EUROPEAN HEALTH & WELL-BEING DEAL

Contact us

www.healthyeurope.eu
healthyeurope@political-intelligence.com

@wellbeingEU
The European Union must demonstrate its responsiveness to citizens’ concerns by creating health-centred policies. **We are calling for measured change**, ensuring citizens are heard and their health and well-being is safeguarded through changes to the EU’s institutional makeup and progress on key policy areas.

“**It is crucial to recognise that investing in health and well-being is not merely a cost but a long-term investment in our society and economy.**”

---

**At policy level**

- **Healthy lifestyles**

  Adopt a European well-being and health literacy strategy & create partnerships between relevant actors.

- **Equitable food policy**

  Equitable food policy - Adopt minimum quality legal requirements that make food products healthier and more accessible and promote a circular food economy.

- **Healthy living environments**

  Prioritise the adoption and implementation of ambitious legislation on pollution, integrate well-being and health into the Urban agenda for the EU, and advance citizens’ health and well-being at work, taking into account underserved regions and urban/rural inequalities.

- **Digital empowerment**

  Propose legislation to modernise health systems and develop strategies for digital/data literacy and upskilling whilst establishing a European Health Data Space Virtual Centre to share research, best practices, and recommendations.

- **A preventive approach**

  Create a European Hub for preventive policies, consider well-being and healthcare expenditure as an investment, and ensure the complete implementation of all European Beating Cancer Plan initiatives, broadening the scope of cancer screening.

- **Measuring success**

  Garner political commitment to swiftly adopt and use well-being indicators and implement these indicators and metrics horizontally in EU policymaking, helping build an economy of well-being.

- **Building sustainable & resilient systems**

  Harness metadata to gain a comprehensive understanding of trends, structurally increase funding for healthcare, and create a dedicated fund for well-being and health in all policies.

---

**At institutional level**

- **Well-being as a structural consideration**

  Establish a Vice-President for One Health in the Commission and a standing Committee for Health and an “Intergroup for Health and Well-being in All Policies” in the Parliament.

- **Well-being throughout the legislative process**

  Introduce systematic Well-being and Health Impacts Assessments (WHIAs) for all EU policies along with guidelines for their implementation.

- **Well-being as a culture**

  Establish training programmes on Health in All Policies for policymakers, civil servants, and stakeholders to provide an overview of and guidance on the Health in All Policies approach.

---

**Vytenis Andriukaitis**

All Policies for a Healthy Europe Chair & former EU Commissioner for Health