

Measures to Ensure Healthy Ageing

Recommendations for the G20 Leaders and Health Agenda

A joint roundtable was convened by the Health and Global Policy Institute (HGPI) <https://hgpi.org/en/> and Global Coalition on Aging (GCOA) <https://globalcoalitiononaging.com/> on June 5, 2019, to deepen discussion on measures needed to ensure healthy ageing around the globe and successfully usher in the *Decade of Healthy Ageing* (2021-2030) to be declared by the World Health Organization (WHO) at their Assembly in May 2020. Key recommendations discussed during the Roundtable are summarized below. Please note that these recommendations have been developed by HGPI and GCOA based on the roundtable's discussion and should not be taken to represent the opinions of individual roundtable participants or organizations.

- **Policy dialogue conversations on fiscal sustainability must consider how economic growth can be integrated with ageing, where vaccines for all ages can play a central role**

Unparalleled epidemiologic and demographic shifts are putting increasing strain on healthcare and social security systems, as well as economic growth itself. Trends suggest that average lifespans of 100 years or more could soon be the norm in countries around the world. In such countries, active older citizens are going to be important drivers of economic growth and productivity. Now is the time for Governments to act to ensure that citizens can continue to actively participate in their societies across the life course, both socially and in the labor force. Moreover, the opportunities and demands of ageing societies lead to a positioning for health policy as an enabler of active aging and economic growth. The era of considering aging, economic growth and health policy as separate issues has come to an end.

- **Governments and national leaders must strengthen preventative healthcare measures, which are crucial to economic growth and healthy ageing**

The G20 nations must spearhead efforts to promote healthy ageing through preventative, rather than merely reactive, acute healthcare measures. Preventative efforts supporting a wellness model will help to close the gap between average life expectancies and healthy life expectancies, thereby increasing the productive life-years of populations and lowering healthcare costs over time. Kanagawa Prefecture's initiative to improve "ME-BYO status" demonstrates this preventative approach. By incentivizing healthy behaviors such as regular health screenings and the development of preventative healthcare, societies can alleviate the costs associated with population ageing while they enable happier, more productive, better quality of lives themselves.

- **Government must bolster efforts to communicate the safety, efficacy, value and further innovation of vaccines, which are vital to preventative healthcare measures**

A pillar of preventative healthcare, vaccines-for-all policies will enable populations to remain healthy. Vaccines contribute to global health security by preventing the spread of infectious diseases between populations. They increase the sustainability of universal health coverage (UHC) systems by preventing illnesses and reducing related expenditures over time. They also support healthy ageing by preventing the spread of infectious diseases, which affect older individuals disproportionately. However, vaccine practices worldwide are currently under threat due to growing "anti-vax" sentiment. Now, more than ever, objective, evidence-based information on vaccines must be effectively communicated to the public. The G20 recognition of the centrality of vaccines for all ages – re-doubling our efforts for the children and adding adults especially in the 50+ demographic – will become a feature of how economic, fiscal and health policies integrate for the benefit of the lives of citizens and government public policy budget obligations. The 2019 G20 has the possibility of

demonstrating leadership in this arena which will have considerable short and longer term impact on 21st century healthier and active aging.

- **Multi-sector collaboration is essential to the promotion of healthy ageing, preventative healthcare measures, and vaccine uptake**

Success in the *Decade of Healthy Ageing* and beyond is going to require populations to move further toward health-promoting behaviors, especially emphasizing prevention, wellness and achievement of functional ability. Such behavioral change will only be possible through multi-sectoral, collaborative action at every level of society on the creation of environments, both physical and social, which facilitate and incentivize health and health literacy, thereby promoting healthy ageing and further economic growth. Health Prevention and Vaccines for All Ages represents a Call to Action for G20 Leadership, applicable to Health, Finance and Heads of State.

Roundtable Speakers (alphabetical order by last name):

Kyoko Ama (Representative, Ippan Shadan Hojin Shiro Shoni Iryo Mamoro Kodomo-tachi no Kai)

Akihisa Harada (President, Pfizer Japan)

Sayaka Itoh (Principal Researcher, Center for Innovation Policy, Kanagawa University of Human Services)

Surya Kolluri (Managing Director, RPWS Office of Thought Leadership, Bank of America Merrill Lynch)

Christopher LaFleur (Chairman, American Chamber of Commerce in Japan (ACCJ))

Mike Mansfield (Program Director, Aegon Center for Longevity and Retirement, Aegon)

Jonathan Selib (Senior Vice President, Global Policy, Pfizer)

Atsunobu Takeshita (Director, Global Business Division / Nikkei Staff Writer)

Facilitators:

Michael W. Hodin (CEO, Global Coalition on Aging)

Ryoji Noritake (CEO, Board Member, Health and Global Policy Institute)

Matt McEnany (Manager, Health and Global Policy Institute)

Health and Global Policy Institute

The Health and Global Policy Institute (HGPI) is a Tokyo-based independent and non-profit health policy think tank, established in 2004. Since its establishment, HGPI has been working to help citizens shape health policies by generating policy options, and to bring stakeholders together as a non-partisan think-tank. HGPI's mission is to improve the civic mind and the well-being of individuals, and to foster sustainable, healthy communities by shaping ideas and values, reaching out on global needs, and influencing society. HGPI is committed to activities that bring together relevant players in different fields, in order to provide innovative and practical solutions, and to help interested citizens understand policy options from a global, broad, and long-term perspective. For more information, visit <https://hgpi.org/en/>.

Global Coalition on Aging

The Global Coalition on Aging (GCOA) aims to reshape how global leaders approach and prepare for the 21st century's profound shift in population aging. GCOA uniquely brings together global corporations across industry sectors with common strategic interests in aging populations, a comprehensive and systemic understanding of aging, and an optimistic view of its impact. Through research, public policy analysis, advocacy, and strategic communications, GCOA is advancing innovative solutions and working to ensure global aging is a path to health, productivity and economic growth. For more information, visit www.globalcoalitiononaging.com.