

Global Health in Action: Building Well-being Economies for Prosperity for All

Mariana Dyakova, MD, MPH, PhD, FFPH, mariana.dyakova@wales.nhs.uk
Head of International Health and Well-being Economy Lead, Technical Director
WHO Collaborating Centre on Investment for Health and Well-being, Public Health Wales

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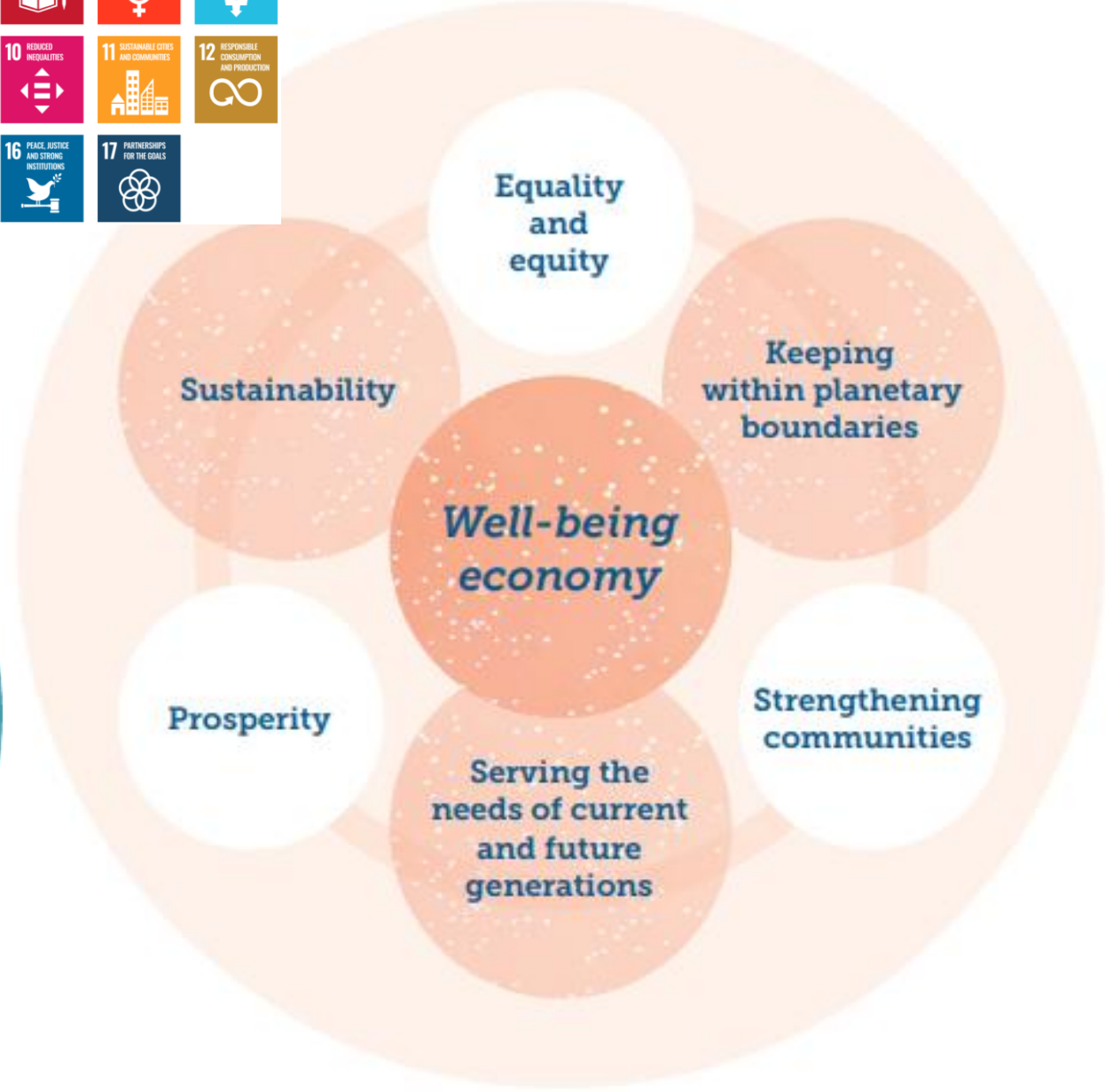
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Sustainable Development

Well-being Economy



WHO framework for human, social, economic and planetary well-being – **health lens**

**Protecting and promoting
health and well-being capitals**

Equity impacts

The equity impact of these domains should be considered across age, gender, income, ethnicity, level of educational attainment, and geographic distribution.

Source: WHO analysis, building on OECD well-being framework.

Good air & water quality
Healthy & sustainable living environment
Sustainable public transport & active travel
Access to safe green space
Stable climate
Biodiversity & natural capital
Circular economy & green technology



Planetary well-being

Human well-being



Healthy life expectancy
Mental health & well-being
Ability to carry out daily activities free from illness
Universal Health Coverage
Quality & non-discriminatory health & social care
Universal policies for housing, food & fuel security
Early childhood development
Lifelong learning & literacy
Safe, orderly & regular migration

POLICY & GOVERNANCE

Living wage
Universal social protection through the life-course
Decent, psychologically safe work
Gender-responsive employment
Social dialogue & collective bargaining
Economic cohesion & balanced development



Economic well-being

Social well-being



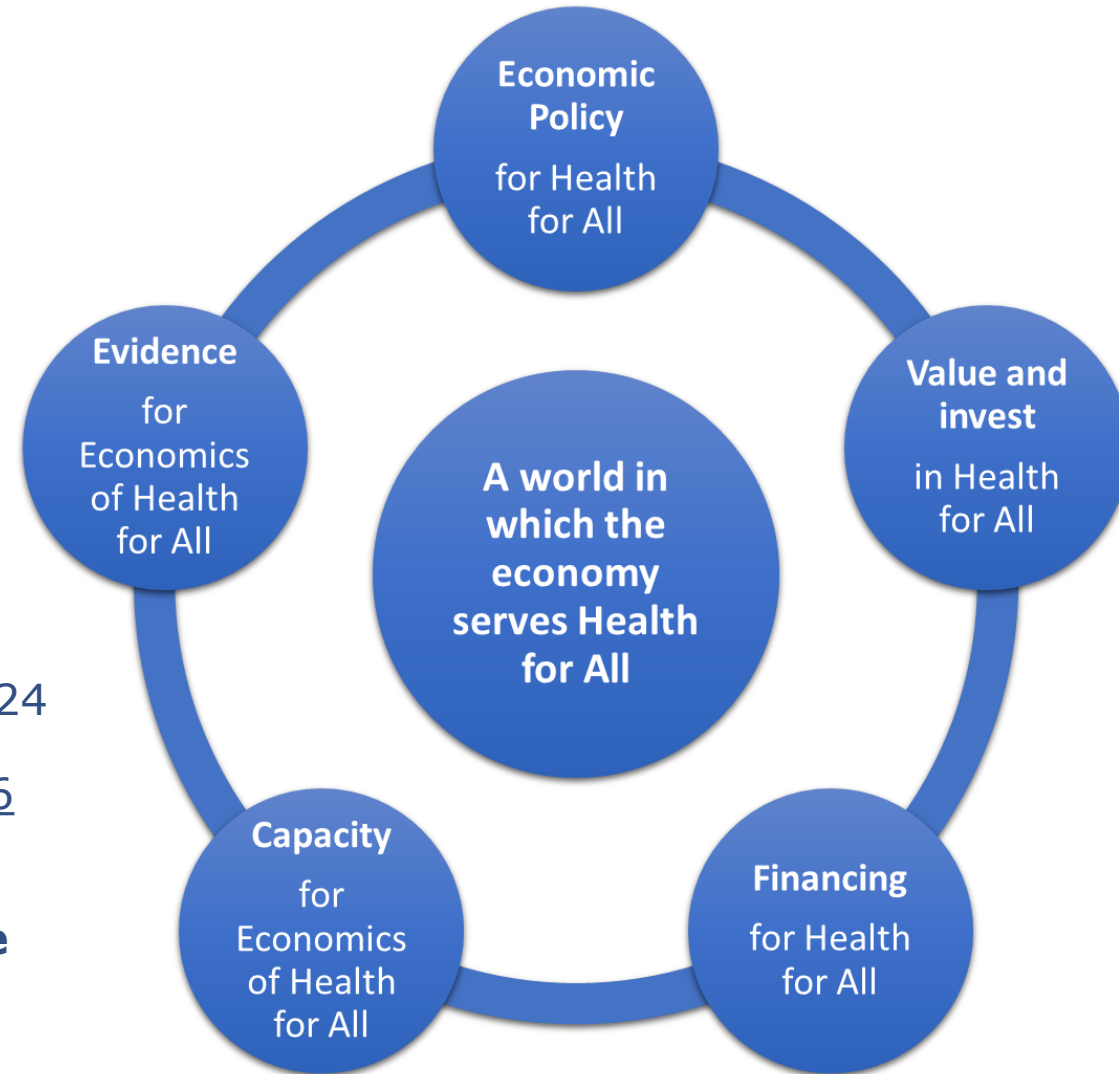
Living in safety & free from violence
Sense of belonging ("Mattering")
Social cohesion & embracing diversity
Perceived ability to influence politics & decisions ("Agency")
Social support & protection
Building trust in others & in institutions
Public spending on communities
Participation in volunteering

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Economics of Health for All – Well-being Economy with Health and Equity at the Heart

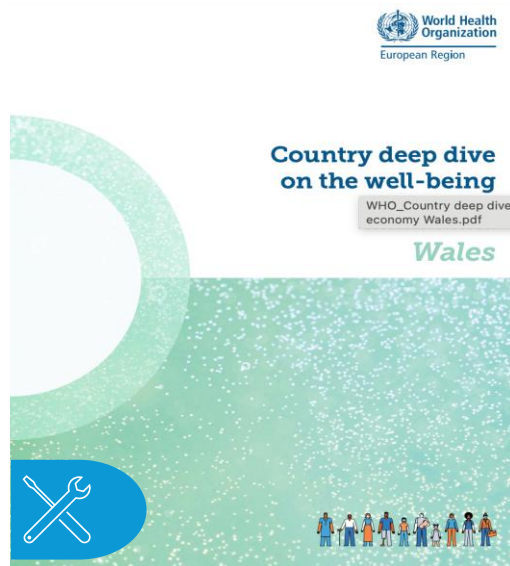
- **WHO Council** on the Economics of Health For All Final Report 2023: 13 recommendations
- **WHO Resolution** on the Economics of Health for All 2024
- **Global Strategy** to be adopted at the WHA in May 2026
- WHO European Office for Investment for Health and Development, Venice, Italy – **European WBE initiative**



WHO European Well-being Economy initiative in action



Convening health, finance, and economics to reimagine the economy for investing in prevention and ensuring good work and good health



Developing the evidence, tools and innovations to generate revenue & shape spending for well-being



Building country capacity to implement well-being policies, services, and approaches



Highlighting best practices from throughout the region

Health & Gender Equity (HESRi2) - Healthy Ageing – Healthy Settings

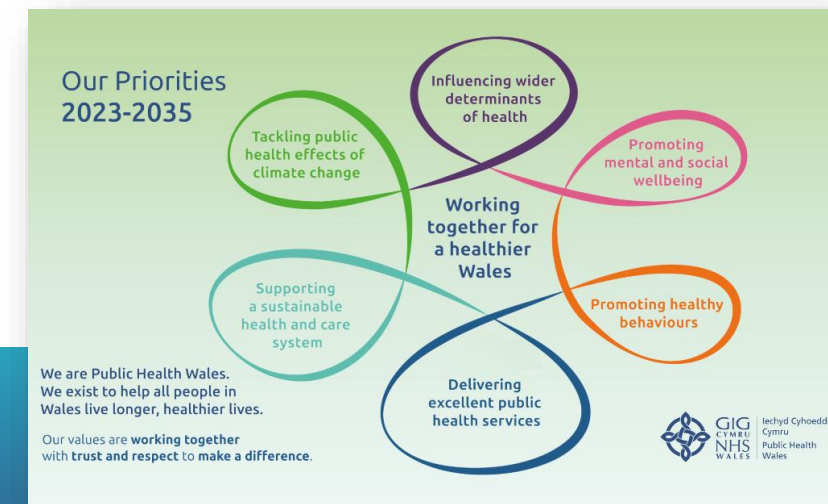
Wales – a champion and a live innovation site for building a Well-Being Economy

Strategic context

- Legislation, policies, regulations
- WEGo member
- MOU between Welsh Gov and WHO/Europe
- WHO Champion for the Well-being Economy
- A Healthier Wales Foundational Economy programme

Public Health as a driver

- Public Health Wales
- WHO CC on Investment for Health and Well-being
- Well-being Economics and Value (WEAVE)
- Welsh Health Equity Initiative & Solutions Platform (WHESP)



Welsh Government – WHO/Europe MOU Renewal & Special Initiative



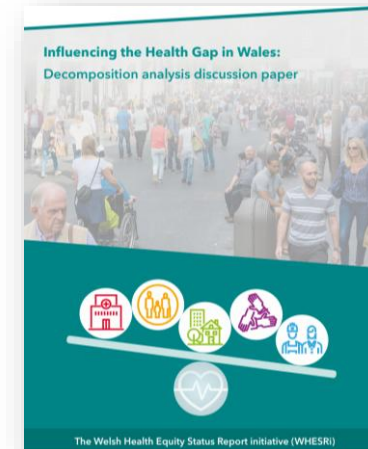
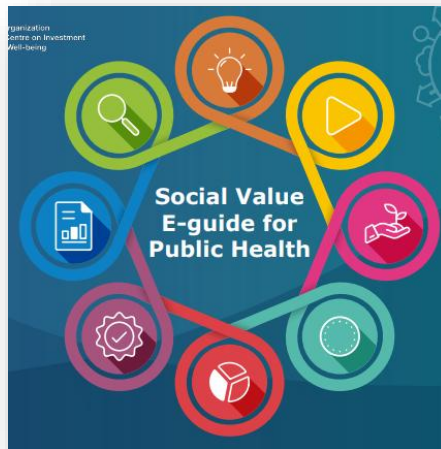
**WHO/EURO
Well-being
Economy
initiative
Venice Office**

**Welsh
Government
MOU &
Special
Initiative**

**Public Health
Wales
WEAVE & WHESRI**



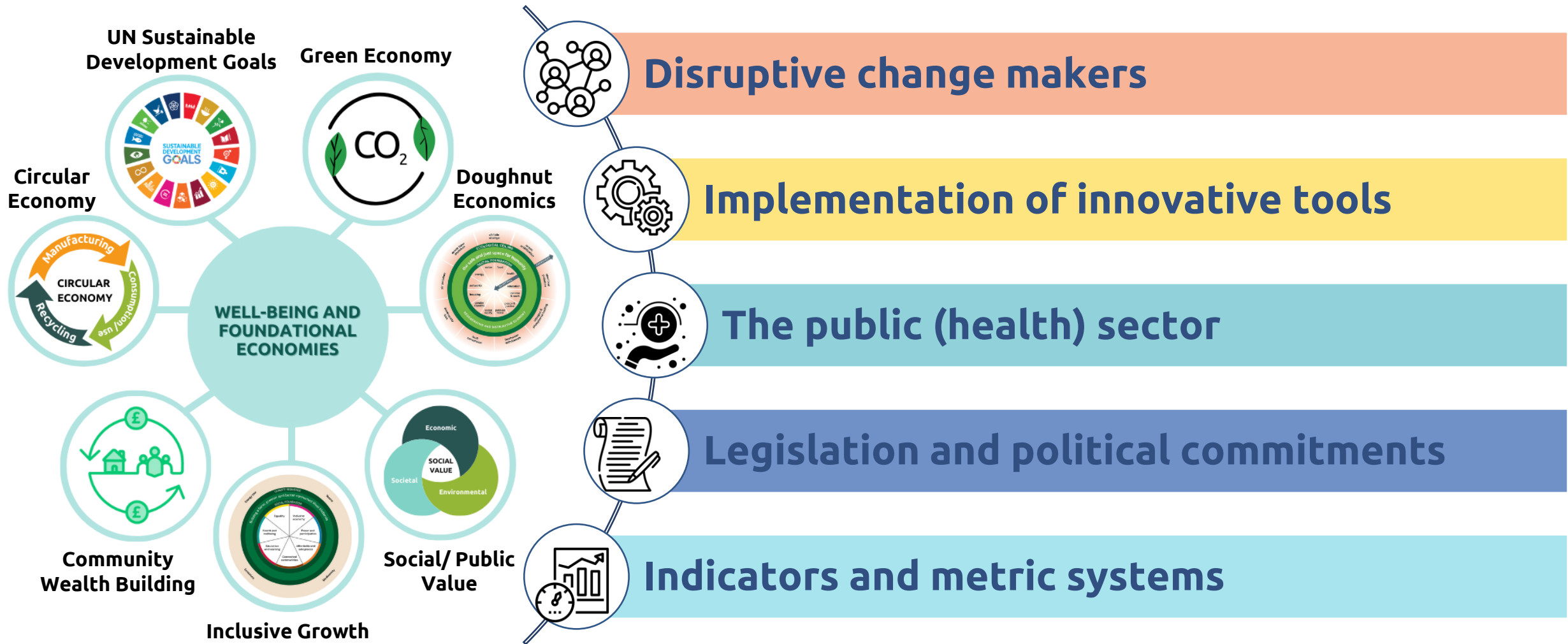
**Eluned Morgan appointed WHO
Champion for the European Well-
being Economy Initiative**



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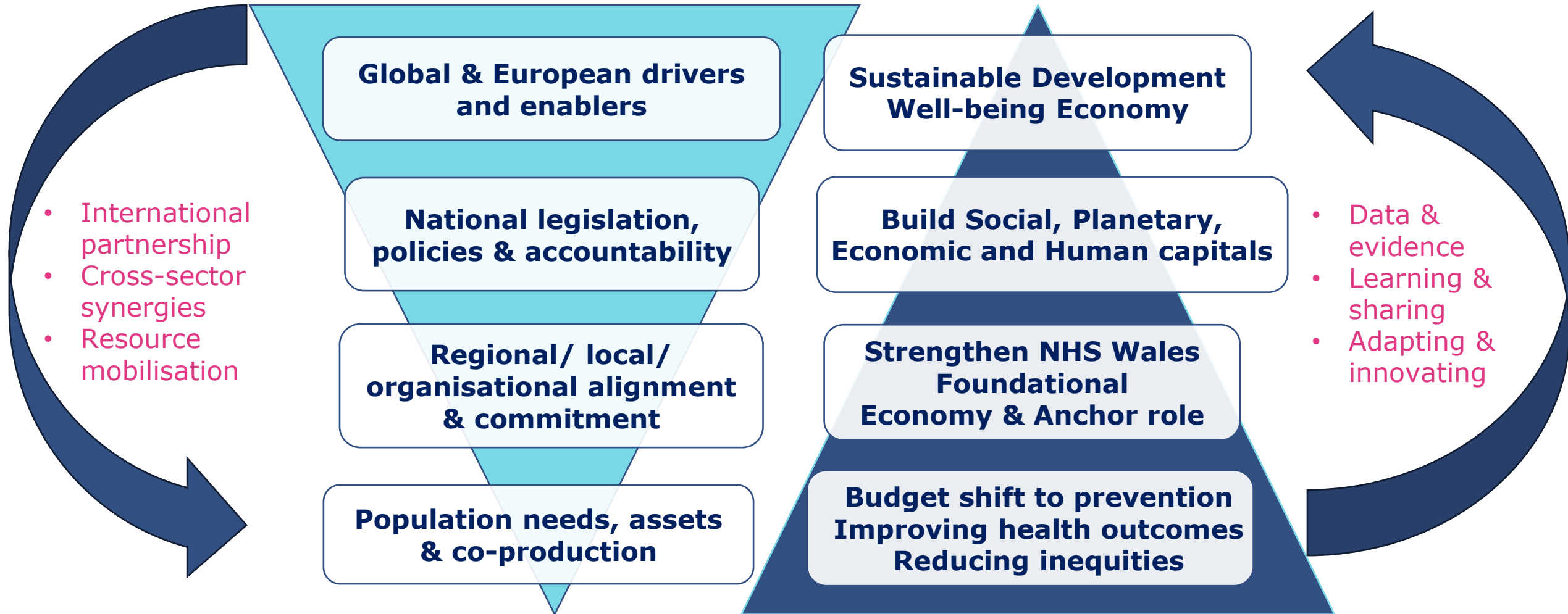
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The Well-being Economy in practice



Thinking globally – Acting locally

Focus on Value and Impact



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WHO Collaborating Centre Re-designation

A unique role as the first and only WHOCC in the world dedicated to promoting and increasing investment in healthy prosperous lives for all



- Designated in 2018, re-designated until 2030: UNK-294
- Network of more than 800 WHOCCs globally across 80+ countries
- Supporting WHO, Wales and Public Health Wales – informing and implementing global, European and national strategies and priorities
- Providing expertise and know-how, novel tools and solutions, forward action-oriented thinking, capacity building and income generation...
- Diverse and agile portfolio convening and working with partners across sectors and disciplines in Wales, the UK and internationally
- Senior team: Sumina Azam, Mariana Dyakova, Ashley Gould, Jo Peden, Joanne Hopkins, Liz Green, Rebecca Hill, Rebecca Masters, Tracy Black



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Key achievements 2018 – 2026

Wales – a global champion and a live innovation site for Well-Being Economy, Health Equity and Prosperity for All



- Memorandum of Understanding between the Welsh Government and the WHO Regional Office for Europe
- Welsh Health Equity Status Report initiative and Solutions Platform
- Well-being economics and value - investing in prevention, Value-Based Public Health, Well-being and Foundational economies
- Adversity and trauma across the life course and services – ACEs, violence prevention and inclusive resilient communities
- Sustainable Development and Health in All Policies – Health Impact Assessment, Sustainability and Health, Climate Change
- Behavioural Science informed policy and practice
- International Horizon Scanning & learning, partnerships & networks



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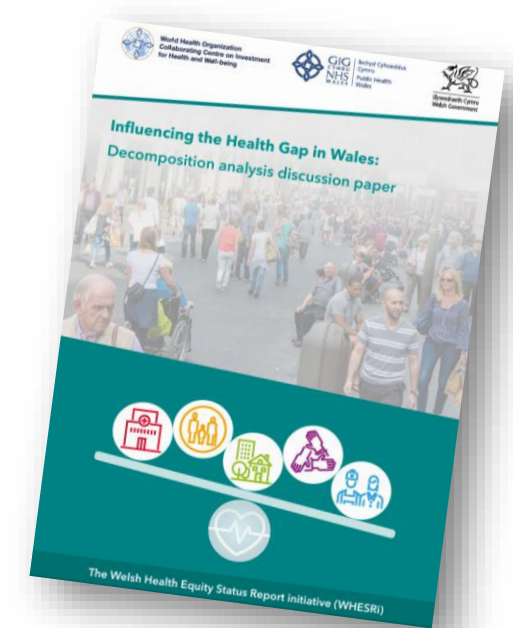
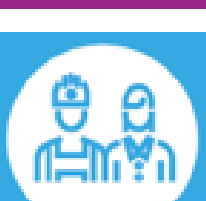


Welsh Health Equity Status Report Initiative (WHESRI)

Unique programme driving system change, engaging with key stakeholders and developing solutions towards closing the health gap



- First of its kind Health Equity Solutions Platform recognised and used in Wales and globally - evidence, data, policies and tools
- Implemented and supporting landmark WHO European initiatives – HESRI 1&2 and SIVAWG
- Strengthened national focus and capacity for addressing inequities - clear, accessible evidence on the scale, drivers, costs and solutions
- Advanced understanding of the root causes and inter-sectionality - innovative analytical methods (e.g. decomposition analysis)
- Improved cross-government and cross-sector coordination - breaking silos, convening partners, providing system leadership
- Elevated Gender Equity within health equity – mobilising evidence and driving action in Wales and internationally



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WHESP in numbers

- **27,000 views**
- **6600 active users (2024/25)**
- **8 new resources in 2025**
- **7 Spotlight feature**
- **3 MailChimp campaigns x 605 stakeholders each (2024/25)**



Well-being Economics and Investing in Prevention

Leading the way in economic and social value thinking and practice towards prioritising prevention and adopting Well-being Economies

- Positioned investing in prevention as central health and economic priority – wider well-being, societal, financial and ecological returns
- Established and advancing Value-Based Public Health – Social Value evidence and tools (unique Database & Simulator), capacity building
- Well-being Economics expertise, analyses and modelling, income generation and novel investment instruments
- Helped convene leader nations and key stakeholders across health, economy and finance sharing best practice and driving innovation
- Realising the potential of the Health Sector (NHS) as an Anchor and a Foundational Economy – in Europe, nationally and locally
- Support implementing the WHO European WBE Initiative and the WHO Resolution on the Economics of Health for All (EHfA)



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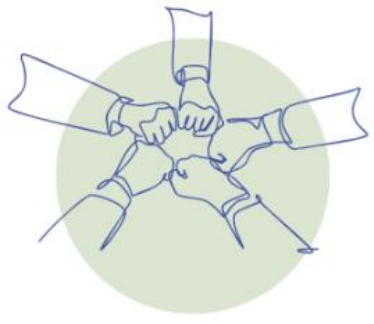
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Addressing Adversity and Trauma across the Life Course

Established Wales as a global reference point for violence and ACEs prevention and trauma-informed cross-sector approaches



- Shaped strategies and built capacities in Wales and internationally (WHO INSPIRE)
- Violence Prevention Portal - multi-agency data sharing, monitoring, strategic and operational response
- Mobilised a social movement towards a trauma-informed approach
- Shifted public awareness and behaviours (to act) - #SafeToSay and #TimeToBeKind
- Built a whole system approach - 'ACE aware Wales' and 'Wales Without Violence'
- Adversity in later life, loneliness and isolation – importance of social connection
- Organisational and cultural transformation to prevent harm – equipped workforce across sectors (schools, criminal justice, health and social care)
- Advocacy for amplifying marginalised voices and building inclusive communities - racial trauma, forced migration, mental health, violence against women, and amongst children and young people



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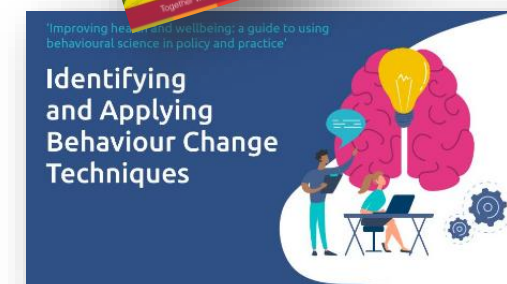
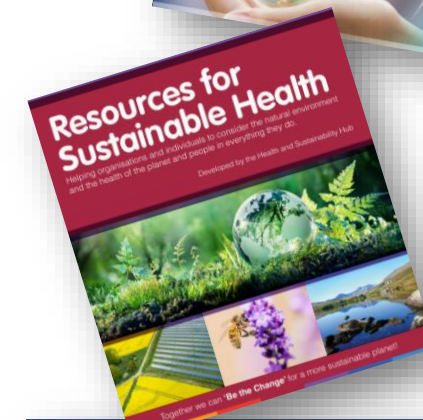
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Sustainable Development and Health in All Policies (HiAP)

Leading the way in HiAP practice, generating evidence, tools and resources for embedding HIA, Behavioural Science and Sustainability approaches

- Embedded health considerations into climate, housing, trade, planning, and sustainability policies
- Robust assessments of wide-ranging determinants - climate change, COVID-19, international trade, fuel poverty, winter pressures, etc.
- Built national and international influence and credibility for HIA - major legislative and policy decisions supported by expertise, collaboration and capacity building
- Advanced organisational sustainability and environmental action - decarbonisation, biodiversity and procurement aligned with public health
- Advanced action for climate change - WHO ATTACH programme
- Behavioural Science for Better Health strategic plan aligned with WHO Resolution - grown capacity, enabled support, helped optimise investment in preventative services
- Established Behaviour Change Agents programme, Behaviourally Informed Communications Initiative and a thriving Community of Interest



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WHO CC Work Plan 2026 – 2030

Terms of Reference (TOR)

- **TOR 1:** Provide evidence and expertise to WHO supporting technical assistance to Member States to develop capacity and implement effective inter-sectoral policies and strategies for health and equity across the life course and in living, working and learning settings.
- **TOR 2:** Produce and build capacity for using investment tools, well-being economics methods, and cross-disciplinary approaches, assessments and insights to support WHO and Member States to adopt and progress well-being economies for healthy people and societies.
- **TOR 3:** Provide support to WHO to implement multi-sectoral workshops and policy dialogues on well-being economy approaches and solutions for promoting and improving well-being and health equity.

Activities

- 1) Accelerate action to place health and gender equity at the center of policies and investments across Member States and support WHO to prevent violence against women and girls
- 2) Accelerate well-being economy approaches across Member States, Regions and Cities, strengthening the case for investing in healthy prosperous lives for all
- 3) Maximising the impact of policies and investments to deliver health and well-being across the life course, sectors and settings for living and ageing well

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Thank you!

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Public Health Wales, 2 Capital Quarter, Tyndall Street

Cardiff, CF10 4BZ

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