



PATHWAY // HEALTH & WELLBEING

**WE CAN
HELP
PEOPLE
FEEL
BETTER**

**HEALTH AND WELLBEING ARE
FUNDAMENTAL TO PEOPLE'S ABILITY
TO LIVE WELL.**

This transformation pathway captures the full spectrum of activities to enhance people's physical and mental health – from preventing and curing communicable and non-communicable diseases, to ensuring robust global healthcare systems and encouraging healthy lifestyles. While the healthcare and pharmaceutical industries clearly have strong roles to play, so do companies in a wide range of other sectors, from food to the built environment.



OUR 2050 VISION

**FOR HEALTH
& WELLBEING**

**THE HIGHEST
ATTAINABLE STANDARD
OF HEALTH & WELLBEING
FOR EVERYONE**

PEOPLE LIVE HEALTHY LIVES

By 2050, everyone enjoys the highest possible standard of health and wellbeing, living healthy and fulfilled lives.

HEALTH IS PROMOTED AND PROTECTED

The healthcare system focuses strongly on disease prevention. Governments support efforts to empower individuals to take more control over and improve their health through their lifestyles and diets. Businesses have rebalanced product portfolios and services in favor of healthier lifestyles, and marketing activities focus on encouraging healthy choices and behaviors. The spread of disease is prevented through immunization, early detection and treatment, and robust global systems of epidemiological surveillance and response. Wildlife habitats are conserved and protected with a view to eradicating the emergence of zoonotic diseases.

**EVERYONE HAS ACCESS TO ROBUST,
RESILIENT AND SUSTAINABLE
HEALTHCARE SERVICES**

All people have access to affordable essential healthcare services in their communities, including preventive, promotive, protective, curative, rehabilitative and palliative care throughout their lives. As a result, incidence of diseases declines and many more people survive infectious and non-communicable diseases. Health systems are resilient to shocks and prepared for pandemics. They are well-governed, well-coordinated, well-equipped, efficient, sustainable and operated by a skilled workforce.

WORKPLACES PROMOTE WELLBEING

Businesses work to promote strong cultures of health and wellbeing throughout their operations and supply chains. Educational programs help to promote workers' physical and mental health, and all companies take measures to ensure the health and safety of their staff at all times.

KEY TRANSITIONS



BUSINESSES EVOLVE PRODUCTS AND SERVICES TO PROMOTE HEALTHY LIFESTYLES

- Governments, businesses and civil society groups collaborate to promote and enable healthier lifestyles for people from all socio-economic groups, helping to prevent and reduce the impact of non-communicable diseases.
- Businesses, supported by government policy and civil society groups, re-balance and innovate product portfolios to support healthy diets and lifestyles.
- Reliable health information, personal health management software, healthy and nutritious foods, and better fitness and sports infrastructure enable people to change their lifestyles.
- All products are made safe and free from harmful ingredients or materials. Regulations and voluntary measures lead to the eradication of unhealthy or addictive products and services. Efforts are also made to combat the negative mental health impacts of products and services, including social media.
- Responsible marketing promotes healthy choices, behaviors and lifestyles. Business refrains from marketing unhealthy products, particularly to children and adolescents.

HEALTH LITERACY IS PROMOTED GLOBALLY AND TRUST IN SCIENCE IS RESTORED

- Governments, businesses and civil society groups collaborate to drive education across the world on hygiene, health, mental wellbeing, scientific literacy, sexual and reproductive health, and family planning.
- Companies promote education and awareness around physical and mental health throughout their workforces, supply chains and in the communities in which they operate.
- Social media platforms address the uncontrolled dissemination of health-related misinformation.

INVESTMENT BUILDS CAPACITY TO PREVENT THE EMERGENCE AND SPREAD OF COMMUNICABLE DISEASES

- Emerging technology makes health systems more proactive, allowing a greater focus on prevention, earlier diagnosis of disease, and more continuous monitoring of patient health.
- Funding for essential health services in low- and middle-income countries is increased, strengthening routine immunization and improving the quality and availability of data to inform planning.
- Health systems take action to build resilience and prepare for pandemics through partnerships, improved logistics and stockpiling of essential equipment.
- Governments and businesses invest in building systems for rapid development, approval and delivery of safe and effective vaccines and treatments to tackle fast-moving pathogens.
- Governments and businesses invest significantly in disease surveillance and the establishment of global databases, while simultaneously upholding efforts to ensure data privacy is protected.
- System-wide measures are taken to address the threat of antimicrobial resistance and ensure the continued effectiveness of antibiotics.



POLICY, INVESTMENT AND INNOVATION ENSURE UNIVERSAL ACCESS TO HEALTHCARE

- Governments adopt policies and partner with businesses, where appropriate, to provide individuals with access to essential healthcare services in their communities throughout their lives.
- Reliable telehealth technologies and systems are scaled up to help ensure universal access to healthcare.
- Healthcare companies develop, scale and replicate inclusive business models that address more diseases in more countries, and explicitly include people with low incomes in the customer base. They support international trade agreements designed to ensure the poorest can benefit from innovation, while also developing equitable pricing and access-oriented licensing strategies.
- A range of efficient health insurance systems are established to meet the needs of all patients, from national health insurance to microinsurance.
- Healthcare companies increase research and development for communicable and non-communicable diseases associated with poverty.

HEALTHCARE SYSTEMS EMBRACE NEW TECHNOLOGIES RESPONSIBLY

- Technologies, such as synthetic biology and digital health, revolutionize capacity to prevent, diagnose and treat many diseases, enabling a step change in efficiency and outcomes.
- As new technologies are introduced, regulators implement rules informed by a range of stakeholders to protect patients' health, safety and privacy.

BUSINESSES SAFEGUARD HEALTH AND WELLBEING IN THEIR OPERATIONS AND SUPPLY CHAINS

- Businesses cultivate a culture of health and wellbeing in their operations and supply chains, promoting the highest attainable standards of physical and mental health for everyone, and creating an environment in which employees are encouraged to prioritize self-care.
- All employers adopt and evolve the highest standards of occupational health and safety, enabling and empowering employees to remain free from injury, harm and disease.
- Companies foster mental health by promoting a healthy work-life balance, creating peer-based wellbeing networks, and conducting specialist stress management training.
- Businesses champion human and labor rights throughout their operations and supply chains. They implement the United Nations Guiding Principles on Business and Human Rights and other appropriate international frameworks, and ensure effective remedial actions are taken promptly and transparently when necessary.

THE CLIMATE AND NATURE CRISES ARE RECOGNIZED AS HEALTH CRISES

- Stakeholders increasingly recognize the risks to human health that the climate and nature crises pose. These risks include respiratory stress due to poor air quality, the impacts of heatwaves, the emergence of zoonotic disease, and the mental health impacts of life in a more turbulent world.
- Businesses advocate for effective policies that promote healthy environments. They lead by example by dramatically reducing emissions of greenhouse gases and other air pollutants, and by drastically curbing use of substances that harm health.
- Businesses collaborate with governments to enhance the capacity of national health systems and international networks to handle health risks and shocks while supporting the most vulnerable.

RELEVANT SDGs



- 2.1** By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.
- 2.2** By 2030, end all forms of malnutrition. By 2025, achieve the internationally agreed targets set to reduce stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons.
- 3.1** By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.
- 3.2** By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births.
- 3.3** By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases.
- 3.4** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and wellbeing.
- 3.5** Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.
- 3.7** By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.
- 3.8** Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.
- 3.9** By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.
- 3.B** Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries, provide access to affordable essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and, in particular, provide access to medicines for all.
- 3.C** Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States.
- 5.6** Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences.
- 6.1** By 2030, achieve universal and equitable access to safe and affordable drinking water for all.
- 6.2** By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.
- 8.5** By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.
- 8.7** Take immediate and effective measures to eradicate forced labor, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labor, including recruitment and use of child soldiers and, by 2025, end child labor in all its forms.
- 8.8** Protect labor rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.
- 13.1** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.
- 13.2** Integrate climate change measures into national policies, strategies and planning.
- 13.3** Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.
- 15.5** Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.

HEALTH & WELLBEING

ACTION AREAS FOR BUSINESS 2020 – 2030

01

Innovate and re-balance product portfolios to support healthy diets and lifestyles, while moving away from addictive and harmful offerings.

02

Influence consumer behavior toward more healthy diets and lifestyles via marketing activities, information campaigns and collaborative education platforms. Refrain from marketing harmful products.

03

Scale business models to address indoor and outdoor air pollution, particularly in highly industrialized and densely populated urban environments.

04

Implement programs that ensure the highest standards of health, safety and wellbeing for employees throughout global operations and value chains, while expanding access to basic preventive services at places of employment.

05

Support efforts to safeguard biodiversity and eradicate the conversion of wildlife habitats to prevent the future spread of zoonotic diseases.

06

Collaborate with governments and inter-governmental organizations to invest in systems that build international health systems' resilience to respond to pandemics and other health risks.

07

Collaborate with policymakers to establish clear standards and guidelines to uphold data privacy in the context of an evolving digital healthcare system.

08

Develop new technologies that enhance capacity to prevent, diagnose and treat diseases, with a focus on ensuring access to healthcare in low- and middle-income markets.

09

Collaborate with governments and other stakeholders to eradicate antimicrobial resistance due to the misuse of antibiotic treatments and invest in new antibiotics to ensure their continued effectiveness in treating infection.

10

Fundamentally reshape perceptions of the boundaries of the healthcare system, underlining the importance of healthy lifestyles and cross-sector collaboration. Work to understand and account for the true value of health-related externalities.