

Tutorial for Outline of the Healthy China 2030 Plan

Bin Li
Editor



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National Health Commission
of the People's Republic of China



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Foreword

Health is a must for human development and a basis for socio-economic development. Health and longevity are an important token of national wealth and prosperity, representing the common wishes of people of all ethnic groups in the country.

The Communist Party of China (CPC) and the government have always attached great importance to the health of the population. Since the establishment of New China, especially with the reform and opening up, the health sector has seen successful reforms and development, with a better urban and rural environment, intensified health promotion campaigns, an improved medical care system, and continuously enhanced health and wellbeing among the population. In 2015, the average life expectancy reached 76.34 years; infant mortality, under-5 mortality and the maternal mortality rate were reduced to 8.1‰, 10.7‰, and 20.1 per 100,000, respectively. With main health indicators outperforming the averages seen in upper middle-income countries, the Chinese health system has laid a solid foundation for building an all-round moderately prosperous society. Meanwhile, industrialization, urbanization, aging population, a changing disease spectrum, ecosystem and lifestyles complicate the situation and pose new challenges to maintaining and promoting health. There are prominent conflicts between health needs and health supply, and health development and socioeconomic development are still lacking coordination. Long-term strategic solutions for key and profound issues are needed.

A healthy China is fundamental for the country to achieve an all-round moderately prosperous society and the modernization of socialist society. “Healthy China 2030” is a national strategy for improving the health of the population and coordinating health and socioeconomic development, and a major means for the country to participate in global health governance and meet targets set in the 2030 Agenda for Sustainable Development. The next 15 years will be a key period for improving the population’s health. Economic growth at medium to high speed provides a solid foundation for health improvement. Upgrading of consumption may mean more opportunities for the development of the healthcare market. With more mature and fixed institutional arrangements and great momentum in science and technology innovation, sustainable development of the healthcare system will be guaranteed.

To build a healthy China and raise the health status of the people, we have developed the outline of a plan based on the decisions made at the Fifth Plenary Session of the 18th CPC Central Committee. This outline of the plan will be a blueprint and action plan for facilitating the development of Healthy China. The entire society will take responsibility and make commitments to achieving the goal, and contribute to the rejuvenation of the nation and advancement of human civilization.

The Committee of the Book

Tutorial for Outline of the Healthy China 2030 Plan

By National Health Commission of the People's Republic of China

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General Remarks: Implementing the *Outline of the Healthy China 2030 Plan* to Build a Healthy China with Full Efforts

On October 25, 2016, the Communist Party of China (CPC) Central Committee and the State Council issued the *Outline of the Healthy China 2030 Plan* (hereinafter referred to as the *Outline*). It sets the roadmap for building a healthy China over the next 15 years. The CPC Central Committee and the State Council attach great importance to the health of Chinese population. The Chinese President Xi Jinping points out the fact that health is a must for full development of human beings and a basis for socio-economic development. Additionally, health is an important token of national wealth and prosperity as well as the common pursuit of the people. The Leading Group of the State Council for Healthcare Reform organized the drawing-up of the *Outline* based on the decisions made by the CPC Central Committee and the State Council. The *Outline* is a medium- and long-term strategic plan for health developed at the national level for the first time since the establishment of the People's Republic of China. Developing and implementing the *Outline* are a major measure to implement the guiding principles of the Fifth Plenary Session of the 18th CPC Central Committee and to ensure the health of the population, which is of great significance to building a moderately prosperous society in an all-round way and speeding up the socialist modernization. Meanwhile, it is also an important measure for China to actively engage in global health governance and fulfill its commitment to the *2030 Agenda for Sustainable Development*.

The *Outline* Embodies a Broad Consensus and Brings Together the Wisdom of All Parties

The Fifth Plenary Session of the 18th CPC Central Committee made a strategic decision of “building a healthy China.” Under the leadership of the Leading Group of the State Council for Healthcare Reform, the drafting group and expert group were set up, which was led by the then National Health and Family Planning Commission, the National Development and Reform Commission, the Ministry of Finance, the Ministry of Human Resources and Social Security and the General Administration of Sport of China and participated by more than 20 ministries and commissions, including the Ministry of Environmental Protection, China Food and Drug Administration, etc. With the open-door drawing-up of the plan and coordination of all parties involved, departments concerned, think tanks and experts were

organized to conduct over 20 thematic studies, parallel studies and international comparative studies. Also, the central committees of democratic parties concerned were invited to participate in these studies. Drawing on the experience of medium and long-term plans in other areas and international health, we gathered feedbacks from local governments, enterprises, public institutions, and social groups, and solicited more than 200 comments and suggestions from the public.

In the meantime, the Leading Group of the State Council for Healthcare held several thematic meetings and expert discussions to listen to various opinions and discuss the draft document. On May 26, 2016, the plenary session of the Leading Group of the State Council for Healthcare conducted a review. At the National Health Conference held on August 19–20, the Group asked for feedbacks from all delegates, 374 of which were taken one by one in the review. On August 26, the Plenary Session of the Politburo of the CPC Central Committee reviewed and approved the *Outline*.

In summary, drawing up the *Outline* was a process of collecting experience, studying problems, deepening understanding, and improving healthcare work. In addition, it was not only a process of promoting democracy, brainstorming ideas, making scientific decisions, and reaching consensus, but also a process of the participation of the whole population, gathering wisdom, reflecting public opinions, and uniting the people. All of these processes fully embodied the unity of the will of the whole society.

The *Outline* Embodies the Concept of Big Health and Highlights a Wide Range of Health Effects

The National Health Conference put forward the principles of health for the new situation as follows: focusing on primary healthcare, taking reform and innovation as the impetus, putting prevention first, giving equal importance to the development of traditional Chinese medicine and Western medicine, incorporating health into all policies, and promoting health by all, health for all. Its fundamental point is to uphold the people-centered principle and to adhere to serving the people's health, which is the basic requirement that must be consistently adhered to in China's health development. To build a healthy China, we need to adhere to the guidelines of health set by the National Health Conference under the new circumstances, firmly establishing and implementing the concept of innovation, coordination, greenism, opening up and sharing, focusing on promoting the health of the people, incorporating health into all policies, accelerating the transformation of the development modes of the healthcare sector, and maintaining and ensuring the people's health at all stages of life.

The *Outline* Is Problem Oriented and Targets the Goals and It Also Highlights Its Strategic, Systematic, Guiding and Operable Nature

The first is to highlight the concept of Big Health. Currently the core health indicators of Chinese residents are, as a whole, better than the average of middle- and

high-income countries. But with industrialization, urbanization, population ageing, and the changes in ecological environment and life styles, protecting people's health is faced with a series of new challenges. According to a study by WHO, the impact of human behaviors and environmental factors on health is becoming increasingly prominent. As a result, it is not only hard to solve the people's health problems but it is also unsustainable, using "disease treatment as the center." Therefore the *Outline* has identified the "concept of Big Health" "with the promotion of health as the center." It also proposes integrating this concept into the whole process of public policy formulation and implementation to coordinate the response to a wide range of health effects and to maintain the people's health at all stages of life.

The second is to combine a long-term perspective with the present focus. Centering around the national strategy of building a moderately prosperous society and achieving the "two centenary goals," the *Outline* gives full consideration to the convergence with the goals of all stages of economic and social development, as well as with the requirements of the *2030 Agenda for Sustainable Development*. Meanwhile, in view of the current major problems and system and mechanism innovation, the *Outline* coordinates the policy measures in the areas of health and family planning, physical fitness, environmental protection, food and drugs, public security, and health education. As a result, a joint effort to promote health will take shape on the path of health development with Chinese characteristics.

The third is that the goals of the outline are clear and operational. Focusing on overall health, health determinants, healthcare delivery and health protection, health industry, and institutional system in promoting health, the *Outline* sets a number of major quantitative indicators to make the target tasks specific, and the work process operable, measurable, and assessable. Setting forth the goal of "three steps" for healthy China by 2020, 2030, and 2050, the *Outline* clearly defines the specific development goals for 2020 and 2030 and the main development indicators for 2030. Moreover, it looks forward to the long-term goal of "building a healthy country compatible with socialist modernization" by 2050.

The *Outline* Requires That, to Build a Healthy China, We Should Adhere to the Principles of Health as a Top Priority, Reform for Innovation, Scientific Development, and Equity and Fairness

The first is to take health as a top priority. Health should be at the top of the development agenda. Based on national conditions, promoting health should be a part of the public policymaking process. Healthy lifestyles, the ecosystem, and socioeconomic development models should be put in place to pursue the coordination of health and economic and social development.

The second is reform for innovation. With the market playing its due role, government-led reforms in key fields will free people's minds, break vested interests, and eliminate institutional barriers. Sci-tech innovation and [informationization](#) should have a steering and supportive role in forming a system that contributes to improving people's health, with Chinese characteristics.

The third is scientific development. We need to identify patterns for health development, and adhere to “putting prevention first, combining prevention with control, and supporting both traditional Chinese and Western medicine.” The healthcare delivery system should become integrated, moving from an extensive development mode based on scale to an intensive one focusing on quality and efficiency, thereby improving healthcare delivery.

The fourth is equity and fairness. Rural and primary health will be prioritized. We will aim to achieve equity of public health services, ensuring the nonprofit nature of basic healthcare services to reduce urban-rural, regional and subgroup health inequalities. Universal coverage and social equity in healthcare services will be realized.

The *Outline* Defines That “Contributing and Sharing to Build a Healthy Nation” Is the Strategic Theme for Building a Healthy China

Taking “contributing and sharing” as the basic way to build a healthy China is the very concrete reflection of implementing “sharing is the essential requirement of socialism with Chinese characteristics” and “development for the people, by the people, and of the people.” Adhering to the combination of government leadership with the mobilization of the society and individuals, we should work hard from both the supply and demand sides to coordinate the three levels of society, industry, and individuals. And a situation where the government will take the lead, the society will take an active part and individuals will shoulder health responsibilities should be achieved. We will continue to improve institutional arrangements to form a strong joint force for maintaining and promoting health, and promote the participation of all, efforts of all, and health for all. Efforts should be made to improve health literacy for all, promote a healthy lifestyle and reduce the incidence of diseases. We will also promote the structural reform of the supply side of healthcare delivery, optimize the allocation of elements and supply of services, and promote the transformation and upgrading of health industry. Cross-sector cooperation will be strengthened to control effectively the risk factors of ecological and social environment affecting health, as well as to form a pluralistic pattern of social governance. With early diagnosis, early treatment, and early recovery strengthened, “health for all” will be achieved in “contributing and sharing” to enhance the people’s sense of gain.

We will take “health for all” as the fundamental purpose of building a healthy China. Focusing on the lifelong needs of all people to ensure universal benefits and cover lifelong health needs, we will resolve the issues of providing “equitable and accessible” healthcare services and “comprehensive and continuous” healthcare services, respectively. We will also work hard on the health concerning priority groups such as women and children, the elderly, people with disabilities, and low-income population, so that the entire population can have access to quality and affordable healthcare services they need, such as prevention, treatment,

rehabilitation, health promotion, etc. Furthermore, we will intensify effective interventions on major health problems and major influencing factors at different stages of life to provide “cradle-to-grave” healthcare services and health protection, and to comprehensively safeguard the people’s health.

The *Outline* Proposes Major Measures by 2030 to Improve Comprehensively the People’s Health

Consisting of 29 chapters in eight parts with over 19,000 words, the full text of the *Outline* falls into three sections: Foreword and Overall Strategy, Strategic Tasks, and Supportive and Guarantee Mechanisms, and Organization and Implementation.

The *Outline* first expounds on the significance of safeguarding the people’s health and promoting the development of a healthy China. It also summarizes the achievements of China’s reform and development in the field of health, analyzes the opportunities and challenges over the next 15 years, and makes clear the basic position of the *Outline*. In addition, the *Outline* establishes the overall strategy for building a healthy China for the next 15 years. Adhering to the people-centered thinking, we should firmly establish and implement the development concept of innovation, coordination, greenism, opening up and sharing. We should also adhere to the correct principle on health, and take the improvement of the people’s health as the core. What’s more, the *Outline* highlights three key points: The first is putting disease prevention first, promoting a healthy lifestyle, reducing the incidence of diseases, promoting the resources to primary healthcare, and achieving affordable and sustainable development. The second is adjusting and optimizing the health service system; strengthening early diagnosis, early treatment, and early recovery; promoting the development of health industry on the basis of strengthening community services; and meeting the people’s health needs better. The third is taking “contributing and sharing to build a healthy nation” as the strategic theme, adhering to the government leadership, mobilizing the whole society to take part, promoting social contributing and sharing with everyone’s self-discipline, and achieving universal health.

The *Outline* makes clear the different stages of step-by-step development goals. The main goals for 2030 are as follows: The people’s health will continue to improve, the main health risk factors will be effectively controlled, universal health literacy will be greatly improved, healthcare service capacity will be enormously enhanced, health industry will be significantly expanded, and the health promotion system will be well developed. Centering on these goals, the *Outline* sets 13 key indicators. After a large number of international comparative studies and analysis forecast, the *Outline* points out that the main health indicators for 2020 will rank top among the middle- and high-income countries. By 2030, the average life expectancy will reach 79.0 years, with infant mortality dropping to 5.0‰, the death rate of children under age 5 dropping to 6.0‰, and maternal mortality rate reduced to 12/10 million. And therefore, the main health indicators reach the level of those in high-income countries.

The *Outline* adheres to the people's health as the center, standing at the height of Big Health, and focusing on health determinants (including genetic, psychological, and other biological factors; natural and social environmental factors; healthcare service factors; and life and behavior factors). In the order from the interior to the exterior and from the human to the environment, and targeting at lifestyles and behavior, healthcare services and protection, production and living environment, and other health determinants, the *Outline* sets five strategic tasks:

The first is to popularize healthy living. Efforts will be made at the starting point of health promotion to emphasize individual responsibility and develop health culture. By strengthening health education and improving health literacy of all people, we should extensively carry out the nationwide fitness campaign to shape self-discipline and healthy behaviors. The people will be guided to shape a lifestyle with a balanced diet, moderate exercise, smoking cessation and limit of alcohol consumption, and psychological balance.

The second is to optimize healthcare services. Focusing on women, children, the elderly, the impoverished people, and people with disabilities, we will take measures to prevent and treat diseases. And we will establish an integrated healthcare service system to strengthen public health services with universal coverage. In addition, we will make greater efforts to prevent and control chronic diseases as well as major infectious diseases, implement the health project for poverty alleviation, innovate the mode of healthcare services delivery, give full play to the unique advantages of traditional Chinese medicine in preventive treatment for diseases, and provide better healthcare services for the people.

The third is to improve health protection. We will improve the universal healthcare system, and deepen the reforms of public hospitals and distribution systems of pharmaceuticals and medical devices. What's more, we will improve the national drug policy and lower the artificially high price to effectively alleviate the burden of seeking medical care, and to improve the patients' experience who are visiting doctors. Efforts will be made to strengthen the integration and connection of various healthcare insurance systems, improve the service system of healthcare insurance management, and promote the reform of healthcare insurance payment system. Efforts will also be made to actively develop commercial healthcare insurance so as to ensure long-term sustainability of the health protection system.

The fourth is to build a healthy environment. Targeting at the environmental problems affecting health, we will carry out prevention and control of air, water, and soil pollution, and implement the comprehensive emissions standards for industrial pollution sources. And we will establish and improve a monitoring and assessment system for the environment and health, strengthen the regulation over food and drug safety, and reinforce safety in production and prevention and control of occupational diseases. We will also promote the safety of road traffic, deepen the patriotic health campaign to build healthy cities and healthy villages and towns, and improve emergency response capability to minimize the impact of external factors on health.

The fifth is to develop the healthcare industry. Distinguishing basic medical services from nonbasic ones, we will optimize the pluralistic structure of medical care services to promote nonpublic medical institutions toward high-level and

large-scale development. Furthermore, we will strengthen the supply-side structural reform and support the development of new healthcare delivery forms, such as healthcare tourism and health management services. And finally, we will actively develop the fitness and leisure industry and improve the development of the pharmaceutical industry to continuously meet the people's growing diversified demands for health.

In order to ensure the realization of these goals, the *Outline* puts forward policies and measures to ensure the implementation of the strategic tasks in terms of the reforms in institutional arrangements, human resources, innovations in medical science and technology, informationalization service, legislative work, and international exchanges. The *Outline* requests that we integrate health into all policies, deepen the reform in the medical and healthcare system in an all-round way, improve the financing mechanism for health, strengthen talent training and technological innovation, and build the support for the information service system. Emphasizing the importance of strengthening organizational leadership, the *Outline* requires that all local Party committees, governments, and departments put the building of a healthy China on top of the agenda, and improve the assessment mechanism and accountability system. We must create a good social atmosphere and conduct monitoring to ensure the implementation of the *Outline*. In the meantime, under the guidance of the *Outline*, we will work on the preparation of the healthcare reform plan and the medical and health service development plan for the “13th 5-Year Plan” period to implement the tasks set forth in the *Outline*.

Studying the *Outline* Seriously to Grasp the Great Significance

Building a healthy China is a major decision made by the CPC Central Committee in light of the national strategy and the overall situation. It is of great practical significance and far-reaching historical significance to building a moderately prosperous society in an all-round way by 2020, achieving the “two centenary goals,” and realizing the Chinese Dream of the great rejuvenation of the Chinese nation.

Firstly it is a necessary requirement to implement the guiding principles of the Fifth Plenary Session of the 18th CPC Central Committee and to realize the goal of building a moderately prosperous society in an all-round way. Chinese President Xi Jinping points out that there will be no overall well-off society without universal health. It is an important part of the “two centenary goals” to promote the development of a healthy China to ensure that all people will have access to a higher level of healthcare services. Since the CPC Central Committee attaches great importance to safeguarding the people's health, the Fifth Plenary Session of the 18th CPC Central Committee clearly puts forward the proposal to promote the development of a healthy China. Starting from the overall promotion of all-round economic, political, cultural, social, and ecological progress, and the Four-Pronged Comprehensive Strategy, the CPC Central Committee has made institutional arrangements for the development of health service, better maintenance, and improvement of the people's health in the coming years. Implementing the *Outline* to promote the

development of a healthy China and to better meet the people's growing diversified health needs will surely lay a solid foundation for building a moderately prosperous society in an all-round way, achieving the "two centenary goals" and realizing the Chinese Dream of the great rejuvenation of the Chinese nation.

Secondly, it is an important measure for complying with the new situation and new requirement, and safeguarding the people's health better. And safeguarding the people's health is the aim of the CPC in governing for the people and serving the people wholeheartedly. Since the establishment of the People's Republic of China, especially with the reform and opening up, the health sector has seen successful reforms and development, with a better urban and rural environment, intensified health promotion campaigns, an improved medical care system, and continuously enhanced health and wellbeing among the population. At the same time, we must be aware that China still faces the complex situation of multiple disease threats and interweaving of a variety of health determinants due to industrialization, urbanization, ageing population, and changing disease spectrums, ecosystem, and lifestyles. Also China is faced with health and wellness issues of both developed countries and developing countries. Currently, there are prominent gaps between China's health service supply and growing demand for health, and health development and socioeconomic development are still lacking coordination. Therefore, it is urgently necessary to put the people's health as a strategic priority and propose a holistic solution to achieve the coordinated development and positive interaction between health and economic society.

Thirdly, it is the objective need to implement the UN *2030 Agenda for Sustainable Development* and comply with the international development trend. The people's health is the foundation for a civilized and progressive society, while having a healthy people means having stronger overall national strength and capacity for sustainable development. In today's world, the relationship between health and the development of political, economic, cultural, and social fields is getting closer and closer, and its impact on international relations and foreign policy is on the rise. What's more, new changes based on health promotion are being prepared. Compared to the UN Millennium Development Goals, the UN *2030 Agenda for Sustainable Development* has higher goals and standards with more emphasis on the determinants of health. In promoting the development of a healthy China, we will provide an overall solution to health issues from the perspectives of Big Health, and the overall economic and social development, so as to better respond to the UN *2030 Agenda for Sustainable Development* and display a good international image.

Advancing the Implementation of the *Outline* to Strive to Build a Healthy China

It is a solemn commitment of the CPC to the people to implement the *Outline* in order to advance the development of a healthy China.

Firstly, we should earnestly strengthen the CPC's leadership. The promotion of the development of a healthy China is a holistic, transdisciplinary, cross-sectoral and systematic project. It is by no means limited to the work of one department or the work in

one locality. Governments and departments at all levels should be urged to put the development of a healthy China on the important schedule, strengthen the responsibilities they should bear, and form a work pattern of concerted efforts, to spare no effort to promote the development of a healthy China. In combination with the implementation of the guiding principles of the National Health Conference, we should formulate a disaggregated task plan and clarify the responsibilities of various departments.

Secondly, we should conscientiously organize the implementation of the *Outline*. Since health issues cover a wide range, all parties concerned should strengthen coordination to promptly study and formulate supporting policies that are feasible and operable, with the protection of the people's health as an important goal of economic and social policies. We will organize the implementation of the *Outline* in stages and steps, focusing on the strategic targets, main tasks, and major policies measures set by the *Outline*. To overcome any major issues in the implementation, local authorities should be encouraged to first try it out, summarize their experience, and scale it up as appropriate across the country. We must earnestly intensify the reform to promote the in-depth development of healthcare reform and to provide a powerful impetus for the building of a healthy China. We must also fully mobilize the enthusiasm of medical workers and give play to their dominant role. It is necessary to establish a normalized inspection and assessment mechanism to reinforce incentives and accountability, and to ensure that all policy measures are implemented and bear fruits. In the meantime, under the guidance of the *Outline*, we will formulate and implement the healthcare reform plan and the medical and health service plan for the "13th 5-Year Plan" period and implement various task requirements set forth in the *Outline*.

Thirdly, we should strengthen publicity and guidance. We will attach importance to and ensure effective press publicity and public opinion guidance so as to maximize consensus, enhance confidence, guide social expectations rationally, and actively create a good atmosphere for the entire society to jointly make proposals and work for the development of a healthy China.

The implementation of the *Outline* will surely further unite the consensus of the whole society on the development of a healthy China, boost the confidence in building a healthy China, create a good atmosphere for the reform and development in the field of health, and comprehensively improve the health of the Chinese people. Uniting more closely around the CPC Central Committee with President Xi Jinping as the core, let us emancipate our minds and seek truth from facts, keep pace with the times and implement reform and innovation, make concerted efforts and work hard, so as to speed up the reform and development of health services, and build a healthy China. And let us make new contributions to the achievement of the "two centenary goals," and the realization of the Chinese Dream of the great rejuvenation of the Chinese nation.

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“Healthy China 2030”: Promoting Health and Longevity of the Whole Nation

1

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Health and longevity are not only the core objective of human development, but also the common wishes of people of all ethnic groups in our country. Healthy China is the China where the people can enjoy health and longevity and also the China where the people’s health and health service capacity have reached the world advanced level. From the following three dimensions—healthy life, quality of health and health capacity, Healthy China will provide the behavioral guidance and policy basis for individuals, families, health-related institutions, government departments and other entities to jointly construct a healthy China where people can enjoy health and longevity and where the economy and the society can carry each other.

1.1 Healthy China Is a Strategic Choice

Health is a state of complete physical, mental, moral and social well-being, not merely the absence of diseases and infirmity. As a basic human right, health is also the most valuable fortune of humans. One of the important purposes of “Healthy China 2030” is to promote health and longevity of the people and realize the health concepts of “healthy life with fewer diseases, early treatment and recovery, universal healthcare coverage and quality, fair and sustainable health service” (Table 1.1).

Table 1.1 Development priorities of “Healthy China 2030”

Item	Agenda for healthy living movement	Health and well-being promotion project	Healthcare service capacity promotion project
Participants	Individuals and families Public health facilities	Medical institution patients	Governmental health departments Health institutions
Health concepts	Disease prevention	Early recovery	Universal coverage and sustainability
Strategic targets	Controlling health risks Healthy life with fewer diseases	Improving health and well-being Early treatment and early recovery	Increasing health capacity High quality, fair access and sustainability
Basic tasks	Improving health literacy of the people Controlling and lowering health risks	Promoting the health and well-being of the patients Enhancing healthcare delivery	Elevating the capacity of healthcare service and protection Promoting equity in healthcare service and so on
Major measures	The “cradle to grave” programming for healthy living Behavioral guidance for healthy living	Reforming of the medical and nursing processes Standardization of community hospitals	A national health system with labor division and collaboration Indicator system of Healthy China

1.1.1 Basic Principles

Note: The contents in this book are compiled on the basis of the findings from the previous projects of the *Outline of the Healthy China 2030 Plan*. Upholding the concepts of innovative, coordinated, green, open and shared development, centering on enhancing the health and well-being of the people, taking health risk control, health quality promotion and health care capacity elevation as the starting point, China will construct a national health system with the participation of all the people, the whole-course coverage, the labor division and collaboration and the mutual promotion between healthy living and healthcare services so as to meet the increasing needs of the people for health (Table 1.2).

1. Health as a top priority. Without health, there will not be a healthy China. As the physical basis for work and life, health shall be prioritized in work and life. We shall incorporate the concepts of health into daily life and all the policies. And we shall establish the health influence evaluation system and accelerate the formation of the socio-economic development model that will facilitate the promotion of health and the formation of healthy life style.
2. Quality as a priority. Quality will be put at the first place in healthcare service. We shall establish the comprehensive quality management system of healthy living and healthcare service and promote the quality of healthy living, healthcare service, health products and healthy environment. Thus, the people can enjoy better health and have better health experience.
3. Equity as a priority. We will put people first and provide universal healthcare service. The basic public healthcare service will be provided for all. And we'll strive to reduce urban-rural and regional health inequalities and continuously improve the health equity. We'll ensure the non-profit nature of basic medical care and health services and encourage the proper development of non-basic healthcare services to meet the diversified health needs of people due to the improvement of living standards.
4. "Contribute and share". According to the requirement of "health by all and health for all", we will mobilize the whole society to actively participate in the construction and nurture the health culture and healthy living habits. We will promote the mutual trust and confidence between the supply-side and demand-side of healthcare services and strive to realize the cooperation and the win-win situation between them.

Table 1.2 Principles and concepts of "Healthy China 2030"

Item	Main contents
Objective	Promoting health and longevity of the people
Basic principles	"Health as a priority, quality as a priority, equity as a priority, contribute and share"
Basic concepts	Healthy China for everyone; healthy living by each family
	Universal coverage of health service; gradually enhanced health security
	Health improvement with prevention being put first; a health system with labor division and collaboration