

## **AIM calls for the effective and ambitious implementation of the European Commission Proposal for a comprehensive and multi-sectoral Mental Health Strategy**

On 7 June, the European Commission published its proposal for a “comprehensive Approach to Mental Health”. The first reaction of AIM, the international organisation of mutual, solidarity based and not-for-profit healthcare funds, is described below.

### **AIM welcomes the “Mental Health in all Policies” approach and the intention to “start early”.**

The EC Communication rightly adopts a psychosocial approach to mental health, recognising that it is influenced by a wide variety of social, environmental and commercial determinants. “Mental health considerations should be built into the design, implementation, monitoring and evaluation of policy, legislation and spending programmes across policy domains and sectors.”<sup>1</sup>

AIM also applauds the focus on youth, which speaks of the recognition of the importance of acting early, notably in schools. The Flagship on Mental Health capacity-building initiatives is highly relevant in that sense.

### **AIM glimpses the proportionate universalism approach.**

The EC Strategy highlights the need to focus on vulnerable groups and those particularly at risk of experiencing poor mental health. Doing so, it advocates for the proportionate universalism approach, “i.e. good mental health for all in our societies and communities, with a targeted extra support to those who may need it at a given time in their lives”<sup>2</sup>.

### **AIM calls for more teeth on some issues of EU competence.**

AIM believes that the proposal of a mental health section in the 2023 country health profiles can be beneficial in nudging Member States to take more ambitious measures for the improvement of the mental health of their populations. Yet AIM also believes that there are areas in which the EU has a clear competence and where it could make a difference, beyond recommending and promoting the exchange of best practices:

- *AIM calls for a Directive on psychosocial risks at work.*

AIM welcomes the intention of the European Commission to conduct a peer review on legislative and enforcement approaches to address psychosocial risks at work and hope it will result in a proposal of an EU Directive on the topic.

- *AIM calls for stricter measures to protect children online.*

Protecting children in the digital world is clearly a cross-border challenge. The European Commission should rise to it and play a bigger role than providing guidance. The current situation shows that the listed initiatives fall short when it comes to efficiently protecting children for example on social

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<sup>1</sup> [Joint Statement](#) of the EU Health Policy Platform Network on Mental Health in all Policies

<sup>2</sup> *Idem*

media. AIM calls for stricter rules, notably on the online marketing of unhealthy products and services.

**AIM encourages co-creating and the involvement of key stakeholders.**

The involvement of individuals and communities is needed in the development of the proposed code, toolkits and guidance. AIM also calls on the European Commission not to reinvent the wheel and to involve key stakeholders who have accumulated years of experience, notably in communicating with the most vulnerable.

AIM members stand ready to help in the implementation of the Strategy.



**AIM** Healthcare and  
social benefits  
for all

AIM is the umbrella organisation of health mutuals and health insurance funds in Europe and in the world. Through its 50 members from 26 countries, AIM provides health coverage to 240 million people in the world and 209 million in Europe through compulsory and/or complementary health insurance and managing health and social facilities. AIM strives to defend the access to healthcare for all through solidarity-based and non-for profit health insurance. Its mission is to provide a platform for members to exchange on common issues and to represent their interests and values in the European and international Institutions.

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