

# **RAISING THE PROFILE OF ORAL HEALTH IN EUROPE**

Or Brussels as your capital

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# WHAT I WILL TALK ABOUT TODAY

- About H+K and your speaker
- Lobbying: what and why
- Health and Europe
- The quest for better oral health (policies)



# H+K STRATEGIES (BRUSSELS)



- + Founded in 1967
- + More than 50 clients, including leading corporations, trade associations, government ministries, diplomatic missions and EU institutions.
- + Our mission is to provide wisdom and strategic advice combined with high-quality execution.
- + Strong ties with EU institutions, Member State governments and non-EU diplomatic missions.
- + Strong media capabilities at EU and Member State press corps level.
- + 12 of the 23 official EU languages spoken.
- + Hosting the Secretariat of the Platform for Better Oral Health in Europe

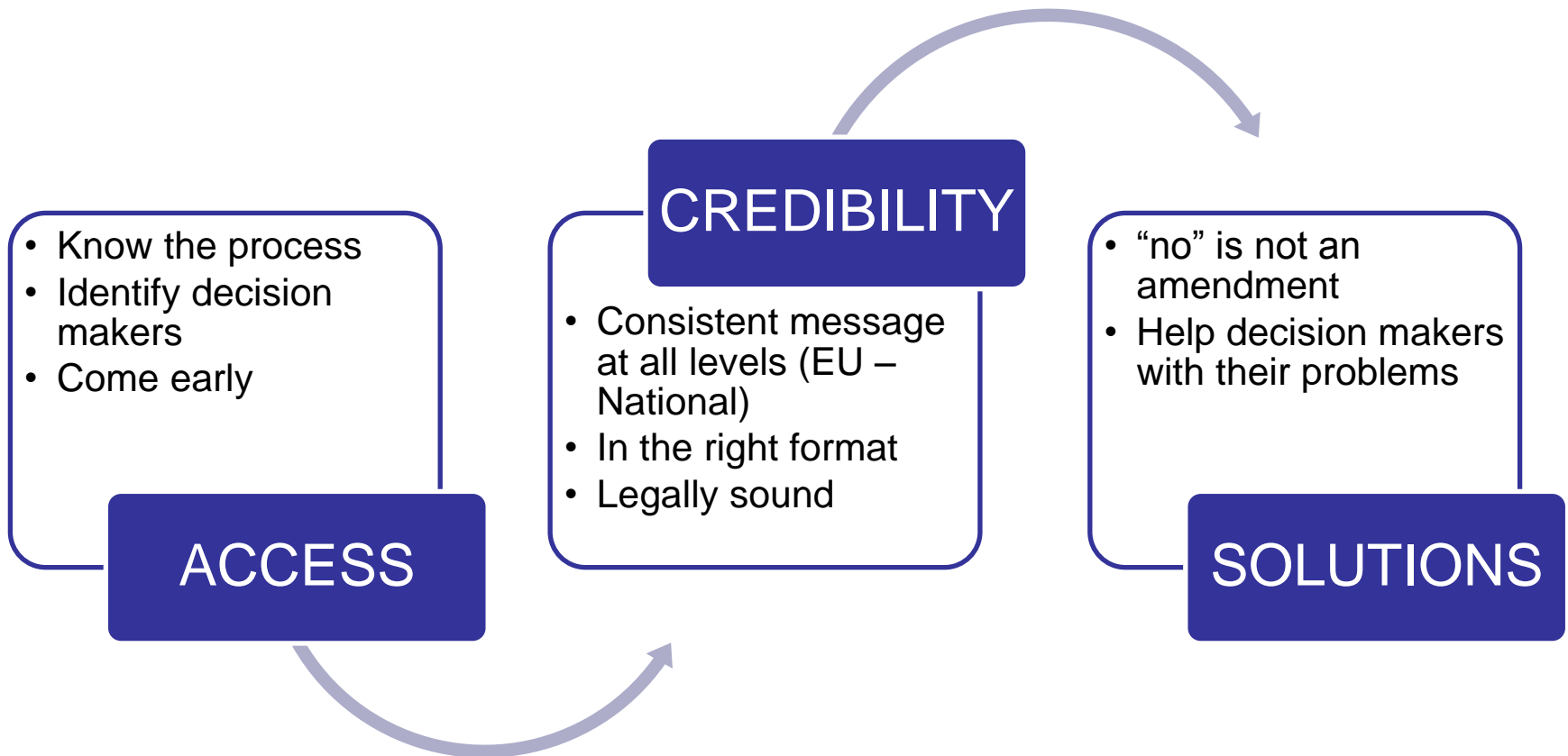


# WHAT IS PUBLIC AFFAIRS OR LOBBYING?

Assisting organisations with influencing the decision making processes of public authorities in order to create a positive environment for the organisation to pursue its goals or to prevent undue restrictions

Develop strategies, arguments and materials to advocate interests and then deliver these to the decision makers and to those who influence the decision makers.

# LOBBYING PRINCIPLES



# CLARIFYING EU ROLE IN HEALTH <sup>6</sup>

- ✓ Legal basis for actions in public health: **Article 168** of the Treaty
- ✓ “A high level of health protection in all EU policies”
- ✓ Responsibility for organisation of health systems and delivery of healthcare is the competence of **Member States (MS)**
- ✓ EU action shall **complement and support** MS action and **foster cooperation**



# ORAL HEALTH: THE CASE FOR EUROPEAN ACTION

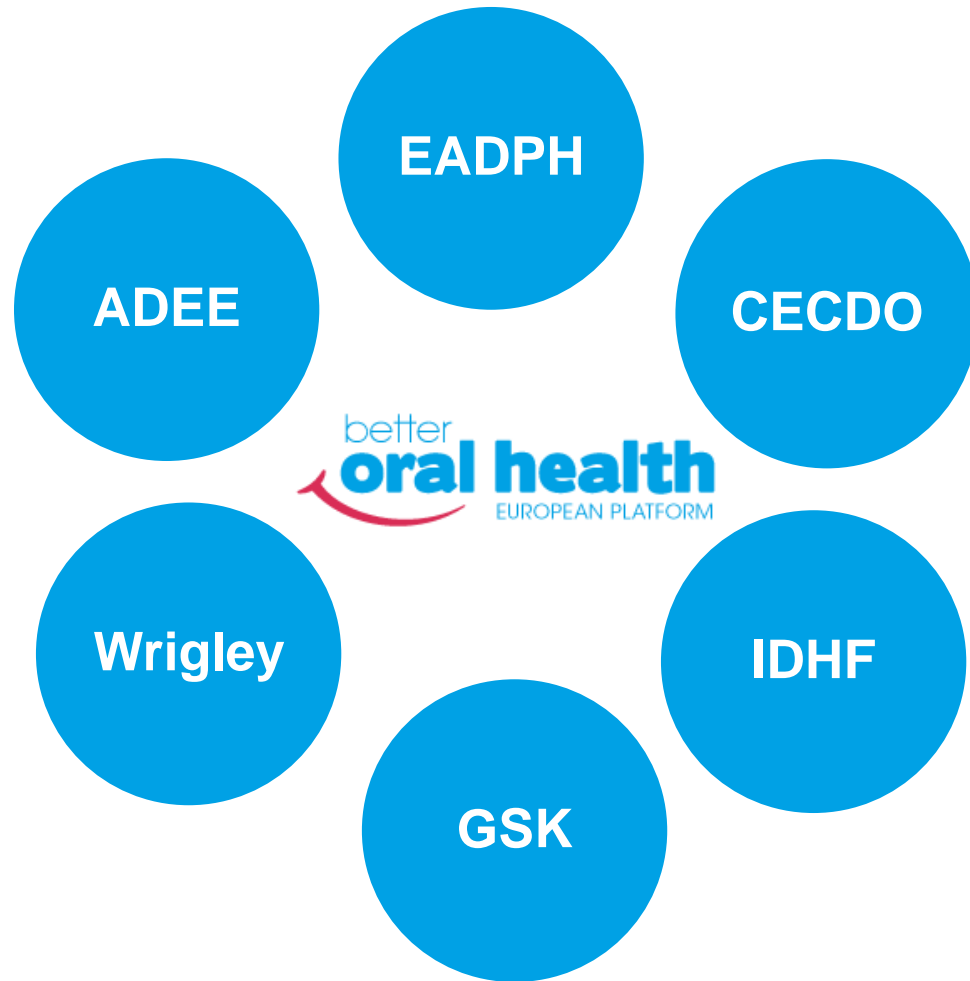
- Heavy economic and social burden
- Feeling of complacency over the years?
- Oral diseases largely preventable by simple yet efficacious measures
- Frequently overlooked in European and national health policies



# THE PLATFORM FOR BETTER ORAL HEALTH IN EUROPE

## Call to Action for Better Oral Health in Europe

Promoting education, prevention and access to dental care





# PLATFORM'S OBJECTIVES

1. Agree on a common approach to prevention education and access to better oral health in Europe
2. Strengthen the dialogue with all those involved in the provision of oral care
3. Develop and disseminate practical oral health promotion and prevention tools that can make a real difference







# POLICY RECOMMENDATIONS

1. Develop a coherent European strategy
2. Improve the data and knowledge base
3. Support the development of cross-sectoral approaches and of the dental workforce
4. Address increasing oral health inequalities
5. Encourage best practice sharing across countries



## LOOKING AHEAD

- Build-up the EU policy momentum and cascade at the national level
- Develop policy milestones
- World Oral Health Day in Europe (20 March)
- Broaden relationship with other health stakeholders
- Bridge the oral health data gap



**Welcome to our website. Our mission is to promote oral health and the cost effective prevention of oral diseases in Europe.**



## **Oral health means more than just good teeth**



It is a determinant factor for quality of life, essential for well-being, and an integral part of general health. In the EU, the socio-economic burden of oral diseases is considerable: they affect the majority of school-aged children and adults and account for 5% of public health spending. Costs of traditional curative treatment have risen from €54bn in 2000 to €79bn in 2012 and are expected to rise up to €93bn by 2020. Treatment expenditure exceeds that for other diseases, including cancer, heart disease, stroke and dementia. This is disturbing, given that much of the oral disease burden is preventable.

**THANK YOU**



# Thank you for your attention!

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