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Challenges in Global Health: New Opportunities for the Private Sector

Global Health Governance and Human Security

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From “Health Costs” to “Investment in Health”

- In the past, companies have generally viewed the cost of healthcare as a part of the expenditures that they make on behalf of their employees' social welfare, but these costs are gradually being thought of more as investments in their employees' health. The World Bank's announcement in 2006 of its “healthy development” strategy also reflects this trend.

Trends in Global Health

- In the leaders declaration emerging from the recent Muskoka Summit, G8 countries committed to increasing their contributions to improving maternal, newborn, and child health by US\$5 billion over the next five years. These kinds of international efforts are critical if we are going to achieve the health-related Millennium Development Goals (4, 5, and 6) by 2015.
- To that end, our focus cannot only be on provision of treatment and drugs. Health system strengthening, driven by developing countries themselves, is indispensable if they are going to be able to provide necessary health services to their citizens.
- In particular, populations around the world are aging, and noncommunicable diseases are rising as a share of the burden of disease. It is, therefore, important that developing countries make and implement health-related policies that respond to each individual country's actual burden of disease.
- Public-private partnership is also needed in the field of policy-oriented research and development in order to strengthen the capacity for policymaking and policy implementation in developing countries.
- Japan has a comparative advantage in this area, having already experienced rapid aging of our population and having the distinction of being the oldest population in the world.

Human Security and Global Governance in the 21st Century

- Traditional approaches to foreign policy with the government as the sole actor are no longer sufficient for tackling global challenges such as global health. In other words, the **domain** needs to be expanded.
- Therefore, a wider variety of actors need to be involved in global health, and there is a need for more coordination among the various levels, from the global all the way to the community level. In other words, the **scope** needs to be expanded.
- Japan has been promoting the concept of human security since 1998. Human security and global health governance share a similar approach in that they both require frameworks that recognize the community as the starting point for policymaking and that link the community level to the local, national, regional, and global levels.

- Diplomacy in the 21st century goes beyond bilateral relations at the government level to include international organizations and the private sector (NGOs, corporations, etc.), and it promotes linkages among all three as a new strategy for foreign policy to address common global challenges. For example, the National Institute of Public Health, the National Center for Global Health and Medicine, and the National Institute of Infectious Diseases will come together to form a Japanese National Institute of Health.

Era of 21st Century Power Politics

- We are starting to see influence in today's world based on each country's ability to tackle common global challenges, using such resources as technology, products, human resources, political leadership, negotiating power, etc.