost the social dimension](#) underpinning EU economies give a hopeful vision for the future, but have yet to be translated into clear policies. To support EU wide efforts that target health and well-being of the European population, it is crucial that initiatives go beyond a mere best practice exchange and direct health investments where they are needed the most.

The growing prevalence of chronic diseases in Europe and the low employment rate within this group necessitate the need for implementing effective strategies aimed at the integration of persons with chronic conditions in employment. The report by [EASPD](#), which is the **European Association of Service Providers for Persons with Disabilities**, entitled “Comparison of available strategies for professional integration and reintegration of persons with chronic diseases and mental health issues,” addresses this specific need.

The study, which was conducted in the framework

of the EU funded [Pathways](#) project, provides a detailed overview of existing European and national strategies aimed at integrating persons with chronic diseases and mental health issues in the labour market.

The study finds that to a considerable extent, existing European and national policy frameworks on employment activation are not specifically targeted at the employment activation of persons with chronic diseases. Instead, they target broader categories, such as persons with disabilities, long-term unemployed, vulnerable groups, etc. A concentrated effort on policy-level strategies that target employment activation of persons with chronic diseases and mental health issues, while taking into consideration their specific needs, needs to be prioritized on EU and national levels.

Please find the full report and the executive summary here.

Full report [http://www.path-ways.eu/wp-content/uploads/pathways\\_report\\_identify.pdf](http://www.path-ways.eu/wp-content/uploads/pathways_report_identify.pdf)

Executive summary [http://www.path-ways.eu/wp-content/uploads/pathways\\_report\\_executive\\_summary.pdf](http://www.path-ways.eu/wp-content/uploads/pathways_report_executive_summary.pdf)



## FRESHER PROJECT AT THE PUBLIC HEALTH RESEARCH DAY

In February 2017, partner EPHA took part in the Public Health Research Day organised by the Health Directorate-General for Research and Innovation at the European Commission (EC) to represent the FRESHER project and contribute to identifying future priorities for public health research in Europe.

Discussions held on the Research day covered areas from health promotion and disease prevention (environment and health, mental health, physical activity and nutrition) to health systems (health services and workforce, health technology assessment, economics and financing) and global health (maternal and child health, health among refugees and migrants). In addition, the alignment of future health research programming initiatives with the Sustainable Development Goals was strongly emphasized.

The public health research community, representing progress and lessons learnt from over 50 EU funded projects, certainly made strong arguments for continuity and scaling up of EU funded public health research.

The Commission encouraged the researchers to be 'ambassadors' and communicate the impact of their researcher and encouraged to join forces and shout more about the success of the EU funded public health research to defend the future research budget.

The output of all discussions that the Commission termed as 'ongoing dialogue' will be published in a public health journal in due course.



## EPHA 2017 ANNUAL CONFERENCE



Enabling change for health: Breaking down barriers to action against chronic diseases.

Despite the existence of a strong evidence base for effective policy action on health promotion and disease prevention, too little has been achieved.

Policy-makers already know what needs to be done to overcome barriers to good health. The focus of this conference will be to explore how new levers and different levels of power can break through to real action on chronic diseases – by making health everyone's business.

Join the European Public Health Alliance at their Annual Conference 2017

<https://epha.org/epha-2017/>

## HOW HEALTHY WILL YOUR FUTURE BE? BREAKFAST EVENT 08.00 – 09.00 | 7 September | Brussels

Alternative scenarios for the evolution of chronic diseases in Europe towards 2030 & 2050



Based on work undertaken in the multi-disciplinary project FRESHER, this morning event, organised in conjunction with the European Public Health Alliance Annual Conference 2017, will present emerging health scenarios linked to the evolution of NCDs in Europe at Horizon 2030/2050.

The session will contribute to policy formulation in the context of alternative futures with the aim of containing the burden of NCDs and its negative impacts on well-being of European citizens and societies as a whole.

Register here: <https://epha.org/how-healthy-will-your-future-be/>

## Keep in touch with the FRESHER team!

Meet FRESHER project partners at the following events:

### 14th International Conference on Urban Health

Health Equity: The New Urban Agenda and the Sustainable Development Goals

26- 29 September | Coimbra Portugal

### 10th European Public Health Conference

Sustaining resilient and healthy communities

1-4 November | Stockholm, Sweden

Save the Date! FRESHER Final Conference

7 December | Brussels



Follow the FRESHER Project on **Twitter!**



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