

# Why is population health so important?



## **Adj Professor Michael Moore AM PhD**

- Former CEO (& Life Member): Public Health Association of Australia
- Past President: World Federation of Public Health Associations
- Distinguished Fellow: The George Institute for Global Health
- Chair: WFPHA International Taskforce on Immunisation Policy
- Adjunct Professor, Health Policy and Governance, University of Canberra
- Past District Governor: District 9705 Rotary International
- Former Health Minister (ACT)

*I acknowledge and pay my respects to the Ngunnawal and Ngambri Peoples and especially their elders past and present, as the traditional owners of this land*

# Public Health Career Path – Michael Moore



High School Teacher



Independent Politician – MLA  
(1989-2001)

Chair of Committees

Drug Law Reform

Prostitution

Studied MPH at ANU



Australia's first Independent  
Minister - Health & Community  
Care (1998-2001)



President World  
Federation of Public  
Health Associations  
2018-2020



Rotary D9705  
District Governor  
2020-2021



CEO Public Health Association  
Aust 2008-2018



PhD Uni of Canberra 2020

# The Public Health Professional

- Firemen save lives
- Paramedics save lives
- Nurses and doctors save lives
- Public Health Professionals save lives



*A MILLION AT A TIME*

# A Global Charter for the Public's Health

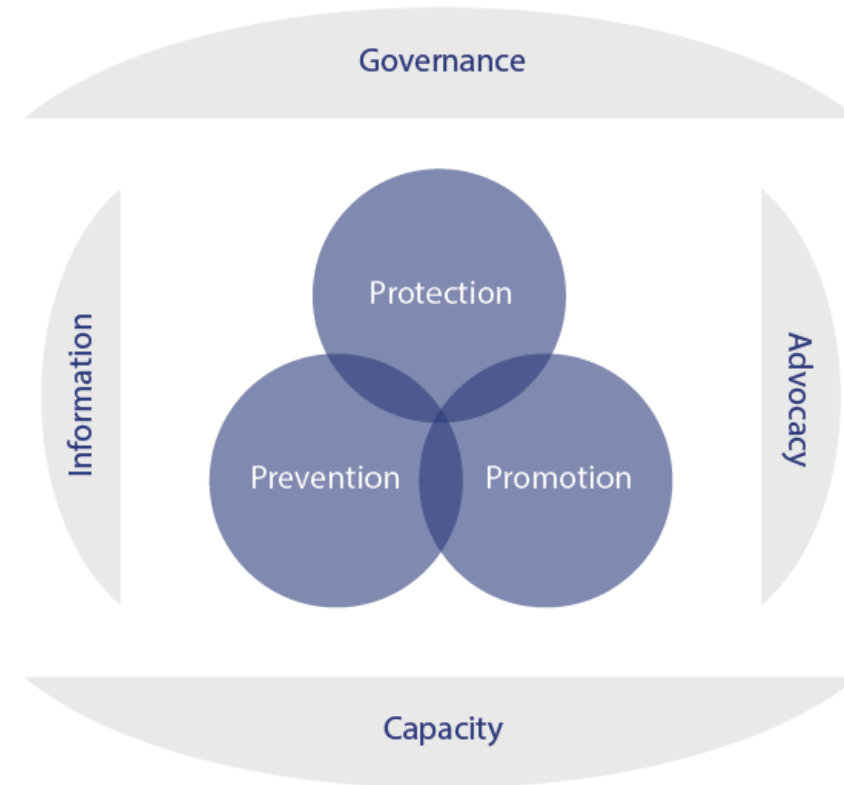


## The World Federation of Public Health Associations

- A Fresh Approach in the Global Context
- Building from:
  - Declaration of Alma Ata (1978)
  - The Ottawa Charter (1986)
  - Millennium Development Goals
- To be read in conjunction with:
  - The Sustainable Development Goals

## Seven areas of action

- Services
  - Protection
  - Prevention
  - Promotion
- Enablers/Functions
  - Good Governance
  - Accurate Information
  - Effective Advocacy
  - Capacity Building

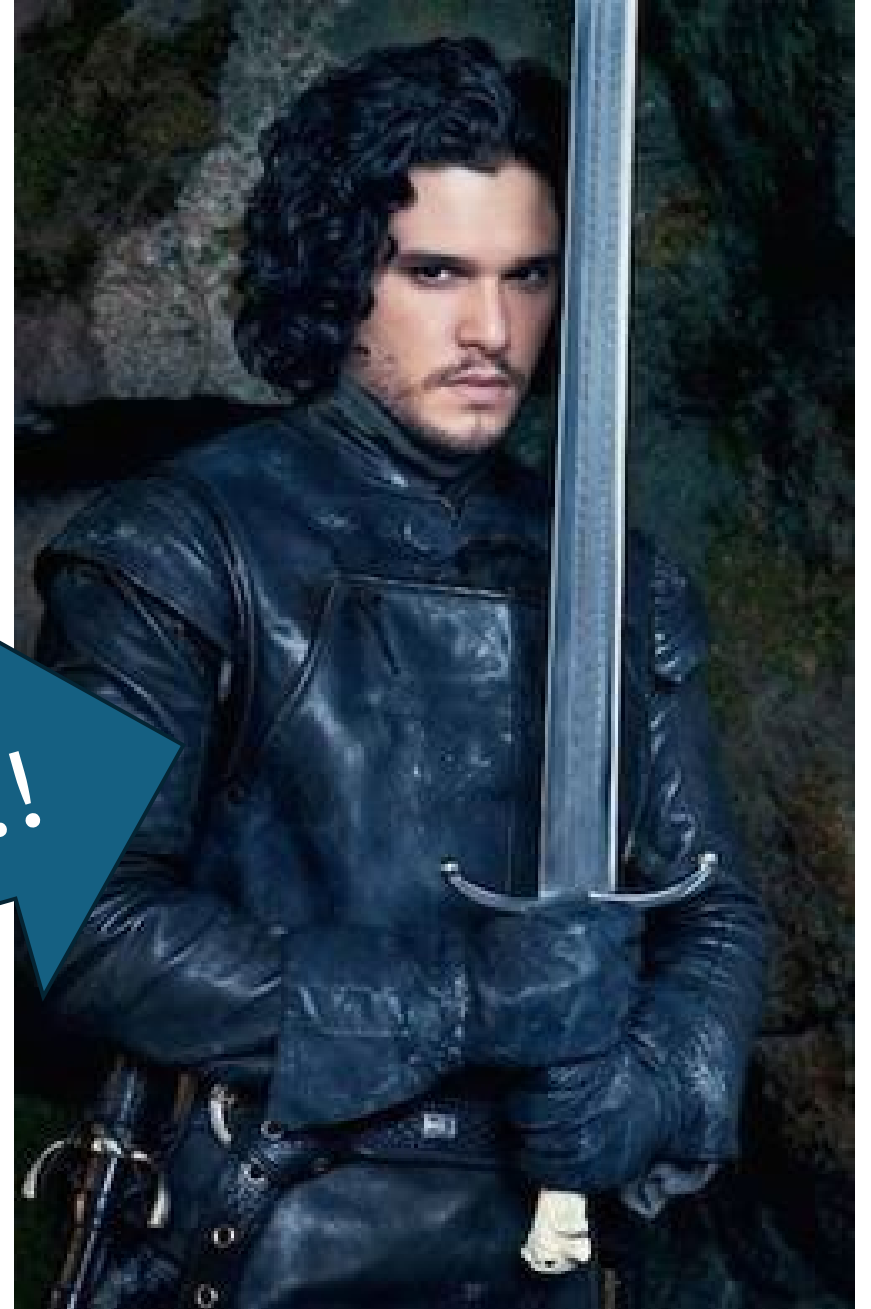


# Public Health Hero

“father of Epidemiology”

## John Snow

... not that John Snow!!



# Public Health Hero

## “father of Epidemiology”

*Snow saw a problem and became an advocate for governments to take action*

*Epidemiology - 1854*

*The Great Stink – 1858*

**John  
Snow**



**The  
Broad  
Street  
Pump**



**Houses of  
Parliament  
Westminster**



# Change is not easy ...

- **THE PUBLIC HEALTH AND NUISANCES REMOVAL BILL: DR. SNOW'S EVIDENCE**

- *“It is the misfortune of Medicine, in its conflict with the prejudices of society, that it is continually exposed to discomfiture, through the perverse, crotchety, or treasonable behaviour of certain of its own disciples ... Society but wounds itself when it seeks to discredit the teachings of science, by setting against the comprehensive and well-weighed decisions of her true representatives, the crude opinions and hobbyistic dogmas of men whose perceptions are dimmed by the gloom of the den in which they think and move”.*

*The Lancet, June 23, 1855*

# Equity underpins the public's health

## Equality



The assumption is that **everyone benefits from the same supports**. This is equal treatment.

## Equity



**Everyone gets the supports they need** (this is the concept of "affirmative action"), thus producing equity.

## Justice



All 3 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed**. The systemic barrier has been removed.

**Structural Change  
=  
A Public Health  
Approach**

Image source: <https://www.mobilizegreen.org/blog/2018/9/30/environmental-equity-vs-environmental-justice-whats-the-difference>



# Lessons from eCigarette Policy

- The Tension
  - Treating the individual
    - Personal responsibility
  - Treating the population
    - Appropriate regulation
- Harm Minimisation
  - Supply reduction
  - Demand reduction
  - Harm reduction
- The use of Twitter
  - Tobacco companies
  - Front organisations

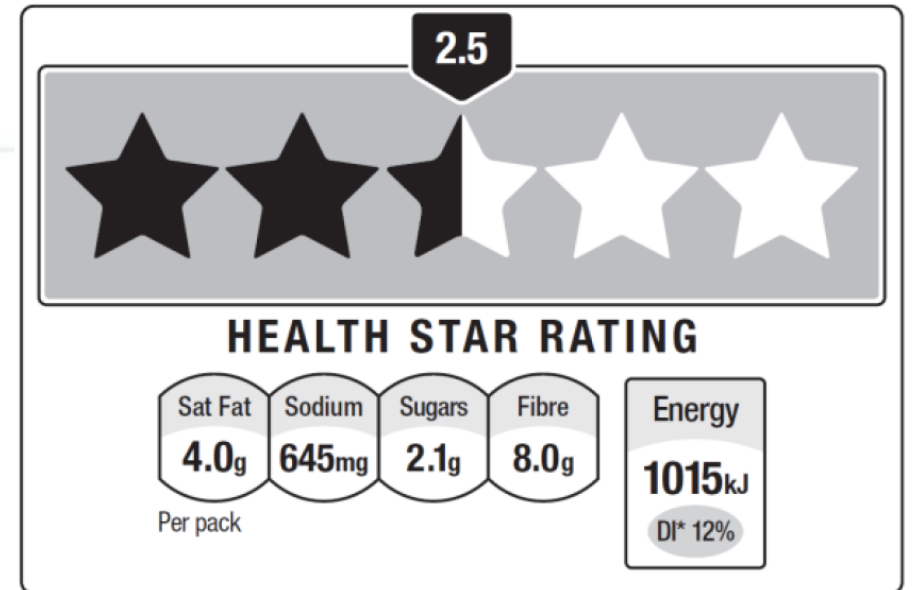


# Health Star Rating system (2012-2014)

Australia and New Zealand

## *PHAA Press Release 2013*

Michael Moore, CEO of the PHAA and co-chair of the Technical Design Working Group that assisted in developing the system with other health groups, industry, government and consumer groups stated, “The new star rating system is based on sound principles, good science and methodical research. It is consistent with current policy and practice in healthy eating such as the Australian Guide to Healthy Eating”.



# Currently



Compares like with like:

- Dairy
- Cereals
- Fats and Oils

# DR Margaret Chan Former Director-General WHO



*“The challenges facing public health, and the broader world context in which we struggle, have become too numerous and too complex for a business-as-usual approach.”*

Dr Margaret Chan Former Director General WHO

# Putting the SDGs into Action - the Challenges of Global Health Leadership

WHO – presents SDG 3 at the centre of the Sustainable Development Goals

Moore – SDG3 @ World Govt Summit – Dubai – 2019



& “best mate” Harrison



# International Taskforce on Immunization Policy

## From Early 2020

- Called for Equitable Distribution of Vaccines
- Gathered a coalition of health and related groups
- Influence the WHO, World Health Assembly
- Support for COVAX, Gavi etc
- Wide range of Webinars (Equitable Access, Polio, Older adults, Malaria etc)
  - With support eg Uni Geneva, Pfizer and MSD
- Next two reports
  - *Vaccine hesitancy and healthcare workers (submitted Lancet Public Health)*
  - *Investing in vaccination compared to defence*



## Ongoing Development of policies

- With WHO
- eg Vaccination of Health Workers in Low and Middle Income Countries
- Combining with many other international NGOs
  - FIP (Pharmacy), Int Federation on Ageing, Heart, Cancer etc
- Publications in peer review journals





Thanks for  
the  
opportunity  
Questions?