

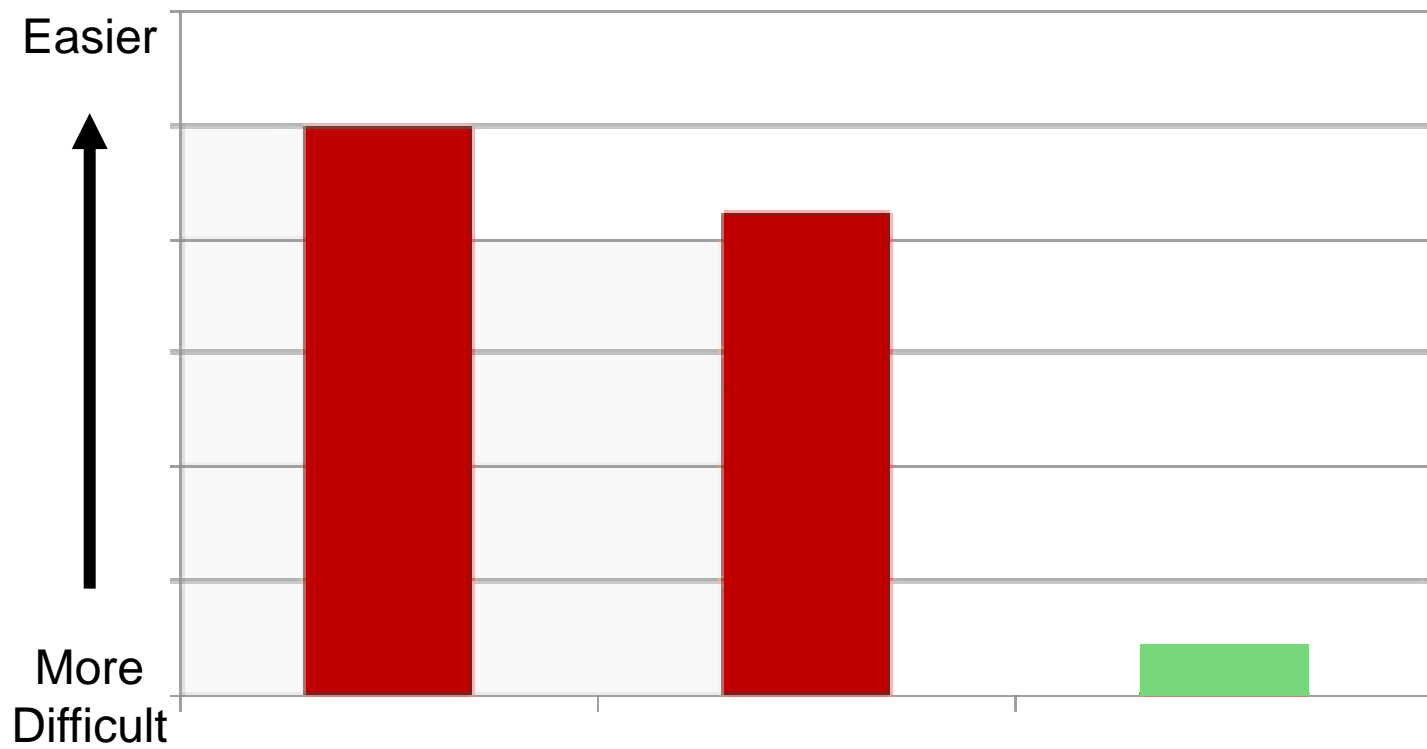
Saving lives, spending less:

the case for investing in
noncommunicable diseases



Estimating Health Impact and Investment Cases

Dr Robert Totanes
Technical Officer
World Health Organization
totanesr@who.int

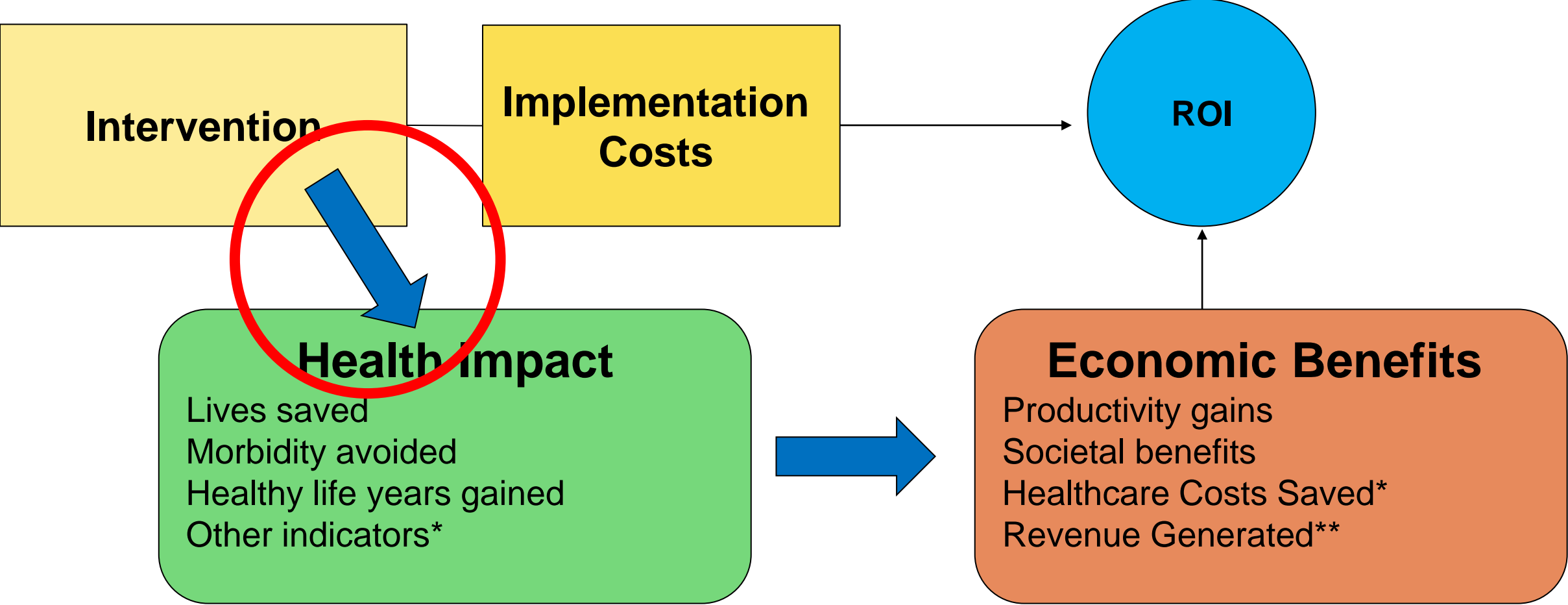


OBJECTIVES

By the end of the presentation, to be familiar with:

1. how the health impact of interventions can be estimated – and the corresponding data needs
2. the types and role of investment cases in advocating and shaping policies

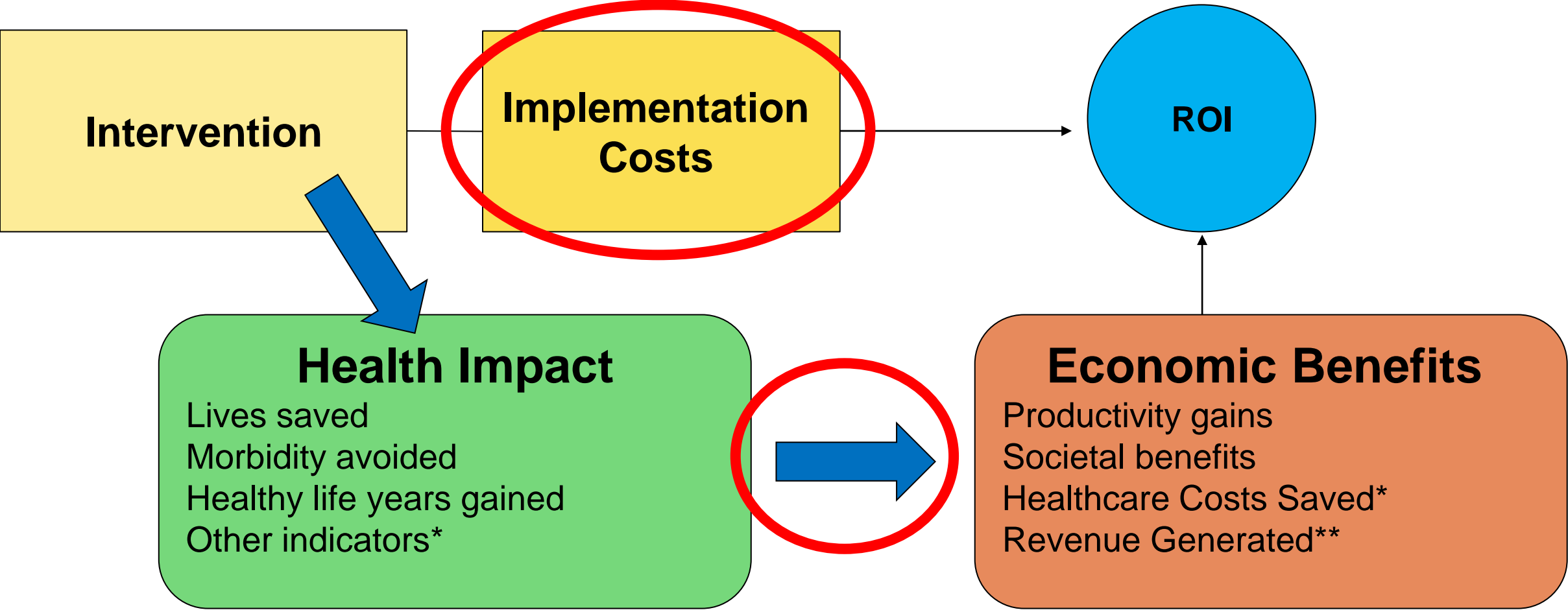
Cost-Effectiveness vs Cost Benefit Analysis



Overview of Data Needs to Estimate Impact of Health Taxes



Cost-Effectiveness vs Cost Benefit Analysis



Overview of Data Needs to Estimate Impact of Health Taxes

Costs

**Labor force
participation rates**

**Substitution / Illicit
Trade**

**Impact on
productivity**

**Economic
indicators**

OneHealth Tool → Integrated Health Tool

- The OneHealth Tool is a software tool designed to inform national strategic health planning in low- and middle-income countries.
- The tool provides planners with a single framework for scenario analysis, costing, health impact analysis, budgeting and financing of strategies for all major diseases and health system components.
- Development is overseen by the UN InterAgency Working Group on Costing (IAWG-Costing). WHO provides technical oversight to the development of the tool

**What is your love
language?**

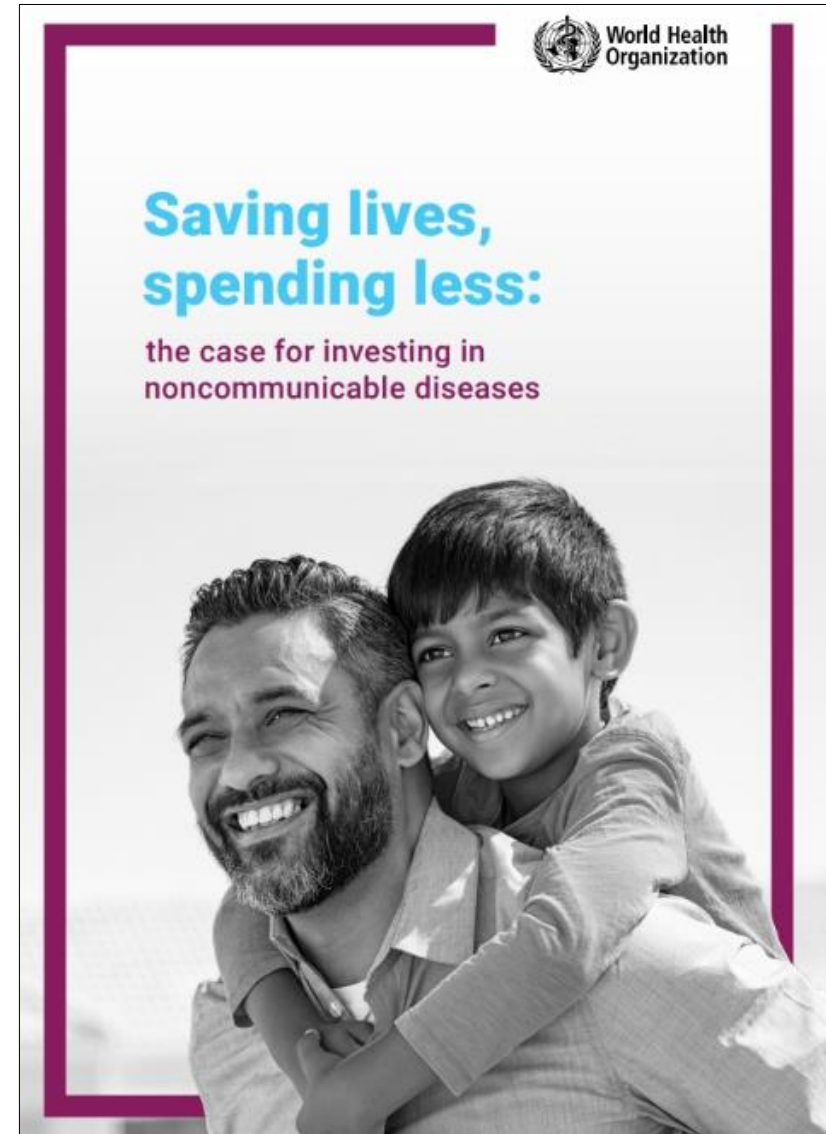
Investment Cases

- Presents the health and economic arguments for allocating resources to a particular (set of) intervention/s
- May contain estimates on the costs borne by society, health gains, and economic benefits
- Essentially an **advocacy** tool: a collection of compelling evidence to help convince decision-makers to support, adopt, and/or implement a desired policy change

Investment Cases

- Fit for purpose – depending on the intended purpose and desired outcome
- Global vs country investment cases

The Global NCD Investment Case



Key Highlights

For an additional
US\$ 0.84
per person
per year



7 million
lives saved



10 million
heart attacks and
strokes averted

50 million
healthy life-
years gained

US\$ 230 billion
in economic
gains



US\$ 7
Return on each
dollar invested

Scope







- Covers the 16 NCD Best Buys from Appendix 3 of the Global NCD Action Plan
- Six intervention areas – tobacco, alcohol, unhealthy diet, physical inactivity, management of CVD/diabetes, cervical cancer
- Estimates from 76 low- and lower-middle income countries; costs and benefits from 2021 to 2030



The NCD Best Buys

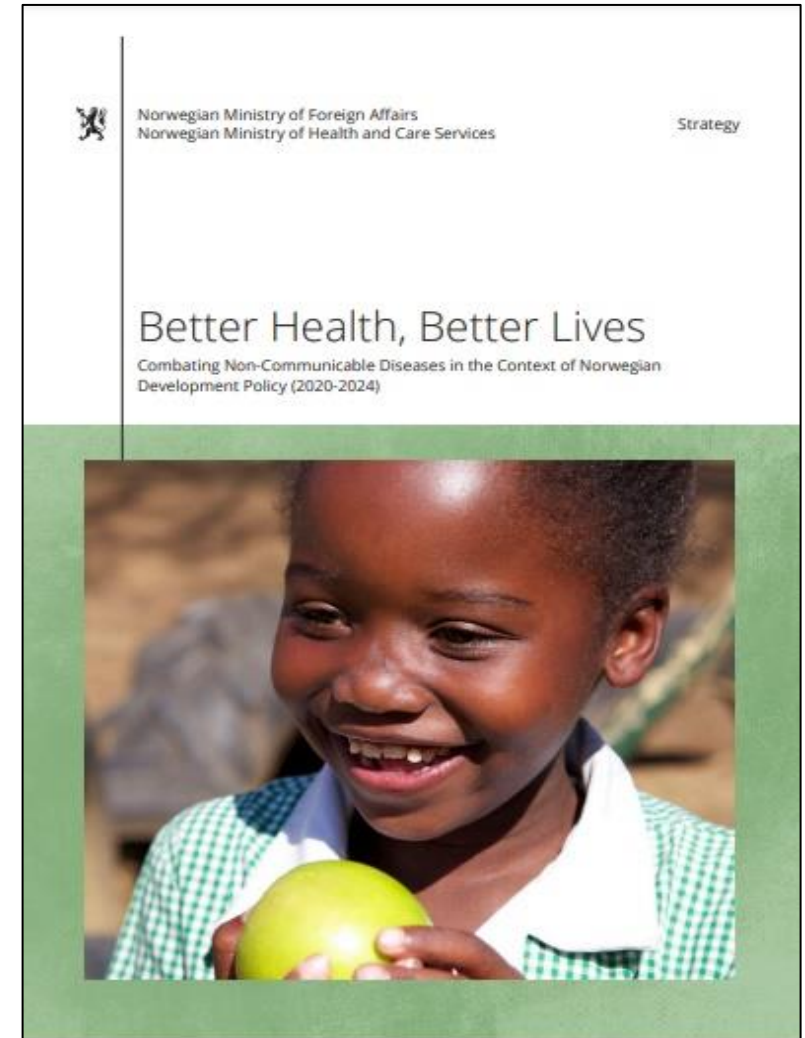
- Excellent return on investment (ROI) for all intervention areas
- These are conservative estimates – benefits are likely higher, and will accrue beyond 2030
- Intervention areas with relatively lower ROI may cost more but save more lives within the 2030 timeframe

ROI for Specific Intervention Areas

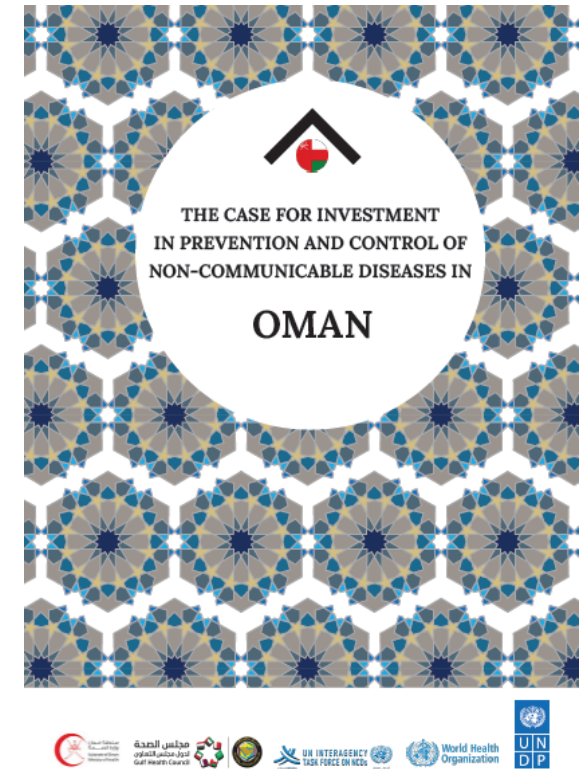
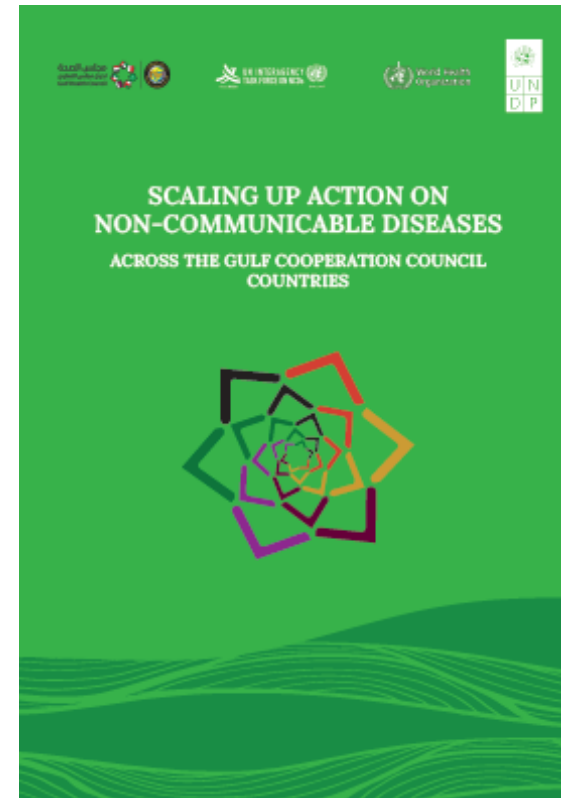
		Return on Investment (ROI) per dollar invested
TOBACCO US\$ 1		US\$ 7.11
ALCOHOL US\$ 1		US\$ 8.32
HEALTHY DIETS US\$ 1		US\$ 11.93
PHYSICAL ACTIVITY US\$ 1		US\$ 3.20
MANAGE CARDIOVASCULAR DISEASE AND DIABETES US\$ 1		US\$ 3.12
HPV VACCINATION & CERVICAL CANCER SCREENING US\$ 1		US\$ 2.34

IMPACT

- The 2018 report was the first document that showed the ROI for NCDs – figures long overdue and demanded by NCD advocates and donors
- Instrumental in Norway’s decision to build an international development strategy around NCDs
 - Better health, better lives strategy initially allocated \$20 million for NCDs
 - Further increased to \$133 million over 2020-2024 for low-income countries



Country Investment Cases



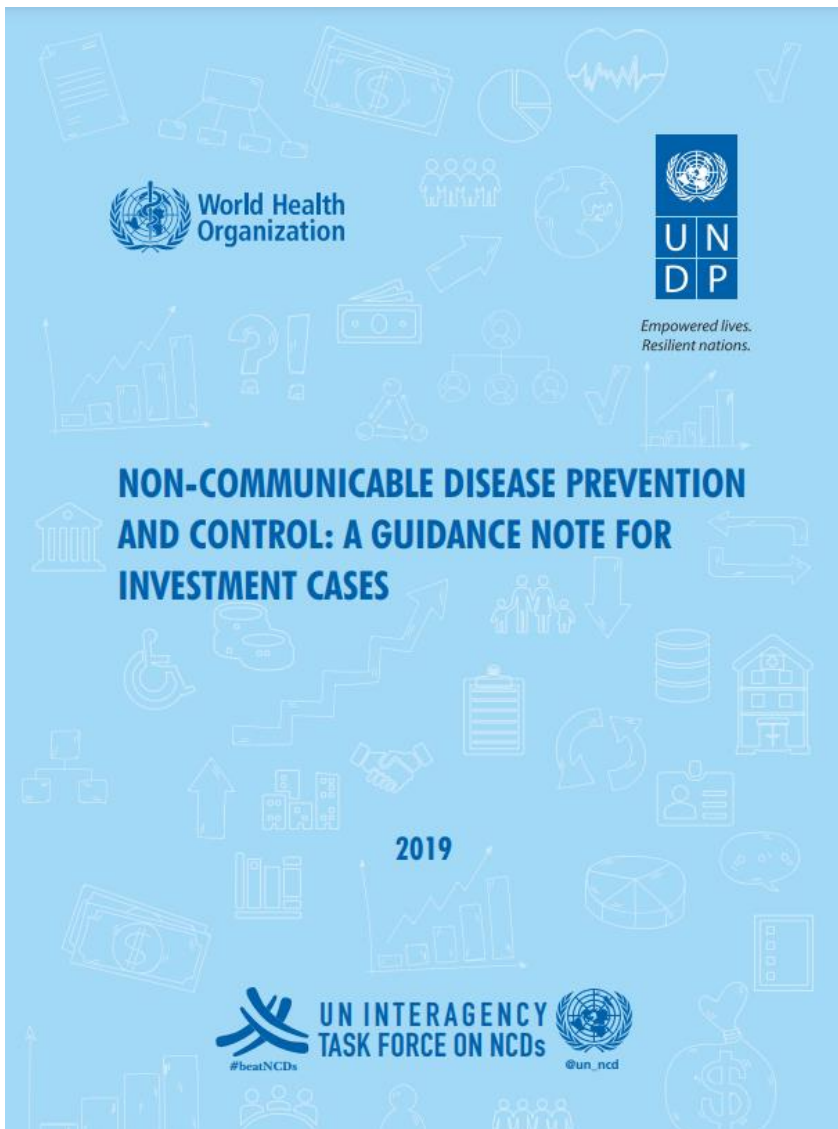
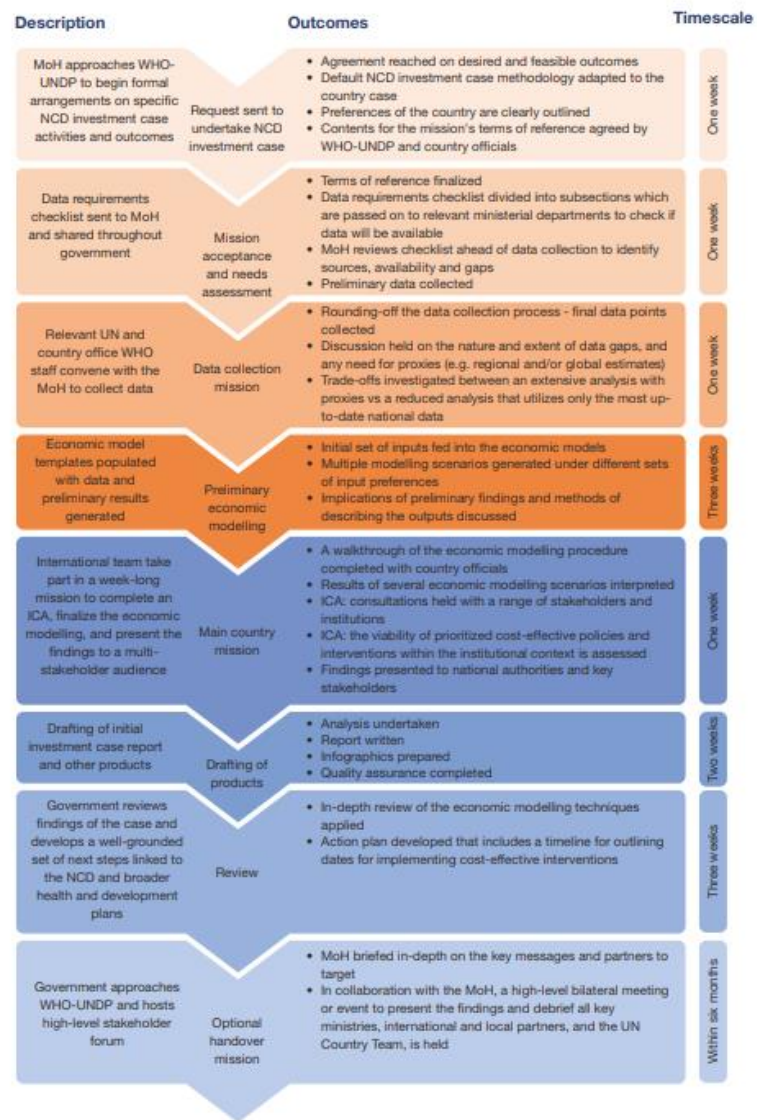


Figure 2. Steps in developing an NCD investment case



Other Tools

- Policy briefs / notes
- Letters to decision-makers
- Research notes on specific topics / concerns
- Publication briefs

KEY MESSAGES

- There is a wealth of tools, resources and partners that can help you move forward on health taxes
- Certain data limitations can be overcome using proper estimation methodologies – partners can offer this support
- Investment cases can be an excellent way to present the health and economic benefits from implementing interventions
- Consider different ways to achieve your objectives – attacking from multiple angles can help push the agenda faster

Thank you!