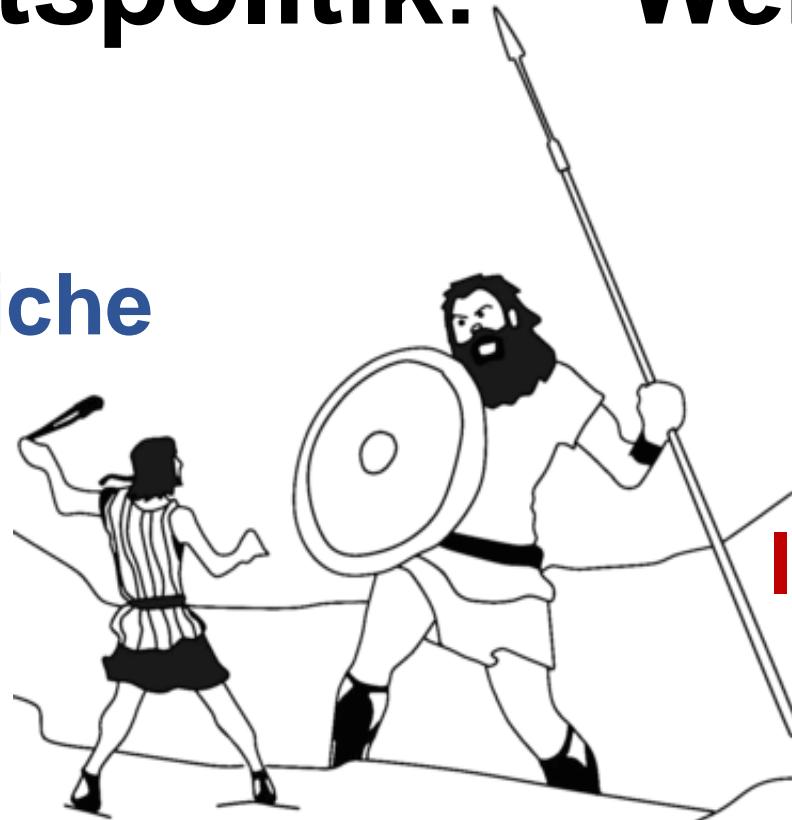




Gesundheitspolitik: Wer gewinnt?

Wissenschaftliche
Evidenz ?



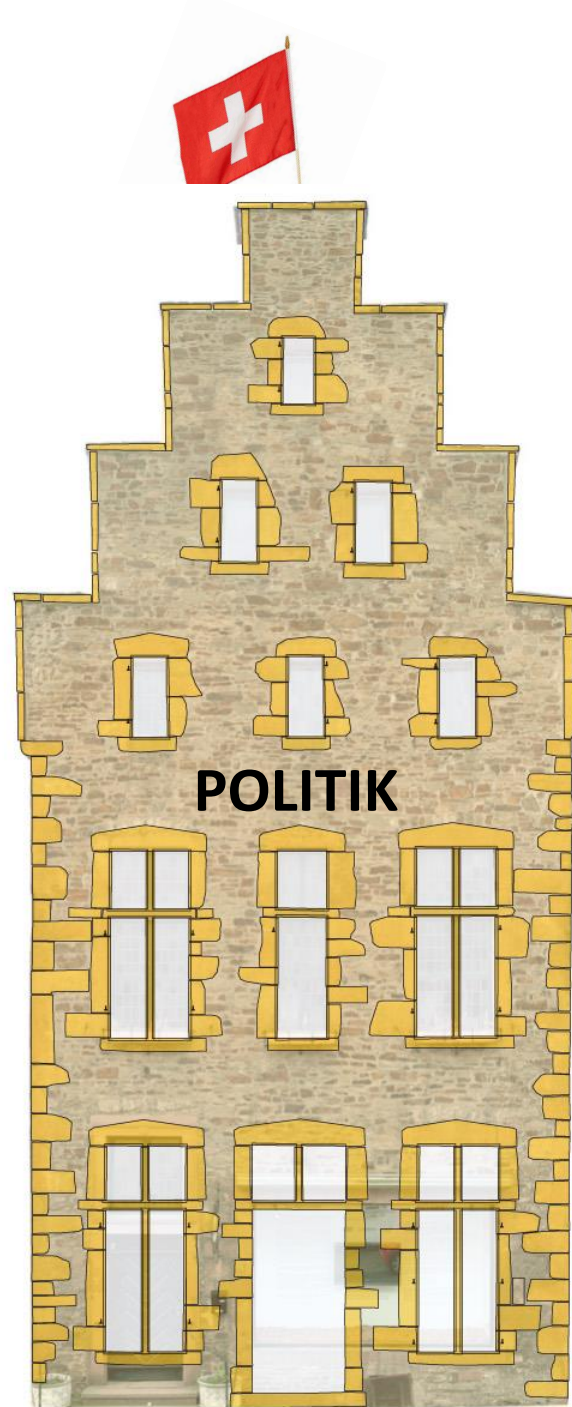
Mächtige
Interessengruppen?

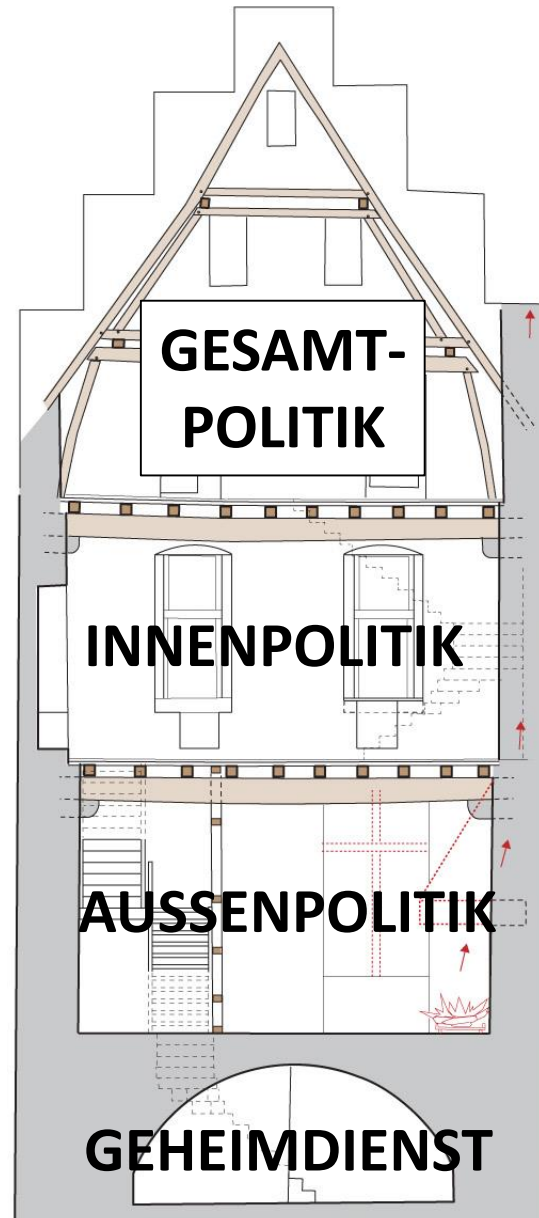
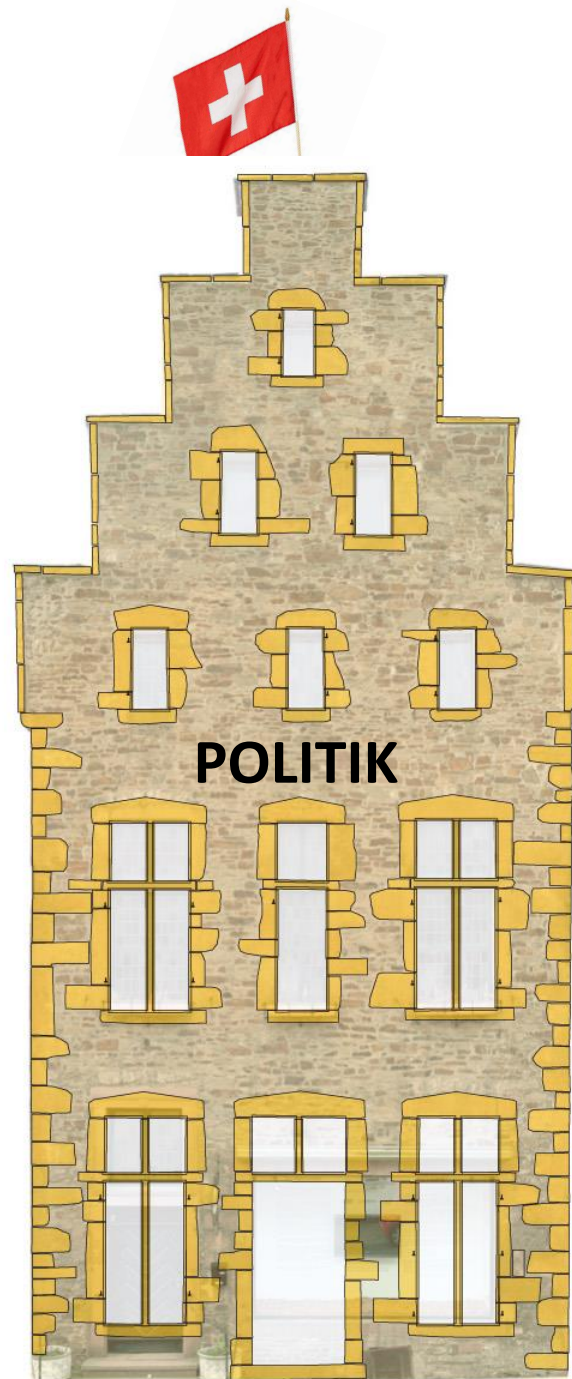
Thomas Zeltner

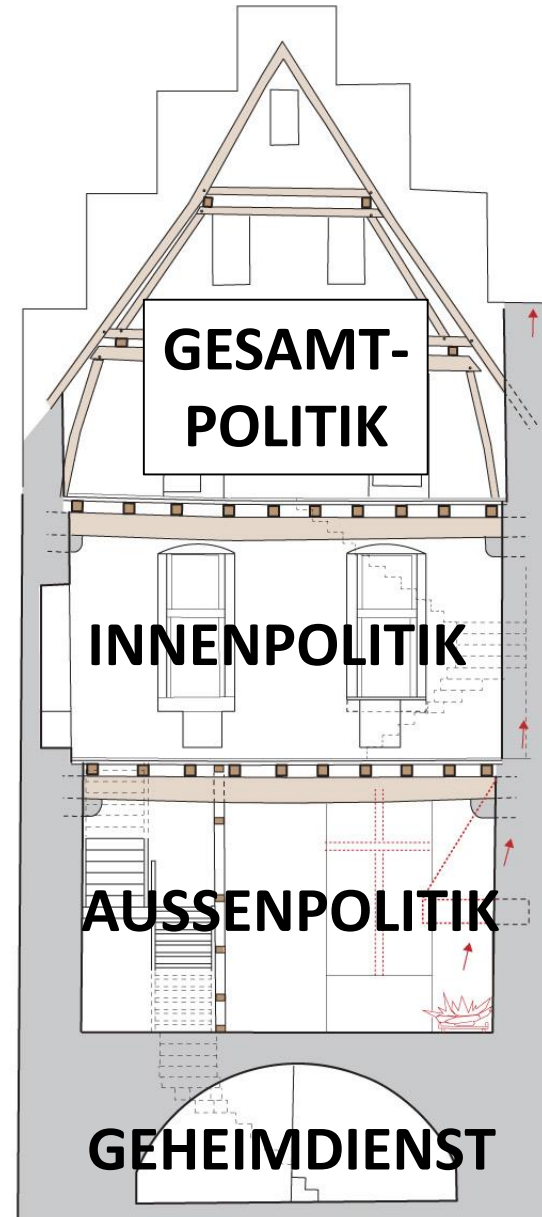
Sonderbotschafter der Weltgesundheitsorganisation WHO, Genf (2012 - 2014)

Politik kann definiert werden als:

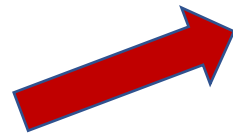
„Methode, Art und Weise, bestimmte eigene Vorstellungen gegen andere Interessen durchzusetzen“



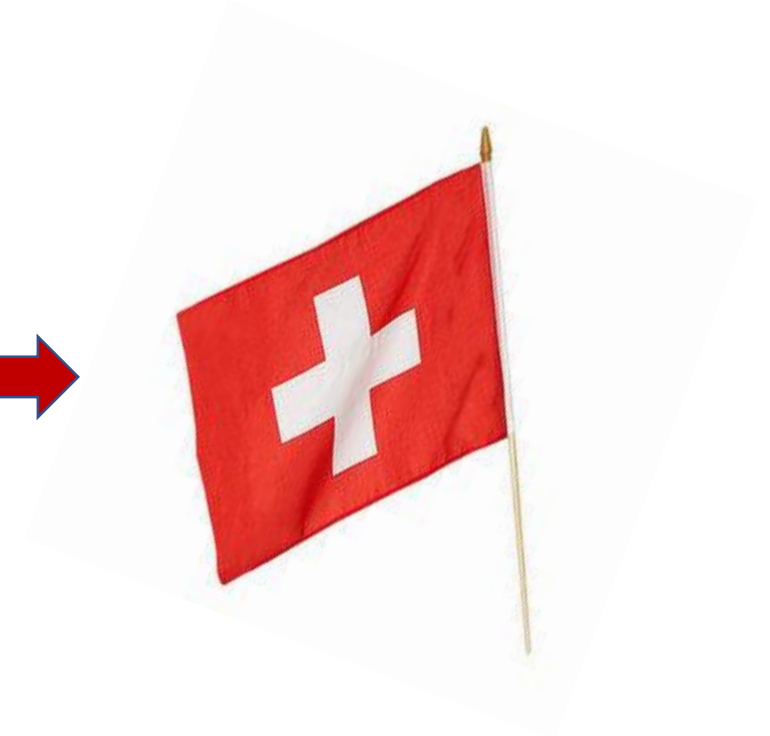
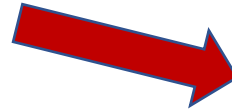




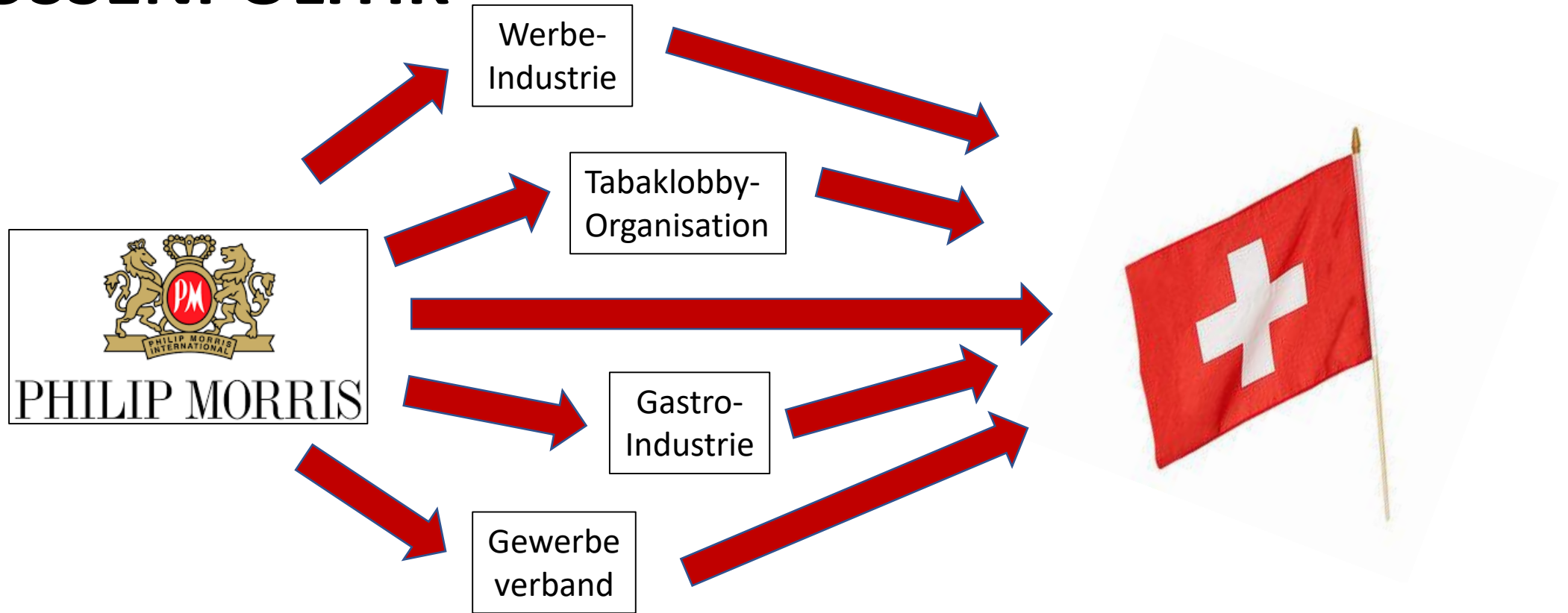
AUSSENPOLITIK



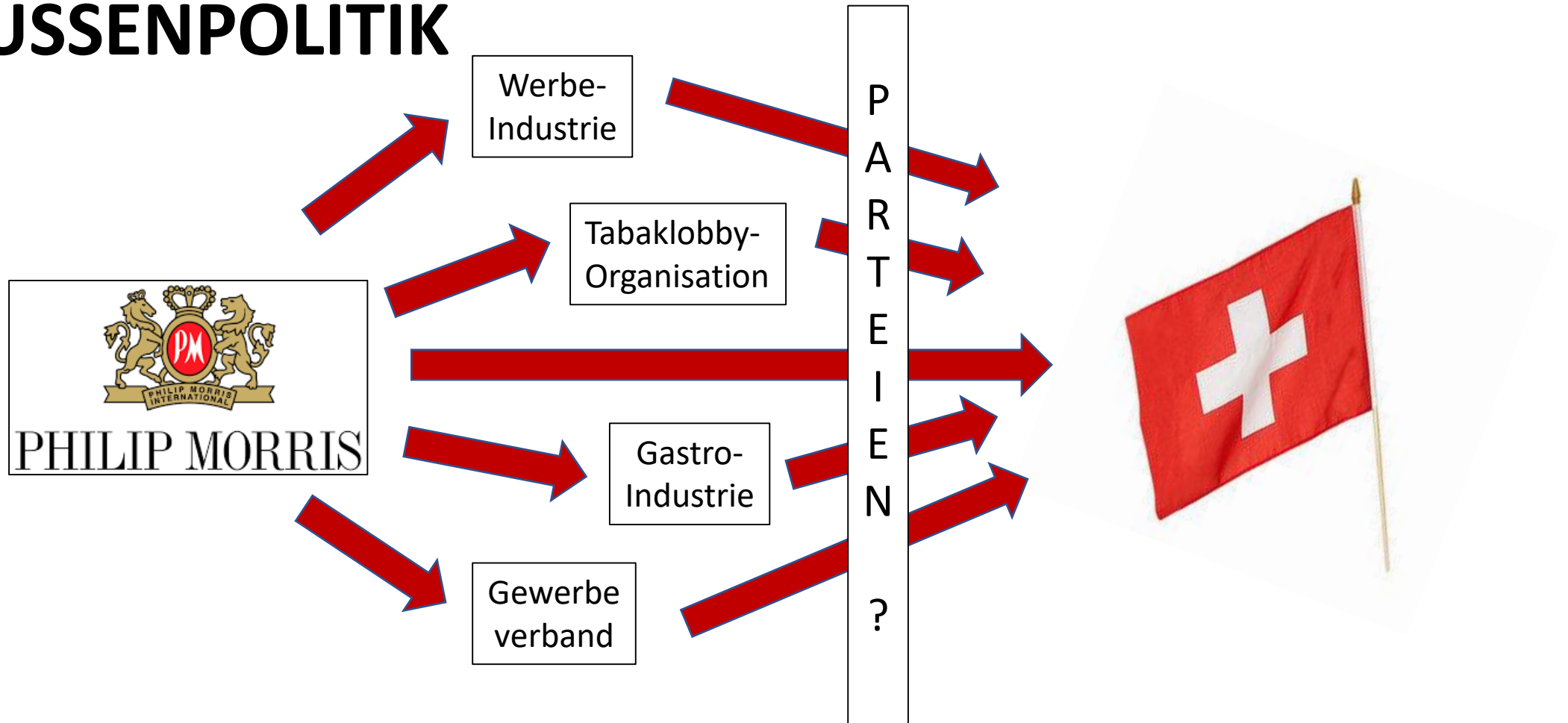
Tabaklobby-
Organisation



AUSSENPOLITIK



AUSSENPOLITIK



GEHEIMDIENST



GEHEIMDIENST



GEHEIMDIENST



Tobacco Company Strategies to Undermine Tobacco Control Activities

at the

World Health Organization



Report of the Committee of Experts on Tobacco Industry Documents

July 2000

GEHEIMDIENST



“Attack W.H.O.”

“ Undertake a long-term initiative to counteract the WHO’s aggressive global anti-smoking campaign and to introduce a public debate with respect to a redefinition of the WHO’s mandate.”

“ Try to stop the development towards a Third World commitment against tobacco.”

“Discredit key individuals.”

“ Contain WHO’s funding from private sources.”

“Work with journalists to question WHO priorities, budget, role in social engineering, etc.”

GEHEIMDIENST



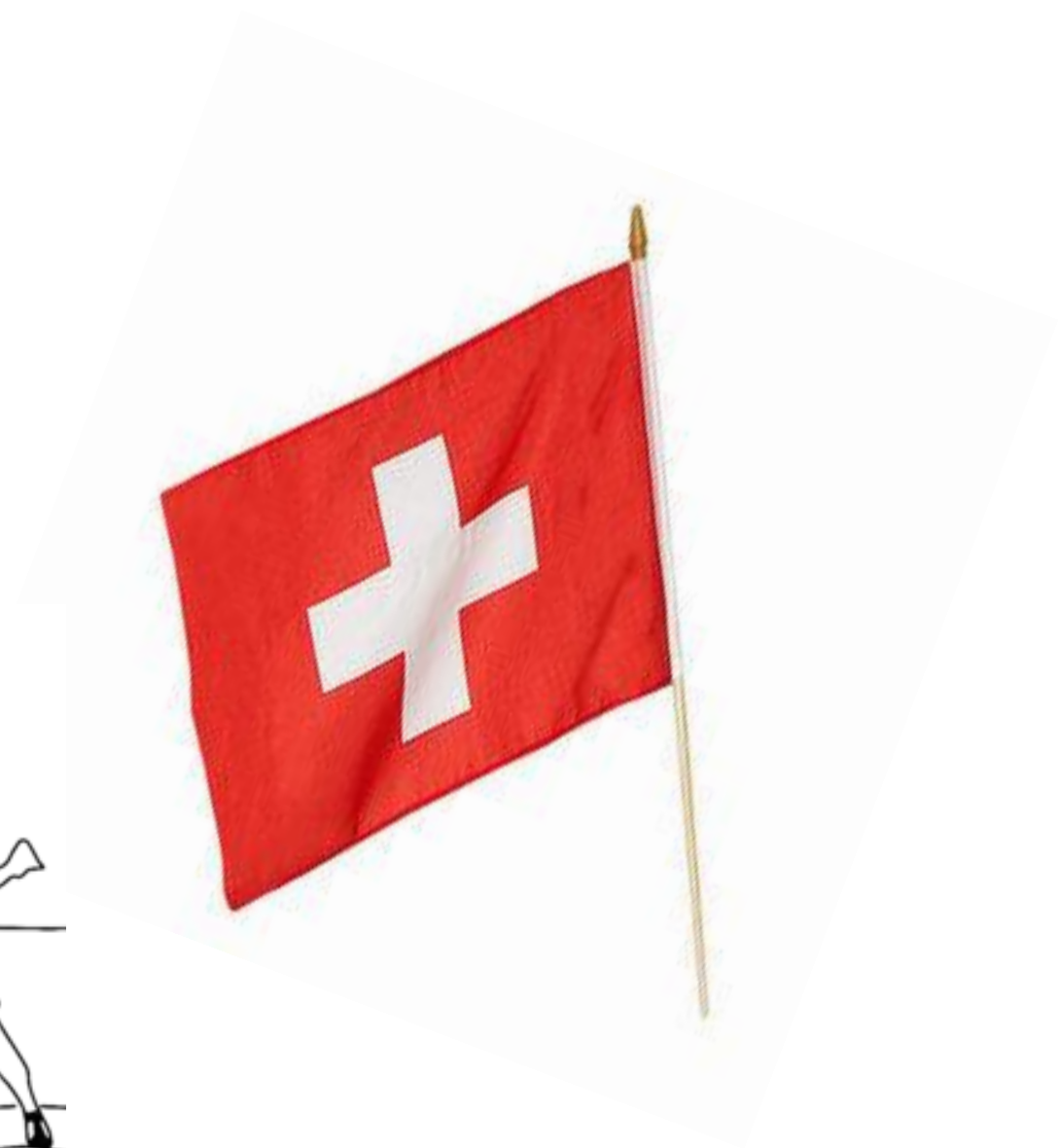
“Reorient/reprioritize IARC International Agency for Research on Cancer priorities/budget allocations.”

“Establish ITGA [International Tobacco Growers Association] as a front for our third world lobby activities at WHO.”

“Inhibit incorporation of ILO [UN’s International Labor Organization] into WHO Anti-Smoking Program.”

“Split F.A.O. [U.N. Food and Agriculture Organization]/W.H.O.”

Wissenschaftliche Evidenz



Warum ist es so schwierig
mit wissenschaftliche Evidenzen zu überzeugen?



Policies to promote public welfare often fail or worsen the problems they are intended to solve. Complexity hinders our ability to discover the delayed and distal impacts of interventions, generating unintended “side effects.”

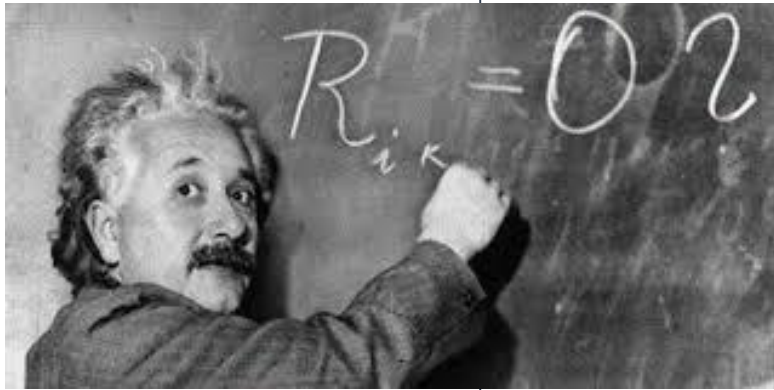
John Sterman, *Am J Public Health*. 2006;96:505–514







An analysis of 28,000 predictions about the future found the forecasters often are only slightly more accurate than chance, and usually worse than basic extrapolation algorithms, especially on longer-range forecasts three to five years out.



Write at or below the 6th-grade level

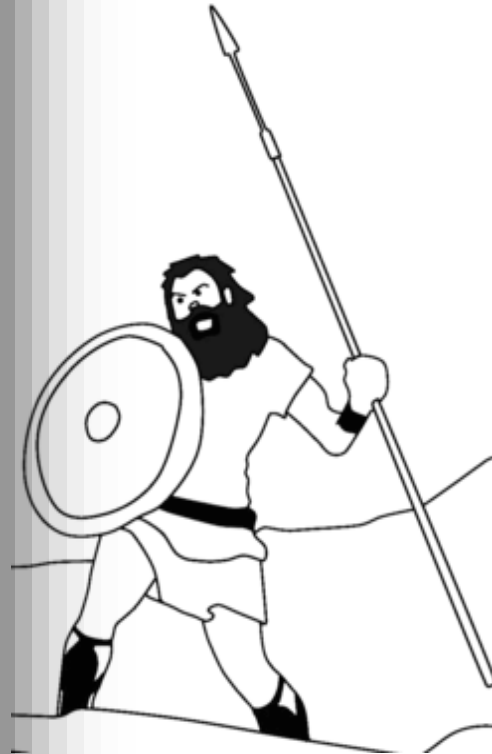


Getting Health Reform Right

A Guide to Improving
Performance and Equity

MARC J. ROBERTS • WILLIAM HSIAO
PETER BERMAN • MICHAEL R. REICH

HEALTH REFORM



The 3 parallel processes to master a policy change

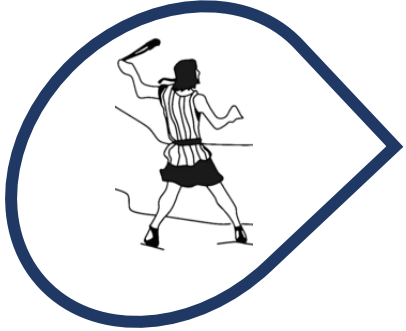


Offering convincing scientific evidence

Understanding / mastering the political processes

Respecting changes in societal values

The 3 parallel processes to master a policy change

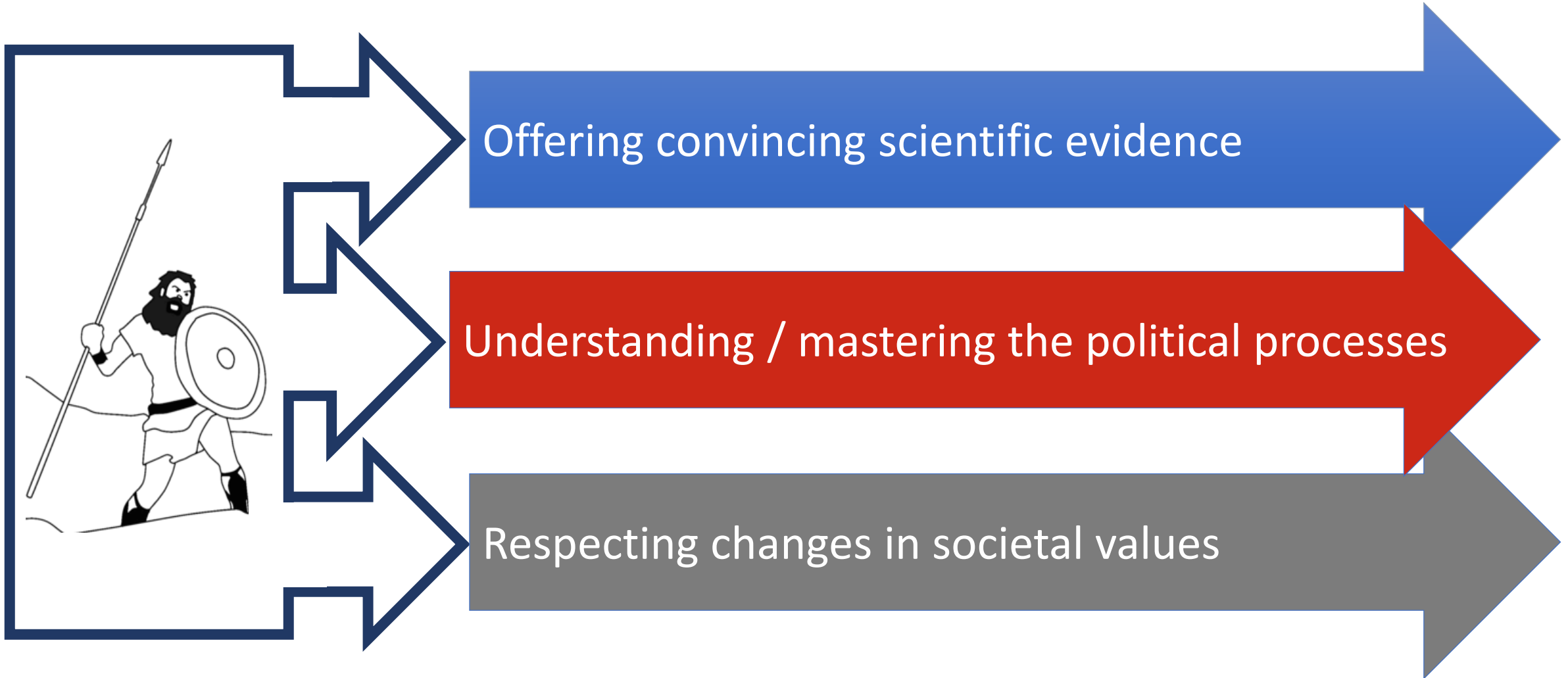


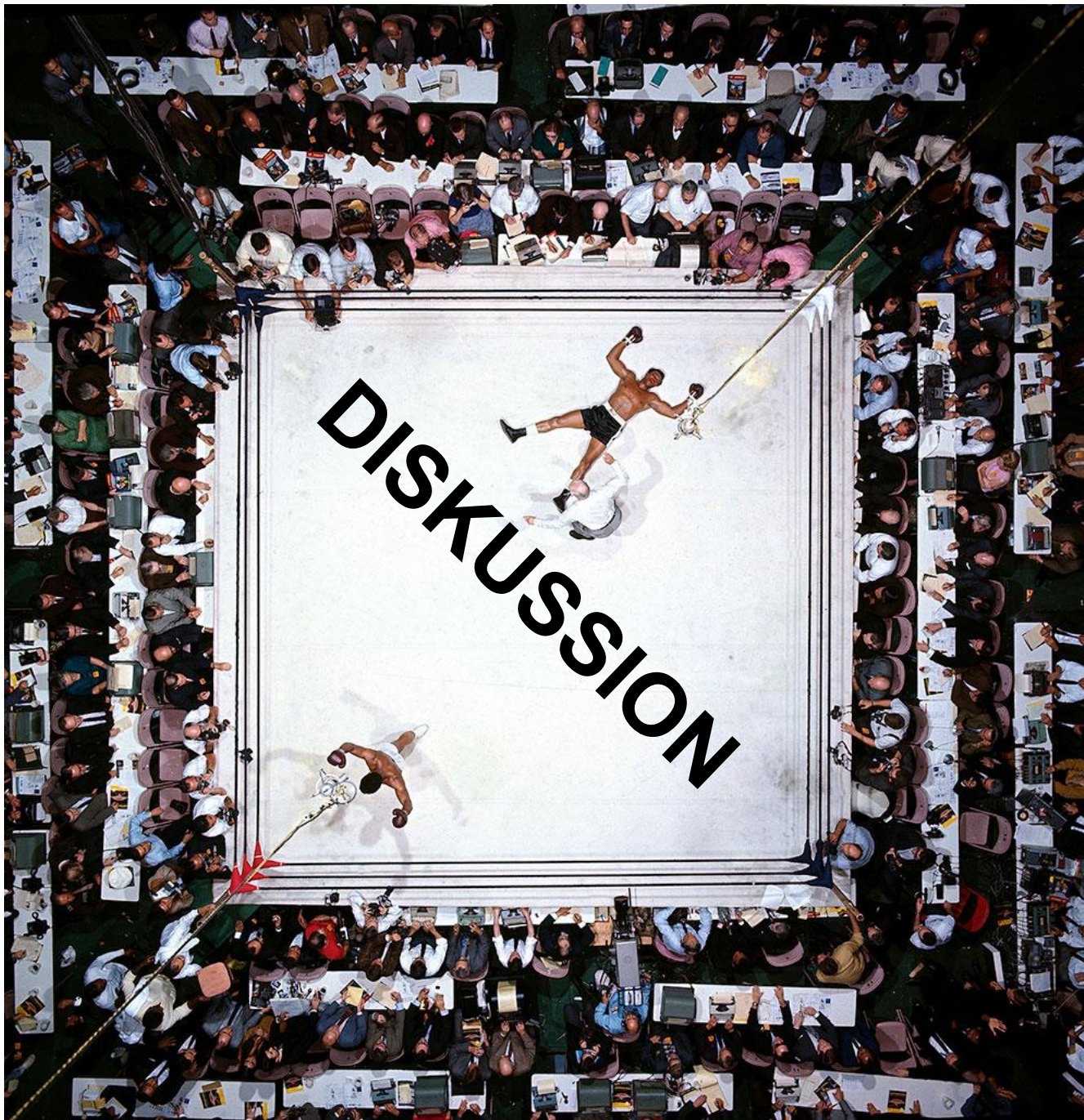
Offering convincing scientific evidence

Understanding / mastering the political processes

Respecting changes in societal values

The 3 parallel processes to master a policy change





Neil Leifer, Muhammed Ali, 1966