

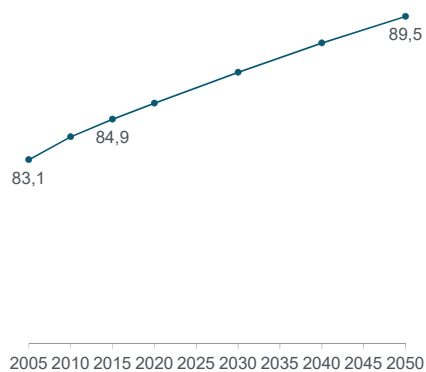
Cardiovascular Disease: The Policy Context

Franco Sassi PhD

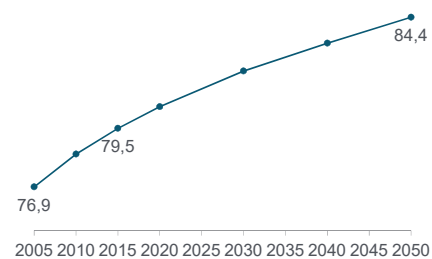
*Director, Centre for Health Economics and Policy Innovation
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Life Expectancy in Europe Will Continue to Grow

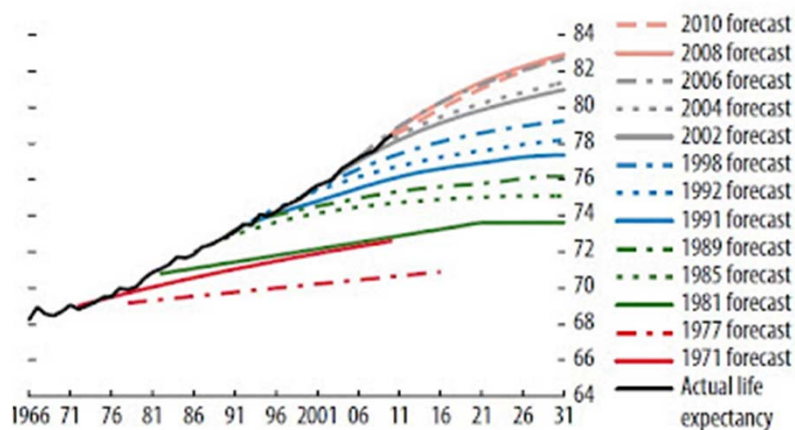
Women



Men



Life Expectancy Growth Consistently Exceeding Forecasts

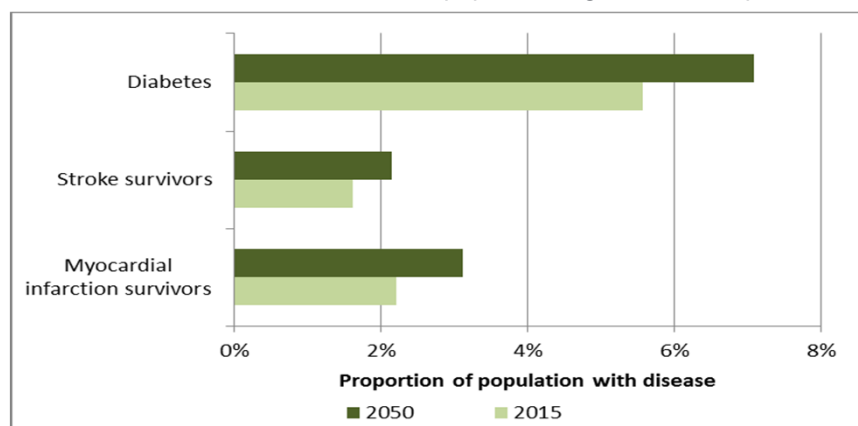


Male life expectancy at birth in UK; ONS data

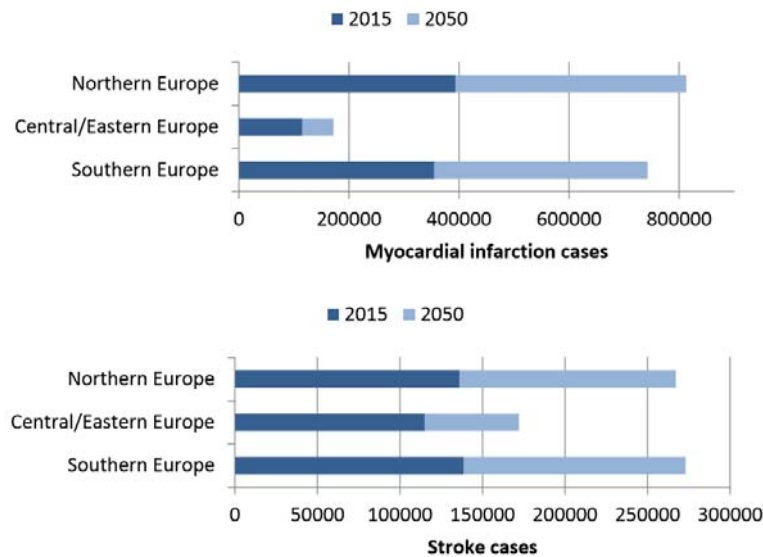
Longer Life, More Chronic Disease Cases



Prevalence of chronic disease, population aged 25+, Europe



Incident Cases of CVD 2015-2050



The Future of Health in Europe

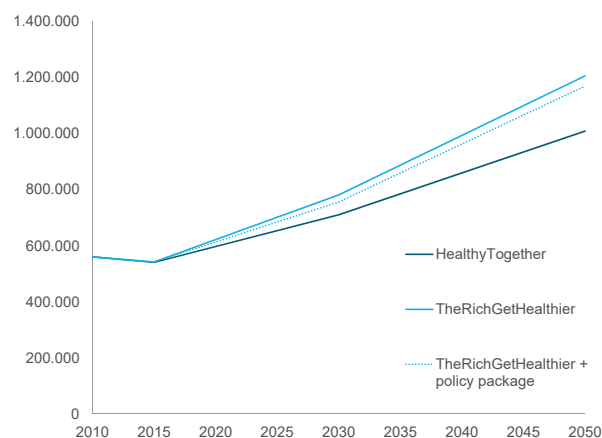


- Inequalities
- Productivity and economic growth
- Innovation in medicine and public health
- Citizen empowerment
- Climate change and decarbonisation
- Demographic trends and migration
- Urbanisation
- Agriculture and global food chains

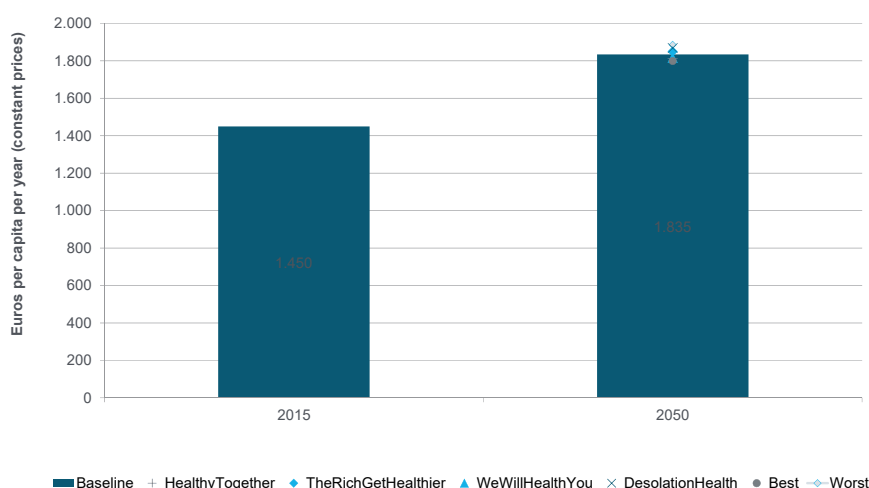
How Far Can Current Policies Take Us?



Predicted CVD incidence, alternative scenarios



A 27% Increase in Health Expenditure



What Policy Options?

- Increasing choice
- Information, education, influencing established preferences (nudging)
- Raising prices on unhealthy choices
- Banning unhealthy behaviours

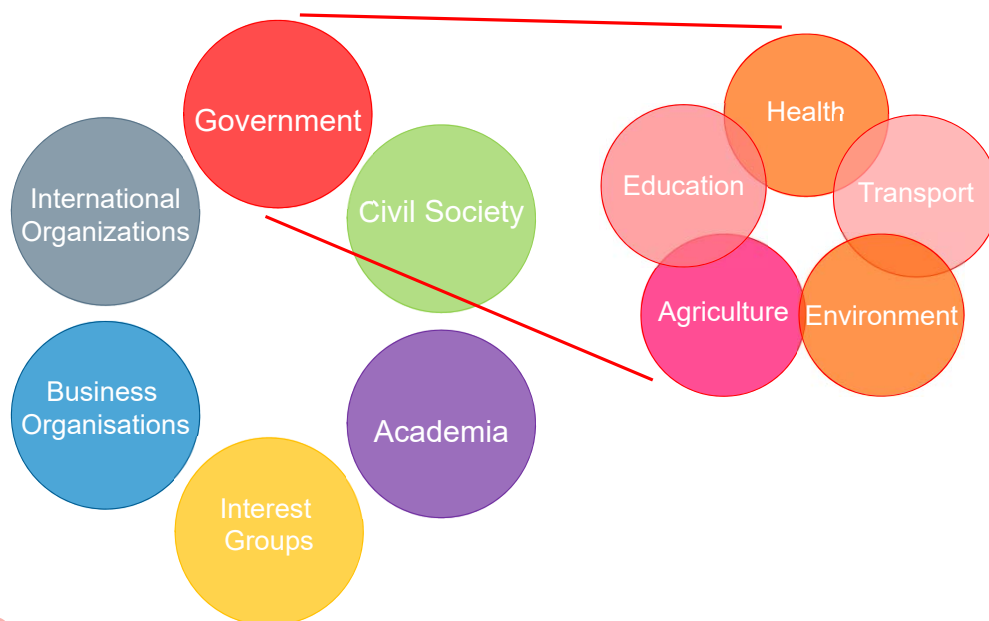


Alternative Policy Approaches

An Example on Food Product Reformulation

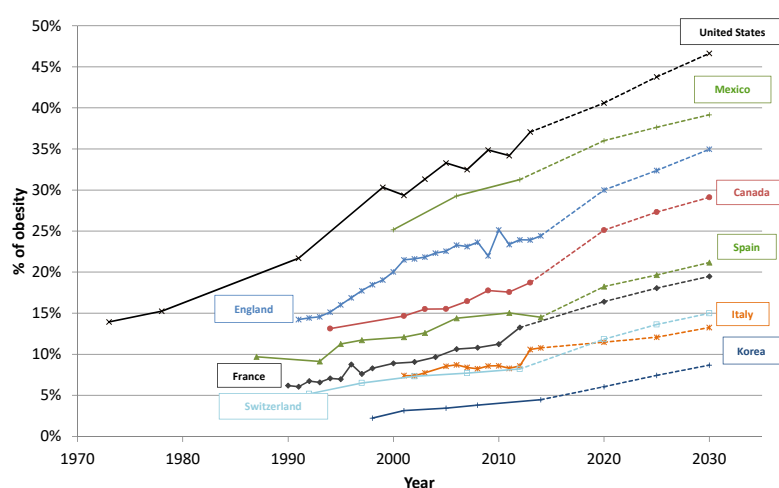
- Fiscal policies: taxes and subsidies (e.g. SSBs)
- Bans on specific ingredients (e.g. industrial trans-fat)
- Voluntary targets and initiatives (e.g. salt)
- Multi-stakeholder approaches

NCD Prevention Involves Multiple Stakeholders



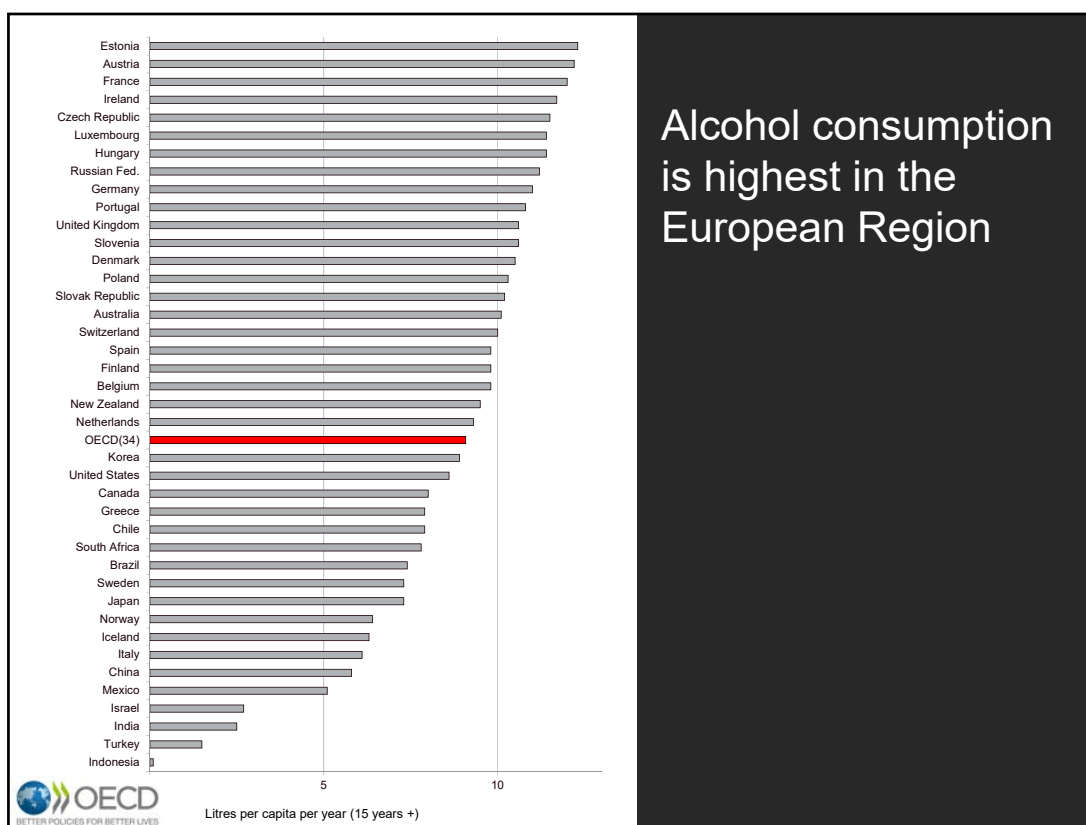
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The Obesity Epidemic

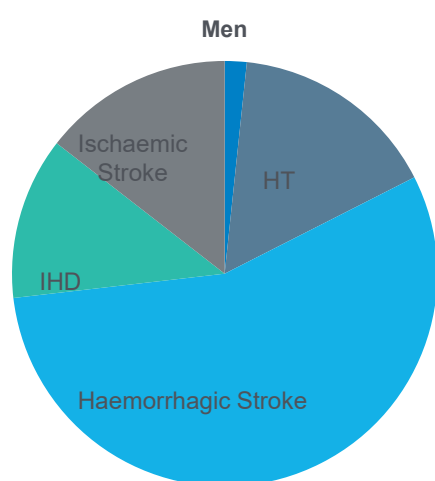


Source: OECD Obesity Update, 2017

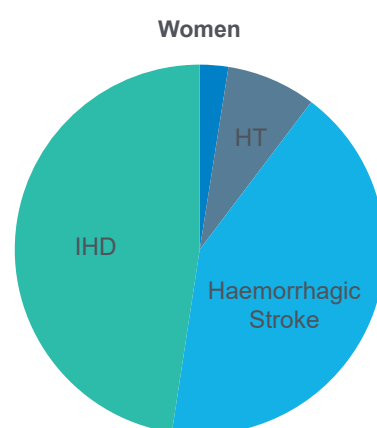
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Net Global Impact of Alcohol on CVD 780 Thousand Deaths per Year



442 Thousand deaths



338 Thousand deaths

Rehm et al., based on WHO, 2014

Conclusions

- In all plausible future scenarios, CVD cases (both new and prevalent) will increase further in the coming decades
- This will lead to increase morbidity, production losses and health care expenditures
- Risk factors for CVD are still widespread, some are expanding
- The health policy response in Europe has been weak at best
- Multi-stakeholder approaches can help, when government leadership is strong and results are rigorously monitored