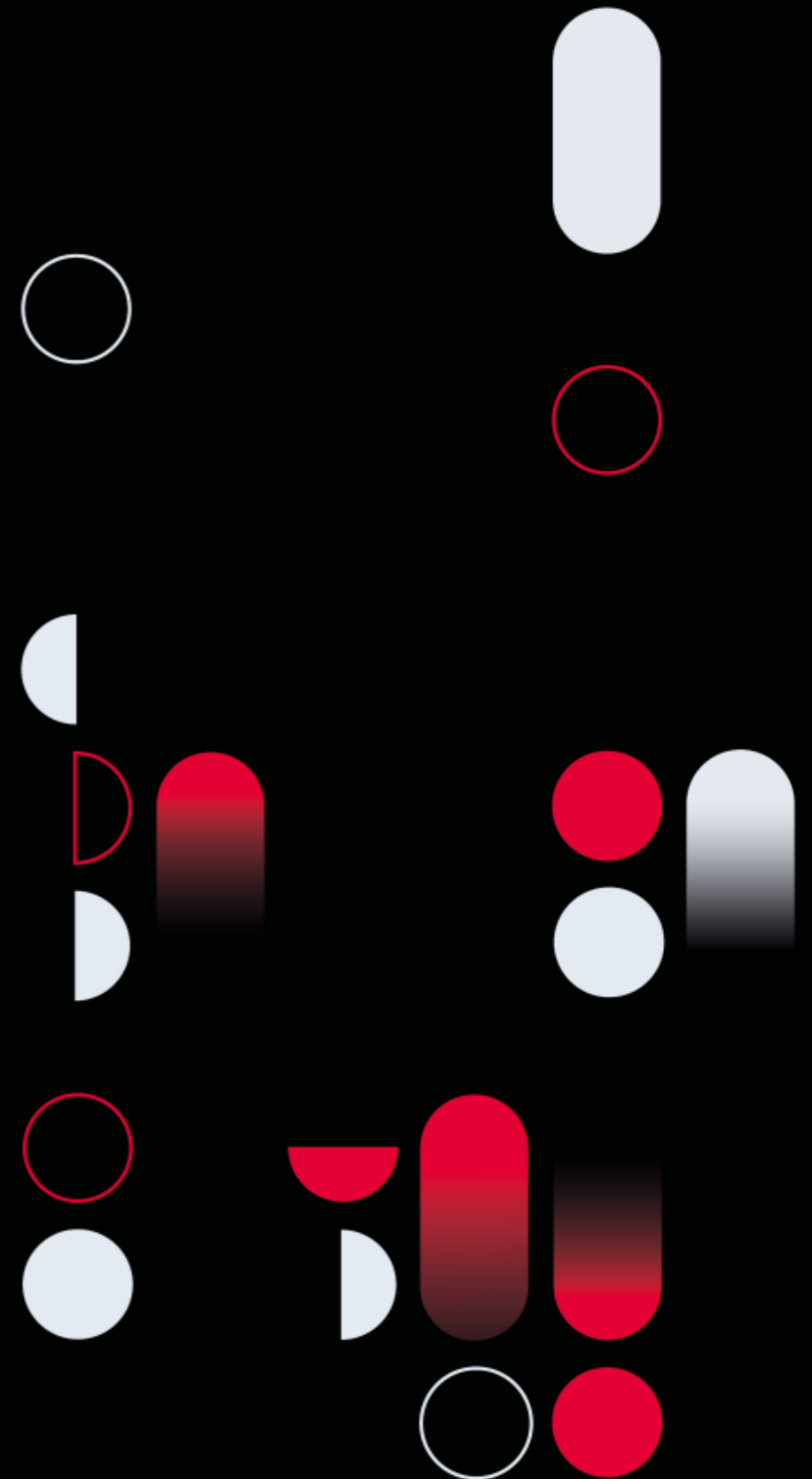


Consumi, Economia e Salute: le Sfide del Prossimo Decennio

Franco Sassi PhD

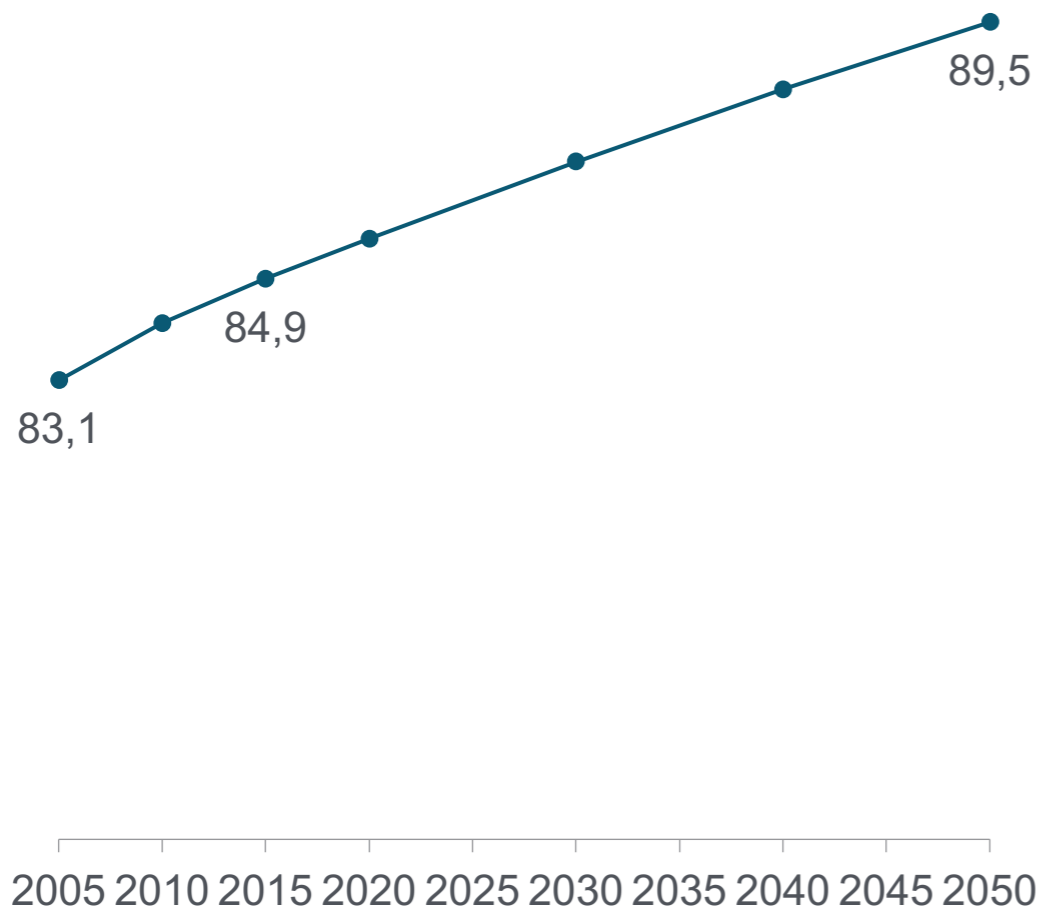
*Professor of International Health Policy and Economics
Director, Centre for Health Economics and Policy Innovation
Imperial College Business School*

Roma, 8 Marzo 2019

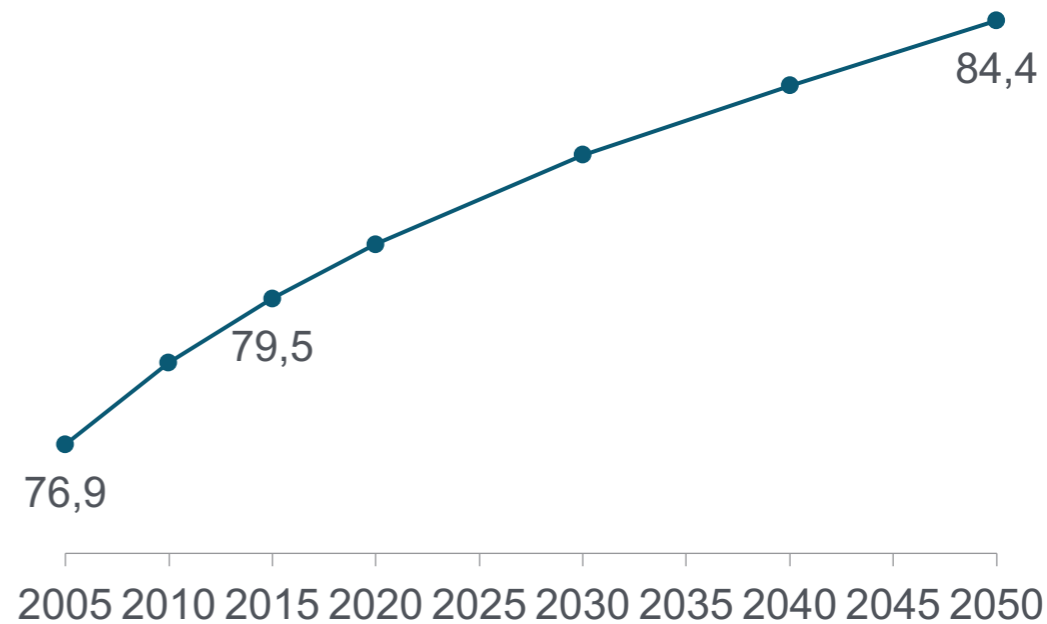


L'Aspettativa di Vita Continua' ad Aumentare

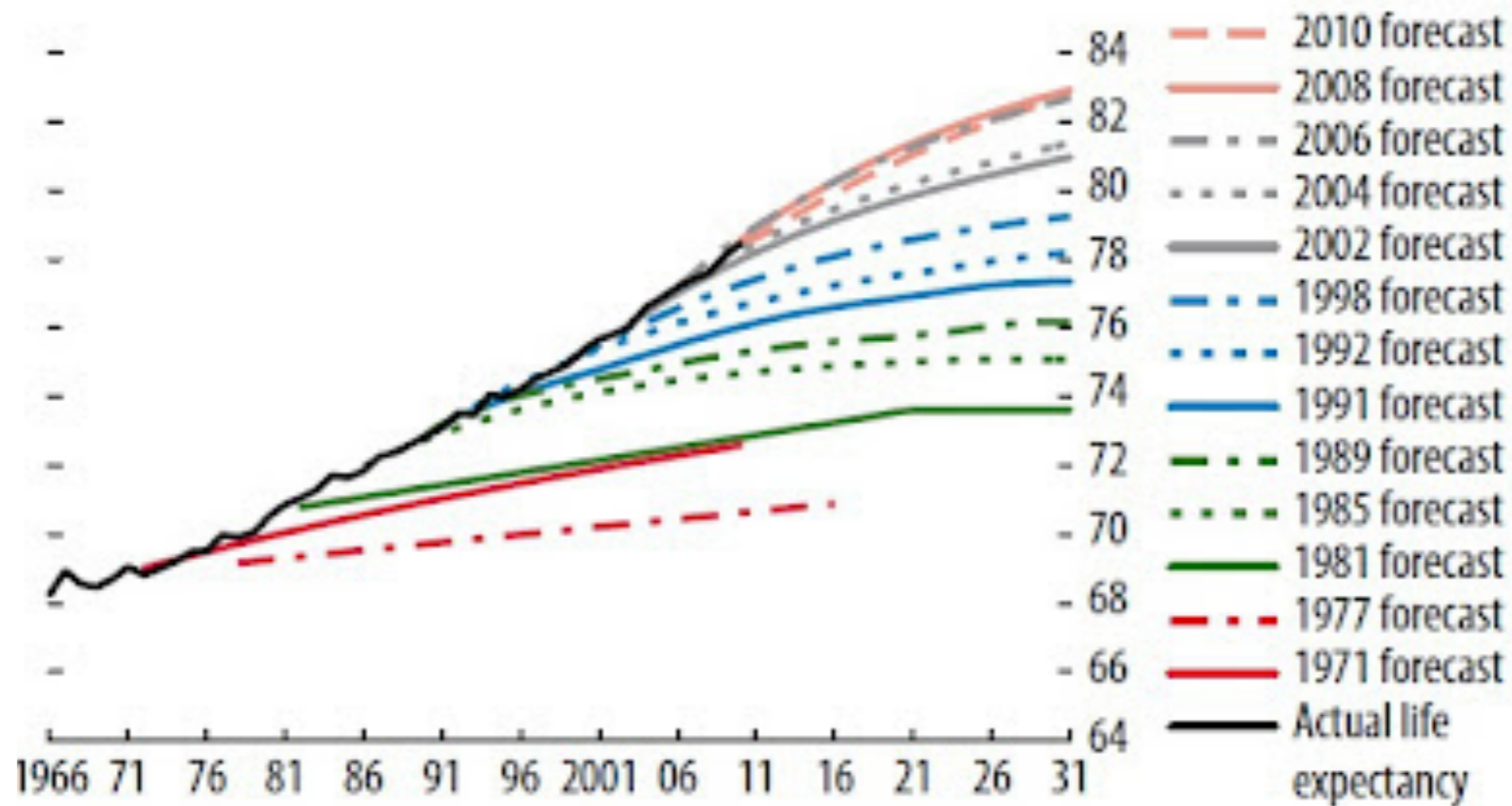
Donne



Uomini



Crescita Ha Sempre Superato le Aspettative



Aspettativa di vita alla nascita, uomini, UK; dati ONS

Summit ONU su Malattie Croniche, 2011



The Global Economic Burden of Non-communicable Diseases

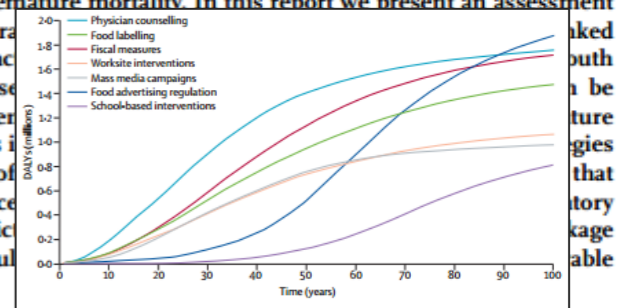


THE LANCET

Tackling of unhealthy diets, physical inactivity, and obesity: health effects and cost-effectiveness

Michele Cecchini, Franco Sassi, Jeremy A Lauer, Yong Y Lee, Veronica Guajardo-Barron, Daniel Chisholm

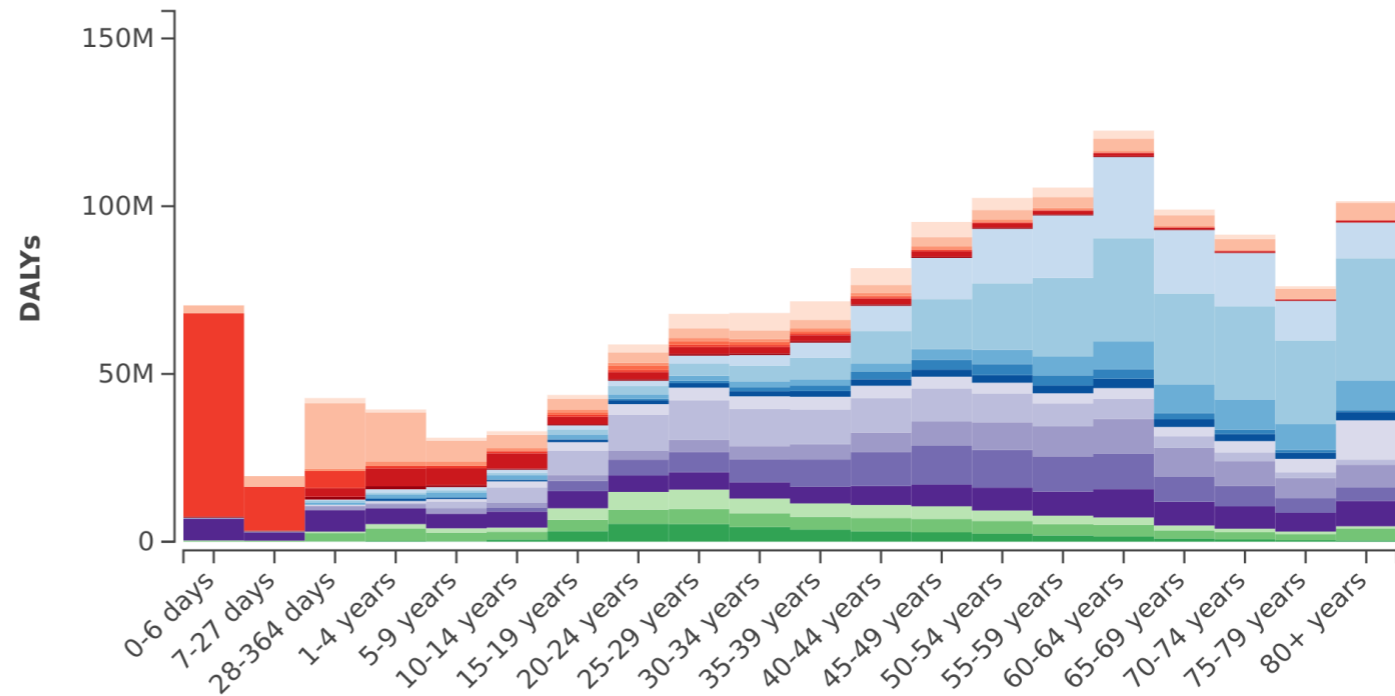
The obesity epidemic is spreading to low-income and middle-income countries as a result of new dietary habits and sedentary ways of life, fuelling chronic diseases and premature mortality. In this report we present an assessment of public health strategies designed to tackle behaviour with obesity, including aspects of diet and physical inactivity in Africa. England was included for comparative purposes. We expected to generate substantial health gains while effecting reductions of health-care expenditures. These strategies include measures that improve population awareness about the benefits of healthy eating and physical activity, that increase the price of unhealthy food content or reduce energy density, that improve nutritional information or restrict advertising, and that promote measures for the prevention of chronic diseases would have a favourable cost-effectiveness profile.



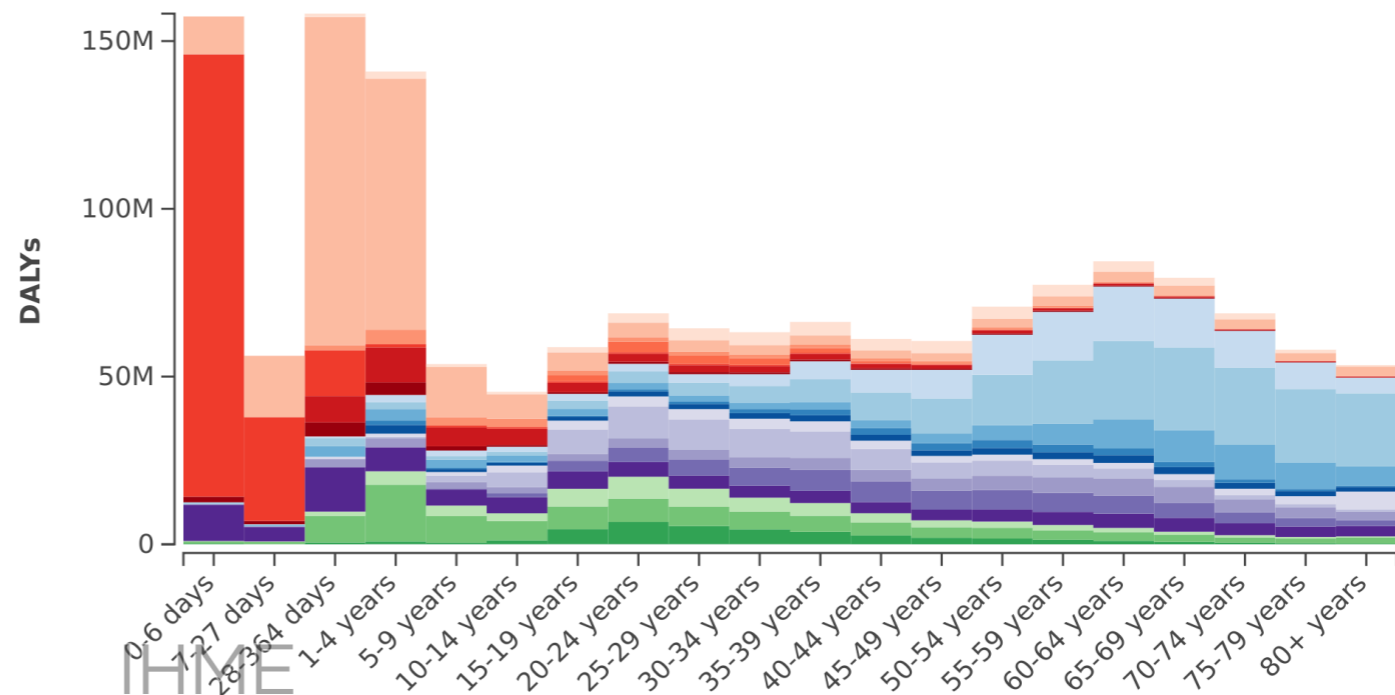
Disease Burden nei Paesi G20

- HIV/AIDS & tuberculosis
- Diarrhea/LRI/other
- NTDs & malaria
- Maternal disorders
- Neonatal disorders
- Nutritional deficiencies
- Other group I
- Neoplasms
- Cardiovascular diseases
- Chronic respiratory
- Cirrhosis
- Digestive diseases
- Neurological disorders
- Mental & substance use
- Diabetes/urog/blood/endo
- Musculoskeletal disorders
- Other non-communicable
- Transport injuries
- Unintentional inj
- Self-harm & violence
- War & disaster

G20, Both sexes, 2015



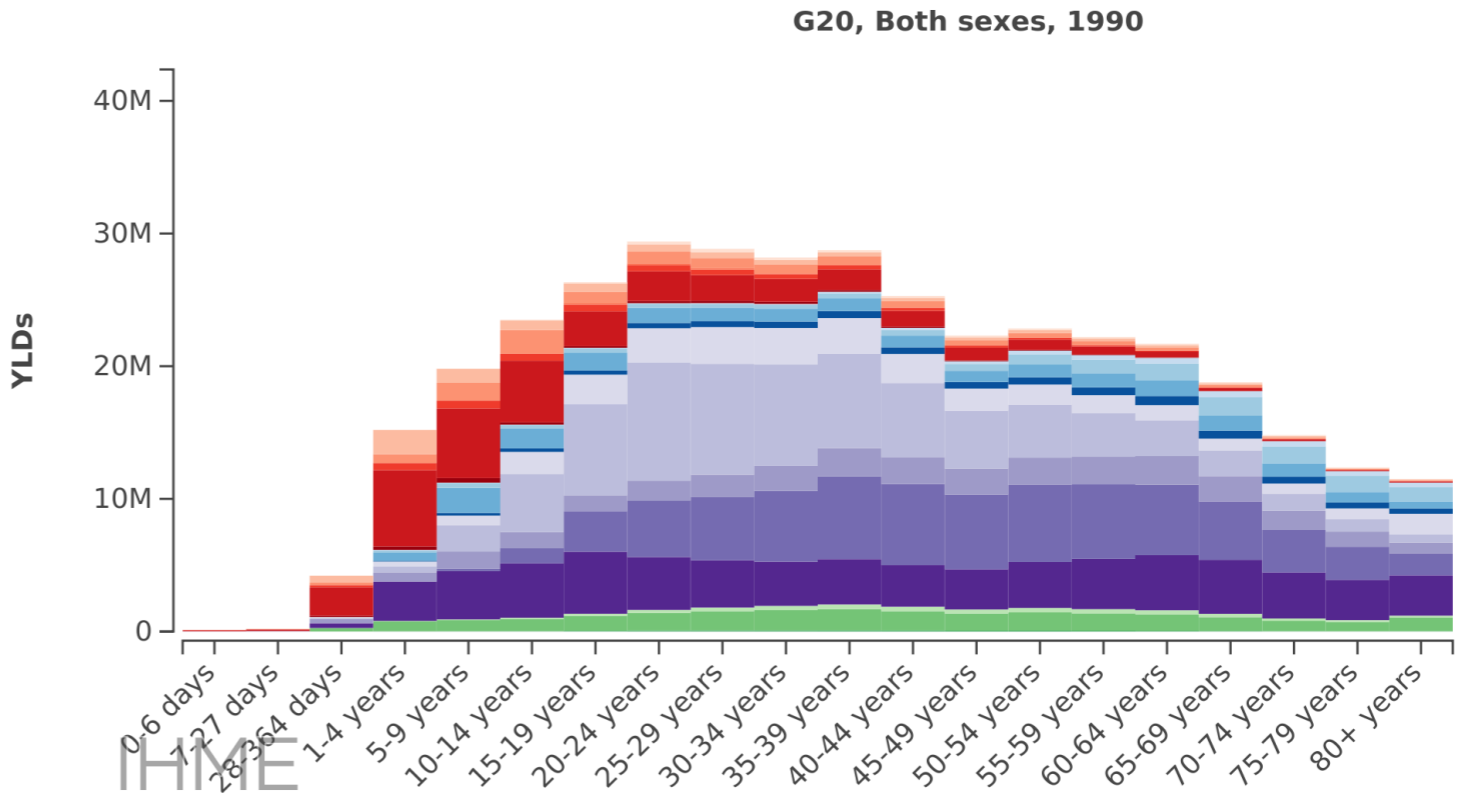
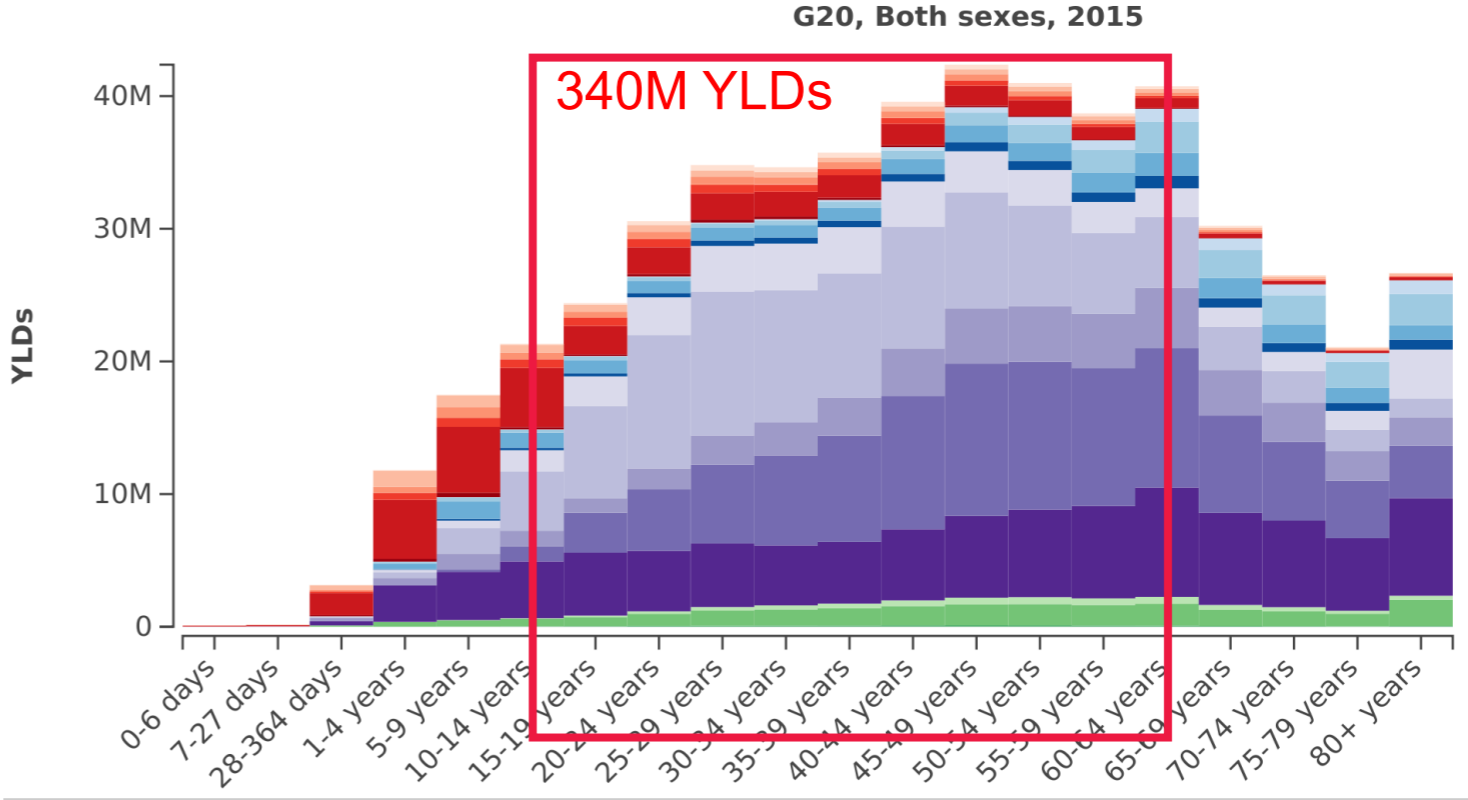
G20, Both sexes, 1990



Source: IHME data

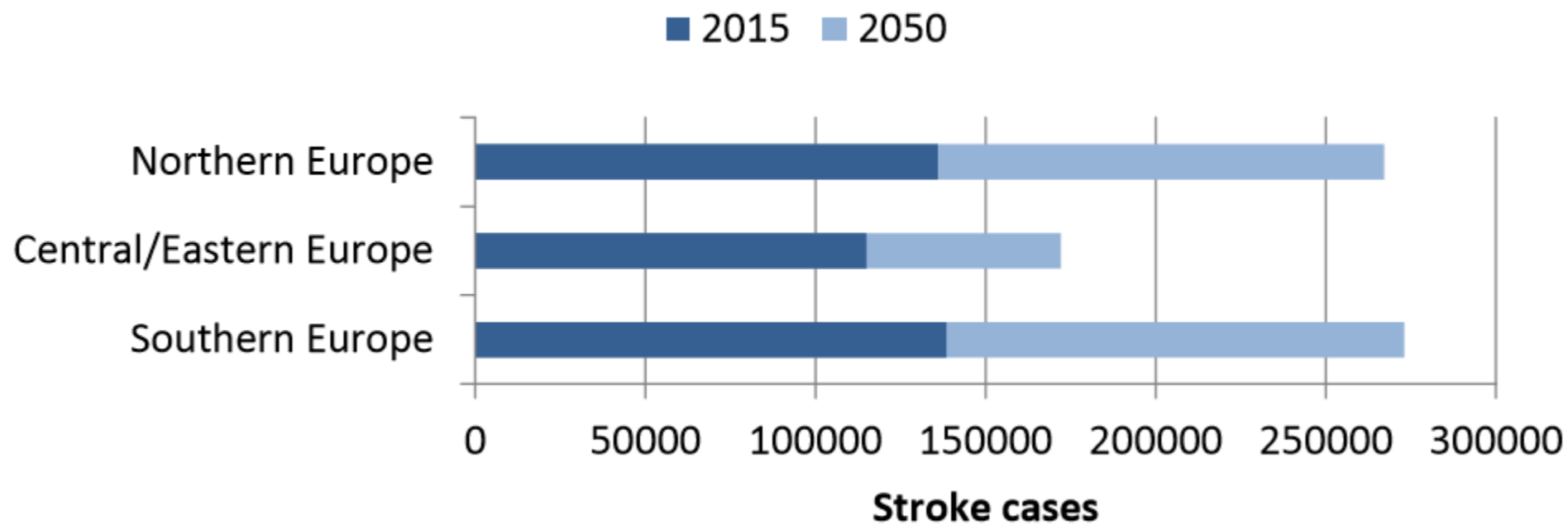
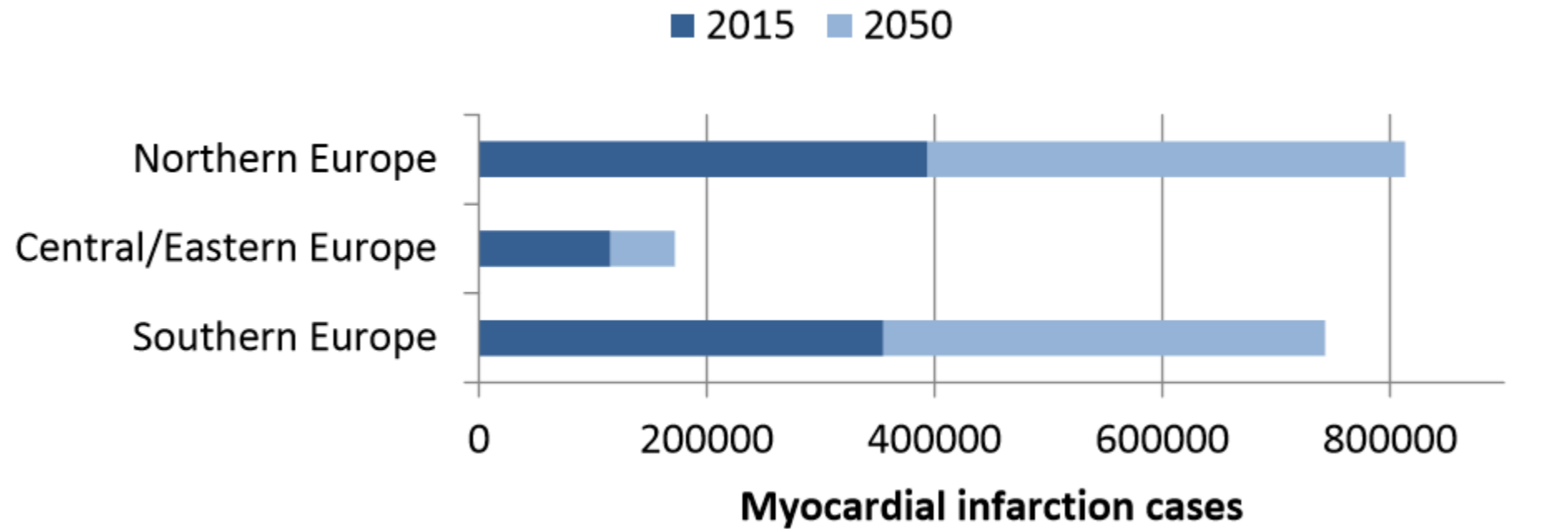
Years Lived with Disability, Paesi G20

- HIV/AIDS & tuberculosis
- Diarrhea/LRI/other
- NTDs & malaria
- Maternal disorders
- Neonatal disorders
- Nutritional deficiencies
- Other group I
- Neoplasms
- Cardiovascular diseases
- Chronic respiratory
- Cirrhosis
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- Musculoskeletal disorders
- Other non-communicable
- Transport injuries
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- Self-harm & violence
- War & disaster

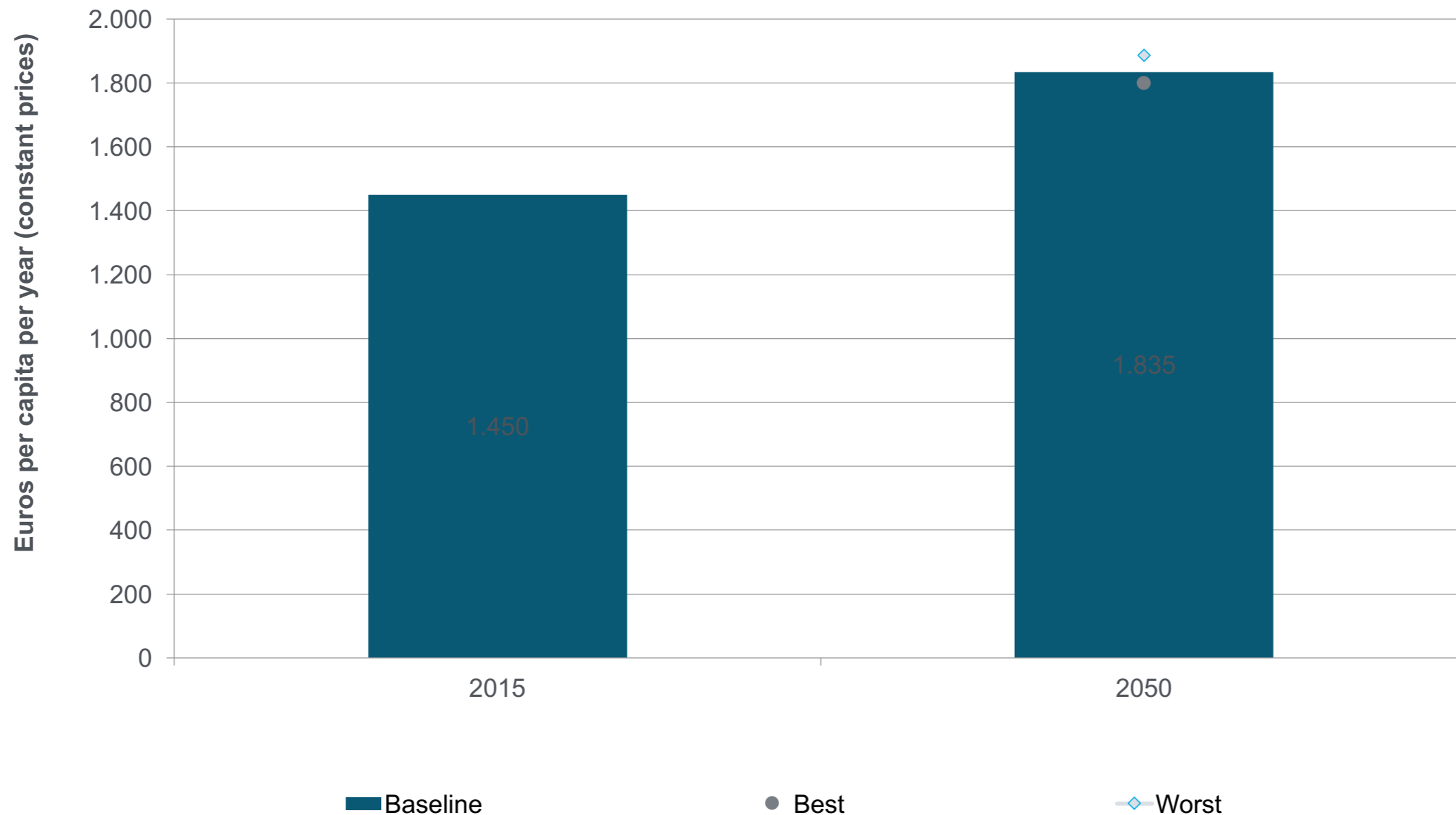


Source: IHME data

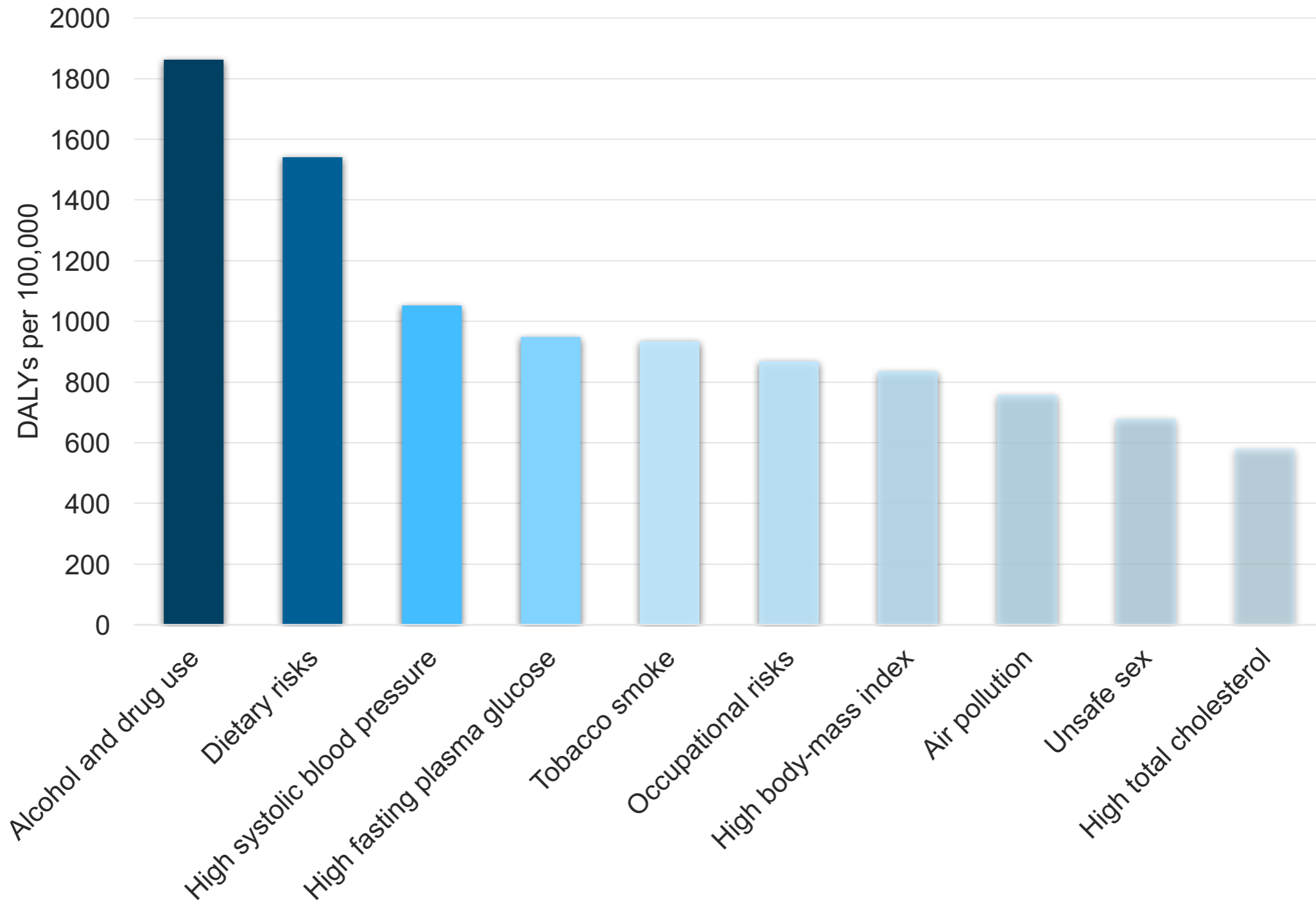
Nuovi Casi di CVD 2015-2050



Un Incremento della Spesa Sanitaria del 27% in Termini Reali

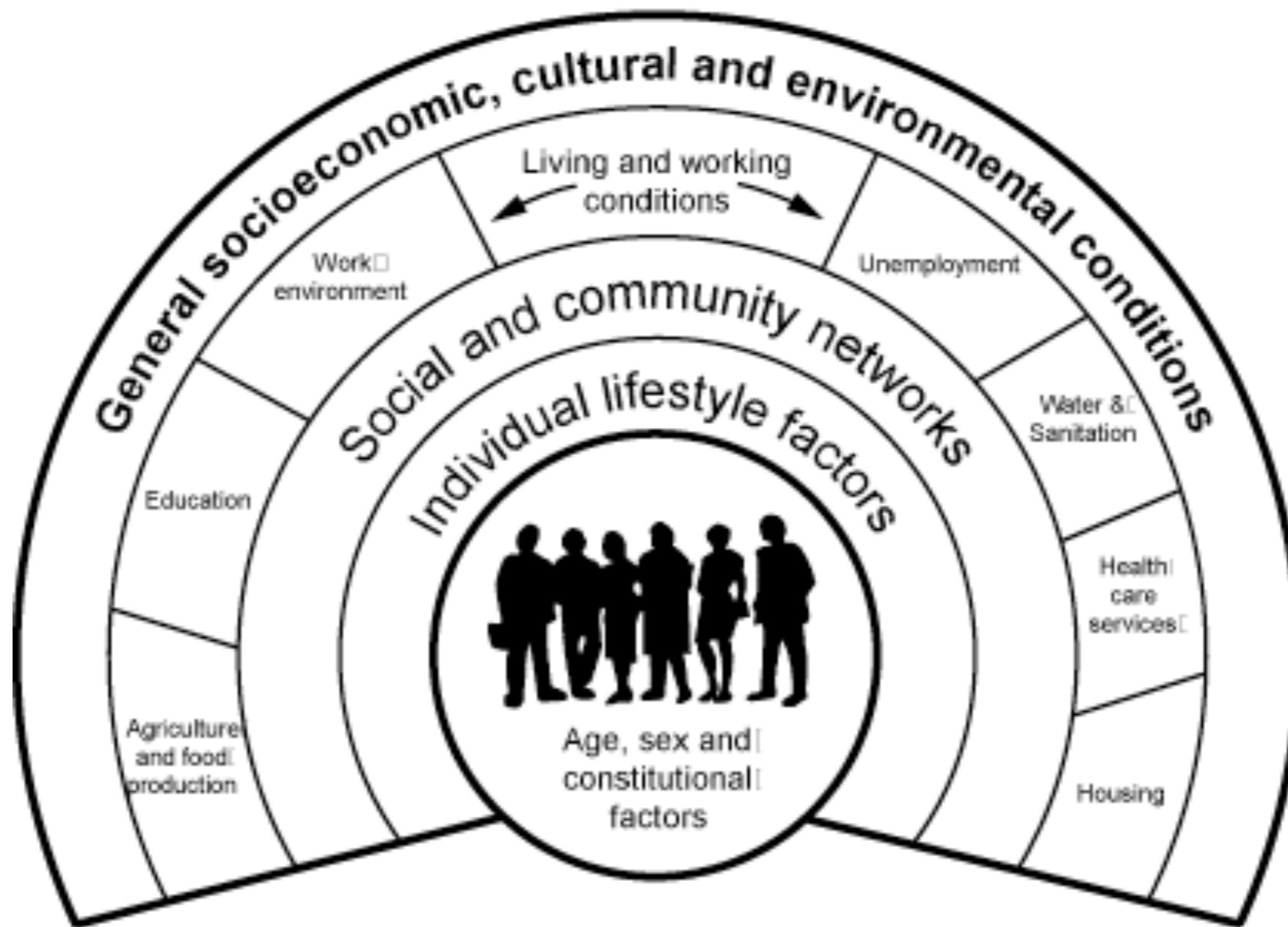


Cause di Disease Burden in Giovani Adulti, G20



Source: IHME data

Determinanti Sociali della Salute



The “Layers of Influence” model - Dahlgren & Whitehead, 1991

Le “Determinanti Commerciali” della Salute

[...] it is not just Big Tobacco anymore. Public health must also contend with Big Food, Big Soda, and Big Alcohol. All of these industries fear regulation, and protect themselves by using the same tactics.

Research has documented these tactics well. They include front groups, lobbies, promises of self-regulation, lawsuits, and industry-funded research that confuses the evidence and keeps the public in doubt.

Tactics also include gifts, grants, and contributions to worthy causes that cast these industries as respectable corporate citizens in the eyes of politicians and the public. They include arguments that place the responsibility for harm to health on individuals, and portray government actions as interference in personal liberties and free choice.

This is formidable opposition. Market power readily translates into political power. Few governments prioritize health over big business. As we learned from experience with the tobacco industry, a powerful corporation can sell the public just about anything.

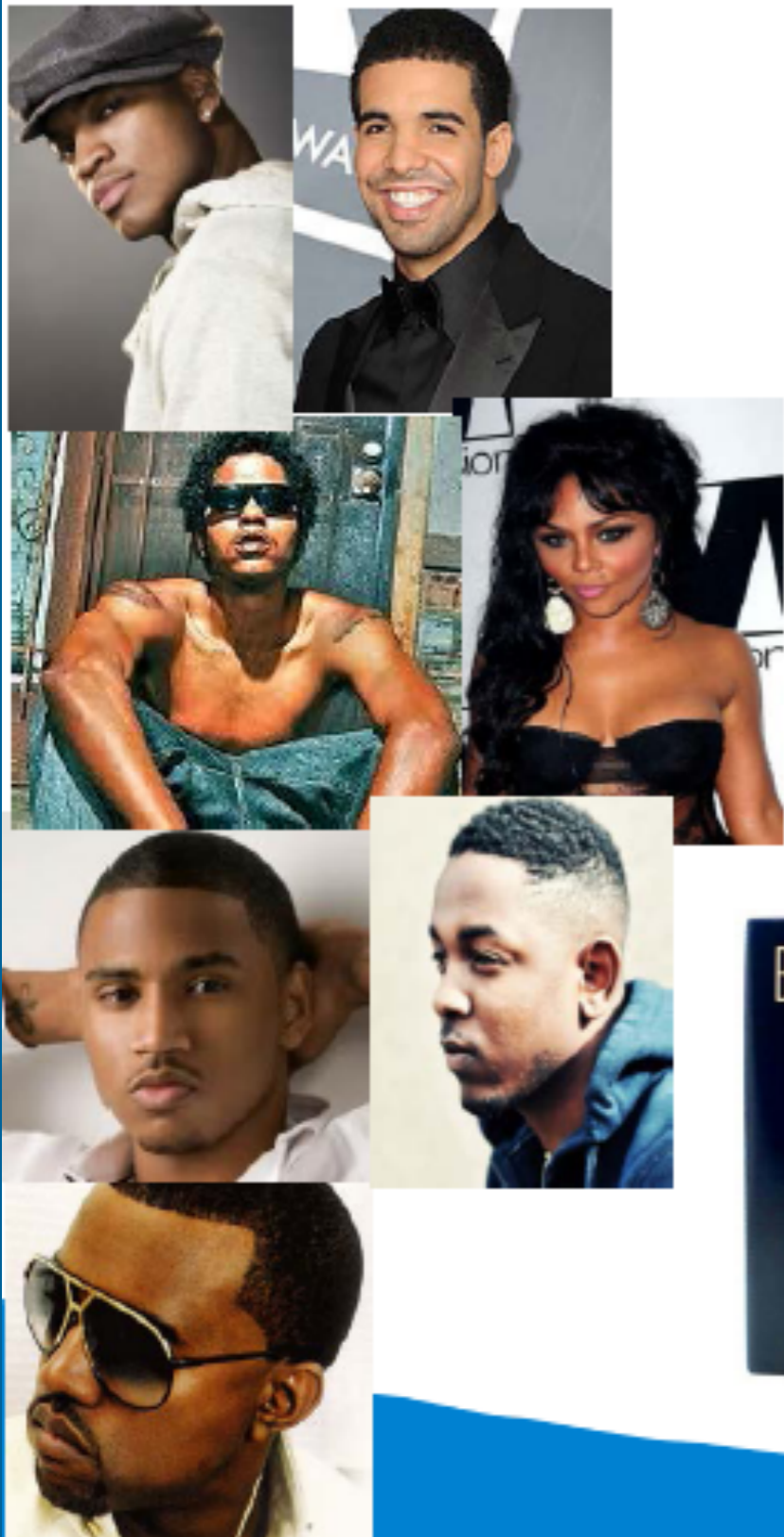
Margaret Chan, former DG of WHO, 2013

“Big Tobacco” – The Cigarette Papers (S. Glantz)



Moscato juggernaut...

....and a very different consumer profile

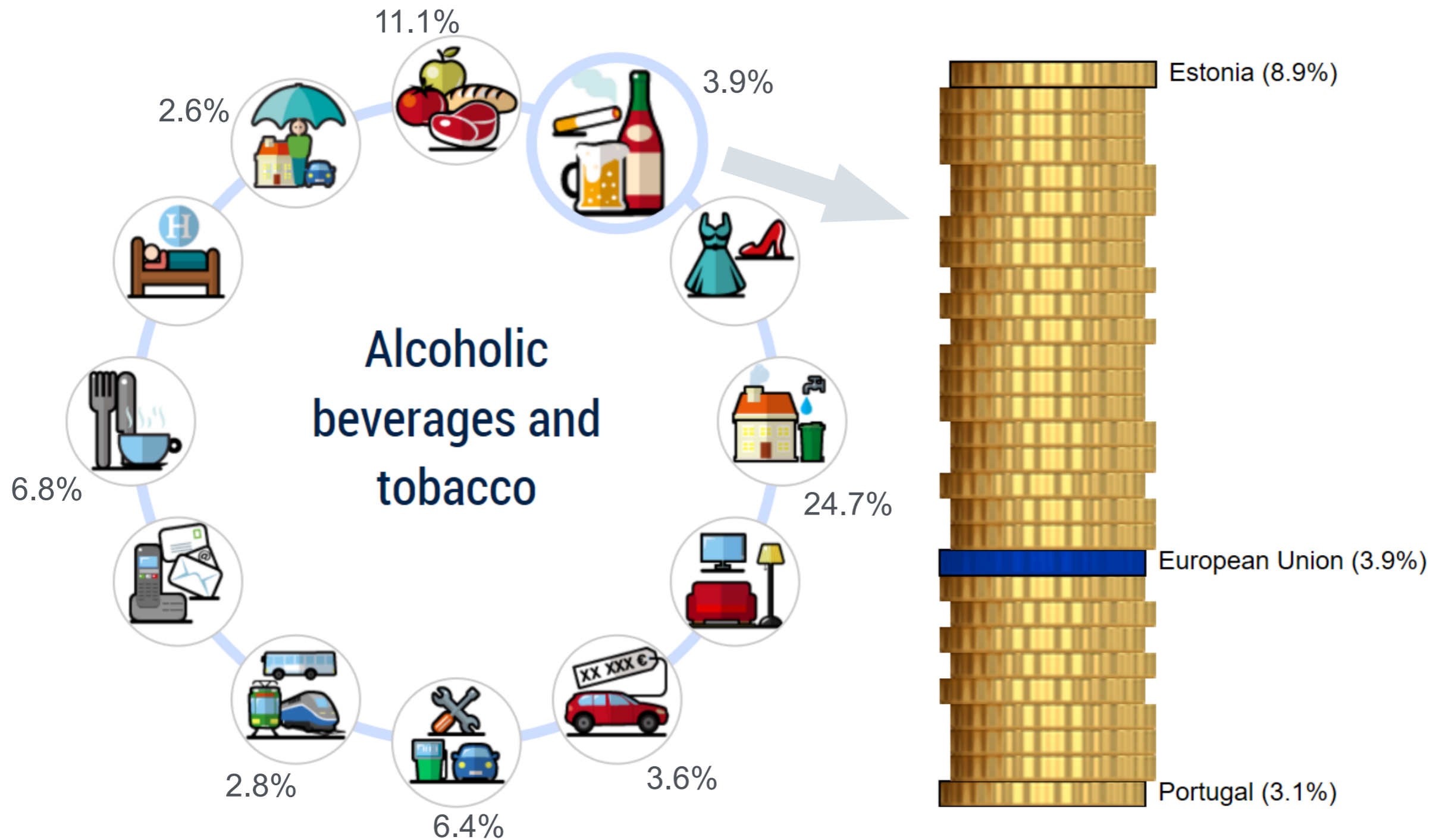


\$527 MM
+41%

- more female
- younger
- lower income
- more multi-cultural (Af-Am & Hispanic)



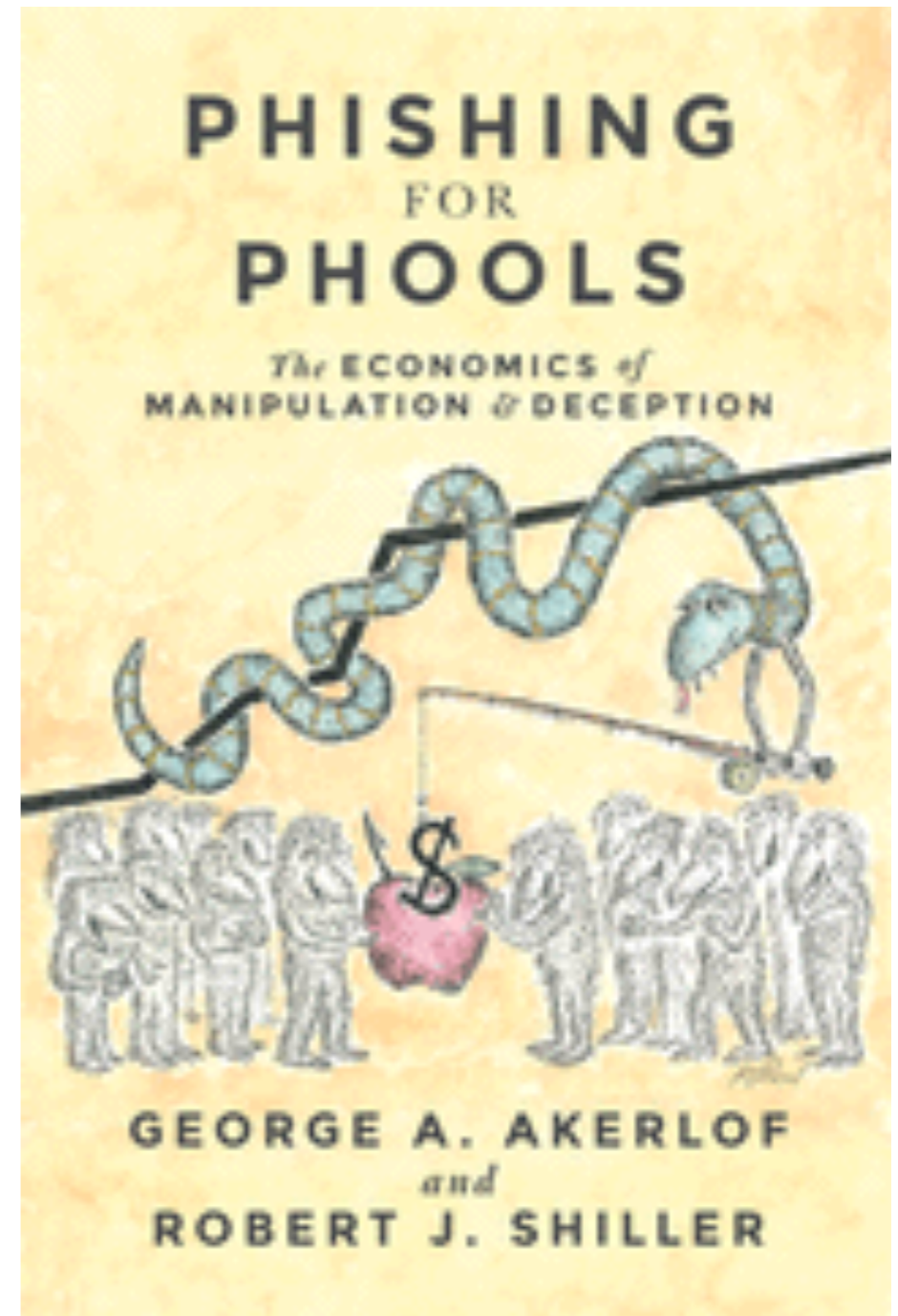
Spesa per i Consumi delle Famiglie nella UE, 2015



Fonte: Eurostat

Manipolazione e Deception

- I consumatori sono influenzati dal contesto in cui effettuano le loro scelte di consumo, fino ai limiti della manipolazione e della deception
- Analisi degli equilibri di mercato dovrebbero tenerne conto
- Causa di fallimento del mercato



Food Layout (Default)



Stili di Vita

- Dettati da norme sociali
 - Peer, social, family influences
 - Commercial advertising
- Preferenze intertemporali incoerenti e miopi
 - Awareness of risk, but procrastination
 - Perception of risk is generic, biased
- Formazione di abitudini
 - Decisions based on heuristics
 - Large use of default options
 - Rational addiction

Un Intervento Governativo E' Giustificato?

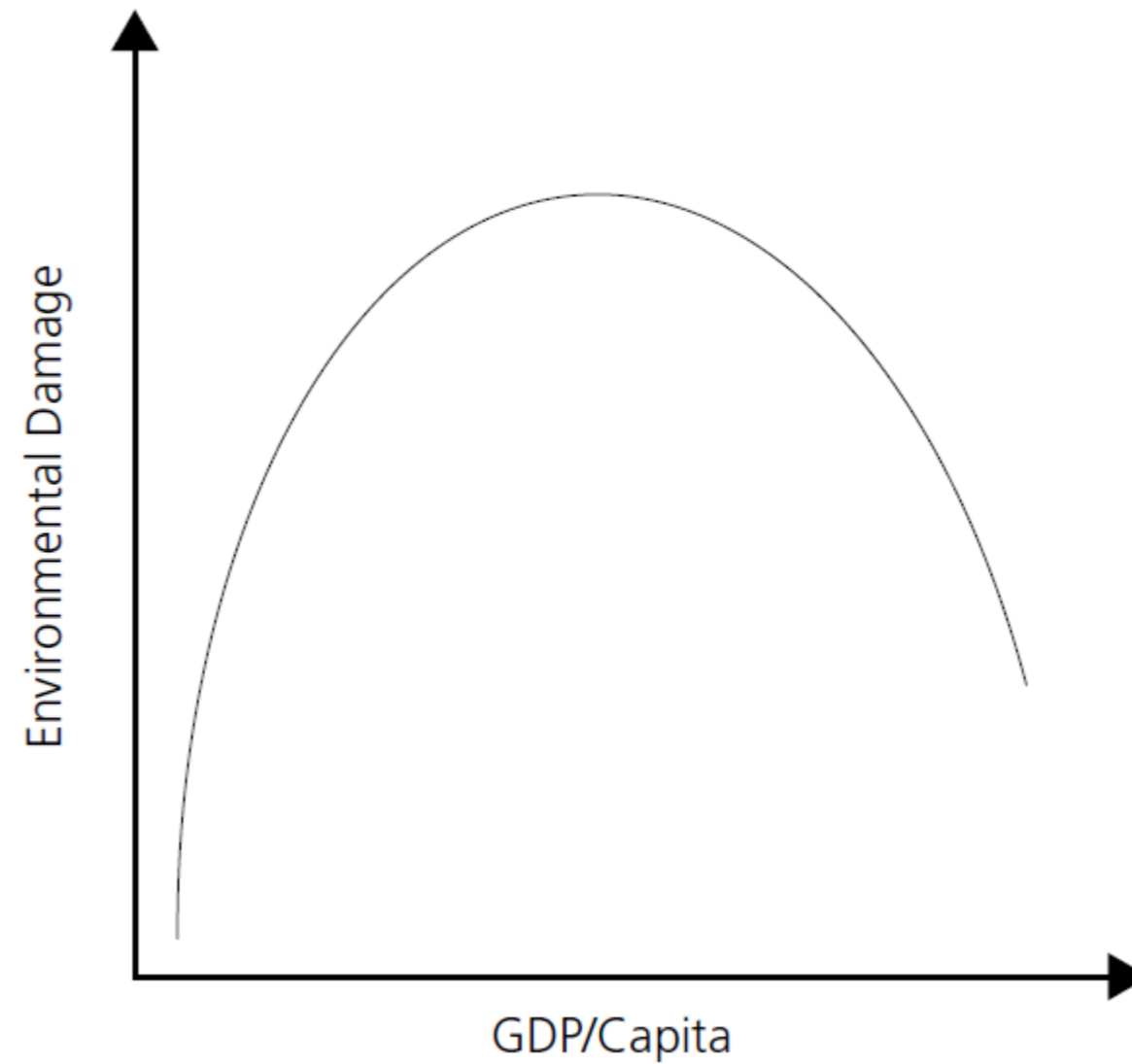
Maintaining good health is an important goal for most individuals, but health is by no means the only outcome that individuals value when they choose how to lead their own lives. Individuals wish to engage in activities from which they expect to derive pleasure, satisfaction, or fulfilment, some of which may be conducive to good health, others less or not at all. [...] An assessment of the role of prevention must not ignore those competing goals” (Sassi and Hurst, 2008)

Fallimento del Mercato



- I consumatori effettuano le proprie scelte in condizioni di mercato imperfette
- Gli esiti delle loro scelte possono essere peggiorati dal comportamento di altri attori
- I governi hanno i mezzi per correggere alcune cause di fallimento del mercato o per mitigarne le conseguenze

La Curva di Kuznets



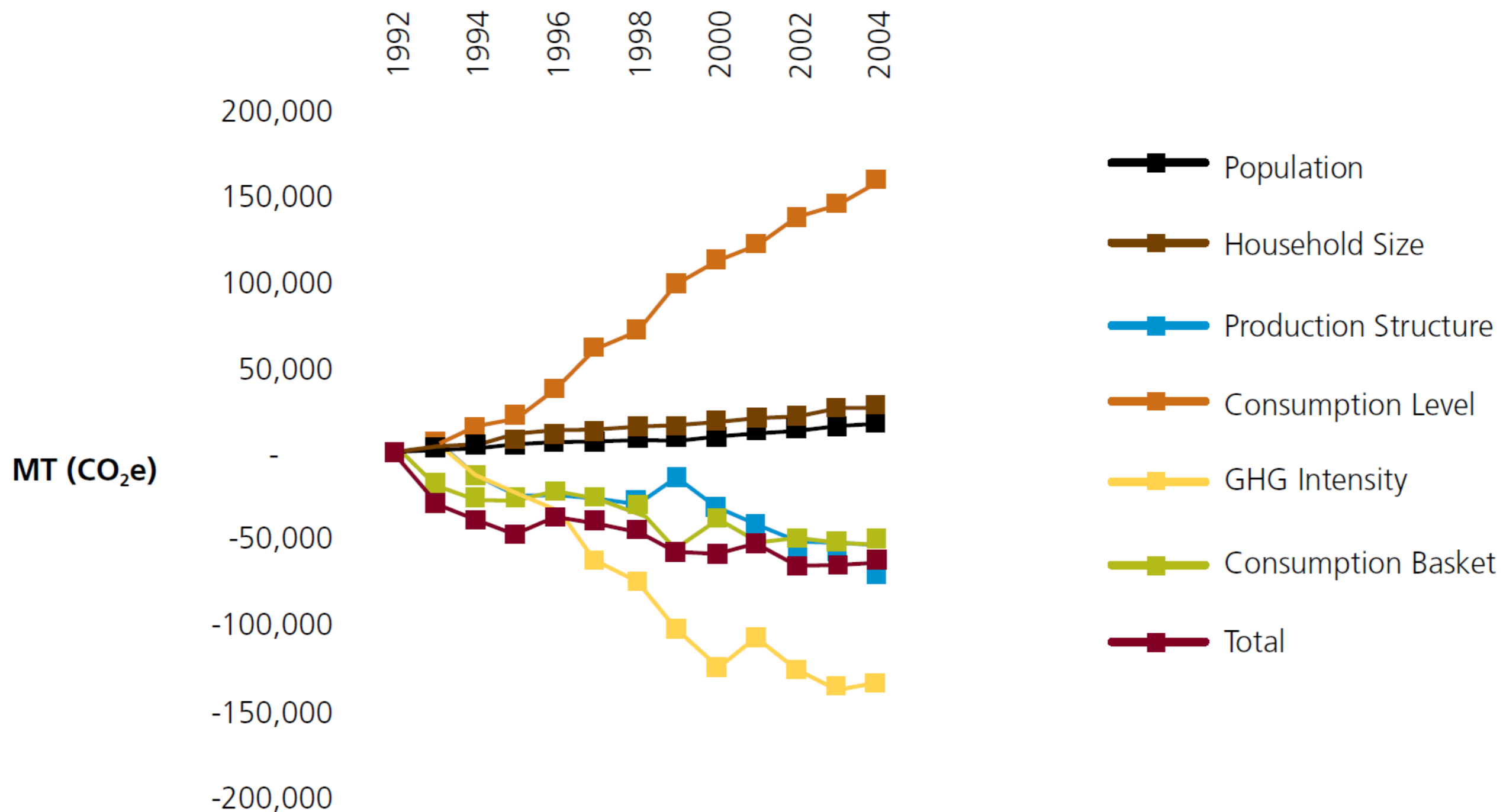
Source: DEFRA, Economic Growth and the Environment, 2010.

Crescita Economica e Emissioni nei Paesi OCSE (1990=100)

	GDP	SO _x	NO _x	Particulates	CO	VOC	CO ₂
France	132	35	66	67	50	52	98
Germany	123	10	50	10	33	35	82
Ireland	258	38	95	106	55	58	126
Japan	120	76	94		67	88	107
Portugal	135	69	104	133	70	94	143
Turkey	173	128	166		92		184
UK	143	19	55	53	29	41	85
USA	155	63	74	81	62	69	116

Fonte: DEFRA, Economic Growth and the Environment, 2010.

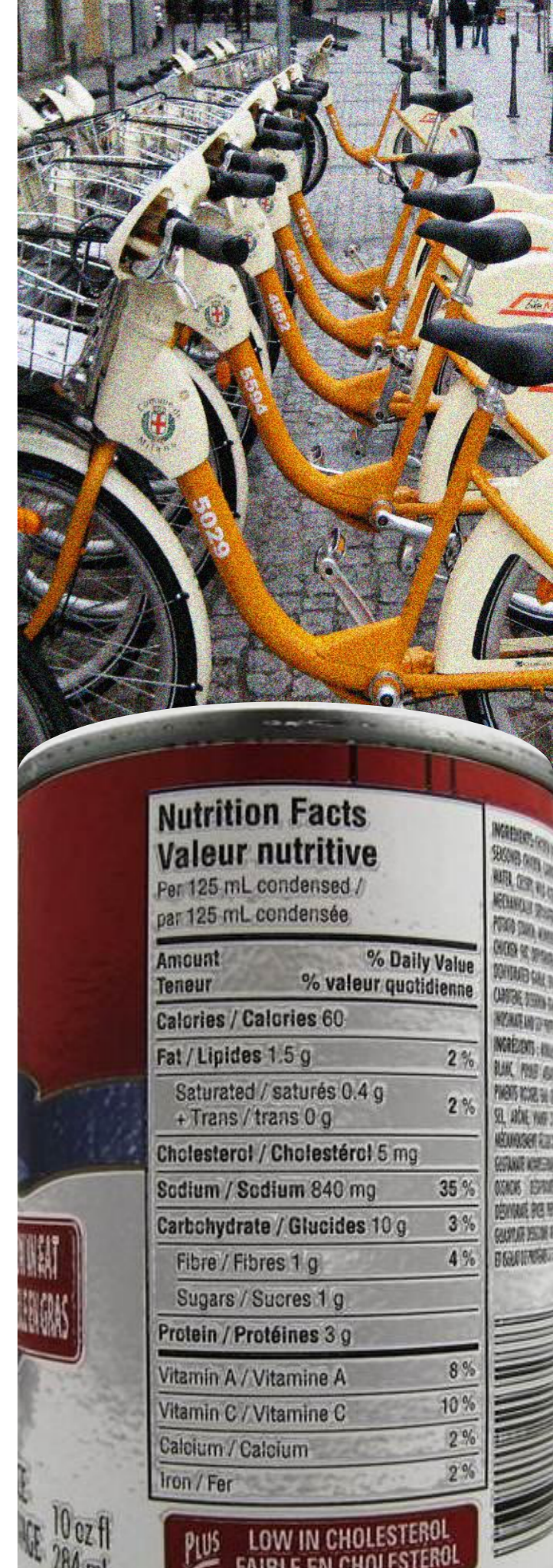
Determinanti della Riduzione delle Emissioni (UK)



Fonte: DEFRA, Economic Growth and the Environment, 2010.

Quali Politiche Pubbliche?

- Ampliare la scelta
- Informazione, educazione, nudging
- Politiche di prezzo
- Proibire comportamenti dannosi per la salute



Interventi di Prevenzione

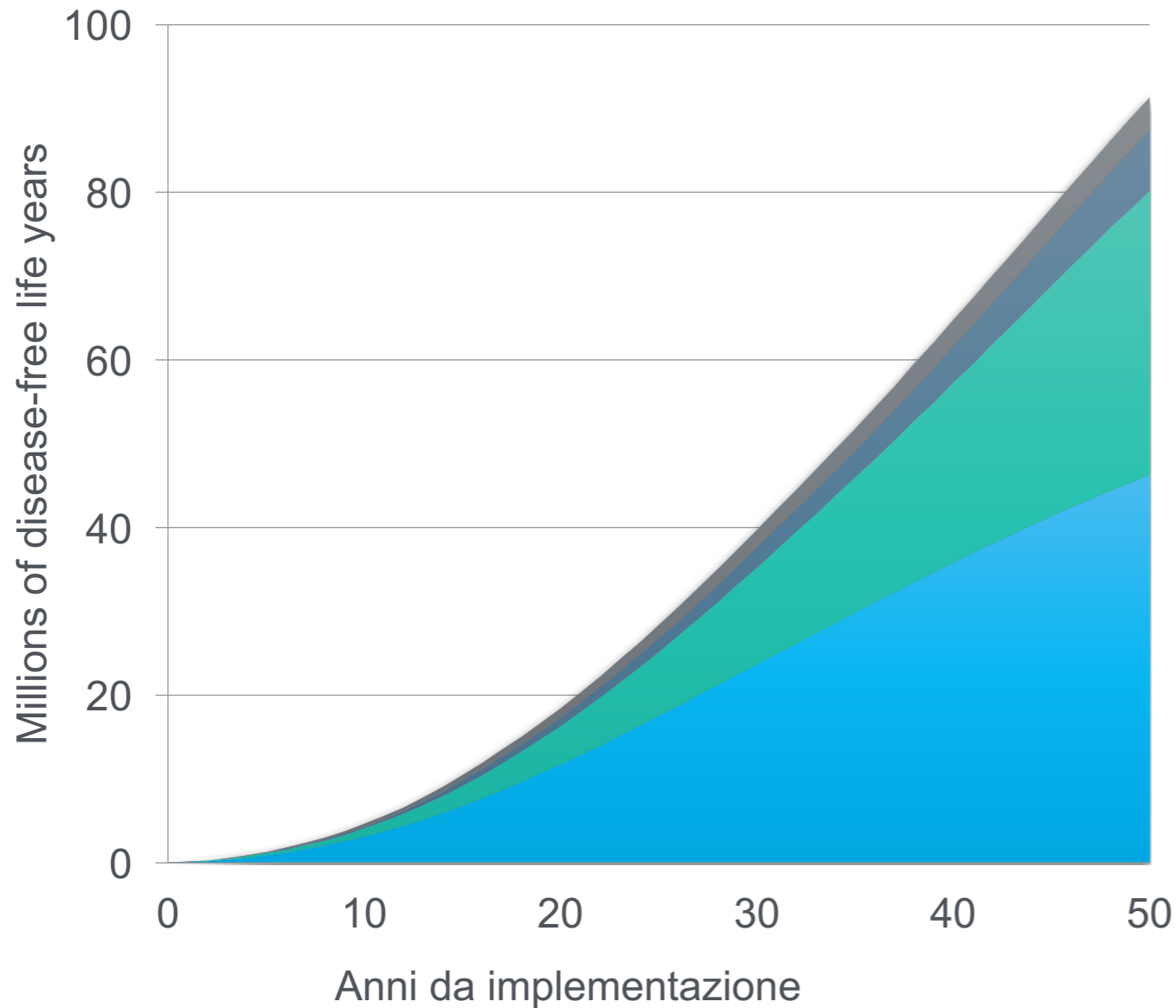
Educatione e promozione della salute	Regolamentazione e misure fiscali	Interventi in medicina generale
Campagne sui mass media	Misure fiscali (frutta e verdura, e grassi)	Consulenza medica a persone a rischio
Interventi a livello scolastico	Regolamentazione o auto- regolamentazione della pubblicità ai bambini	Consulenza medica e dietologica a persone a rischio
Interventi sul posto di lavoro	Etichette nutrizionali obbligatorie	

Strategie di Prevenzione

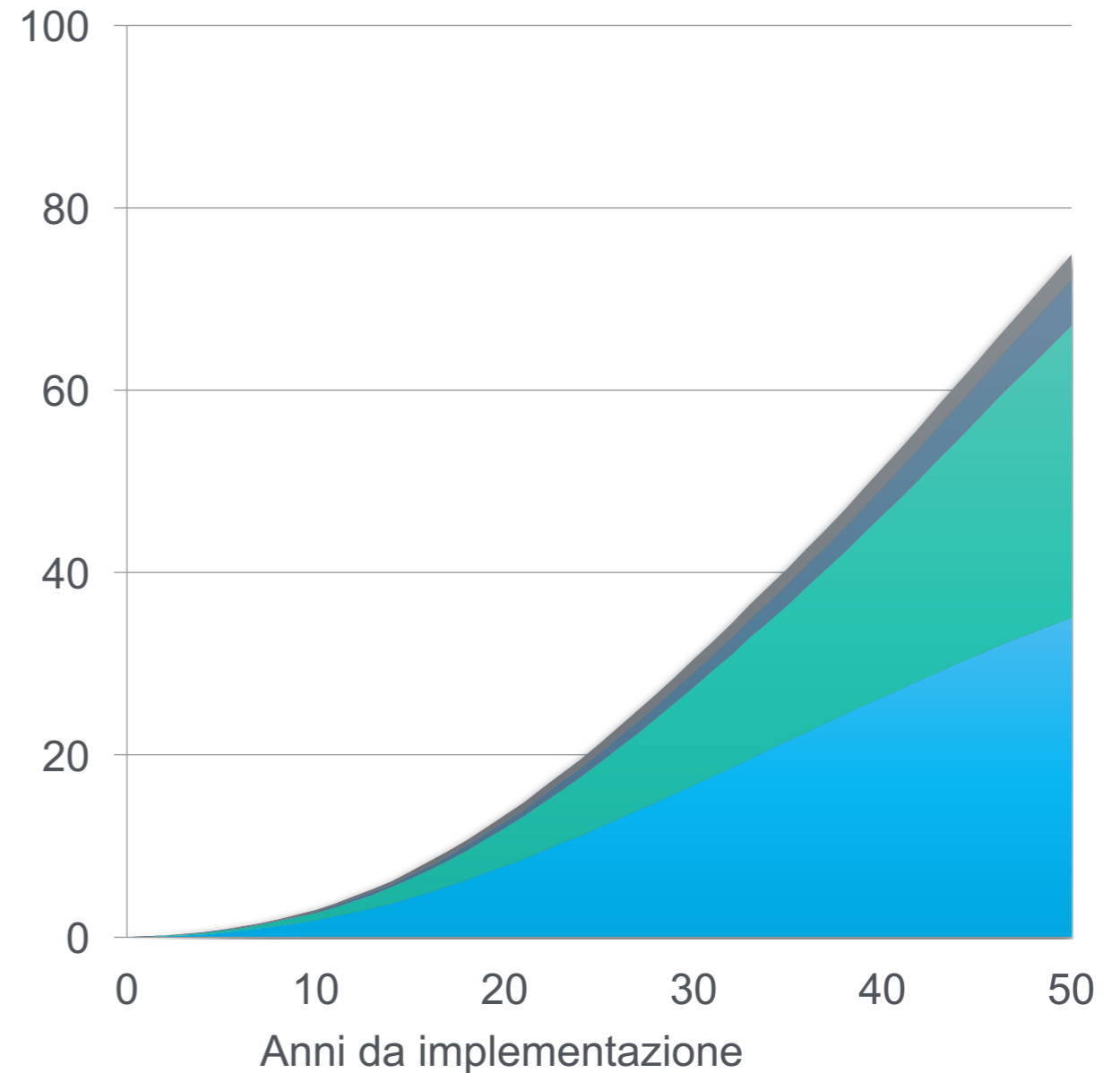
OECD Countries		Emerging Economies	
Mass media campaigns		Mass media campaigns	
Compulsory food labelling		Compulsory food labelling	
Industry self-regulation of food advertising to children		Government regulation of food advertising to children	
Physician-dietician counselling		Fiscal measures	
School-based interventions			
Canada	Europe	Brazil	China
24.03 \$/cap	22.45 \$/cap	0.40 \$/cap	0.20 \$/cap

Prevenzione e Malattie Croniche

Cancro (polmone, colon-retto, seno)

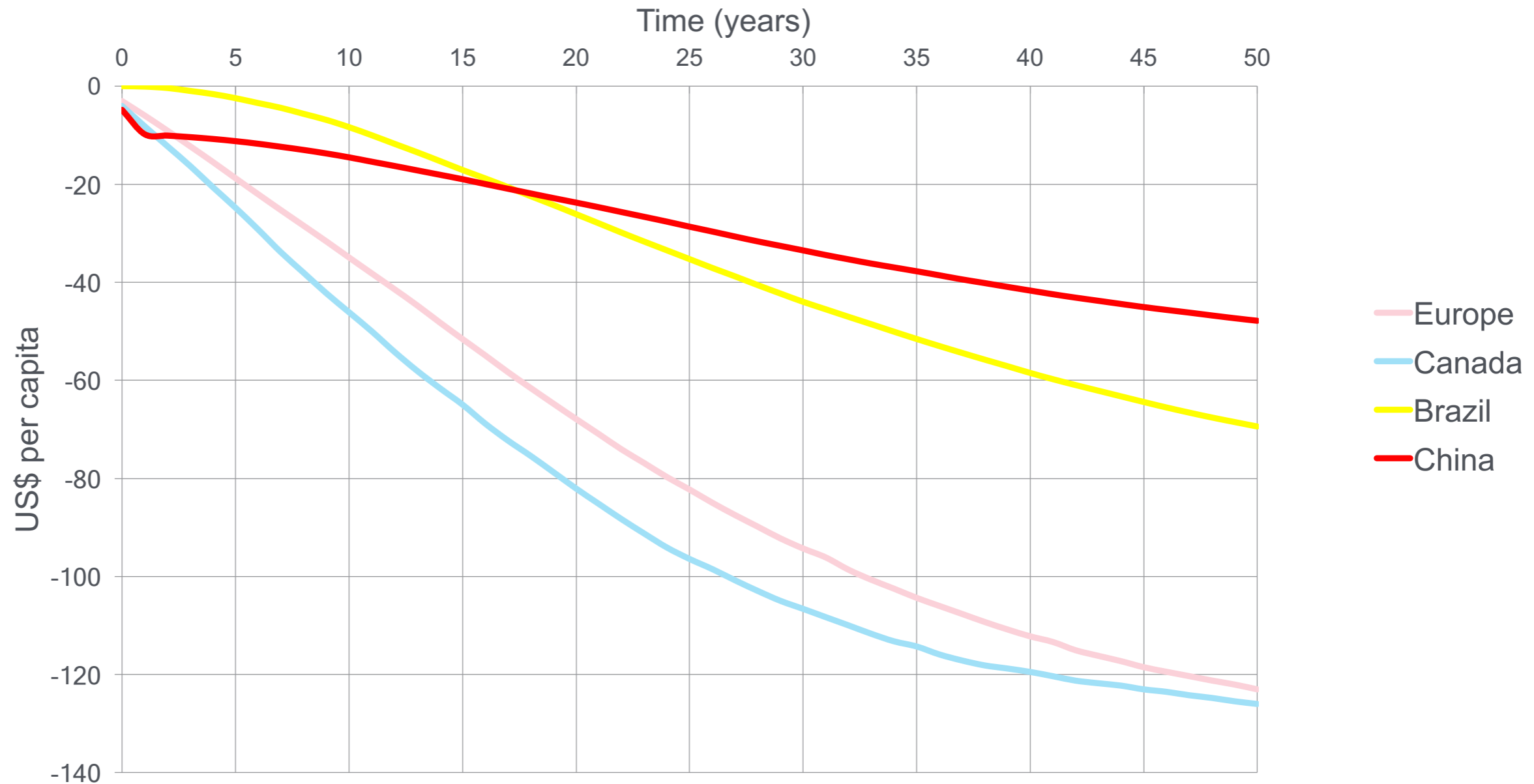


Malattie cardiovascolari



■ Europe ■ China ■ Brazil ■ Canada

La Prevenzione dell'Obesita' Riduce la Spesa Sanitaria

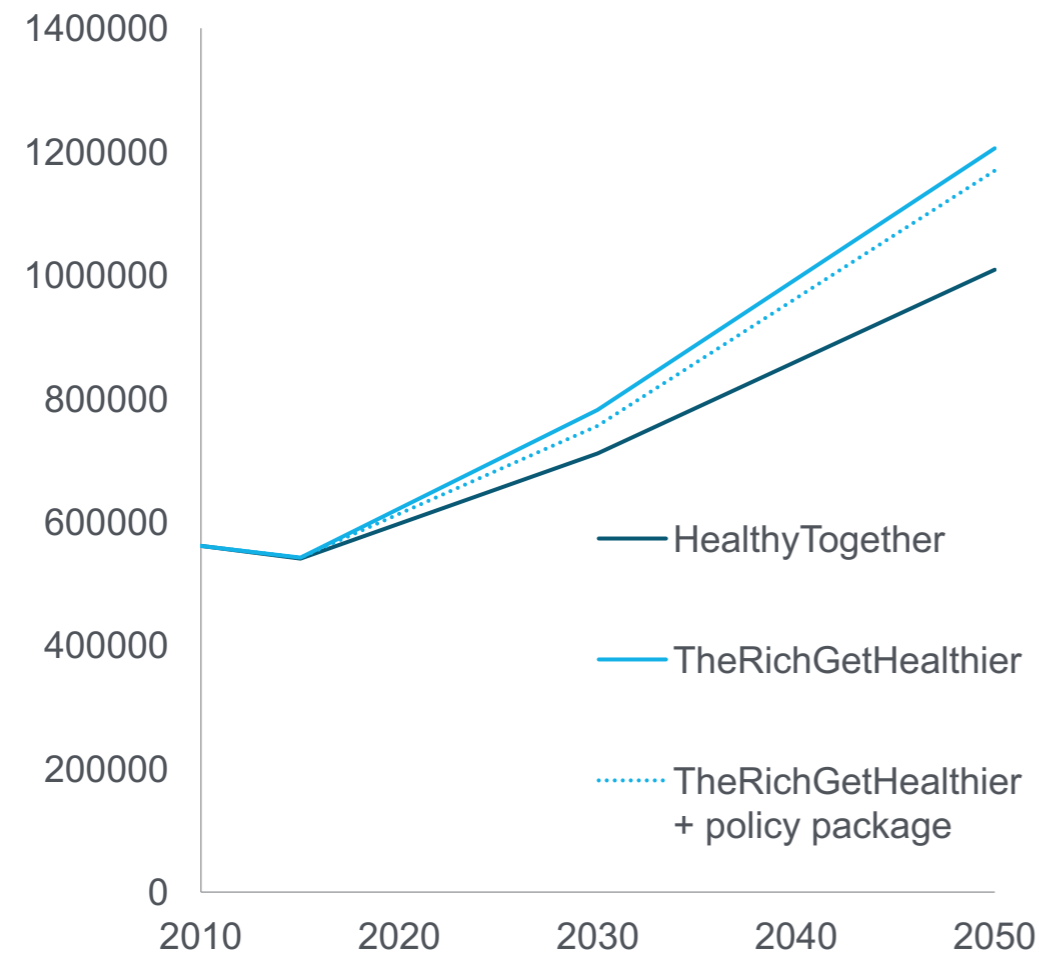


Fonte: Analisi OCSE

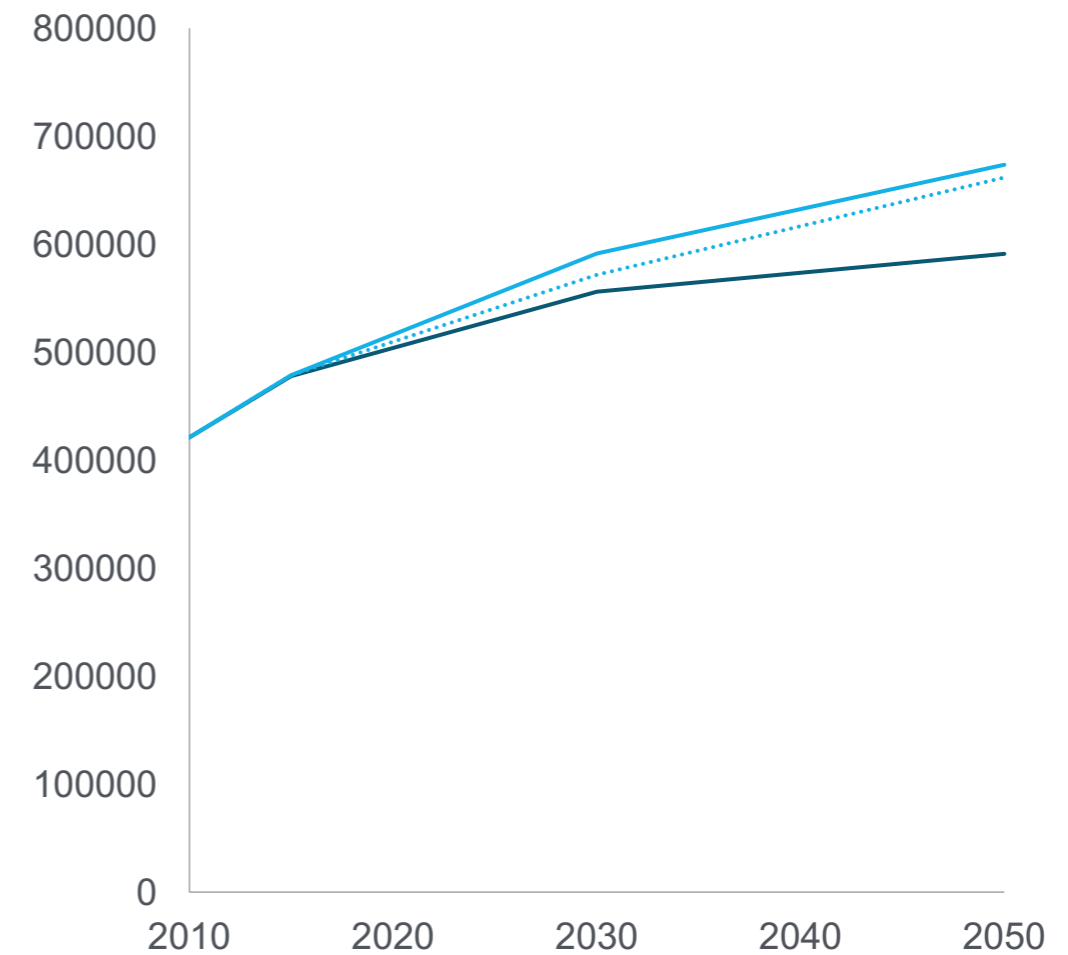
Dove Ci Possono Portare le Politiche Attuali?



CVD



Cancer



Conclusioni

- In ogni plausibile scenario futuro, le malattie croniche avranno un peso sempre piu' importante
- Gli impatti piu' forti saranno sulla salute della popolazione, sulla crescita economica, sulle disuguaglianze sociali, e sulla sostenibilita' dei sistemi sanitari
- I comportamenti di consumo delle persone sono alla base dell'epidemia di malattie croniche
- La risposta di molti governi e' stata finora debole
- Il Sistema economico nel suo complesso deve essere parte attiva nella ricerca di soluzioni