
Global Health Diplomacy

Some characteristics

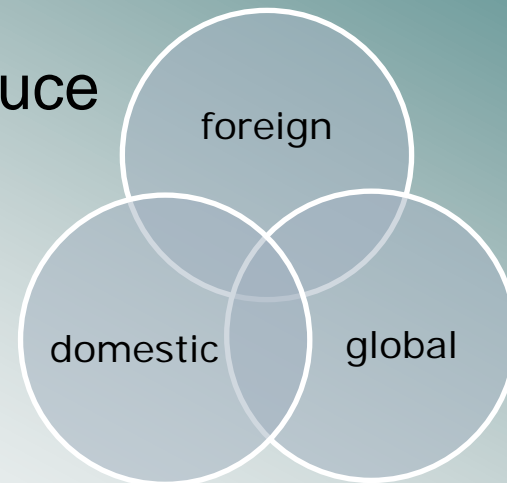
Professor Dr. Ilona Kickbusch

- A world of change: a new multi lateral – multipolar context for health – defined by complex multi lateralism and network governance



Foreign policy has changed

- In the past it was enough for a nation to look after itself - today that is no longer sufficient.
(Robert Cooper 2006)
- The difference between „we“ and „them“ is melting away. (Juergen Kleiner 2012)
- Need to act collectively – produce
Global public goods



Strategic relevance of health in the global arena has changed



- Economic agenda
- Geopolitical agenda: soft and hard power
- Security agenda
- Social Justice agenda - human rights agenda - UN
- Survival Agenda (R2P)
- Domestic - foreign policy Agenda for emerging economies - rising states - BRICS
- Charity/philanthropic agenda
- Integral part of interdependent global crisis and challenges (food, climate, energy, water.....)

Globalisation and Health

- “*Globalization takes the issue of health from the relative obscurity in which it found itself, especially in developing countries, and brings it to the front page where it is featured not as health as we know it, but as global health in combination with foreign policy, which we are still struggling to define*” (Alcazar, 2008).



Functions of foreign policy

- Ensuring national security
 - Protecting national economic power and wellbeing
 - Fostering development of strategically important regions and countries
 - Supporting human dignity (Fidler 2008)
- Foreign policy makers are increasingly confronted, in their traditional areas of operation, with health related issues problems and crisis.
 - Frequency and intensity has increased since the end of the cold war

GLOBALISATION



Oslo Ministerial Declaration - global health: a pressing foreign policy issue of our time



Launched in September, 2006, in New York/ Oslo on March 20, 2007

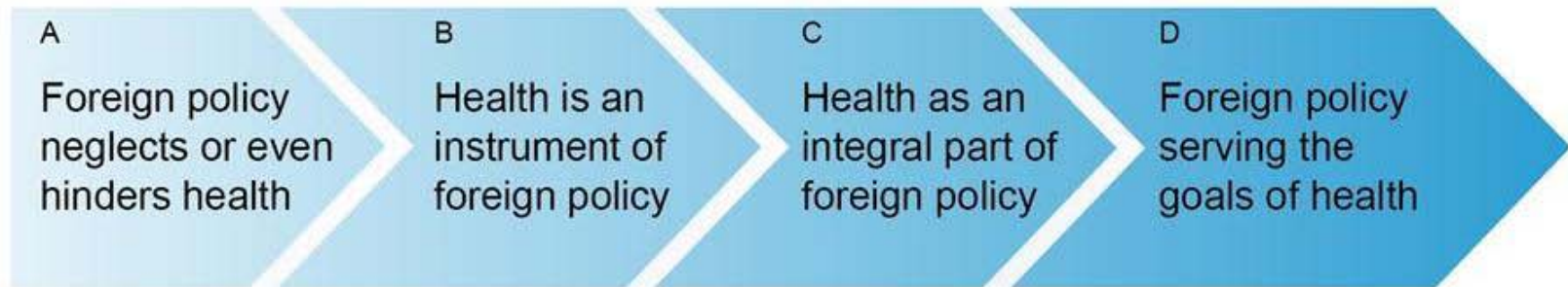


In today's era of globalisation and interdependence there is an urgent need to **broaden the scope of foreign policy**. ...We believe that health is one of the most important, yet still broadly neglected, long-term foreign policy issues of our time. **We**



have therefore agreed to make impact on health a point of departure and a defining lens that each of our countries will use to examine key elements of foreign policy and development strategies, and to engage in a dialogue on how to deal with policy options from this perspective.

The interface of health and foreign policy



“Global health diplomacy is part of the “new diplomacy” agenda by which foreign policy, since the end of the Cold War, has expanded to embrace new issues, new actors and new processes.”

Lee/Gomez 2012

- Governance for global health
- *Global public goods*
- *Global solidarity*

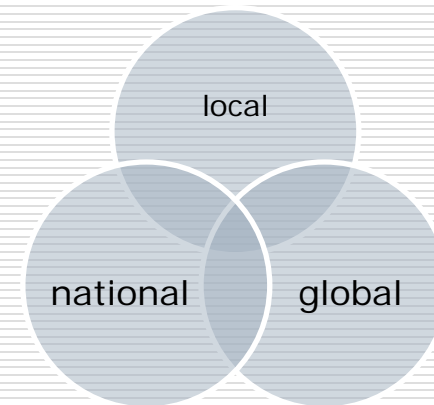


Global Health

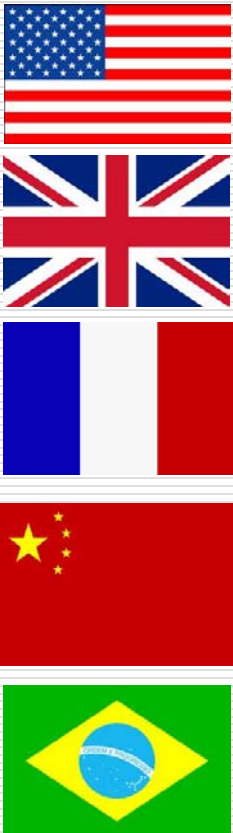
Global Health refers to those health issues which transcend national boundaries and governments and call for actions on the global forces and global flows that determine the health of people. *Kickbusch 2006*

- Global health and public health are indistinguishable

Frenk 2001



Global Health moves in all directions: NN SS NS SN



- **USA:** 2003 **PEPFAR** (*the US Presidents Emergency Plan for AIDS Relief*)
- Tony Blair and Gordon Brown initiate global health initiatives at the **G8 Summits**
- **Beijing Summit 2006 China – Africa**
- **Cuba – Venezuela:** oil for doctors.
- **EU** adopts council conclusions EU as a global health actor
- **2011 all BRICS countries have development agencies**
- «In a global health system strengthening one strengthens the other.» (Frenk et al 2010)

WHO governing bodies



Health at the United Nations



- Security Council HIV AIDS 2000
- Millennium Development Goals 2000
- UNGASS HIV AIDS 2001
- UN General Assembly: Global Health and Foreign Policy 2009
- UN General Assembly: Non Communicable Diseases 2010
- Post2015 MDGs // SDGs

Health in Clubs

An increased role of health in global and foreign affairs,

in particular trade and security and development: health is now part of the G7/8/20/77 summits, UN General Assembly, poverty reduction strategies; MDGs



BRICS Health Ministers meeting



The first meeting, hosted 2011 by the Government of China, aimed to identify opportunities for BRICS countries to promote wider **access to affordable, quality-assured medicines**, with a view to reaching the Millennium Development Goals and other public health challenges.

Regional level: EU Council conclusions 2010

- Council of the European Union Adopts Conclusions on the EU Role in Global Health 10 May 2010
- *The Council welcomes the Commission Communication on the EU Role in Global Health which highlights the need to take action to improve health, reduce inequalities and increase protection against global health threats. Health is central in people's lives, including as a human right, and a key element for equitable and sustainable growth and development, including poverty reduction.*



Organisation of Islamic Cooperation

Third Islamic Conference for Health Ministers
Astana, Republic of Kazakhstan (29/09 - 01/10/2011)



- ***“Decides to establish a Health Implementation Unit (HIU) at the OIC”***
- Headquarters in Jeddah to serve as the permanent secretariat of the Steering Committee on Health; facilitate monitoring the implementation of the resolutions and declarations emanating from the OIC Health Ministerial Conferences and promoting health cooperation and coordination among Member States, OIC Institutions and relevant international organizations.

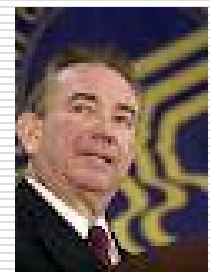
Trans boundary economic agenda

- **economic impact** of poor health on development or of pandemic outbreaks on the global market place,
- the **economic relevance** of the health sector, of certain industries such as tobacco, food and pharmaceuticals and
- the **growing global market** of goods and services in relation to health: medical devices and diagnostics, m-health



India's move to strip German drugmaker Bayer of its exclusive rights to a cancer drug has set a precedent that could extend to other treatments, including modern HIV/AIDS drugs, in a major blow to global pharmaceutical firms, experts say.

<http://www.dawn.com/2012/03/13/india-cancer-ruling-opens-door-for-cheaper-drugs.html>



Health as an instrument...

-means winning the hearts and minds of those abroad by strategically exporting medical care and humanitarian aid, building in-country capacity, and providing health education, training and personnel.
- Health diplomacy encompasses a range of services, such as delivering life-saving AIDS medications in remote African and Caribbean villages; delivering emergency health care, medications and medical supplies in Haiti, Indonesia and Pakistan following devastating natural disasters; providing polio vaccinations for children in India; partnering with medical researchers in Ireland and Brazil; and working with influenza epidemiologists in China.

Tommy G. Thompson former secretary of health USA

Geopolitical agenda: Brazil



- Brazil is perhaps the rising power that is strategically most successful in connecting its global health activities – for example the fight against HIV/AIDS and access to medicines - with its **declared foreign policy objective of becoming a global player in international affairs, both economically and politically.**
- Its programmes of expanded South-South cooperation facilitate its trade relationships with Africa as a “commercial frontier” and at the same time supports the building of alliances and trust for agendas such as the reform of the **UN Security Council** (membership) and the international monetary system.

China - Cuba

- **China** has cumulatively sent over 15,000 doctors to more than 47 African countries and treated approximately 180 million African patients.
- China's foreign policy interests in Africa lie primarily with ensuring long term energy and food resources and in "soft power" support of its investment strategies it is building hospitals and research centers in a number of African countries
- **Cuba** has sent medical personnel to about 70 countries and provided free medical training for thousands of developing country students at Cuban medical schools.
- Since 2006 Cuba has engaged in a major bi-lateral exchange programme: about 20 000 "medical diplomats" are sent to Venezuela in return for 100,000 barrels of oil per day to Cuba, discounted by as much as 40 percent...

Vaccination Diplomacy



A one page letter stating an endorsement of the antipolio campaign by the Taliban

Polio vaccinations in Afghanistan:

- A new letter of endorsement is provided for every polio campaign, ten times in 2009 alone
- In the insurgent-dominated areas, the Taliban select the local vaccination teams and their supervisors. They then receive the vaccine and the documentation from government health offices, and report back the results.

Albon 2010

Development Diplomacy



- Growing participation of NGOs in international affairs IT!! Alternative development models
- Insertion of NGOs into national and international development aid policy making process – shaping of international relations
- Contrasting development diplomacy with traditional approaches - transparency

Humanitarian Diplomacy

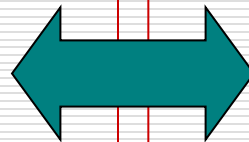
- „one of the areas where multi-stakeholder co-operation can produce the most fruitful outcomes“
- Changing character of contemporary conflicts – requires second track diplomacy – actors from all levels of governance – divergent interests -

Diplomacy today Health policy today

- "Today's diplomat has a dual responsibility: to promote his or her **country's interest** and to advance the interests of the **global community**".

Muldoon et al 2005

- "Today's minister of health has a dual responsibility: to promote his or her **country's health** and to advance the health interests of the **global community**".



• Health Diplomacy

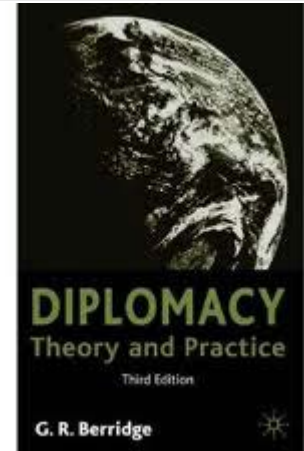
"Global health diplomacy is part of the "new diplomacy" agenda by which foreign policy, since the end of the Cold War, has expanded to embrace new issues, new actors and new processes."

Lee/Gomez 2012



Health Diplomacy follows changes in diplomacy

- From a state craft to a management tool:
managing globalisation
- From the management of order to the
management of change
- From a policy instrument to an international
process of social involvement and public
diplomacy
managing relationships (soft power)



Cartoon from Genevalunch.com.

Political process

- Health Diplomacy is - as is all diplomacy - an essentially **political process** and as health again becomes politically more relevant - in domestic and in foreign policy and at the global level - health diplomacy plays an increasingly important role

Global Health Diplomacy

- Three dimensions of Global Health Diplomacy
- A) In multilateral negotiations: a *method* for *reaching compromise and consensus in matters pertaining to health*, usually in the face of other interests (power, security, economic interest) but also to values and principles
- B) In bilateral/geopolitical contexts: a *soft power strategy* using health for foreign policy goals, including security
- C) In crisis situations: *a bridge to peace*

Goals – outcomes

- If well conducted global health diplomacy results in:
- **better health security and population health** outcomes for each (and all) of the countries involved and an improved global health situation;
- **improved relations between states** and a commitment of a wide range of actors to work together to improve health and
- **outcomes that are deemed fair** and support the goals of reducing poverty and increasing equity.

Critical factors for global health diplomacy (1)

- (1) *the nature of the subject matter:* health is a trans boundary concern for all nations, it requires joint action, global public goods character;
- (2) *the role of science and scientists and evidence:* the response to the spread of disease is heavily dependent on understanding the causes and the productive interface between diplomats and health experts is critical to successful health negotiations;
- (3) *the complexity of the negotiations:* the interface between diplomacy and science, the multi level, multi factor and multi actor negotiations and the repercussions for trade and commerce, power relations and values

Critical factors for global health diplomacy (2)

- (4) *the value base - unique equity and human rights issues* : equity is a driving force of the global health agenda since its inception, but has gained force with the adoption of the Millennium Development
- (5) *innovative features and approaches*: throughout its history in each institutional phase health diplomacy has been highly innovative in developing methods, instruments and organisational forms (multi stakeholder diplomacy, network governance, public diplomacy)

- Changes in the system and processes of health diplomacy



System and processes of GHD

- World Health Organisation – health agencies
- Summit diplomacy: UNsummits
- Club – heads of state diplomacy: G8, G20, BRICS
- Regional bodies
- Global Issue diplomacy HIV AIDS, SARS - NGOs
- Global presence at country
- Network governance

Mechanisms for governance interface

- **Governance for Global Health**

Multi level governance at national and regional level

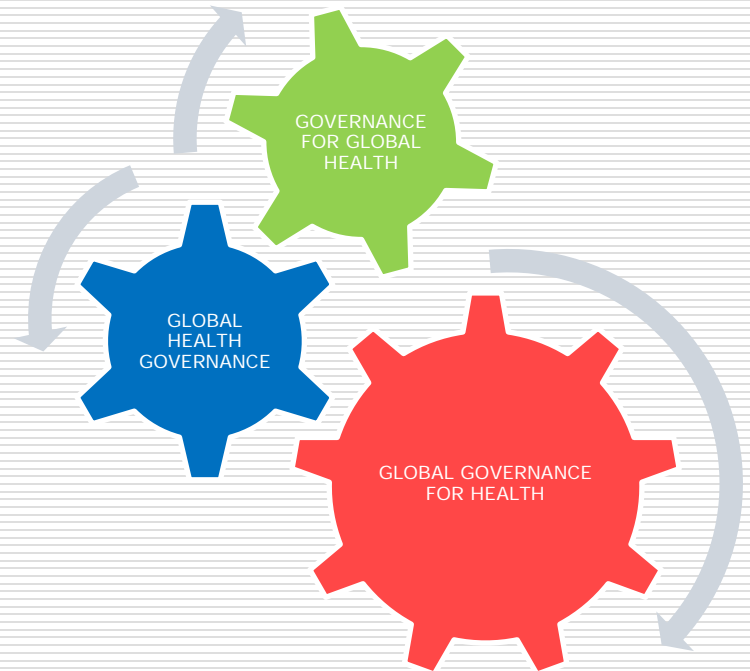
- **Global Health Governance**

Governance of the global health system

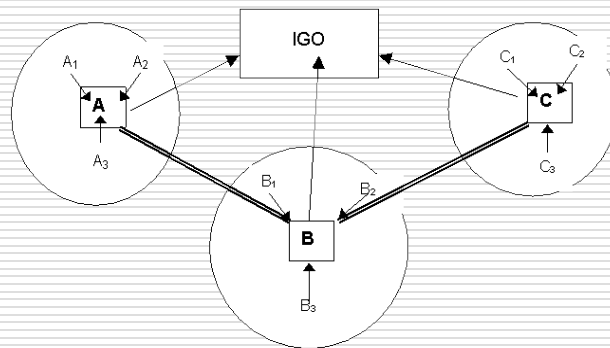
- **Global Governance for Health:**

Health and other governance sectors

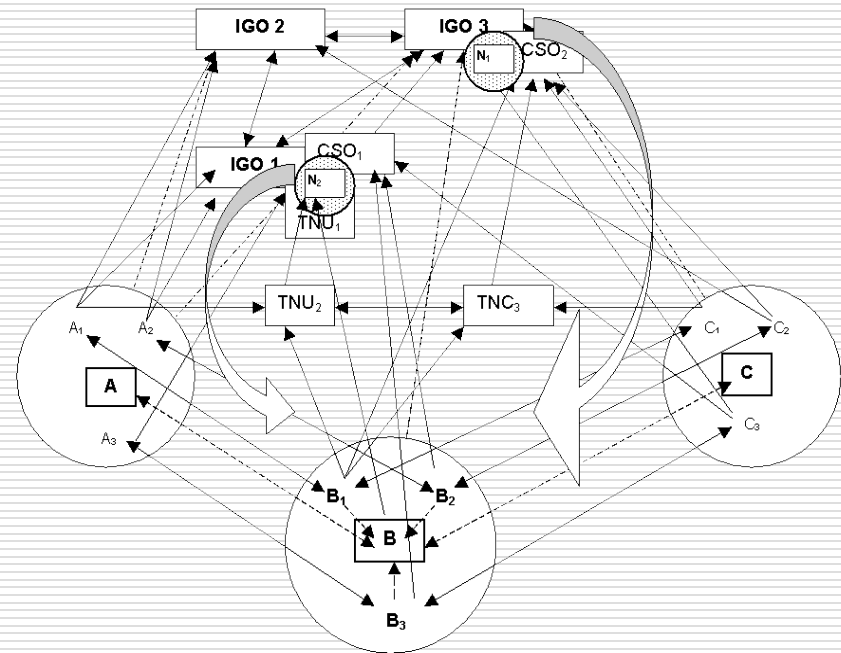
- **Network and Negotiation hubs**



Global Health domain – (system)



(a) International relations in a Westphalian system



(b) Global politics in a post-Westphalian system

Network Governance

System and processes of GHD

- Strengthening international health departments in MOH
- New departments in MFA – role in development agencies
- New forms of representation: health attachés – management of global issues - Links to capitals
- Increase of intergovernmental working groups
- New forms of cooperation „at home“: national global health strategies, regional bodies

Multi Stakeholder diplomacy /network governance

- A collective and collaborative public effort to examine an issue from different points of view prior to taking a decision, deliberative processes strengthen policy design by **building recognition of common values, shared commitment and emerging issues, and by providing a comprehensive understanding of causal relationships.**” (Swanson et al, 2009)
- **Collaboration depends “on achieving a virtuous cycle between communication, trust, commitment, understanding, and outcomes”**

Multitude of public and private actors

MSF

ERICK vaccine Network

BILL & MELINDA GATES foundation

The Global Fund
To Fight AIDS, Tuberculosis and Malaria



250 PPPH

WEF

BONO

PHA

World Bank

GAVI
THE GLOBAL ALLIANCE FOR VACCINES & IMMUNIZATION
Partnering with The Vaccine Fund

Bill Gates administers oral polio vaccine at a clinic in Delhi, India.

Results based Diplomacy

- **Results based diplomacy:** transparency, incentives, informal “invisible” coordination as well as formal, face to face negotiation: “Commitments to country results may provide an “invisible hand” to coordinate partners, beyond formal, political, coordination mechanisms”. **Working through health outcomes.** (Low Beer 2011)

Who is the diplomat?

- *“What exactly does maternal health, or immunizations, or the fight against HIV and AIDS have to do with foreign policy? Well, my answer is **everything.**”*

(US Secretary of State
Hillary Clinton)



- “I believe it is in the rich world’s **enlightened self-interest to continue investing** in foreign aid. If societies can’t provide for people’s basic health, if they can’t feed and educate people, then their populations and problems will grow and the world will be a less stable place.”

Bill Gates



Citizens

- Protestors demand that \$500m of unspent funds from the US government's Aids programme be freed to provide life-saving antiretroviral treatment



- The protesters shouted: "Treatment is prevention, treat a million now", a reference to a government commitment to double the number of Kenyans on antiretroviral treatment (Art) by 2015. That pledge was made at the same time as Obama vowed to raise the number of people on Art globally to 6 million by 2013.

Interrelationship : local-global-local

- Public health is a public good – benefiting **all members of every society.**

- A domestic focus of population health need not compete for attention with an international focus - **in a global health system strengthening one strengthens the other** Frenk et al 2010

Capacities for global health diplomacy

It is essential that **ALL countries** are better prepared for international negotiations for health- in health and non- health organisations; for roles on boards, in assemblies etc through:

- Strong international/global health departments with well trained staff
- Strong representation in Geneva and other venues of decision making such as Brussels
- Cooperation with foreign affairs – regularly briefings – two way
- In depth preparation for meetings and negotiations (also at regional level) and for key functions at regional and global level (EB)

Role of MOH, MFA, WHO HQ, regional and country offices, national institution, training programmes



National Global Health Strategies

Why

- Vision
 - Values
- Principles

What

Objectives

- Health at home
- Global Public Goods
- Health in Development
- Other national (and foreign policy) interests

How

Tools

- Resources
- Structures
- Policy coherence
- Capacity building / training
- Trust

Cooperation MOH - MFA

- 2006 **Swiss** Health Foreign Policy –renewed 2012
- 2007 **Oslo declaration** on Foreign Policy & Global Health by ministers of Foreign Affairs of Brazil, France, Indonesia, Norway, Senegal, South Africa & Thailand
- 2008 **UK** Strategy – Health is Global – renewed 2011
- 2009 **US** Global Health Initiative
- 2010 **EU Council conclusions** on global health
- 2010 **Japan**’s global health policy 2011 - 2015
- 2010 **Norwegian** cross-government WHO strategy, 2012 White paper on global health
- 2011 **Sweden**’s Strategy for WHO 2011-2015
- 2011 Brazil and Switzerland nominated ambassadors for health, Sweden followed in 2012
- 2012 Many other activities in countries like China, Thailand, Brazil, Kenya, Germany etc.

Swiss Health Foreign Policy Principles and Values:

- Good governance
- Justice and poverty focus
- Global responsibility
- Safeguarding of interests and coherence
- "Swissness" – building on existing strengths

Health Foreign Policy Instruments

- 1: Coordination office for Health Foreign Policy
 - 2: Information platform for Health Foreign Policy
 - 3: Development of policy papers on Health Foreign Policy issues and strengthening of academic expertise
 - 4: Interdepartmental structures
 - 5: Staff exchange, foreign missions and secondments
 - 6: Regular exchanges with stakeholders
-

Components of a GHD strategy

- Health diplomacy department in MOFA
- Diplomats in international departments of MOH
- Global health ambassadors
- Health attachés
- Brief ambassadors in Geneva, regional meetings in Geneva
- Brief and involve regional organisations
- Develop training capacity

National global health strategies

Switzerland

Swiss Health Foreign Policy

<http://www.bag.admin.ch/themen/internationales/11103/11523/index.html?lang=en>

United Kingdom

Health is global: an outcomes framework for global health 2011-15

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_125605

Health is global: a UK Government strategy 2008-13

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_088702

World Health Organization: UK institutional strategy 2008–13

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_095296

United States

United States Government Global Health Initiative Strategy <http://www.ghi.gov/resources/strategies/159150.htm>

US Global Health Initiative <http://www.ghi.gov/about/index.htm>

2011 US Global Health Strategy <http://globalhealth.gov/global-programs-and-initiatives/global-health-strategy/index.html>

[HHS Strategic Plan 2010-2015](#)

National Global Health Strategies

- **Norway**
- Norwegian WHO Strategy. Norway as a member of WHO's Executive Board 2010 – 2013
- http://www.regjeringen.no/upload/HOD/Dokumenter%20ADA/Norwegian_WHO_Strategy_2010-2013_engelsk.pdf
- White Paper on Global Health in English (the 47 page document is only available in Norwegian <http://www.regjeringen.no/nb/dep/ud/dok/regpubl/stmeld/2011-2012/meld-st-11-20112012.html?id=671098>)
- **Japan**
- Japan's Global Health Policy 2011-2015
- http://www.mofa.go.jp/policy/oda/mdg/pdfs/hea_pol_ful_en.pdf
- **Sweden**
- Sweden's Strategy for WHO 2011-2015
- <http://www.sweden.gov.se/content/1/c6/16/36/10/05edad4f.pdf>
- **Germany**
- In development
- **EU**
- Communication from the Commission: The EU Role in Global Health [Communication \(COM\(2010\)128\)](#)
- Council conclusions: The EU role in Global Health http://www.consilium.europa.eu/uedocs/cms_Data/docs/pressdata/EN/foraff/114352.pdf