



# THE LANCET

GLOBAL  
HEALTH 2035

A World Converging within a Generation

# **The Lancet Commission on Investing in Health Lessons, Opportunities, & Synergies**

Gavin Yamey MD MPH

Associate Professor, Epidemiology & Biostatistics

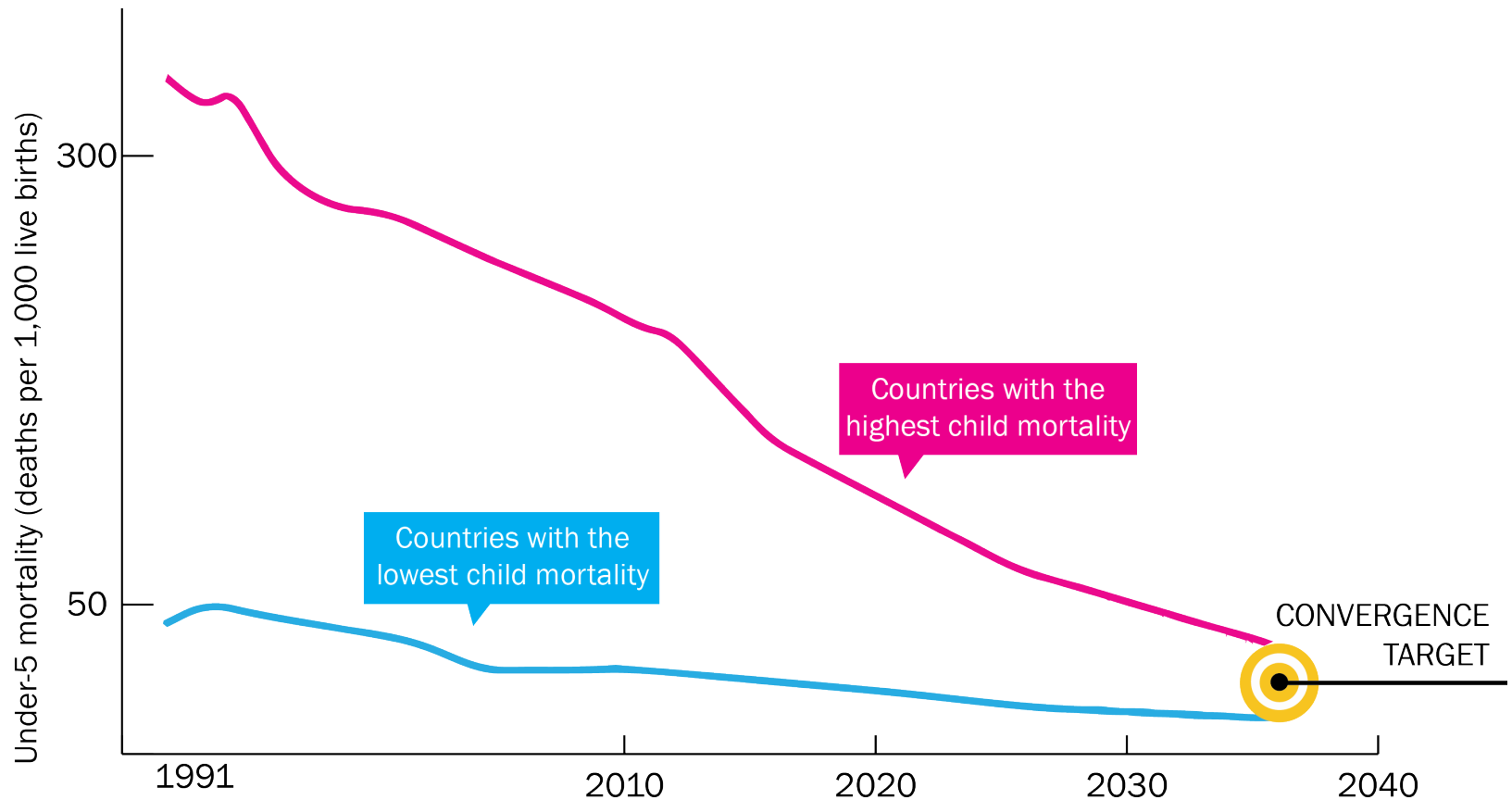
Lead, Evidence to Policy Initiative, Global Health Group

UCSF School of Medicine

THE LANCET

GLOBAL  
HEALTH 2035

# A Grand Convergence in Global Health by 2035



# Global Health 2035: Key Messages

A '**grand convergence**' in health is achievable within our lifetime

There is an enormous payoff from **investing in health**, especially convergence

**Fiscal policies** are a powerful and underused lever for curbing non-communicable diseases and injuries

Progressive pathways to **universal health coverage** are an efficient way to achieve health and financial protection

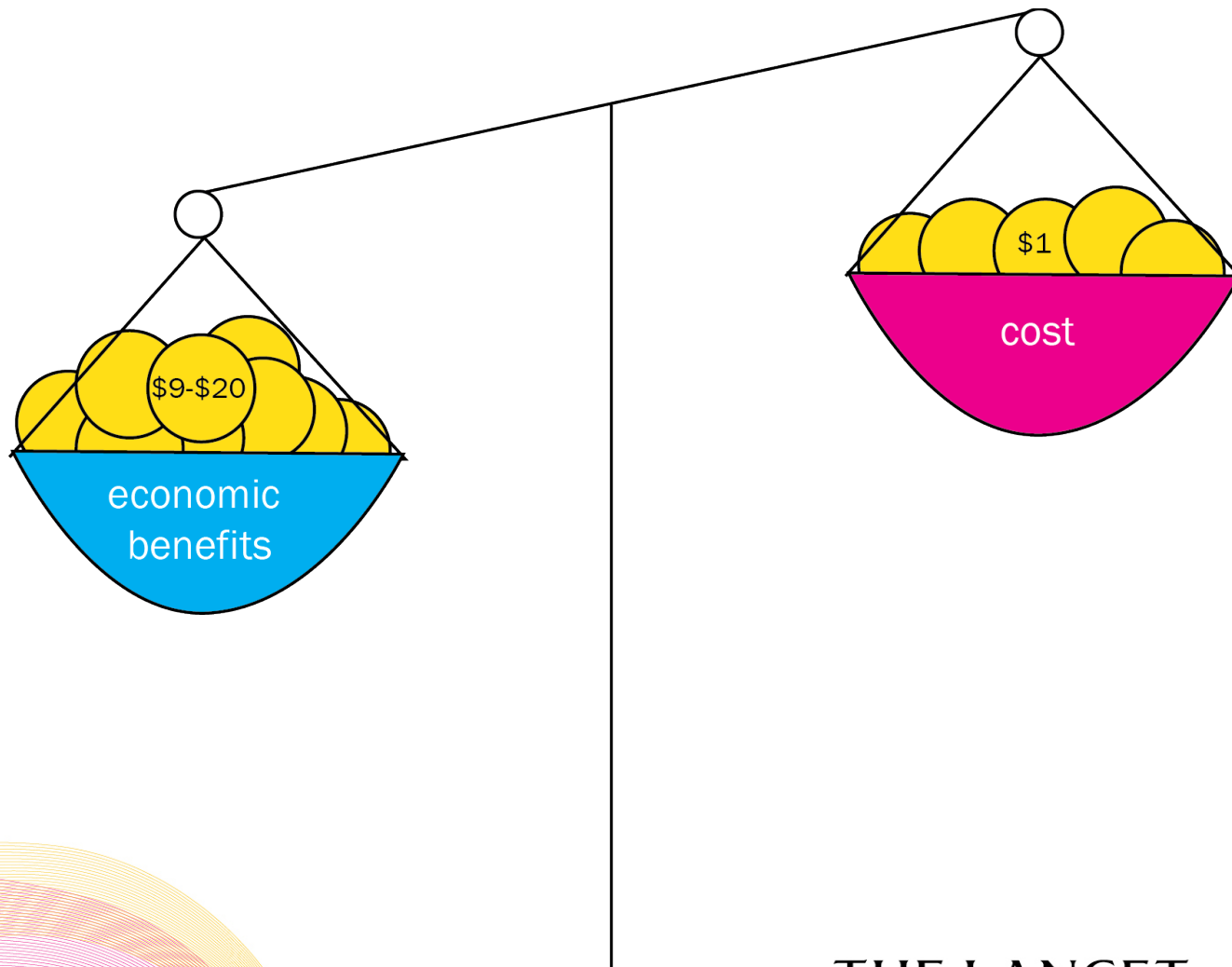


# Impact and Cost of Convergence

	Lower middle-income countries
Annual deaths averted from 2035 onwards	
4.5 million	5.8 million
Approximate incremental cost per year, 2016-2035	
\$25 billion	\$45 billion
Proportion of costs devoted to structural investments	
60-70%	30-40%
Proportion of health gap closed by existing tools	
2/3	4/5

# Full Income: A Better Way to Measure the Returns from Investing in Health





THE LANCET

GLOBAL  
HEALTH 2035

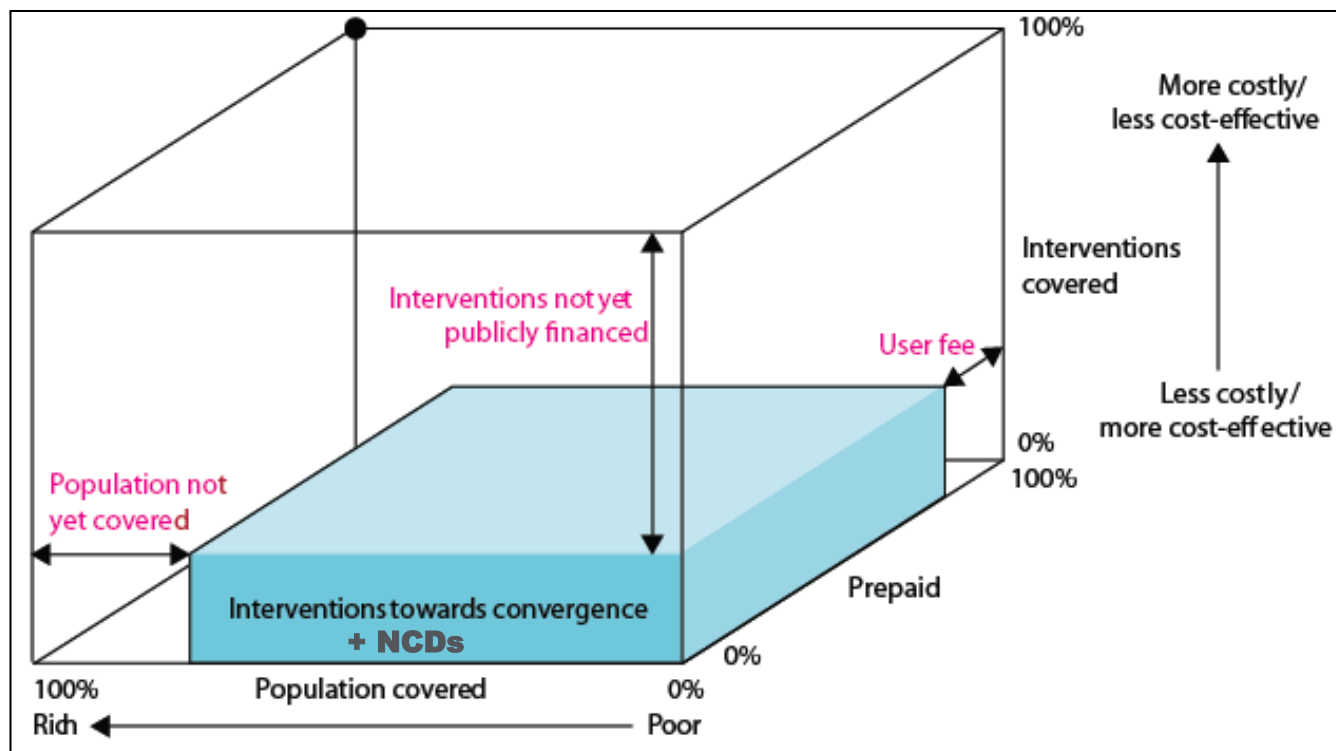
# Sources of Income

<b>Economic growth</b>	<ul style="list-style-type: none"><li>▪ \$9.6 trillion/y from 2015-2035 in LICs, LMICs</li><li>▪ Convergence cost (\$70 billion/y) is &lt; 1% of anticipated growth</li></ul>
<b>Mobilization of domestic resources</b>	<ul style="list-style-type: none"><li>▪ Taxation: tobacco, alcohol, extractive industries</li><li>▪ 50% tobacco tax in China over next 50 y raises US \$20 billion/y, saves 20 million lives</li></ul>
<b>Inter-sectoral reallocations and efficiency gains</b>	<ul style="list-style-type: none"><li>▪ Removal of fossil fuel subsidies</li><li>▪ Subsidies account for an 3.5% of GDP on a post-tax basis</li></ul>
<b>Development assistance for health</b>	<ul style="list-style-type: none"><li>▪ Will still be crucial for achieving convergence→ nature will change</li></ul>



# Progressive Universalist Pathways to UHC

## Protect the Poor from the Outset



# Global Live-Streamed Launches



THE LANCET

GLOBAL  
HEALTH 2035

# Impact: Media Coverage

The screenshot shows a Mozilla Firefox browser window with multiple tabs. The active tab is 'One-on-one with Larry Summers', displaying a video player from Charlie Rose. The video is titled 'Charlie Rose Nancy Gibbs; Larry Summers' and is 14 minutes long. The video player shows a man (Larry Summers) covering his face with his hand. Below the video player, there is a news article from the Guardian. The article title is 'Global health disparities could 'end in a generation' with annual \$60bn funding'. The article text states: 'Landmark report on global health says world's poorest nations could reap growth of 25% through concerted healthcare investment'. The article is by Randeep Ramesh and was published on Monday 2 December 2013. To the right of the article, there are social media sharing buttons for Facebook (1107 shares), Twitter (1,118 tweets), Google+ (14 +1s), and LinkedIn (26 shares). There is also an email button and a 'Jump to comments (3)' link. The bottom right corner of the browser window shows the Windows taskbar with icons for Internet Explorer, Word, Excel, and Outlook.

One-on-one with Larry Summers - Mozilla Firefox

File Edit View History Bookmarks Tools Help

One-on-one with Larry Summers

Bridge Scandal Documents Indicate E...

edition.cnn.com/video/data/2.0/video/business/2013/12/03/qmb-larry-summers.cnn.html

guardian worldpost

UCSF

Charlie Rose | charlierose.com - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Charlie Rose | charlierose.com

Problem loading page

www.charlierose.com/watch/60313879

1968 world events

UCSF

You are watching

Charlie Rose Nancy Gibbs; Larry Summers

14 minutes left

Global health disparities could 'end in a generation' with annual \$60bn funding

Landmark report on global health says world's poorest nations could reap growth of 25% through concerted healthcare investment

Randeep Ramesh

theguardian.com, Monday 2 December 2013

Jump to comments (3)

Share 1107

Tweet 1,118

+1 14

Pin It 1

Share 26

Email

Article history

THE LANCET

GLOBAL  
HEALTH 2035



# Impact: Policy Outreach



THE LANCET

GLOBAL  
HEALTH 2035

## Grand convergence: a future sustainable development goal?



On Jan 16, in the North Lawn Building of the United Nations in New York, Norway's Permanent Representative to the UN, Mr Geir Pedersen, is hosting an event that just might change the course of negotiations on the future of sustainable development. The meeting is based on the findings of the *Lancet* Commission on Investing in Health, "Global Health 2035: a world converging within a generation". Margaret Kruk, one of the commissioners on the Global Health 2035 report, will chair a discussion that includes the Rwandan Minister of Health, Agnes Binagwaho, the President of the Public Health Foundation of India, Srinath Reddy, the US Assistant

tuberculosis of 4 per 100 000 population. These goals can be monitored and interim targets can be set.

One of the most important advantages grand convergence offers is the inspiring appeal it can generate beyond the health community. The notion that a great prize lies within reach of our generation, the prize of ending preventable mortality, is one that will resonate with political leaders and the public alike. It is a simple message to convey and it is highly motivating. A commitment to grand convergence in no way represents a stepping back from universal health coverage. Grand convergence will not be achieved without universal health coverage. Indeed, the Global Health 2035 report



Pascal Deloche/Godong/Corbis

Published Online  
January 15, 2014  
[http://dx.doi.org/10.1016/S0140-6736\(14\)60051-9](http://dx.doi.org/10.1016/S0140-6736(14)60051-9)





## POTENTIAL LESSONS



## EARLY PHASE

1

Build a movement, recruit “friends of the commission,” early logo and brand, active website (background papers)

2

Define who it is you need to reach and engage them early and often



## ANALYSIS & WRITING PROCESS

3

Protected writing time

4

Simple, compelling messages (“convergence” “pro-poor universalism”)

5

Novelty and controversy (bland reports have less impact)

## WRITING PROCESS (*cont'd*)

6

Bold but feasible targets

7

“A strength of Global Health 2035 is the combined economic and health analysis” → go *beyond GDP* and use broader measures of the returns

8

Price tag? How is it going to be paid for?

9

DCP3 is your friend: latest data on cost effectiveness (e.g. treatment of pediatric cancers; assessment of FRP)

10

### PUBLICATION

11

Aggressive earned media and social media, “steady drumbeat,” 1-page briefs

# Framing Our Surgery Report in the Post-2015 Discussions



# Three Potential Synergies

Convergence

Draw on economic approaches: full income, ECEA

Progressive universalism (“pro-poor UHC”) must include surgery in the essential package



**Gavin Yamey** @GYamey

Jan 15

@JohnMeara @gscommission convergence only possible with structural investments in health system, including surgery!

[View conversation](#)

[Reply](#) [Delete](#) [Favorite](#) [More](#)



# Thank You

Gavin Yamey

[yameyg@globalhealth.ucsf.edu](mailto:yameyg@globalhealth.ucsf.edu)

twitter  @gyamey

#GH2035

[GlobalHealth2035.org](http://GlobalHealth2035.org)

BILL & MELINDA  
GATES *foundation*



Norad

DCP<sup>3</sup>

Disease  
Control  
Priorities



HARVARD

Global Health Institute

THE LANCET

GLOBAL  
HEALTH 2035