Between Scylla and Charybdis: Positioning European regions in the 21st century

Signs and wonders

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Walking along the ridge – Getting the balance right in the development of health systems
Our Health Future: Welsh Public Health Strategic Framework: 2010 -
Estimated number of people with diabetes 2008 – 2003
Based upon Welsh Health Survey 2008 and ONS population projections

Diabetic population if prevalence remains the same (4.5%) = 125,000
Diabetic population if prevalence rises to 10% = 283,000
Diabetic population if prevalence rises, as currently, 6% each year = 536,000

A paucity of models: There is a lack of modelling data to support our aspirations
Diverse audiences: If we do quantification we have to remember different audiences

Policymakers

Citizens

Health professionals including researchers

Health administrators
Automated intelligence: Large growth of interactive applications for policymakers/citizens
New approaches: We don’t have to be bound by tradition, use what works

- Community health profiles covering local authority areas in Wales.
- No numbers
- Visual reference to area
- Hook to get policymakers involved.
- Extensive follow up around the country
- Still used five years later.
There is a balance between Art and Science: We need aesthetic and scientific robustness.
Make your message stand out
In a busy marketplace of ideas: make sure that your voice is heard
• Need to convince policy makers to undertake HIA (properly)
• Need the tools to undertake quantification
• Health need is not Health impact
• Demonstrate how numbers can help decision – Health policy literacy
• Presentation is crucial
  • Style
  • Language
  • Stand out
Thank you, Diolch yn fawr

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