

White Paper on Health Promotion

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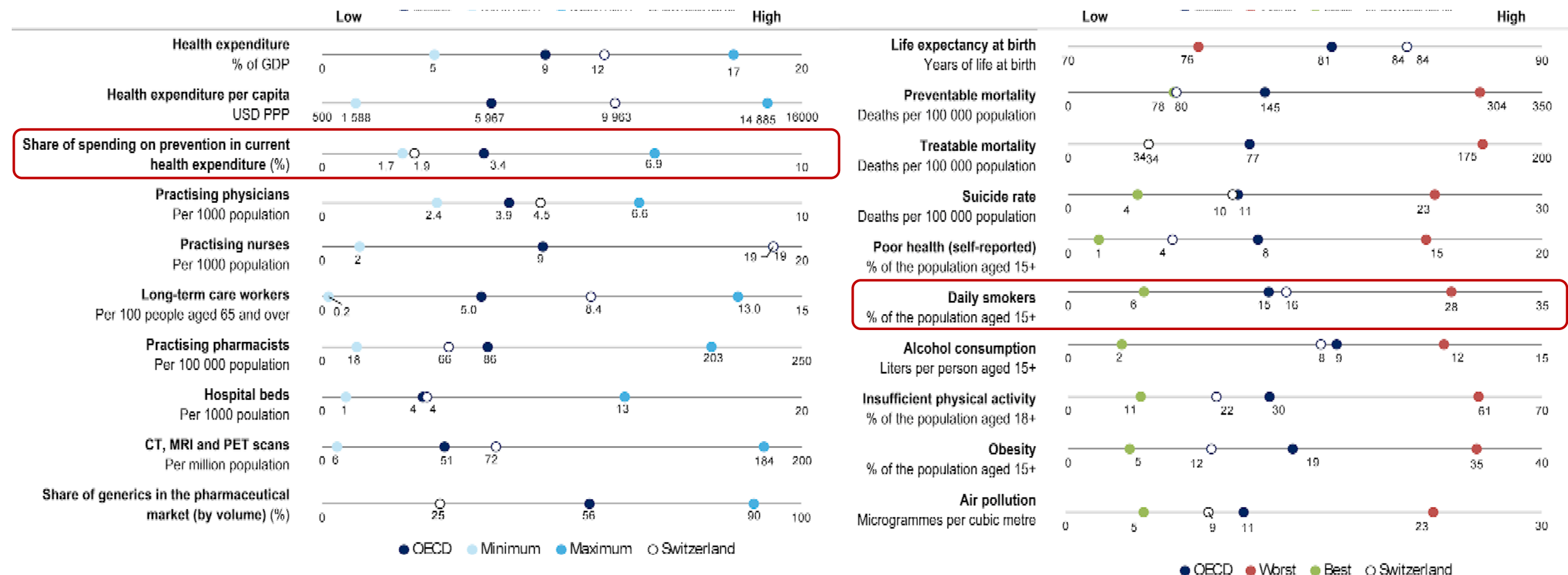
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Objective of the White Paper

- Focus on strategy and framework conditions
- Strengthen existing prevention and health promotion activities
- Engage in alliances, without losing impact – capitalize on opportunities
 - Motion NR Bettina Balmer Nationale Präventionsstrategie 2040
 - Strategy Prevention of NCDs / Addiction
 - Allianz ‚Gesunde Schweiz‘/Gesundheitsförderung Schweiz/Parlamentarische Gruppe NCD
 - WHO Roadmap to professionalizing the public health workforce in the European Region
 - 40 years Ottawa Charta Health Promotion
- Target politics and associated stakeholder
- Short & clear language – tangible recommendations with examples

Comparatively low investments into prevention

https://www.oecd.org/en/publications/health-at-a-glance-2025_15a55280-en/switzerland_7139bf0d-en.html

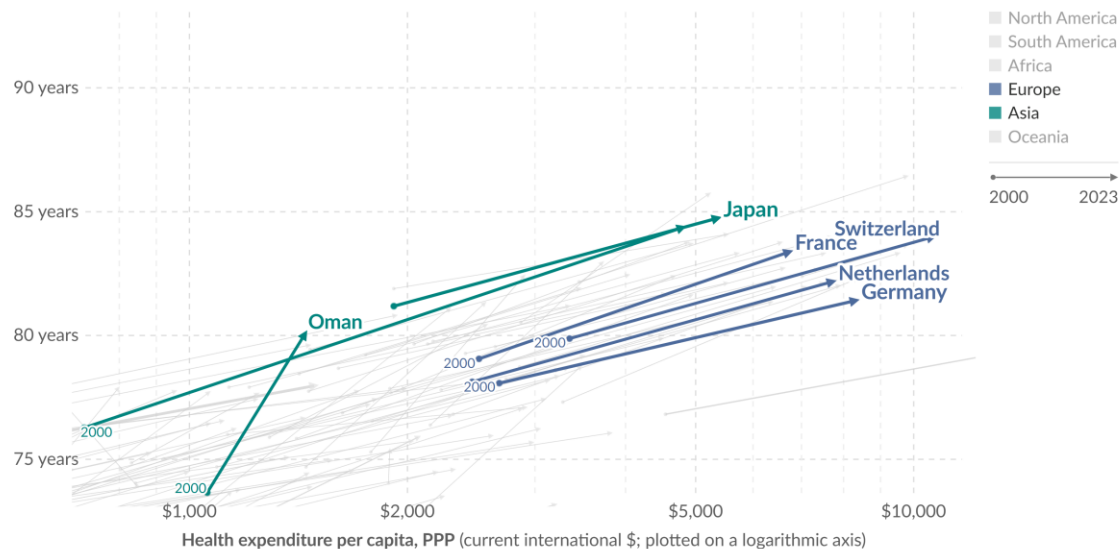


High life expectancy for the price of high health spending and share of out-of-pocket spending

Life expectancy vs. health spending, 2000 to 2023

The period life expectancy¹ at birth, in a given year. Health expenditure includes all financing schemes and covers all aspects of healthcare. This data is adjusted for differences in living costs between countries.

Life expectancy at birth



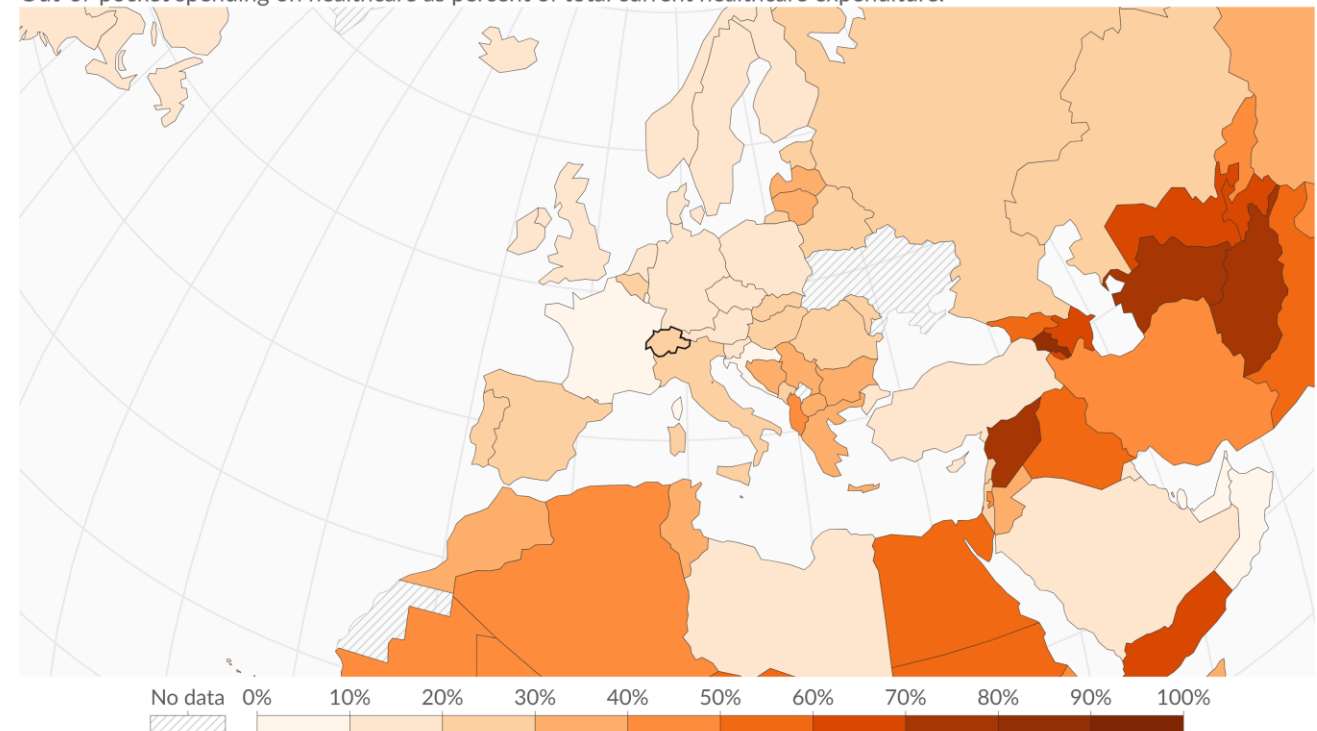
Data source: UN, World Population Prospects (2024); Global Health Expenditure Database, WHO, via World Bank (2026)
OurWorldinData.org/financing-healthcare | CC BY

1. **Period life expectancy** Period life expectancy is a metric that summarizes death rates across all age groups in one particular year. For a given year, it represents the average lifespan for a hypothetical group of people, if they experienced the same age-specific death rates throughout their whole lives as the age-specific death rates seen in that particular year.
Learn more in our articles:

- [Life expectancy – what does this actually mean?](#)
- [Period versus cohort measures: what's the difference?](#)

Share of out-of-pocket spending on healthcare, 2024

Out-of-pocket spending on healthcare as percent of total current healthcare expenditure.



Data source: Global Health Expenditure Database, WHO, via World Bank (2026)

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Note: "Out-of-pocket" refers to direct payments made by households to healthcare providers.

Motion NR Bettina Balmer

Comprehensive strategy for health promotion and prevention through the year 2040

Possible guidelines for a comprehensive approach:

Global Roadmap for Healthy Longevity of the National Academy of Medicine:
<https://nam.edu/initiatives/grand-challenge-healthy-longevity/global-roadmap-for-healthy->

WHO guidance on country-specific, evidence-based prevention strategies

Global Roadmap for Healthy Longevity

National Academy of Medicine

<https://nam.edu/initiatives/grand-challenge-healthy-longevity/global-roadmap-for-healthy-longevity>



Health systems created to treat diseases are increasingly unaffordable and ill prepared:

- to promote healthy aging through prevention, health promotion and screening

- they lack according data to formulate precise prevention strategies and targets

It is high time to unleash the power of older persons and to prepare the next generation for healthy and productive aging through intersectorial health promotion with a lifecourse perspective

The relevance of healthy and productive aging

Scott AJ et al. Nature Aging Vol 1 | JULY 2021 | 616–623

Ageing societies have the potential to be positive for the economy

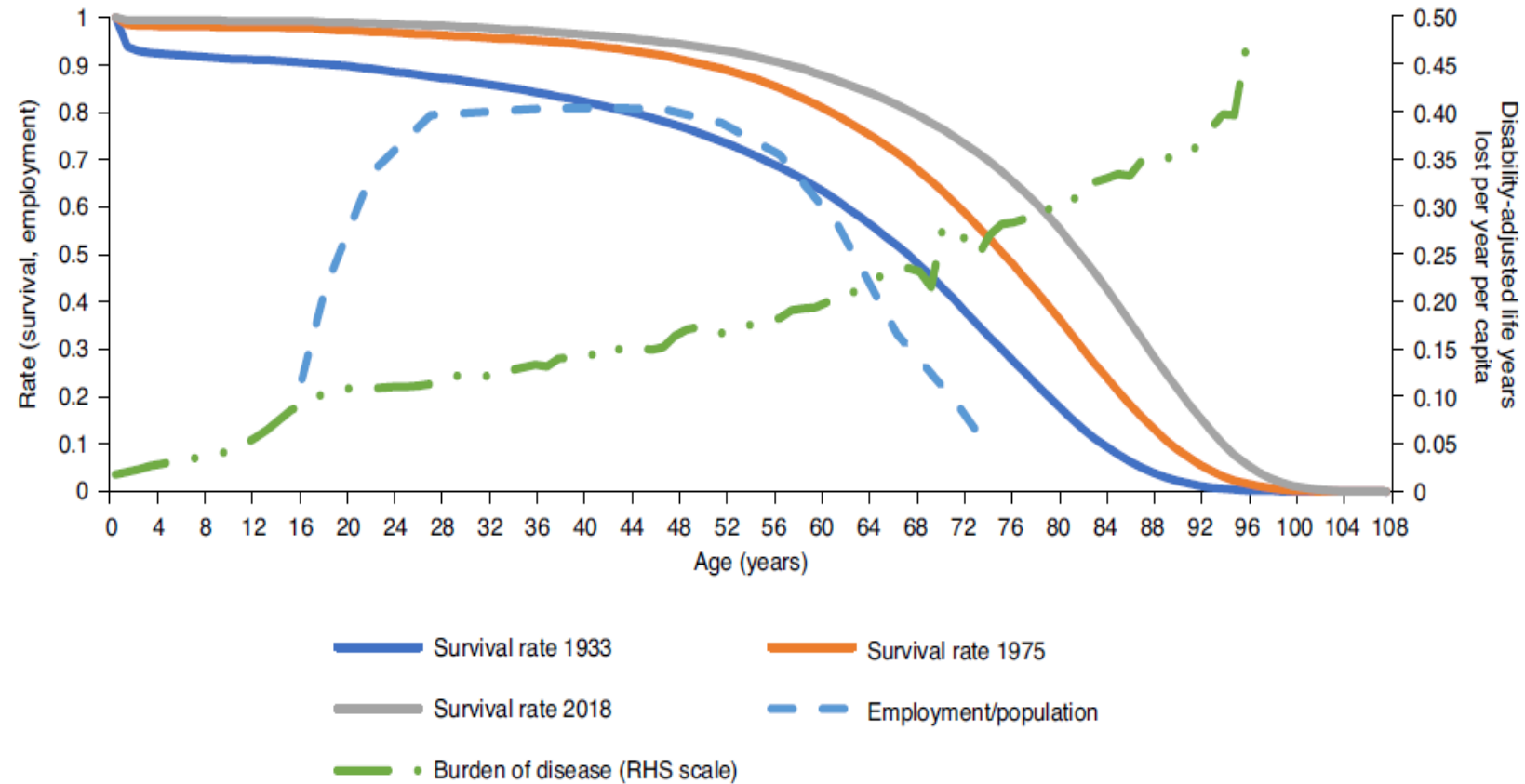
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we achieve healthy and productive growing up and growing old

What prevention and health promotion in the context of demographic aging and mental health problems and work-life-balance expectations in the young



5’ *“What do politicians need to hear to be willing to invest into prevention and health promotion – tailored to different political parties?”*

All: interact with your neighbor on the input question

15’ Group feedback and discussion

All (....and mail to: mdavidovic@ssph.ch)

5’ 1-minute pitches on the input question

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