

# **The Demographic Challenge: Developing a Healthy China**

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## **Executive Summary**

In the 21<sup>st</sup> century, populations in many countries around the world are aging at an accelerated rate. Over 20% of the population in prominent examples such as Japan and Germany are the elderly. Due to a continuously declining natural population growth rate, China is quickly catching up to both of these countries, with 11.9% of the total population reaches 65 years or older by 2018. According to statistics from the United Nations, by 2037, 20% of the population in China will be comprised of the elderly. This transformation of the country's demographics has brought on a series of challenges for Chinese society, including how to care for the elderly, the increasing weight of healthcare on the economy, the gap between supply and demand for healthcare resources, and more. At the same time, the country's citizens don't have enough knowledge about health. More than half of the elderly population don't know how to prevent or treat chronic diseases, which account for 86% of all deaths in the country.

Danone believes that to proactively meet these challenges, the country needs to strengthen its effort to build a healthy China in order to provide robust support for the sustainable development of the population and the economy. Building a

healthy China should be guided by the strategy of Governance for Health, and create practical implementation steps to put Health in All Policies, create mechanisms for Health Impact Assessments, and raise health literacy. In today's society, many different complex factors as policies, economics, society, the physical environment, as well as behavior interact with each other to influence health. Any public policy on health would necessarily involve collaboration and execution by many different bureaus and agencies in many different sectors. These factors are far beyond the scope and capabilities of the Ministry of Health alone. This is why Governance for Health relies on cooperation between all of government and all of society to ensure that stakeholders such as the government at various levels and bureaus as well as non-government organizations, academia, enterprise, public service providers, as well as the general population and community can participate and provide a diverse source of policy suggestions and solutions. Health in All Policies stresses a macro-view which combines all related factors such as economics, culture, and the environment to create a policy that hits the issue from all sides and mobilizes collaboration with a broad range of stakeholders. Creating a Health Impact Assessment mechanism will help ensure the harmonious development of the economy and health, building a healthy China with a more forward-looking framework. Raising health literacy among China's citizens will address the issue at its roots, fully leveraging the proactive capabilities of Chinese citizens on preventing and treating chronic diseases.

In this paper, Danone combines international best practices with practical experience from its own business divisions to provide actionable strategies and suggestions towards building a healthy China.

## I. Ageing: the global mega-trend

Ageing is one of the most important population trends of the 21st century<sup>1</sup>. People who are 60 years and older make up 12.3% of the global population. By 2050, that number will rise to almost 22%<sup>2</sup>. In many countries, society has been aging rapidly as a result of the longer life expectancy that comes with better nutrition, health care and economic well-being, as well as a decreased birth rate due to various social and economic factors. In turn, an ageing society poses social and economic challenges, especially when it comes to growing expenditures in the medical sector.

Japan is widely acknowledged as the country with the highest proportion of elderly citizens. The percentage of Japanese citizens age 65 years or older roughly doubled in 24 years, from 7.1% of the population in 1970 to 14.1% in 1994<sup>3</sup>. An increase of a similar magnitude took 85 years in Sweden, and 115 years in France. Japan enjoys the highest life expectancy among OECD countries at 85 years. However, driven by a rapidly aging population and increasing chronic diseases, health care spending has risen to 10.9% of GDP in 2015 from 9.8% back in 2013, and about one-third is used to treating the latter-stage elderly<sup>4</sup>. Healthcare spending in Japan will continue to outstrip GDP growth, exerting further pressure on Japan's budget deficit and national economy. The challenge of dealing with age-related diseases such as dementia is also more acute in Japan than in many

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<sup>1</sup> Internationally, an aged society refers to a country or region where the elderly people ages 60+ constitute 10% of its total population, or the elderly people ages 65+ constitute 7% of its total population.

<sup>2</sup> <https://www.unfpa.org/ageing>

<sup>3</sup> Statistical Handbook of Japan 2018.

<http://www.stat.go.jp/english/data/handbook/c0117.html>

<sup>4</sup> Statistical Handbook of Japan 2018.

<http://www.stat.go.jp/english/data/handbook/c0117.html>

other countries due to its aging population. Japan has been taking a multi-sectoral approach to building communities which are sensitive to the needs of people with chronic conditions such as dementia, as well as their families. The strategy aims to improve coordination of care at the community level among medical care, long-term care and social services; promote public awareness and disease prevention; and create a safe and healthy living environment for the elderly<sup>5</sup>.

Germany is another super-aged<sup>6</sup> society with 21.5% of the total population age 65 and above in 2017. This population segment is projected to grow 41% to 24 million individuals or approximately one-third of the projected total population of 75 million by 2050.<sup>7</sup> The older population in Germany is highly independent and socially engaged. The country has been trying to increase employment and volunteerism among ages 55 through 64 through retirement reforms and retirement-age adjustments as well training and education programs. However a high prevalence of chronic conditions has brought about serious challenges: 24% of people ages 70 through 85 are afflicted by five or more diseases at the same time.<sup>8</sup> Total health expenditures were 11.1% of GDP in 2016 – even higher than Japan’s 10.9 percent.<sup>9</sup> Since the German government recognizes disease prevention and health promotion are cross-sector challenge for society as a whole, they adopted the Preventive Healthcare Act<sup>10</sup> in June 2015, which engaged

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5 <https://www.oecd.org/japan/Health-at-a-Glance-2017-Key-Findings-JAPAN-in-English.pdf>

6 A country is viewed as super-aged when its elderly people ages 65+ exceed 20% of its total population.

7 World Population Prospects: 2015 Revision. UN Population Division. 2015

8 World Report on Ageing and Health – Germany. World Health Organization, 2015

9 WHO Global Health Expenditure Database.

<http://apps.who.int/nha/database/Select/Indicators/en>

10 <https://eurohealthnet.eu/media/news-releases/german-prevention-act-spotlight-future-model-health-equity-other-member-states> & Health in Germany – the Most Important Developments. Robert Koch Institut, 2015

stakeholders both inside and outside the government in its disease prevention efforts. This policy was designed to cater to the entire population and aims to reduce the prevalence of chronic conditions among the elderly. Specific initiatives included requiring adequate disease prevention measures and services from key settings such as schools, municipalities, the workplace, and nursing homes, as well as passing a mandatory requirement for health insurers to increase their expenditures on prevention and health promotion.

Developed countries with a super ageing population such as Germany and Japan are tackling the issue from a government-guided approach which incorporates efforts from all of society. This aims to address the issue from various dimensions such as a healthy environment, healthy society, healthy services, healthy population, and a healthy culture. This is a proactive way to prevent chronic diseases. It's also aimed at creating healthcare services and a living environment that cater to the elderly. This is symbolic of the principles of Governance in Health, which aims to create a healthy environment, build a healthy society, optimize health services, develop a health culture, improve health literacy, and promote sustainable development of the economy and society through the mutual efforts of the government and all sectors of society.

## **II. China Catching up Rapidly in the Ageing Trend**

### **i. An Accelerated Ageing Society**

Even though the percentage of China's elderly population has a way to go before catching up with Germany or Japan, it has still already exceeded average global levels and is growing at a relatively fast pace. (See Chart 1)

According to statistics released by China's National Bureau of Statistics, the birth rate in 2018 was 10.94%, a decline from the 12.43% in 2017.<sup>1112</sup> The natural rate of population growth in 2018 was 3.81%, the lowest level since 1962. In 2018, the eligible labor force also declined for the first time since 1949. The number of people in the segment of the population that is 65 years or older reached a new high at 166.58 million, or 11.9% of the total population.

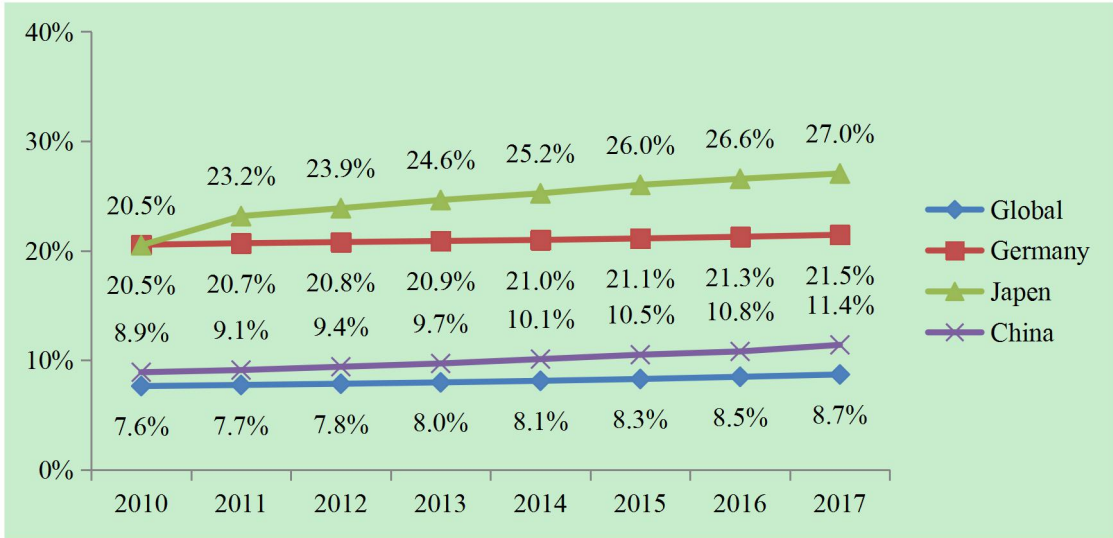
According to the UN, it will take China just 20 years for the proportion of the elderly population to double from 10% to 20% (between 2017 - 2037). The pace of ageing will even surpass Japan. The UN estimates the number of those over 65 could rise from approximately 100 million in 2005 to approximately 330 million in 2050, roughly the population of the United States.

**Chart 1: Ageing trend in China (percentage of population 65 years or older)**

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<sup>11</sup><https://m.21jingji.com/article/20190121/herald/133f2908eed41d725879ab1eb2ea7ff3.html>

<sup>12</sup><https://wallstreetcn.com/articles/3473175>

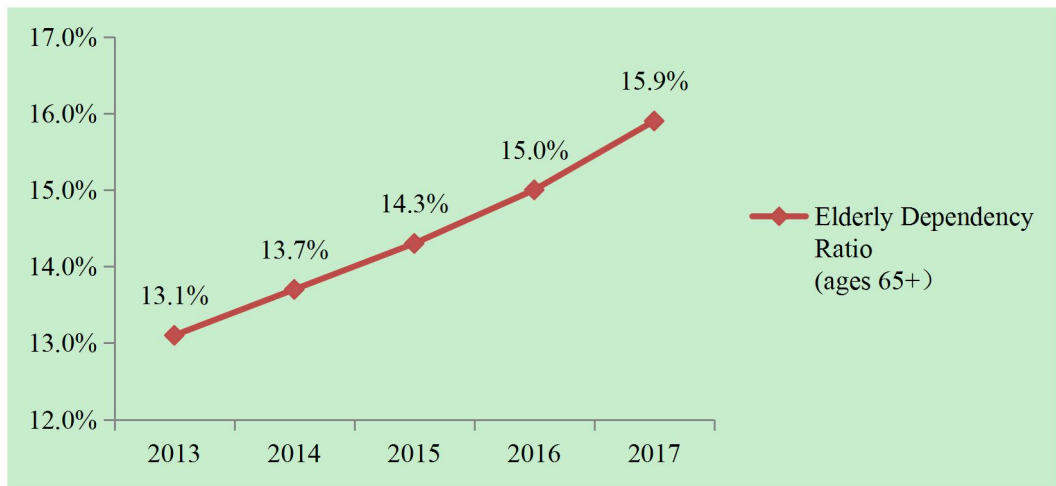


Data Source: data.worldbank.org, China Statistical Yearbook

**ii. Increasing Pressure on the Economy and the Healthcare Sector**

As the economy in China has developed and its healthcare services sector has evolved, the average life expectancy for Chinese citizens has grown from 67.9 years in 1981 to 76.5 years in 2016. On a macro level, the average life expectancy of people in China places it on the forefront among developing countries. The average life expectancy of people in Shanghai, Beijing, and other major metropolitan cities is greater than 80 years, higher than the average life expectancy of 80.8 years in high income countries and regions. The higher life expectancy and many years under the family planning policy means the elderly dependency ratio will continue to climb. In the past 5 years, this ratio has jumped 21% (see Chart 2). According to the United Nations, by 2050, the elderly dependency ratio in China will reach 44%, which means every 10 people in the labor force will need to support 4-5 elderly dependents.

**Chart 2: China's Elderly Dependency Ratio (the ratio of the number of dependents ages 65+ to the total population ages 15-64)**



Data Source: China Statistical Yearbook

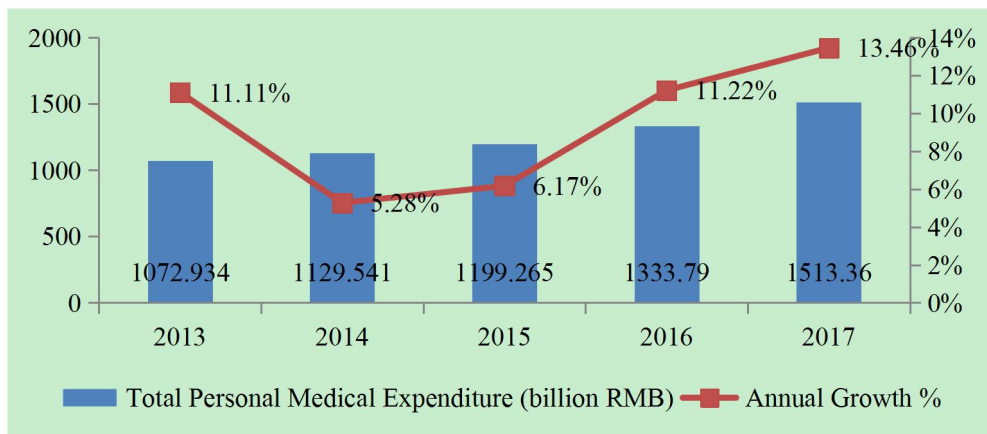
On the positive side, this is a sign of how far China has come in the field of health development. But at the same time, this means new challenges for the government as the accelerated ageing trend is certain to exert great pressure on social and economic development, as well as public health services. A rapidly expanding elderly population means an increasing number of people afflicted with chronic diseases, ever-higher expenditures on public and personal health, and a possible shortage of healthcare resources.

Incident rates for cancer, heart disease, diabetes, respiratory diseases, and other chronic diseases have risen every year. This has become a major challenge to the health of Chinese citizens. Currently there are 260 million people afflicted with a chronic disease, more than half of them are 60 years or older. Chronic diseases are also the leading cause of death, accounting for 86.6% of all deaths. They account



for 70% of all disease burden.<sup>13</sup> In 2017, healthcare spending in China was 6.2% of GDP.<sup>14</sup> That figure is estimated to grow to 9% of total GDP by 2035, of which, 60% of the increased spending will be from inpatient care services.<sup>15</sup> In recent years, personal cash expenditure on healthcare has grown every year at a compound annual rate of more than 10%<sup>16</sup>, creating a greater economic burden on Chinese families (see Chart 3).

**Chart 3: The growing trend of total personal medical expenditure**



Data Source: National Bureau of Statistics of China

China's hospital system and pharmaceutical resources are also under great

13 Speech by Wang Longde, academician at Chinese Academy of Engineering and Director of Chinese Preventive Medicine Association at the 2nd International Conference of Public Health and Preventive Medicine

14 Statistical Communiqué of the People's Republic of China on the 2017 National Public Health Development.

<http://www.nhc.gov.cn/guihuaxxs/s10743/201806/44e3cdf11fa4c7f928c879d435b6a18.shtml>

15 Study on China's healthcare reforms jointly conducted by the World Bank Group, the World Health Organization, the Ministry of Finance, the former National Health and Family Planning Commission, and the Ministry of Human Resources and Social Security of China (2016). <http://health.people.com.cn/n1/2016/0725/c404177-28581874.html>

16 Data source: National Bureau of Statistics of China.

<http://data.stats.gov.cn/easyquery.htm?cn=C01>

pressure as there is still a huge gap between supply and demand for healthcare services. For example, the number of patient-visits at community service centers grew 8% from 2016 to 2017, yet the total number of centers is almost the same. In 2017, the number of beds available at healthcare institutions per 10,000 people was 57.22 in China, whereas available data shows that figure was 131 and 81 in Japan and Germany, respectively, in 2016.<sup>17</sup> Also, there is a severe talent drain at the disease control centers at various levels of government including country, province, city (district), and county.<sup>18</sup>

### **iii. Citizens Need to Improve Their Health Literacy and Form Healthier Habits**

The report on China's medical reform jointly released by the World Health Organization and the National Health and Family Planning Commission of China (now the National Health Commission) points out that among China's huge population of people afflicted with chronic diseases, cancer, diabetes, heart disease, etc. have become the primary threat to health. More than 60% of these chronic diseases were caused by an unhealthy lifestyle. A low health and disease literacy among the general populace has compounded this challenge.

According to a study by the National Health and Family Planning Commission, the overall health literacy level (ratio of people who can acquire and understand basic health information and services and apply this information and services to

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17 Data source: the Organization for Economic Co-operation and Development (OECD). <https://data.oecd.org/healthqt/hospital-beds.htm>

18 Gao Fu, Director of the Chinese Center for Disease Control. [http://big5.ycwb.com/site/cht/wap.ycwb.com/2018-03/05/content\\_26072560.htm](http://big5.ycwb.com/site/cht/wap.ycwb.com/2018-03/05/content_26072560.htm)

make a correct decision) was 14.18% in 2017. Take Shanghai, where the average life expectancy is relatively high, as an example: In 2017, a study conducted by Shanghai's health promotion center<sup>19</sup> shows the level of health literacy among Shanghai's citizens reached 25.36% in 2017, but the average citizens still lack health knowledge in many areas. In the area of general medical knowledge, only 24.2% of residents can accurately identify the liver as an important digestive organ that can detoxify and secrete bile. In the area of chronic disease prevention and treatment, only 24.2% of residents know that including soy products in their diet is good for their health and helps to prevent cardiovascular disease. And in the area of disease prevention, only 38.2% of Shanghai's citizens can take the correct action when they cough or sneeze by covering their mouth and nose with a handkerchief, tissue, or the inside of the elbow.

Since the central government of China recognizes the impact of chronic diseases and the importance of disease prevention, China's government decided to put more resources, both manpower and financially, towards preventing and controlling disease during its thirteenth five-year plan period. This is a shift from a treatment-centered approach to disease to a health promotion-centered approach.

### **III. Danone's Perspectives and Suggestions**

At the 19<sup>th</sup> National Congress of the Communist Party of China, the Chinese Government made a major decision to implement a Healthy China strategy, placing protecting citizen health into the national strategy and requiring health related work to be a part of overall economic and societal planning. This is an

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<sup>19</sup> Info shared on the social media platform of Shanghai Municipal Health Commission: [http://www.sohu.com/a/226692837\\_375953](http://www.sohu.com/a/226692837_375953)

important mark of the country's ability to sustain development. Faced with new challenges posed by demographic trends, building a healthy China is essential. Danone believes that improving the health of the overall population with a special emphasis on the elderly will provide impetus for sustainable growth for China's population and alleviate the various challenges brought about by an ageing society.

In today's society, many different complex factors as policies, economics, society, the physical environment, as well as behavior interact with each other to influence health. Any public policy on health would necessarily involve collaboration and execution by many different bureaus and agencies in many different sectors. It requires cooperation between all of government. This is the philosophy behind the aforementioned Health in All Policies. Combined with Health in All Policies, a Health Impact Assessment mechanism, and raising health literacy among China's citizens, it will greatly alleviate the pressures brought about by the trend of an ageing populace.

#### **i. Governance for Health is an Important Strategy for Building a Healthy Society**

Governance for Health means an approach that incorporates the whole-of-government and the whole-of-society to take action and guide the society, enterprises, and the public to improve health and well-being<sup>20</sup>. Factors that influence health and well-being are very complex and cover many dimensions

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20 Kickbusch I, Gleicher D. Governance for Health in the 21st Century. World Health Organization Regional Office for Europe, 2012.

including politics, economics, society, the material environment, and behavior pattern. Action requires collaboration across multiple bureaus in many different sectors and the design and implementation of various complex public policies. These factors are far beyond the scope of the department of health and relying on the department of health alone will be unreasonable. A Governance for Health approach that relies on collaboration across the whole-of-government and the whole-of-society will be required.

First, Governance for Health stresses taking a ‘whole-of-government strategy’ or a ‘connected government strategy’ to solve health issues. This means vertical collaboration between different layers of government agencies and horizontal collaboration across different government agencies. Having all related government bureaus involved in overall planning and coordinated in implementation can be extremely efficient. This was exemplified by the Equally Well project implemented by the government of Scotland. This project was initiated in 2008 and the goal was to eliminate poor health conditions in order to help achieve fair health across different population segments in society. The Scotland government created a Ministerial Task Force which directly reported to the Prime Minister. It formed expert panels, seminars, public discourse, and other means to ensure that various stakeholders from different government bureaus, non-government organizations, academia, enterprise, and public service providers were able to participate. Through this, the government was able to receive a plethora of policy suggestions and solutions. The Task Force spent 12 months to research vast quantities of facts, data, models for policy implementation, and best practices. After the implementation of the project, the Scotland government formed Single Outcome Agreements with local Community Planning Partnerships,

bounding means of feedback, determination of priorities, a clear joint review process and a continuous assessment process. These mechanisms effectively ensured the health improvement results for the local populace.

Also, Health in Governance stresses mobilizing all of society, particularly enterprise, commerce, and the general population to participate and take on social responsibility, to achieve Build Together, Share Together. The government has an undeniable leadership role in this, but at the same time it will be necessary for the various sectors of society. As a world renowned health-oriented food enterprise with business around the world, Danone's mission is 'bringing health through food to as many people as possible.' The company proactively participates in Health in Governance in these locations. Danone rolled out its NutriPlanet project in many countries with the goal of working with the health related government agencies and sociologists, anthropologists, and nutritionists to study the local populace and communities, and to collect social and cultural information about different food styles. Results from these studies provided statistics from which Danone can formulate new products, specifically tailored to each market. For example, in Argentina zinc was found to be deficient in broad sections of the population. Zinc is needed for many functions of the body and for the immune system but due to sociological factors, many people were not routinely consuming adequate levels. Danone therefore modified Danonino, an existing popular cheese product with 2.1mgs (21% of the RDA) to help address this deficiency in the population. Similarly, the same brand contains different levels of various vitamins for different markets. Iron has been added in many countries where there is an identified dietary lack, including Russia, Spain, Brazil and Argentina. And in Japan, Israel and Mexico, extra vitamin A has been added, which is needed for

healthy cell growth, vision, immunity and gene regulation amongst many other important physiological processes. In this way, community-specific products which address an identified public health concern can be produced, helping with overall social progress.

## **ii. Health in All Policies Ensures the Sustainable Development of A Healthy Society**

Health in All Policies (HiAP) is a methodology for creating cross-department public policies. In other words, it involves systematically thinking about the implications of any decisions on health, seeking to collaborate in order to avoid harming health, and ultimately improving health of the population and reaching the goal of fair health for all. HiAP is based on the principle of prioritizing health, asking the government to consider health, fairness, and sustainable development when making decisions, actual policies and projects. The government should support cross-department collaboration between different government bureaus, and support participation by various stakeholders, including community members, policy experts, proponents, members from the private sector, sponsors, and more. The most important characteristic of this methodology is that it doesn't have a goal of simply improving medical services or changing policies, but rather a broader cross-department action plan that utilizes a comprehensive policy strategy and measures, based on the broader society, economy, culture, environment, and other complex factors that influence health on the whole. In this way, the country can address its health issues in the process of development, thereby promoting the sustainable development of building a healthy society.

Through putting anti-cancer policy in all policies across all bureaus, France successfully got rid of its reputation as the ‘country with the highest cancer-related death rate in the European Union.’ France initiated the French Cancer Plan in 2003 with the goal of reducing cancer discovery rate by 20% within 5 years through setting 70 actionable cross-departmental targets. The Mission Interministérielle pour la Lutte contre le Cancer planned the cross-department collaboration strategy, coordinated the collaboration between government agencies, and engaged stakeholders at various levels. First, the country took measures within the service system such as promoting screening (have all French women participate in breast cancer screening, lowering the death rate by 20%) and providing modernized diagnosis and treatment equipment in order to reduce the cancer rate. Then, the country also hiked cigarette prices by 45% in order to reduce consumption of tobacco, reducing the number of smokers by 1.8 million and passing a law that prohibits selling tobacco products to people under 16 years of age. France also required companies in the food industry to post warnings about health risks on their food and beverage product packaging and banned food and beverage automatic vending machines in schools. For the work place, France set 8 actionable goals to lower the risk of occupational diseases, for example, lowering the exposure thresholds for carcinogens. The Ministry of National Education and the Ministry of Health collaborated to initiate health education projects in schools and public places, which raised public awareness on cancer-related dangerous habits.

Enterprise is a mainstay in a government’s health agenda. For example, European governments have always been faced with the various pressures brought about by an aging population and limited resources. Many European governments actively



seek out collaborations with private enterprises in order to mitigate the lack of health services while avoiding spending considerably on health services. On this front, Danone Nutricia's medical nutrition business has engaged into collaborations with local governments in the U.K., the Netherlands, Germany, etc. and taken an active role in the family medical services sector. Nutricia's data show malnourished patients take up more medical service resources than patients who enjoy a balanced diet. This is why Nutricia, as a business that's focused on the medical nutrition sector, has provided professional nutritional therapy through a mature family healthcare system in these countries to patients who seek family medical services. Nutricia not only provides products, medicine, medical equipment, and services, it also collaborates with the government on training for patients, medical staff, and support staff. The business even provides support services by phone and has built private care centers. In Germany's family medical service system, Nutricia's professional nutrition support treatments have made important contributions to cutting government spending on healthcare. In 2010 alone, economic figures from the medical services sector show that providing oral nutritional supplements (including Nutricia's products) to particular communities through Germany's family medical services system can save from 604 to 662 million Euros for the government. Nutricia's rich experience in implementation in European countries is an example of the benefits of the government leading an enterprise to participate in the family medical services sector.

The government of China can learn from these examples in building a healthy China, continuously refine the collaboration mechanism of The Government Leads, Agencies Cooperate, and Society Participates. The mechanism should be led by a mission of coming up with solutions, intervene with policy guided by a

whole-system perspective, and mobilize various sectors of society in order to achieve health goals.

### **iii. Health Impact Assessment (HIA) is an Important Tool which Merges Health with All Public Policy**

Health Impact Assessment (HIA) is a series of processes, methods, and tools to make a comprehensive assessment of the factors influencing the health of a population. It is the basis for making further decisions based on current policies, planning, and projects. HIA facilitates suggestions and measures for prevention of negative health influencers or alleviation of their impact. The goal of making HIA systematic is to ensure consideration of impact on health is an integral part of the policy making and implementation process in the various government agencies. China's President Xi Jinping has stated, 'We need to create a comprehensive Health Impact Assessment system to systematically assess impact on health of various development plans, policies, and major engineering projects for the economy and society.'

Different countries around the world have also passed laws or decisions at the highest level of government to drive the creation of a HIA system and make it somewhat mandatory<sup>21</sup>. In 2004, England's government passed a law to create a HIA system and made HIA a mandatory requirement for passing new legislations. The European Union passed a council resolution in 2006 clearly requiring an HIA before passing any legislation or making any bureau policy.

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21 WANG Xiufeng, ZHANG Yuhui. Making effective use of the powerful tool of Health Impact Assessment. Chinese Health, July 2017, 66-67.

Currently, China has only started with HIA, but we should keep this in mind: In the process of building a healthy country or city, the creation and effective implementation of an HIA mechanism will help make HiAP a reality.

#### **iv. An Individual's Health Literacy is the Foundation of His Healthy Behavior**

Nutrition is a decisive factor that influences individual health. It is also one of the factors that influence the general quality of a population and is intertwined with economic development and advancement of civilization. Good nutrition is the foundation for good health. It can help lower an individual's risk of being afflicted by chronic diseases. In combating chronic diseases such as obesity, the government can play a leading role, and the academia and the food industry can both play a part, but in the end, consumers, at least those who have the ability of choosing their diets, are responsible for what they eat. The ability to make healthy choices depends on their personal health literacy about the scientific nutritional knowledge.

The Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA) released a study<sup>22</sup> providing clear evidence that well-designed nutrition education programs can lead to healthier food choices by participants. According to some studies on the elderly in European countries, there were significant positive effects on physical and psychological health from participation health education programs.<sup>23</sup>

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<sup>22</sup><https://www.fns.usda.gov/pressrelease/2013/fns-001313>

<sup>23</sup>Overview on health promotion for older people - European Report. University of Kent. 2008.

The government can mobilize the food industry when it comes to nutrition education for the public. This is also a good opportunity to urge food companies to perform their social responsibility. At Danone, all of our product labels are designed to provide all necessary nutritional information to guide healthier dietary choices and habits.

## **v. Specific Recommendations**

### **a. Build a Leadership and Organization Structure based on Health in All Policies**

How to ensure the sustainable development of a healthy city from a top-level design perspective is one of the important issues facing the government. Creating a leadership and organizational structure based on Health in All Policies (HiAP) and leading the design, administration, adjustment, and implementation of relevant policies will be instrumental for driving HiAP. That is why we suggest the central government create a high-level multi-department coordination committee within their top-level structure. For example, to create a mechanism for HiAP, the government could establish a public health advisory committee that draws members from institutions such as different bureaus of government, non-governmental organizations, and research organizations in order to strengthen coordination among different departments. This will help make the work on health more cohesive.

### **b. Share Big Data to Facilitate Governance for Health**

In the new data economy, data sharing is needed to create synergies. Sharing,

analysis and implementation of data can contribute greatly to building a healthy society. Sociologists, anthropologists, nutritionists, government health departments and food companies can collaborate to acquire social and cultural information about different dietary habits, as well as nutrition and health data of various specific communities. Sharing such information and data with other entities and can inform further business and society development directions. For example, valuable data gained from corporate research projects can be fed into government departments to inform future policy. At the same time, local health authorities can provide more detailed datasets, which can be analyzed by companies for developing products that meet the nutritional needs of the local community.

### **c. Create a Culture of Participation by All Citizens, and Strengthen Supervision by Society**

Participation by the public and social supervision is an important principle for Governance for Health, also the basis for building a healthy society. Feasible measures include:

**1) Strengthen health and nutrition education.** Use communities and schools as entry points to improve the health literacy of children and the elderly, thereby lowering the rate of incidence for obesity and other chronic diseases. In the information technology era, it is strongly advised to leverage social communication platforms like WeChat and Weibo, which will help to forge more stable connections with specific communities.

**2) Encourage a community volunteer team.** Proactively seek out and encourage

community volunteers and fully leverage them in the process of improving health treatment in roles such as physical education teacher, smoke free zone volunteers, garbage sorting instructors, and more.

**3) Improve channels for communications.** Improve the citizen hotline, increase awareness for the hotline, utilize modern telecom technology to let citizens participate in more policy-making decisions and seek feedback from the public before making decisions.

**4) Increase channels for enterprise participation in health governance.** Further delegate the social responsibility of enterprises and create a shared values system. Encourage capable companies to create or participate in projects to promote health. Open channels by which enterprise can participate in health governance through means such as consultative conferences with company leaders.

#### **d. Build a Country Friendly to the Elderly, Take a Proactive Approach to the Aging Population Challenge**

A rapidly aging population is one of the major challenges facing China. However, an aging society is not just a problem for the elderly: It is an issue for all of society. This is why we must incorporate building a society friendly to the elderly into building a Healthy China.

**1) Build an elder-friendly environment** Take the needs and characteristics of the elderly fully into consideration when building a healthy environment. Continue to make environment in communities, families, and hospitals friendly to the elderly. Initiatives which bring together medical knowledge and industry expertise under

the regulatory framework can be instituted. Policies which assist in encouraging more people into related medical professions can be implemented, such as education grant, tax benefits, etc.

**2) Improve the pension system** Build a comprehensive medical and retirement services system, including nursing staff for retirees and policies to address pension services in order to support the entire system.

**3) Implement insurance procedures and systems for long-term** Further improve and implement long-term care insurance procedures and systems, encourage more elderly people to participate in community homecare, and strive to achieve a care rate of more than 90%.

## **Ending**

Health is a necessary prerequisite for the all-around development of human society. It also serves as the foundation for developing society and the economy. Healthy China is an important development strategy for China; it embodies how the government prioritizes the welfare of the populace. Even though the general health of Chinese citizens has improved rapidly in recent years, challenges brought about by an accelerated ageing population and the prevention and treatment of chronic diseases. This leads to issues which must be addressed such as a shortage in public health resources and a low level of health literacy. This is why Danone suggests the Chinese government adapt Governance for Health as a strategy, through applying Health in All Policies, creating a Health Impact Assessment mechanism, and raising health literacy among the country's citizens

to build a healthy China hand-in-hand with all of society. This will provide strong support for the sustainable development of the population and the economy in China.