Estimating Health Impact and Investment Cases

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Discussing health taxes makes it more difficult compared to making it easier.
OBJECTIVES

By the end of the presentation, to be familiar with:

1. how the health impact of interventions can be estimated – and the corresponding data needs

2. the types and role of investment cases in advocating and shaping policies
Cost-Effectiveness vs Cost Benefit Analysis

- **Intervention**
  - Implementation Costs

- **Health Impact**
  - Lives saved
  - Morbidity avoided
  - Healthy life years gained
  - Other indicators*

- **Economic Benefits**
  - Productivity gains
  - Societal benefits
  - Healthcare Costs Saved*
  - Revenue Generated**

- **ROI**
Overview of Data Needs to Estimate Impact of Health Taxes

- Disease burden
- Risk factor prevalence
- Consumption
- Prices
- Effect sizes
- Elasticities
- Relative risk ratios
- Disability weights
- Other epidemiologic measures
Cost-Effectiveness vs Cost Benefit Analysis

- **Intervention**
- **Implementation Costs**
- **ROI**

**Health Impact**
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- Productivity gains
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- Revenue Generated**
Overview of Data Needs
to Estimate Impact of Health Taxes

- Costs
- Labor force participation rates
- Substitution / Illicit Trade
- Impact on productivity
- Economic indicators
OneHealth Tool → Integrated Health Tool

- The OneHealth Tool is a software tool designed to inform national strategic health planning in low- and middle-income countries.

- The tool provides planners with a single framework for scenario analysis, costing, health impact analysis, budgeting and financing of strategies for all major diseases and health system components.

- Development is overseen by the UN InterAgency Working Group on Costing (IAWG-Costing). WHO provides technical oversight to the development of the tool.
What is your love language?
Investment Cases

- Presents the health and economic arguments for allocating resources to a particular (set of) intervention/s
- May contain estimates on the costs borne by society, health gains, and economic benefits
- Essentially an **advocacy** tool: a collection of compelling evidence to help convince decision-makers to support, adopt, and/or implement a desired policy change
Investment Cases

- Fit for purpose – depending on the intended purpose and desired outcome
- Global vs country investment cases
The Global NCD Investment Case
Key Highlights

For an additional US$ 0.84 per person per year

7 million lives saved

10 million heart attacks and strokes averted

50 million healthy life-years gained

US$ 230 billion in economic gains

US$ 7 Return on each dollar invested
Scope

- Covers the 16 NCD Best Buys from Appendix 3 of the Global NCD Action Plan
- Six intervention areas – tobacco, alcohol, unhealthy diet, physical inactivity, management of CVD/diabetes, cervical cancer
- Estimates from 76 low- and lower-middle income countries; costs and benefits from 2021 to 2030
The NCD Best Buys

- Excellent return on investment (ROI) for all intervention areas
- These are conservative estimates – benefits are likely higher, and will accrue beyond 2030
- Intervention areas with relatively lower ROI may cost more but save more lives within the 2030 timeframe

<table>
<thead>
<tr>
<th>Intervention Area</th>
<th>ROI per dollar invested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>US$ 7.11</td>
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<tr>
<td>Alcohol</td>
<td>US$ 8.32</td>
</tr>
<tr>
<td>Healthy Diets</td>
<td>US$ 11.93</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>US$ 3.20</td>
</tr>
<tr>
<td>Manage Cardiovascular Disease and Diabetes</td>
<td>US$ 3.12</td>
</tr>
<tr>
<td>HPV Vaccination &amp; Cervical Cancer Screening</td>
<td>US$ 2.34</td>
</tr>
</tbody>
</table>

Note: ROI figures are per dollar invested.
The 2018 report was the first document that showed the ROI for NCDs – figures long overdue and demanded by NCD advocates and donors

Instrumental in Norway’s decision to build an international development strategy around NCDs

- Better health, better lives strategy initially allocated $20 million for NCDs
- Further increased to $133 million over 2020-2024 for low-income countries
Country Investment Cases
Other Tools

- Policy briefs / notes
- Letters to decision-makers
- Research notes on specific topics / concerns
- Publication briefs
KEY MESSAGES

- There is a wealth of tools, resources and partners that can help you move forward on health taxes
- Certain data limitations can be overcome using proper estimation methodologies – partners can offer this support
- Investment cases can be an excellent way to present the health and economic benefits from implementing interventions
- Consider different ways to achieve your objectives – attacking from multiple angles can help push the agenda faster
Thank you!