

Hungarian Public Health „SPEC OPS”

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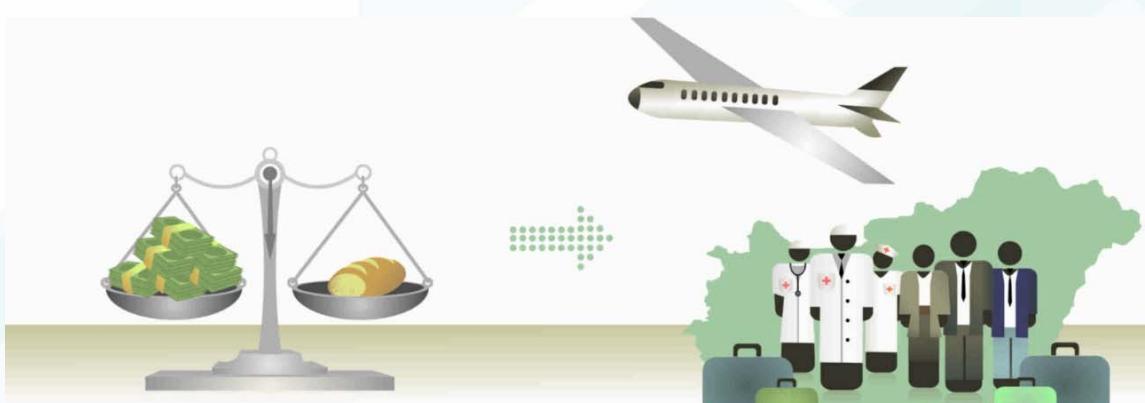


Motivation – personal background

- Two of my grandparents and one of my six aunts and uncles died in TB
- TB we called '*Morbus Hungaricus*'
- My parents' generation eliminated it...
- The new '*Morbus Hungaricus*' is lung cancer
- Now it was my generation's term...If I had one chance...I knew I had only one chance

4 crisis

- Public health challenges
- System sustainability
- HR migration
- Health policy crisis



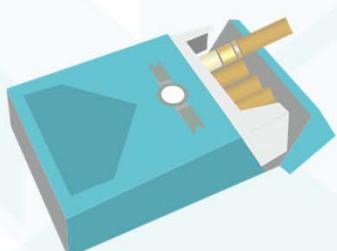
Public health challenge

“...the health status of the Hungarian population is among the poorest in OECD...”

OECD Economic Surveys Hungary, 2012

Major risks:

SMOKING



POOR DIET



LACK OF EXERCISE

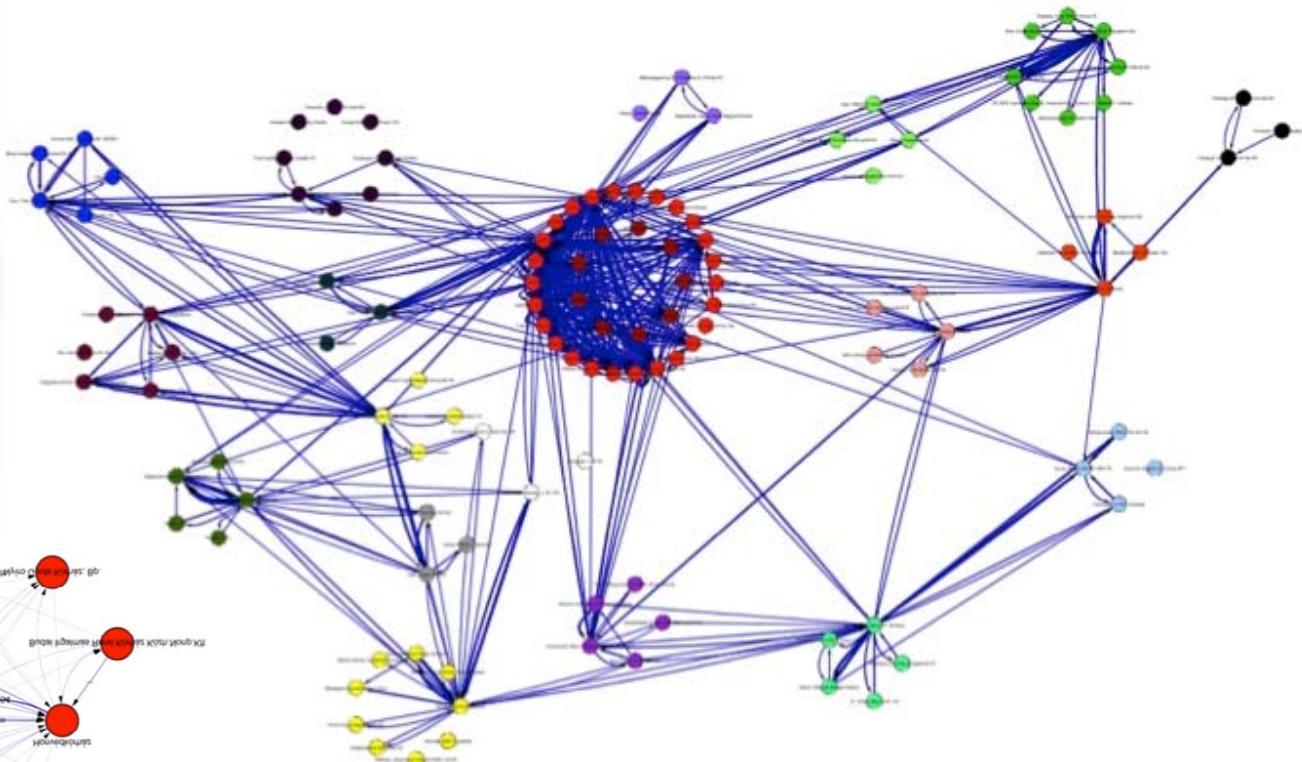
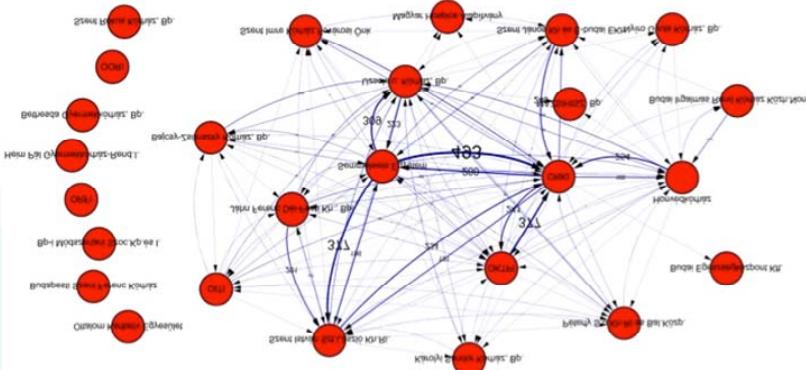


ALCOHOL



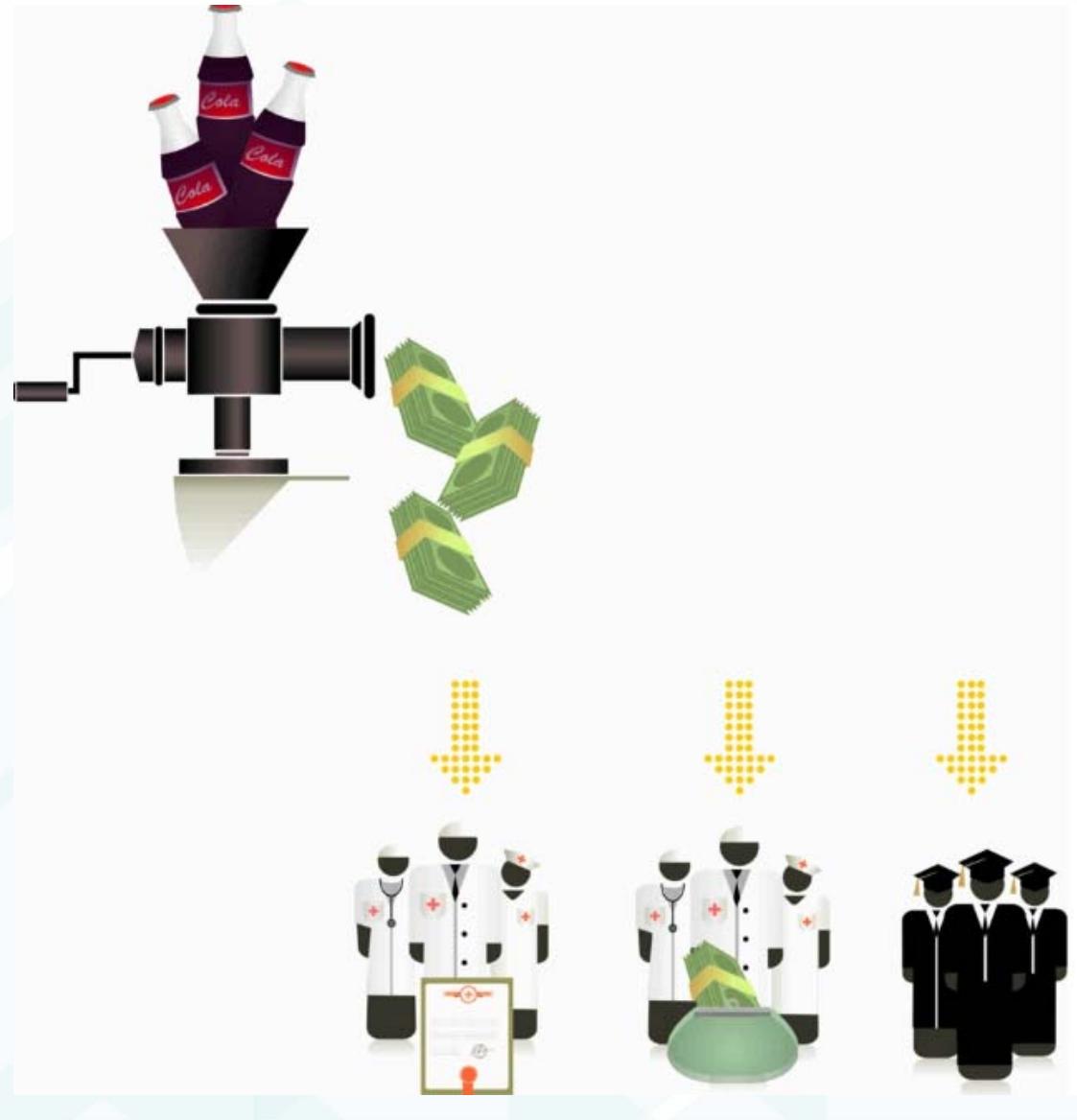
System sustainability

- Patient pathway
 - Capacity management



HR migration

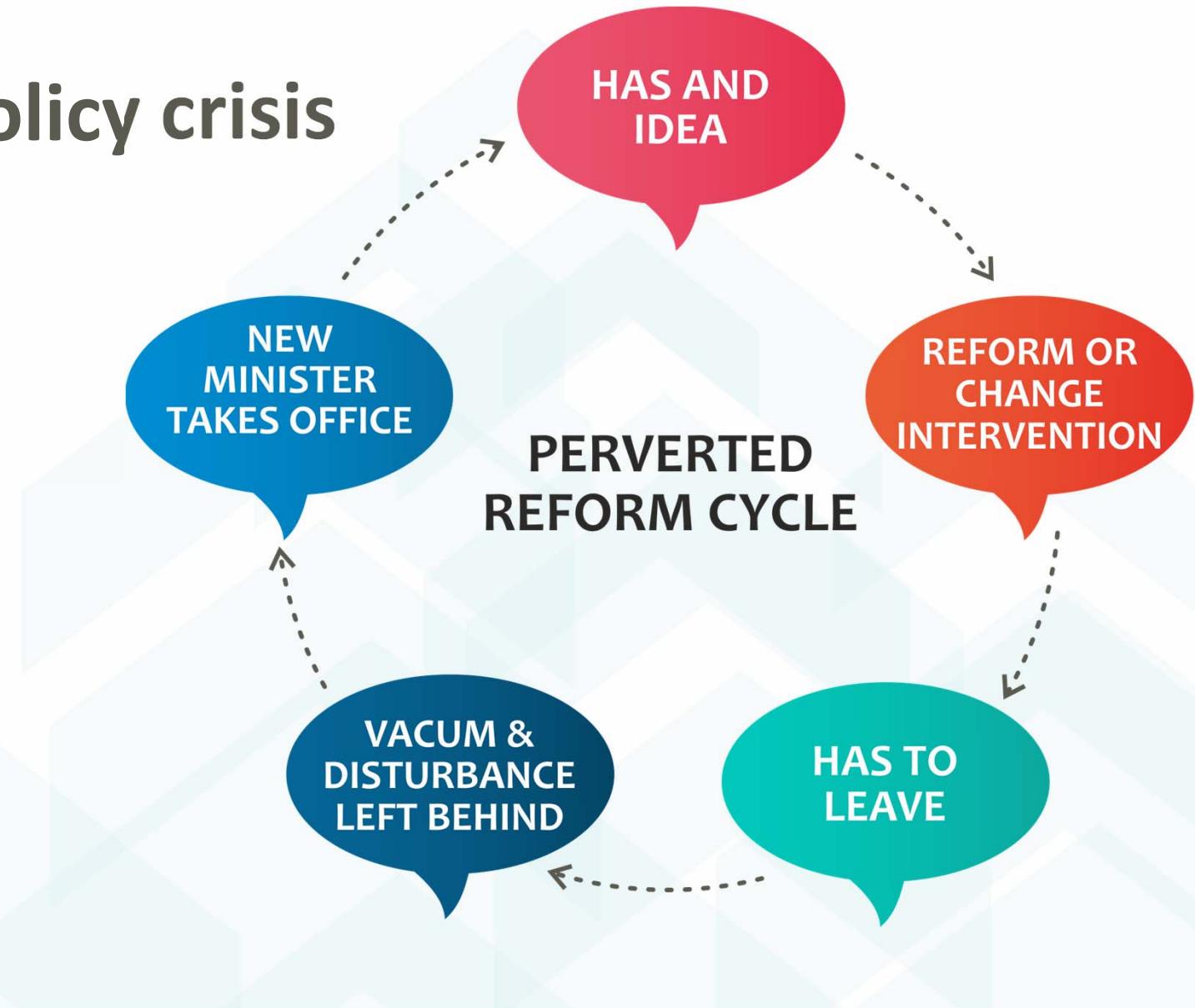
- The revenue generated by the PHPT made it possible to raise the wages of 95 000 health care workers



Health policy crisis

28 years
29 ministers

30 years
17 ministers



Public health programme vs. public health action



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Why special operations?

So many things in such a short time

Innovative targeted interventions with multiple impact

Why spec ops?

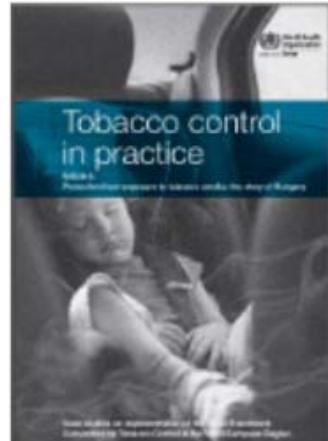
- Total ban of smoking in all enclosed places
- Public health product tax
- TFA regulation
- Decree on the nutritional standards of public catering
- Earmarked taxes for salary raise of doctors and nurses
- Compulsory HPV vaccination
- Fast track designer drug tracing
- Final pilot for cervical and colorectal screening introduction
- Everyday physical education in schools

1+5 tobacco-control measures

Besides total ban

- Compulsory use of combined pictorial health warnings on packaging of tobacco products
- Media campaigns
- A significant increase in tobacco products taxes
- Improved cessation services
- Strict regulation on the retail sales of tobacco products

International recognition



17th World Conference on Tobacco or...

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The impact of anti-smoking policies of the 2010-2014 Hungarian government - a comprehensive evaluation

Tamás Joó¹, Miklós Szócska¹, Zoltán Vokó², Tibor Demjén³, József Bodrogi⁴, Péter Gaál¹, Kristie Long Foley⁵



Follow Hungary's lead on junk-food taxes

Public health experts are increasingly interested in the promise of such an approach.

HUNGARY can tax junk food, why not Massachusetts? Hungary has long been one of Europe's poster countries for fast health. At 28.5 percent, its adult obesity level is one of the highest in Europe.

That epidemic of obesity finally stirred the government to action.

"It was so bad," said Hungarian health minister Miklós Szócska. "We had to find some way for this to stop."

Two years ago, Hungary approved a tax on sugar-sweetened soft drinks. The tax increased soda by high in salt and sugar, adding up to the equivalent of 20 cents to the price of a typical snack. The government collected the equivalent of \$42 million from those taxes in the first half of this year, a substantial portion of which has gone into reserves for health care workers.

"To be honest, when we started this, we were shooting in the dark," Szócska told me at a health summit this month in Qatar. "Could we really generate money and reduce the burden of the disease?" There were also concerns that the new taxes would hurt businesses. "Our response was that workers were already being hurt with their health and missing work by being sick," the Hungarian health minister said.

Szócska said he has been pleasantly surprised at some early evidence of declines in snack sales, though he concedes that it's difficult to determine how much of that decrease is the result of the new taxes and how much was caused by the recession.

Szócska said there's no doubt that the taxes have provoked household conversations and commercial decisions that, collectively, could make a big difference. He noted that Red Bull, the "energy drink" company, has trimmed operations in Hungary because of declining consumption and said other companies are reducing the salt content in some of their products.

"Some people are beginning to think if it's taxed, it must be bad for you," Szócska said. "It's a recently In the supermarket across from my kid's kindergarten, I saw a little girl tell her mother at the cash register, 'Mommy, don't buy that candy. It's got the public health tax.'

Public health experts are increasingly interested in the promise of such an approach. For example, research published last year in the British Medical Journal concluded that a tax of 20 percent on junk food would yield meaningful declines in obesity in England.

So far, however, similar efforts have gone nowhere in Massachusetts. Governor Patrick has repeatedly called for ending the exemption candy and soda enjoy from the state's sales tax. This fall, state Representative Kay Khan tried to revive the issue. Her bill to end that exemption won support from the widely respected Boston Foundation, which estimates that the obesity epidemic costs Massachusetts about \$1.8 billion a year in directly related health care expenses.

"This is not a drastic proposal," Paul Grogan, president of the foundation, said in written testimony. "This is removing preferred tax status from products that have no nutritional value and have a proven link to rising obesity."

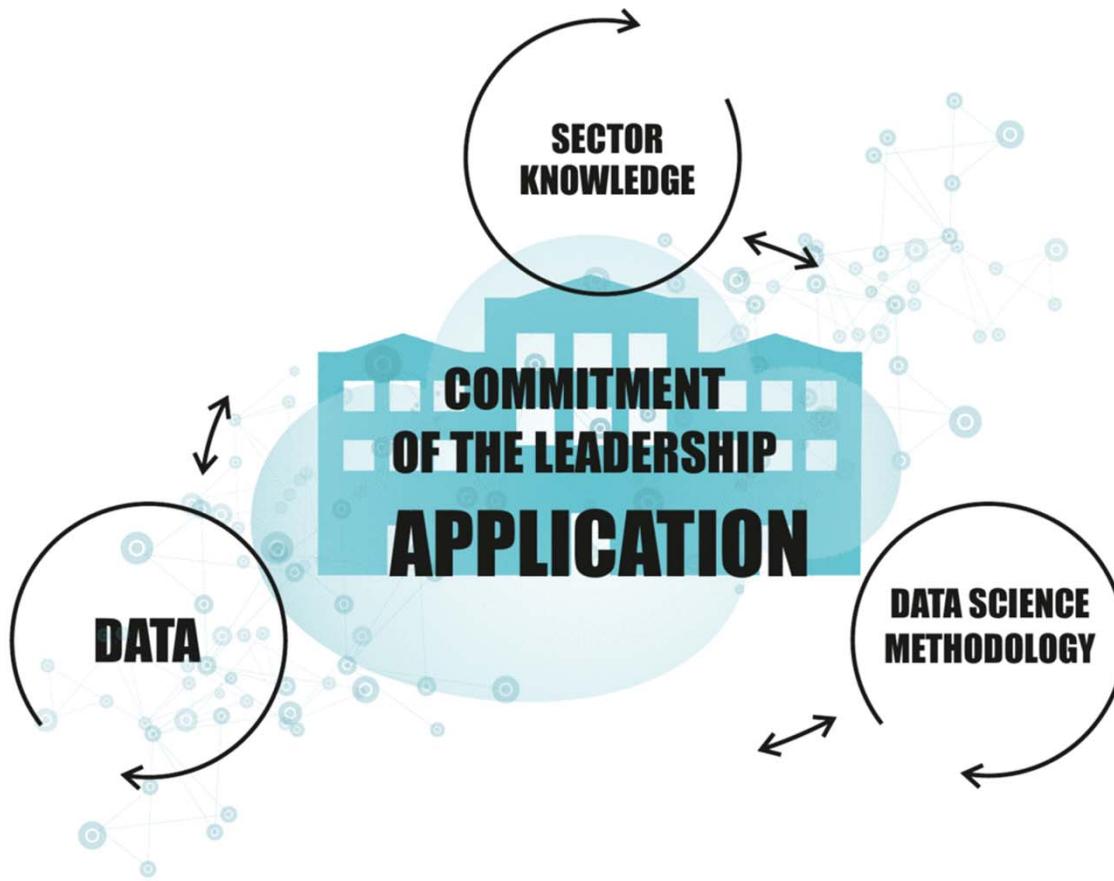
So far, the Legislature hasn't been receptive to those arguments. The next time the issue comes up, lawmakers should take a look at what's happened in Hungary.

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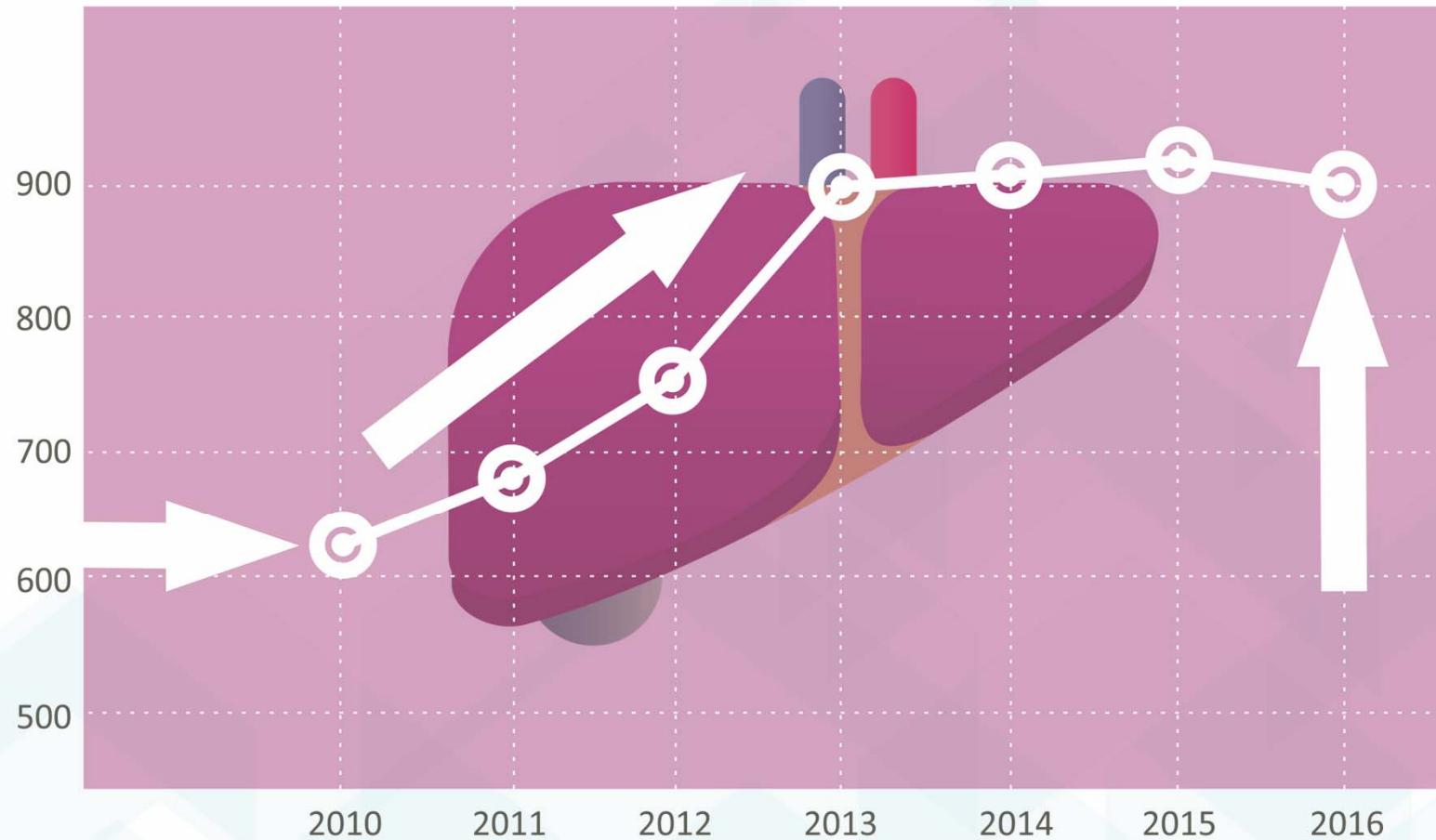
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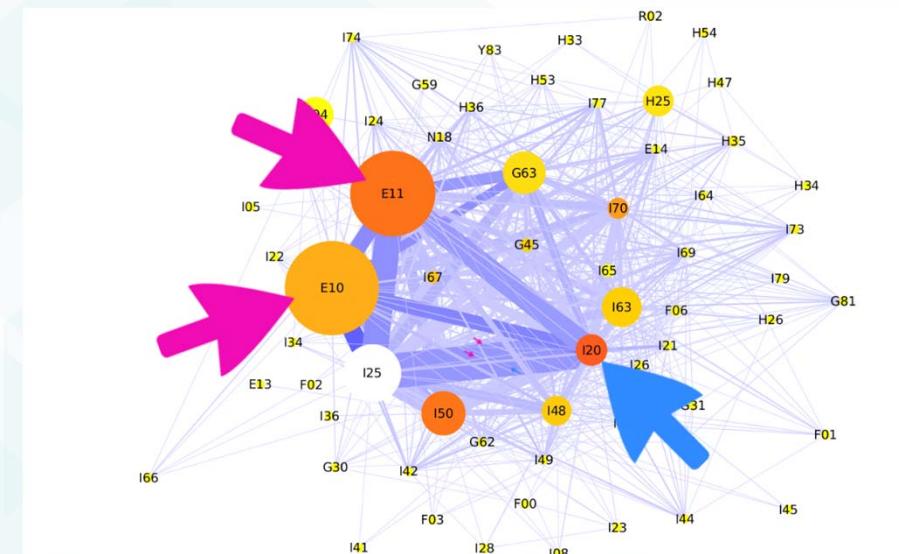
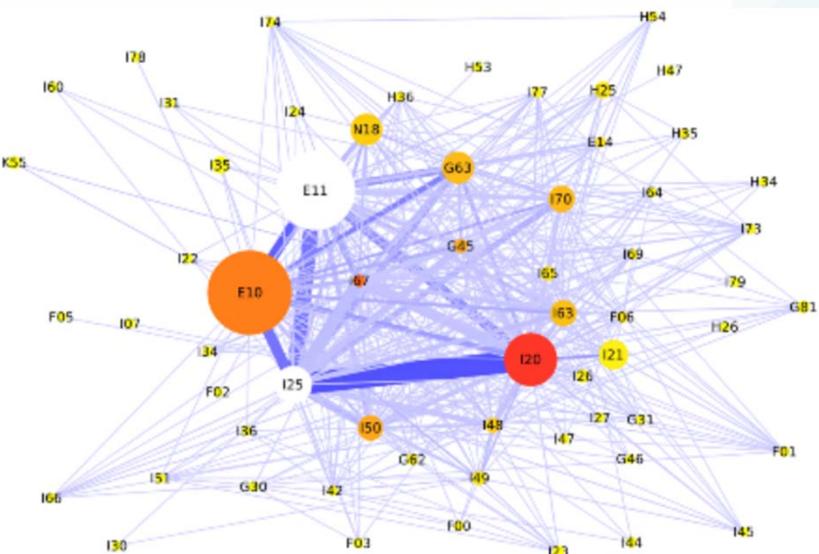
Big data in public health



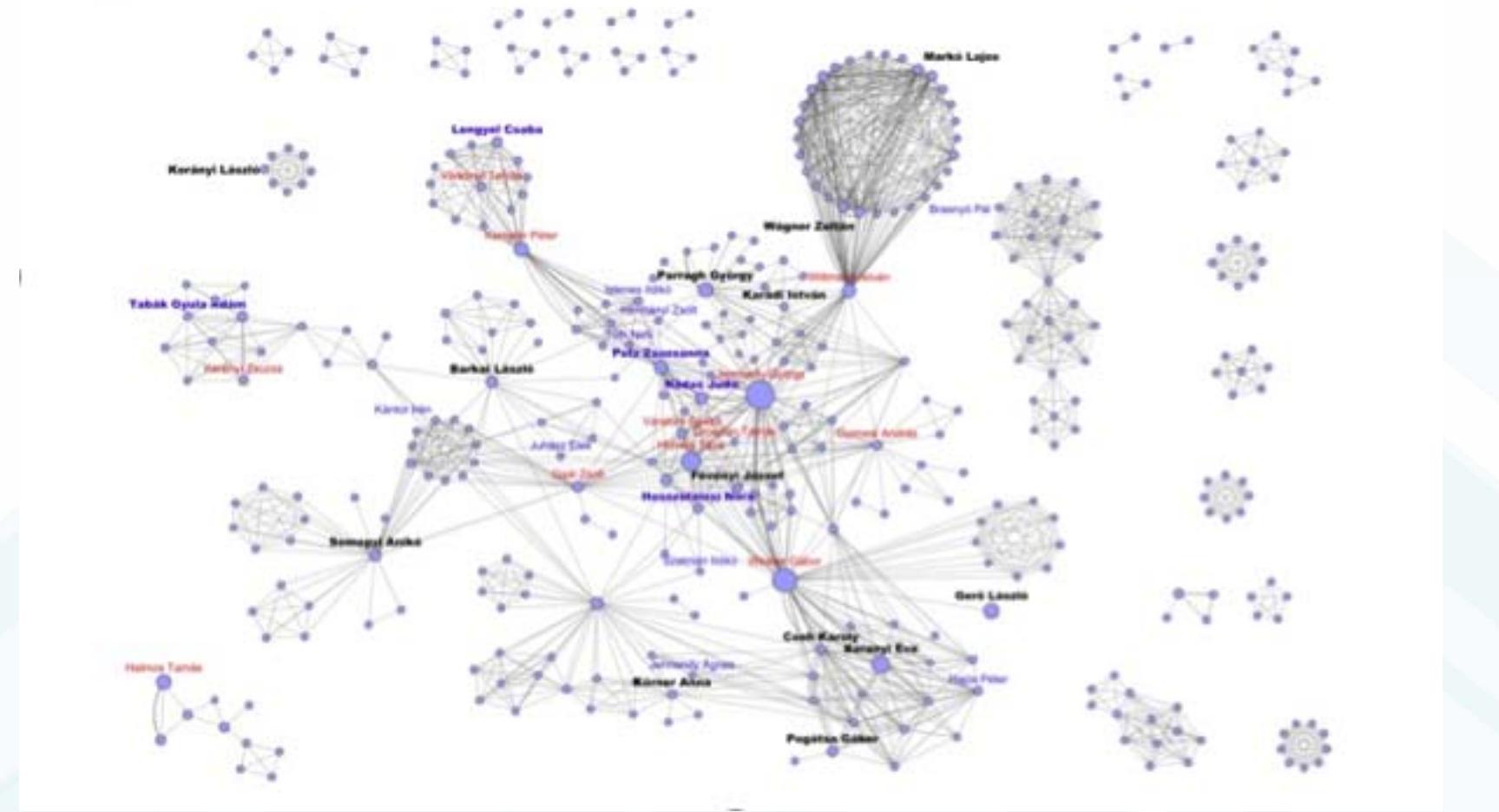
Number of tumour liver metastasis surgeries



Diabetes big data – co-morbidities



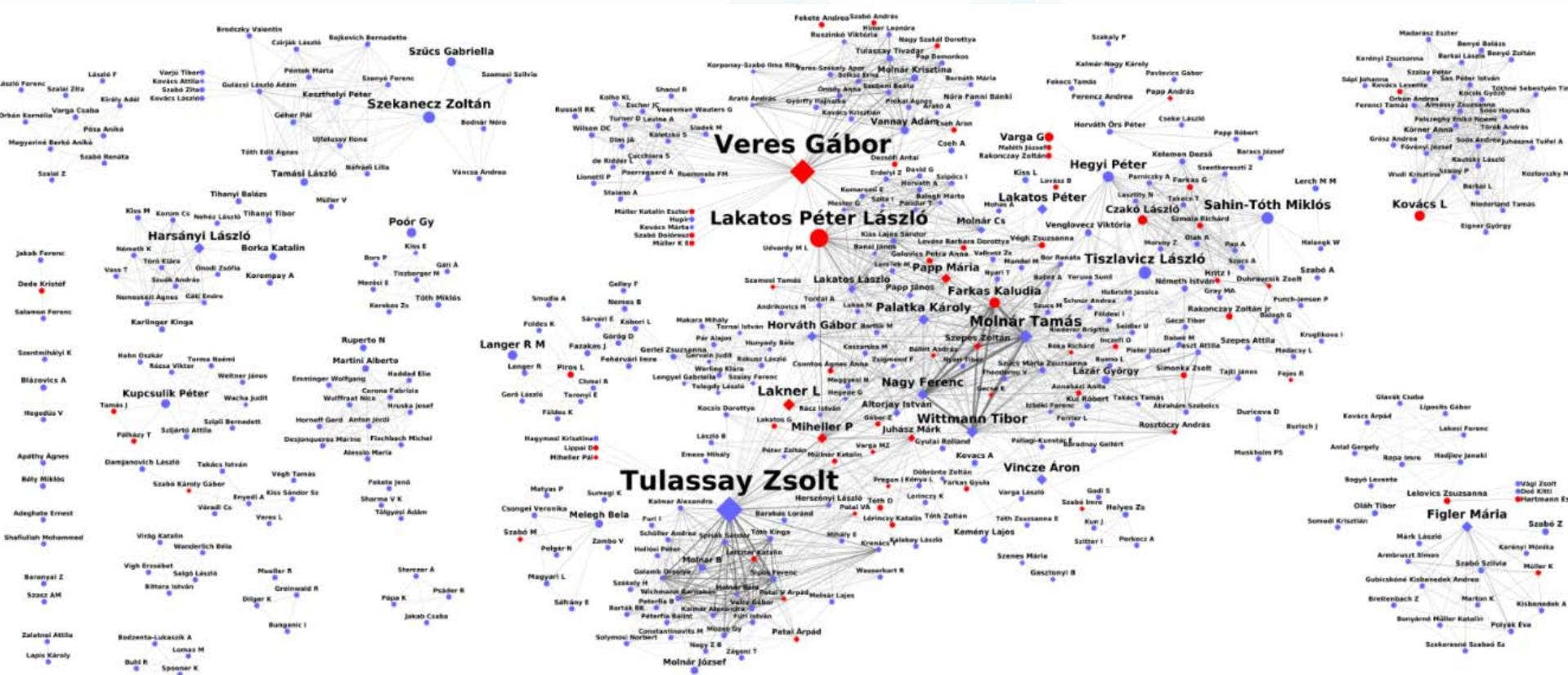
Diabetes big data – KOL (key opinion leaders)



Diabetes big data – prescription habits

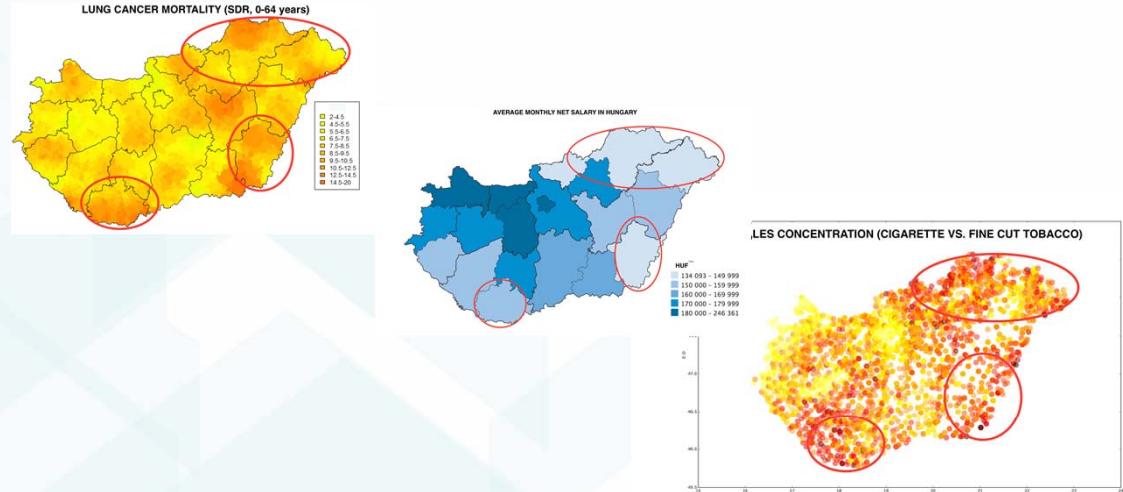


Gastroenterology KOL – organisational culture



Who is the healthguard?

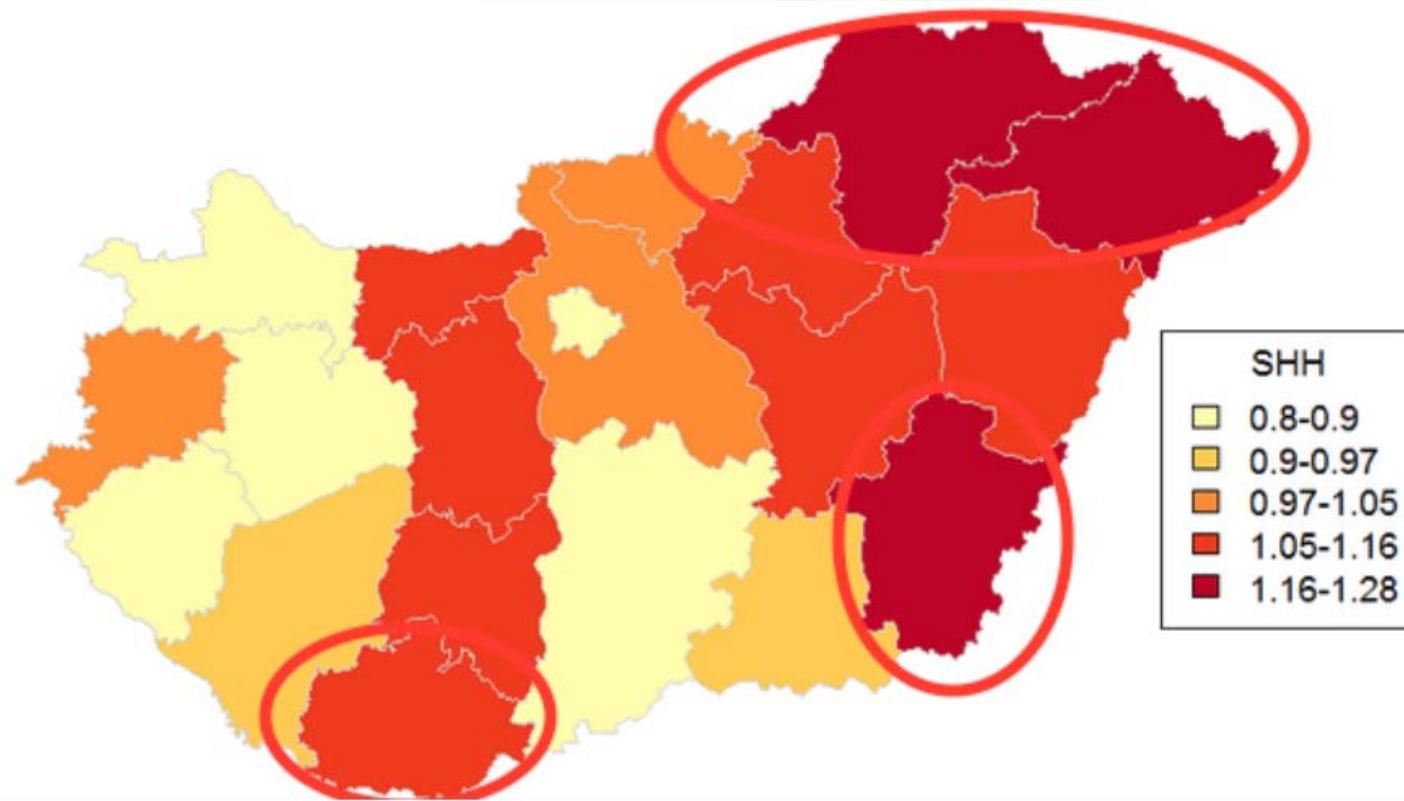
- Lung cancer mortality rate
 - You can complain on this basis
- Social status data
 - You can see the target population
- Tobacco sales
 - You can analyse the consumption and predict the disease



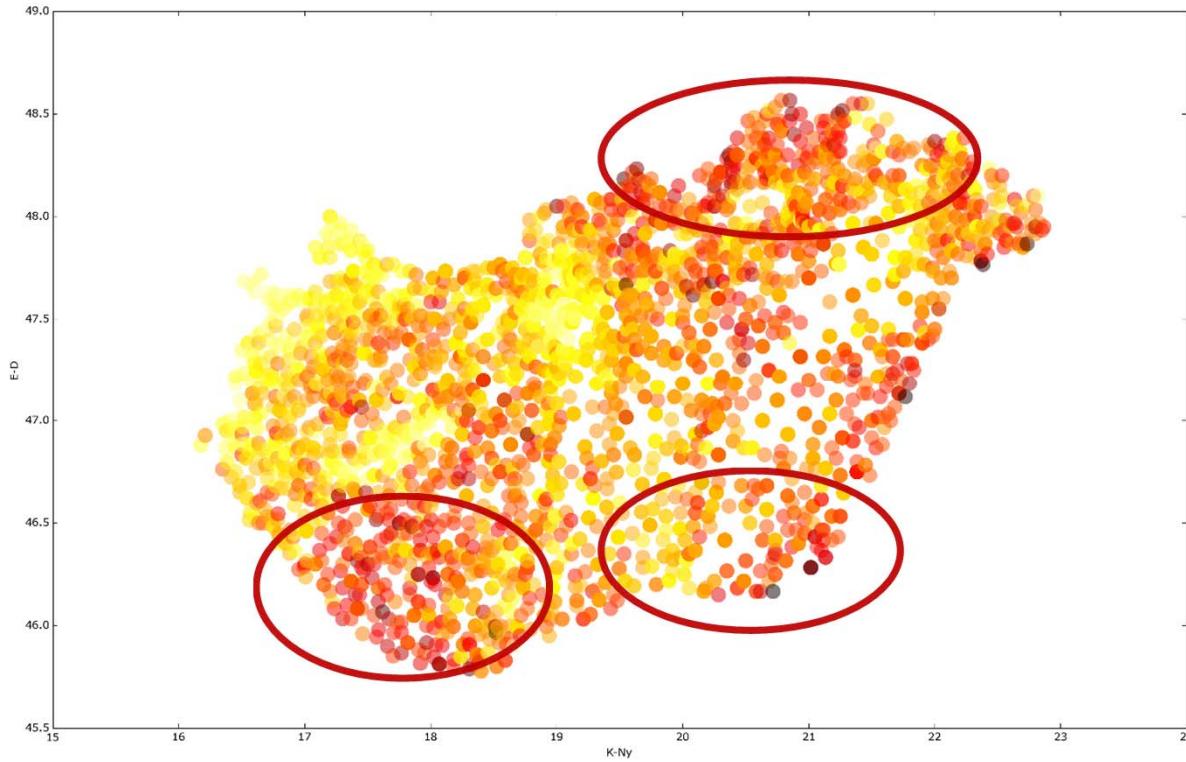
With all of these together you can make policy recommendations and draft legislation.



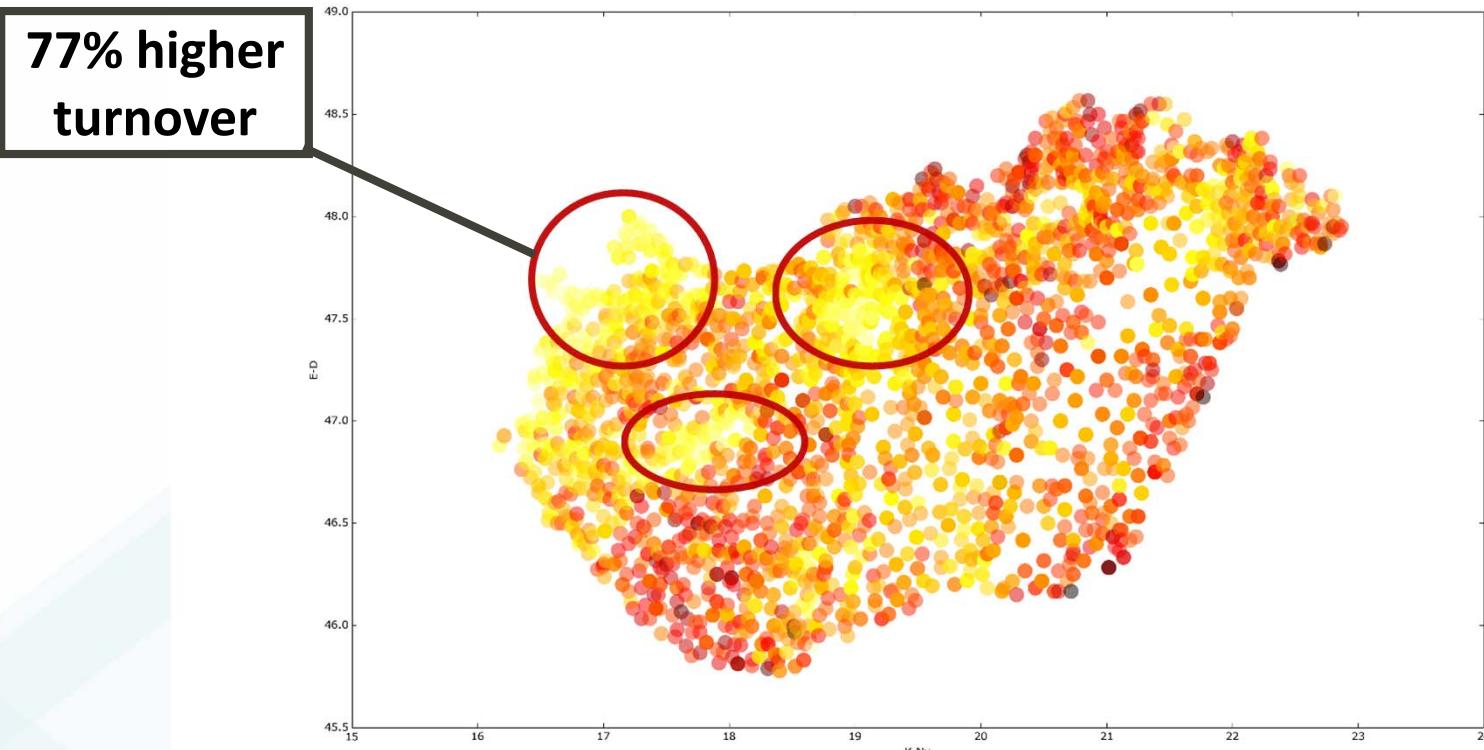
Mortality rate



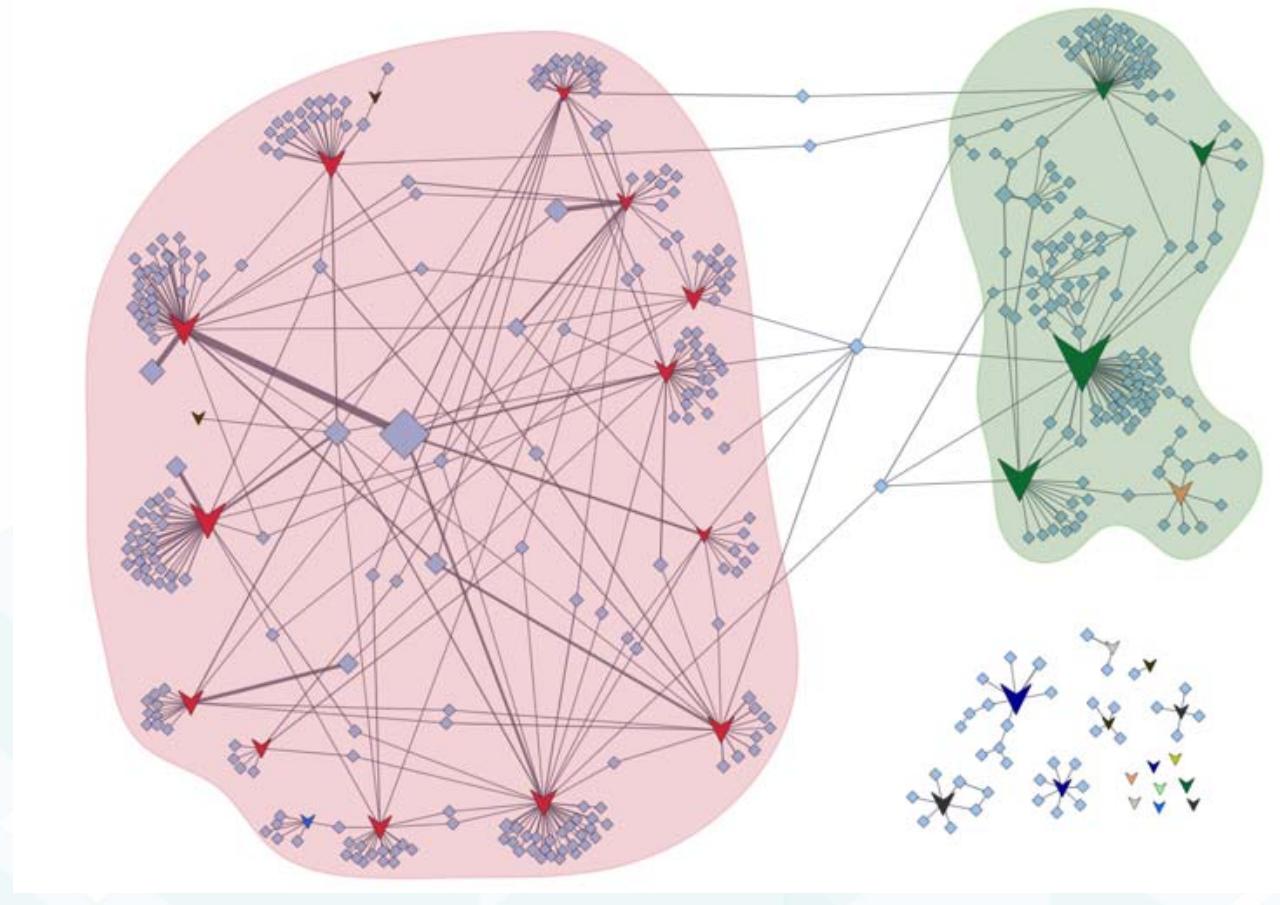
Fine-cut tobacco and cigarette turnover



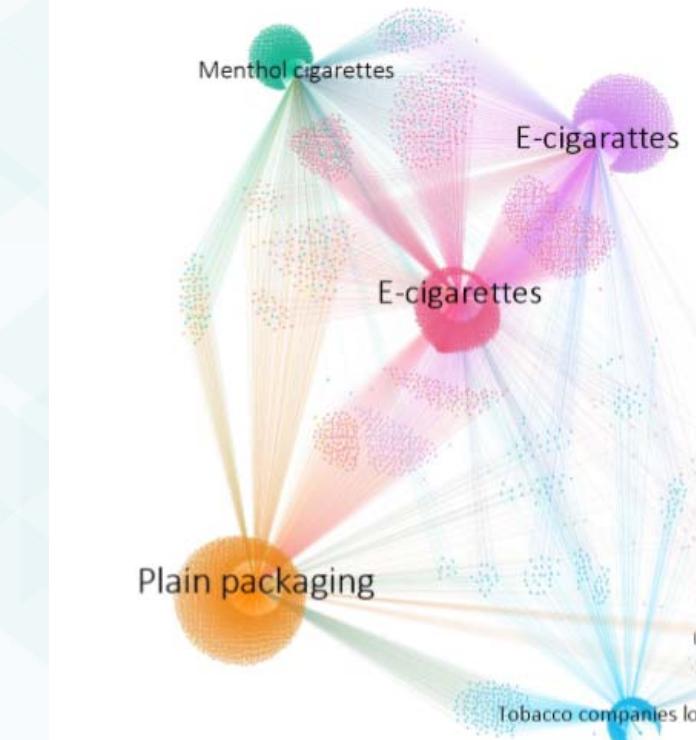
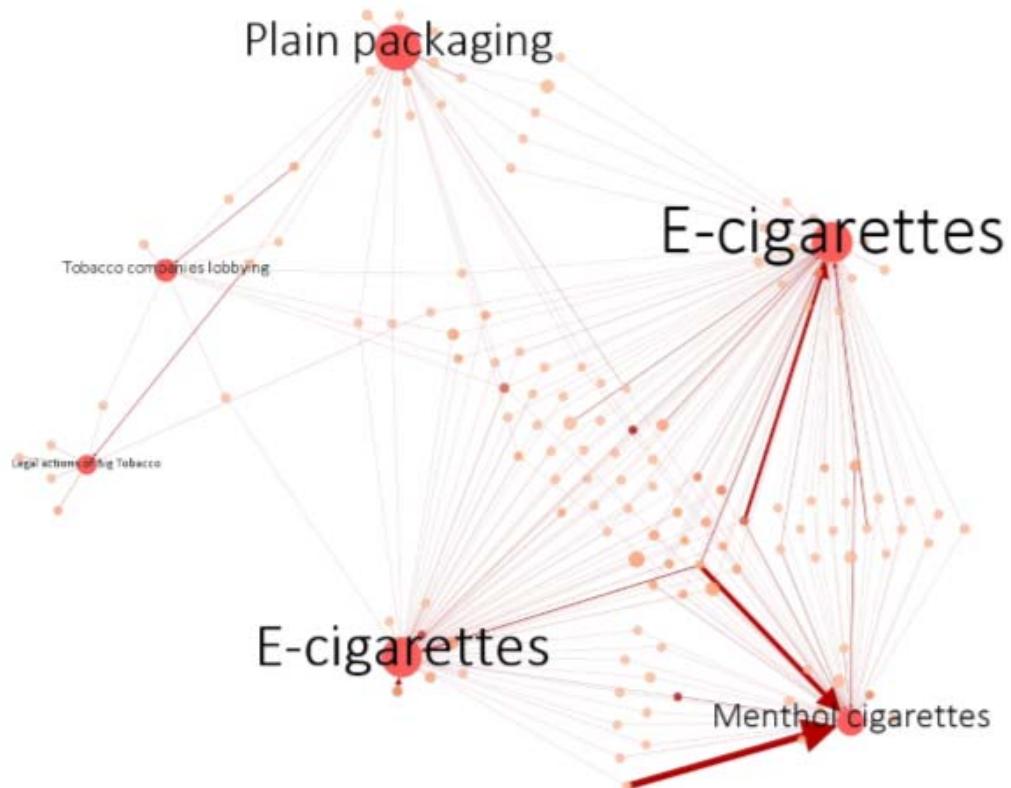
Sales concentration - impact of Austrian border crossing point



The Facebook network behind HPV anti-vaccination activism in Hungary in 2014



Brexit - social media content on tobacco-related topic



The joke is in the graph

