



**PRIORITY ON PREVENTION**  
STAYING HEALTHY FOR LIFE



# National Public Health Plan 2018-2022

## Objective

Based on WHO recommendation of a comprehensive approach to health involving all public policies, the government has actively engaged in the development of a National Health Strategy 2018 – 2022, which has been submitted to public consultation. The strategy's first pillar underlines the need to invest primarily in health promotion and prevention. With this first National Public Health Plan, the government commits to ensuring that prevention becomes a reality for fellow citizens, irrespective of age and condition; it reiterates its strong determination to effectiveness and to reducing avoidable premature death, to obtaining concrete and measurable results which will be monitored and assessed. Overall, measures under "Priority on Prevention" represent an investment of 400 million euros over 5 years. They are evidence-based measures whose impact has been assessed in France or abroad.

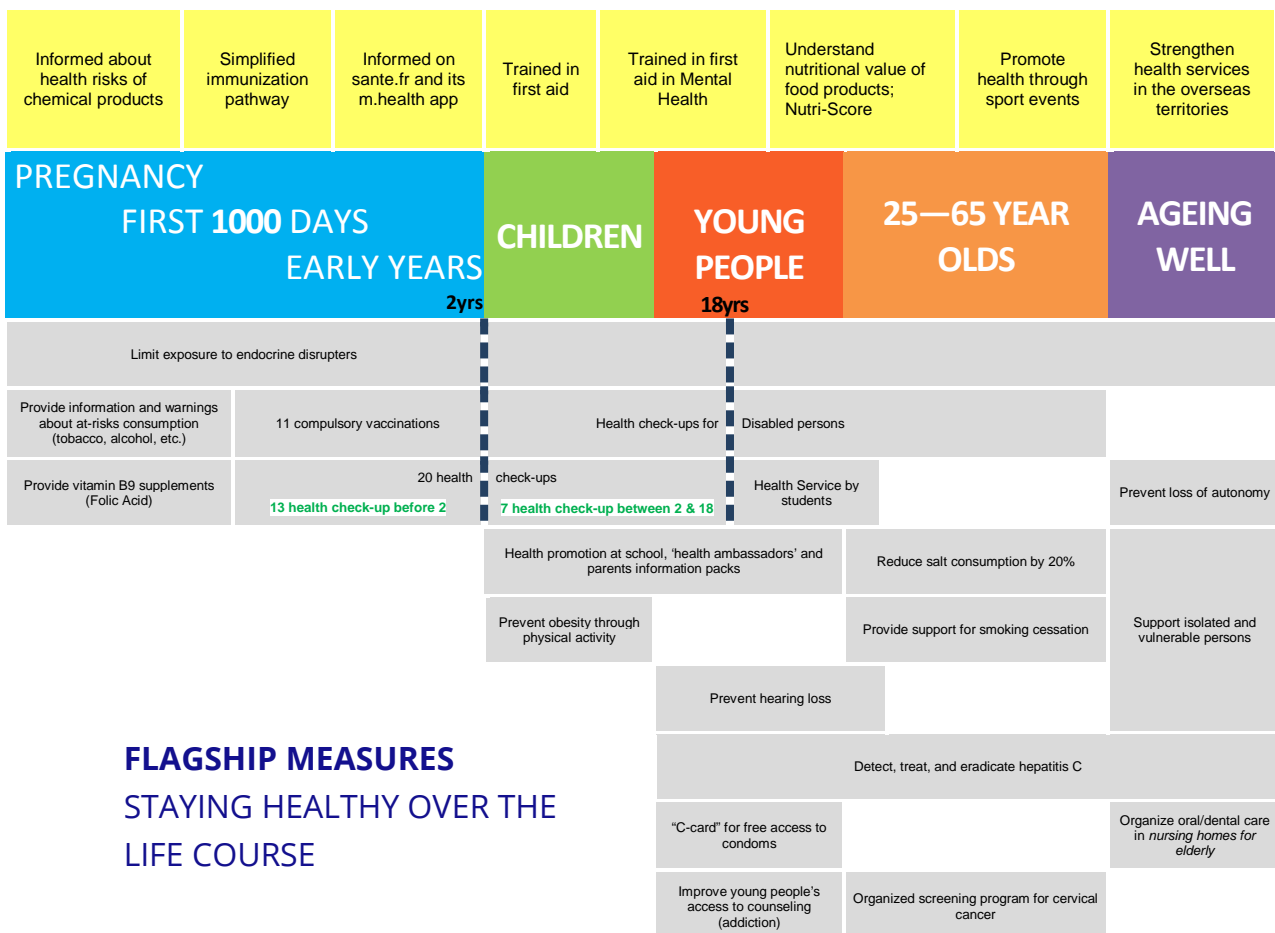
## A cross-sectoral, population-based and life-long approach to health

The plan comprises a set of early interventions customized to population groups that take into account the person and his/her environment across his/her life course, so that he/she can "stay healthy over his/her lifetime". It addresses all health determinants, environmental as well as behavioural; and encompasses the specific needs of different age groups:

- **A healthy pregnancy and first 1,000 days**
- **Children and young people's health**
- **Health for adults in the 25 to 65 age group**
- **Ageing well and preventing loss of autonomy**

The purpose is to develop a shared culture of prevention across the French population. Each and every one should become an active agent of his/her own health, adopt the right habit from an early age, be better informed and benefit from new screening opportunities, according to his/her age, living conditions and state of health.

This first Plan comprises **160 cross-sectoral measures for the promotion and protection of health** that will be implemented on a national basis and that have been primarily selected on the basis of criteria combining effectiveness, impact on health, return on investment and feasibility. This document presents **25 flagship measures**.



### FLAGSHIP MEASURES STAYING HEALTHY OVER THE LIFE COURSE



### **Improve the prevention of harmful behaviours during pregnancy**

Raise the exposure of the health message “no alcohol during pregnancy” by significantly increasing the size of the pictogram “not for pregnant women” on alcoholic beverage;

Provide pregnant women with self-assessment questionnaires on ‘alcohol, tobacco and cannabis consumption: vulnerability factors’, so as to better inform women and facilitate communication with health professionals;

Convey key messages concerning healthy behaviours and at-risk habits (tobacco, alcohol and cannabis) in ambulatory care, healthcare institutions and through perinatal care networks, during the 16 scheduled appointments during pregnancy—including the early prenatal appointment.

### **Create a reference website and undertake an awareness-raising campaign to inform the population about the chemicals risks of common consumer products**



### **Implement a health pathway for children under 6**

Improve the organization and coordination of health pathway for children under six; Renew child health records and health certificates by 2018, and go paperless for health certificates by 2020.

### **Prevent obesity in children through a strengthened promotion of physical activity**

Incorporate physical activity sessions, in accordance with the children and his/her family needs, into a multidisciplinary health care pathway, so as to act early on weight control and obesity.

### **Health promotion at schools/ peer-to-peer communication**

Expand the ‘Youth ambassadors’ initiative for prevention in all schools and secondary education establishments. Develop prevention packages dealing with tobacco control, alcohol, nutrition, physical activity and environment.

### **Prevent hearing loss in young people**

Detect hearing problems and provide advice on preventing hearing loss during health check-up for teenagers between 15 to 16 yrs olds. Redeploy the 20 free-of-charge health check-ups across age 0 to 18, so as to address both childhood and adolescence health issues. Launch of a national awareness campaign about the risks associated with listening to loud music and benefit to use of earplugs.

### **Pilot a ‘Condom card’ for young people under 25**

Pilot a prevention program on sexual health, including free access to condoms through a “condom card”, for young people under 25, in regions with high STDs incidence. Provide young people with adequate information on sexual health and available screening programmes (HIV — viral hepatitis — other STDs). Involve health professionals and those in contact with young people in a coordinated health pathway approach.

## **Strengthen young consumers' counselling services**

Develop collective prevention outreach interventions and meet young people aged 11 — 25 and their families, on a free-of-charge and anonymous basis, who have addiction problems (tobacco, alcohol, cannabis, etc.) or addict habits (screens, games, etc.). Develop close partnerships between schools and young consumers' counselling services, to help young people at risk.

## **Offer systematic specialist support to young people admitted to emergency wards after a heavy drinking episode**

Offer young people preventive counselling and guidance when they leave the emergency wards

## **Provide 80 % of the population with First Aid training**

Deliver first aid training to respond to emergencies and situations of distress, with a particular focus on young people with training programs fitting their age group. Facilitate access to automated external defibrillators through enhanced geolocation.

## **Provide students with First Aid training on mental health**

Train students to respond to psychological distress: how to reach out to the person, offer support and guidance, based on the "Mental health first aid" program already implemented in 20 countries.



## **Reimburse smoking cessation treatments**

Implement the standard reimbursement scheme used for other medical products to support smoking cessation (current scheme provides €150 per year and per person)

## **Intensify preventive care and screening initiatives for at-risk people in order to help eliminate the hepatitis C virus in France by 2025**

Improve access to hepatitis C treatment by extending prescription through ambulatory care and hospitals networks; Improve local screening using rapid diagnostic tests in a combined approach to HIV, HCV and HBV; Strengthen prevention through innovative 'outreach' initiatives targeting priority groups disconnected from the health system.

## **Introduce a national organised screening programme for cervical cancer**

Invite all women, in the recommended age group, for a free-of-charge Pap smear; Communicate the recommended interval of 3 years between Pap smear tests.

## **Generalize flu vaccination by licensed pharmacists (in 2019)**

Expand the immunisation capacities of health professionals; Generalize flu vaccination by licensed pharmacists

## **Extend Nutri-Score to collective and commercial catering, and to unpackaged manufactured food products**

Extend the use of NUTRI-SCORE to better inform consumers on the nutritional value of meals served at collective and commercial catering, reduce salt and sugars intake, and increase dietary fibre intake; Better inform consumers on the nutritional value of unpackaged manufactured food products sold in bulk without nutritional labelling (cereals, cakes, sweets, bread, etc.).

## **Reduce the population's salt consumption by 20 %**

Encourage manufacturers, in line with the National Food Forum ('États généraux de l'alimentation'), to use self-regulatory mechanisms to reduce the salt content in food products while improving their nutritional value.

## Call upon manufacturers to reduce consumer exposure to endocrine disruptors

Trigger voluntary commitments from manufacturers and distributors to substitute, in common consumer products, any material that may exhibit the characteristics of endocrine disruptors; Inform consumers through preventive communications or labelling.

## Involve sports organizations to promote health at sport events

Involve and support sports organizations for the promotion of healthy behaviours and well-being, during sport events, in particular during major international sports events (the Rugby World Cup (2023), the Olympic and Paralympic Games (2024), the 6 Nations Championship, the French Open, etc.), with a focus on the four major risk factors for non-communicable diseases (tobacco, alcohol, sedentary lifestyle, obesity).



## Ensure that the health needs of disabled persons are better accounted for

Provide health check-ups at least once a year so as to identify healthcare needs, including oral health, screen risk factors and take preventive & health promotion measures (nutrition, physical activity, vaccinations, sexual health, etc.).

Ensure that the health management complexity of disabled patients is reflected in the practitioner & health institutions fees.

Inform patients about the physical accessibility of medical facilities by including this information on Ameli.fr. Increase the number of healthcare facilities accessible to disabled persons

Develop (pre-diagnostic) detection and screening tele-consultation services for disabled persons or dependent persons in nursing house.



## Establish at least one mediation initiative per district area for isolated or vulnerable elderly persons

Better identify the isolated and frail elderly persons using registries established for heat waves episodes and National Retirement Pension Fund tools (for vulnerable pensioners); Implement initiatives to fight isolation of elderly people in each district.

## Prevent loss of autonomy of senior in residential/nursing house

Finance, from 2018 on, through a €15m annual plan, prevention programs in residential/nursing house focused on loss of autonomy and health; Introduce systematic health check-ups for people aged 60 to 65 on retirement, so as to identify and reduce the risks of functional dependence, in consultation with the National Health Insurance and Pension Funds

## Organise oral healthcare in residential/nursing house for the elderly

Train residential/nursing house personnel into oral care during daily personal hygiene routines; Organise screening consultations and systematize oral check-ups when entering a residential/nursing house, using teleconsultation services and remote expertise; Incorporate systematically oral healthcare into residential/nursing house strategic plans.



## “Health Service” for prevention and health promotion provided by students

48,000 students (future physicians, midwives and nurses) will be involved in prevention and health promotion activities from 2018 on. These health service activities will first be targeted to pupils and students attending secondary schools, sixth-form colleges and universities; and then extended to residential/nursing home for elderly people, urban priority areas, prisons, medical and social organisations, public and private companies, etc. This constitutes a paradigm shift into the approach to fighting social and regional inequalities

## Development of a personalized m-health application

Development, by end of 2018, of a personalized m-health application targeting the general public to: facilitate the implementation of health promotion initiatives in all settings, encourage the proper use of drugs, extend digital health services, facilitate access to healthcare for vulnerable and isolated individuals, and improve immunisation of the population.

The m-health application will incorporate

- customised prevention messages, tailored to age group (screening, nutrition, prevention of the loss of autonomy, etc.) and context ('My Tobacco Free Month' campaign, heat wave and pollution peak plans, etc.),
- individual information (with links to medical records, step counts, blood group, vaccination schedule reminders, health coaching, etc.),
- online services (to make appointments with doctors, information about health professionals, all-night drugstores, detection and reporting of adverse reactions)
- collaborative tools (crowdsourcing).

The m-health update will be supported by Lab Santé.fr, a collaborative open space to users, available on Santé.fr from April 2018.