

# The Health Society

## Die Gesundheitsgesellschaft

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Design and Health - Vienna 15.07.2017

Kickbusch Vienna 2017



# Turning point – policy design

**We are at a **turning point** in health policy: the nature of 21<sup>st</sup> century health, changes in society and technology call for a radical change of mindset and a **redesign** of how we govern health in the 21<sup>st</sup> century**

**This changes the role of the health sector, of the health professionals, of patients and of citizens – and of other sectors and societal actors including the private sector.**

# UN - Sustainable development goals



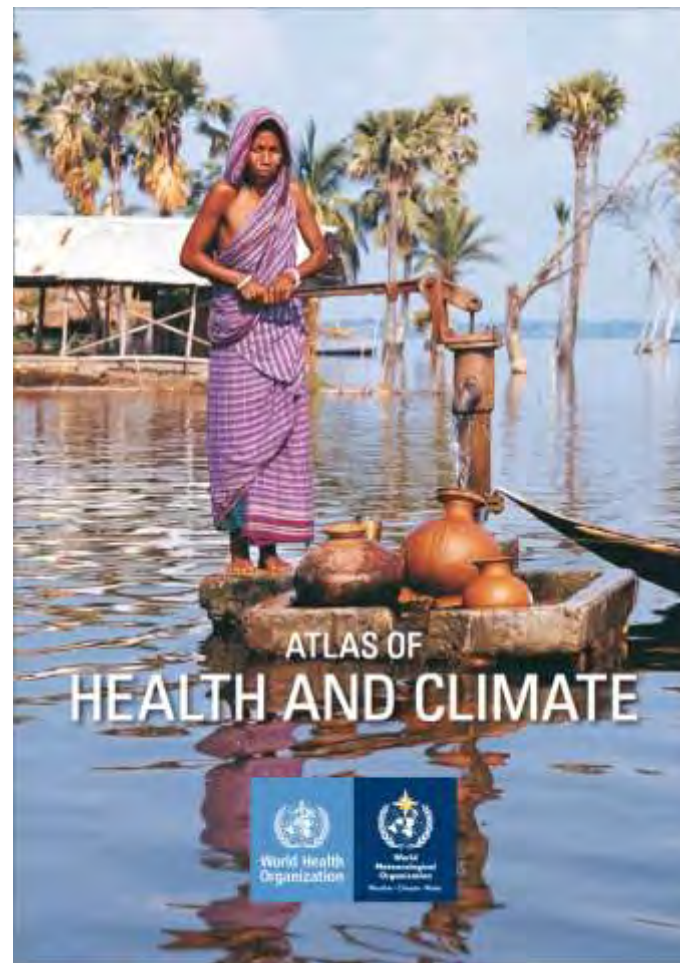
# Challenge: Anthropocene

- A new epoch - The changing nature of human existence
- The **Anthropocene** is a proposed epoch that begins when human activities started to have a significant global impact on Earth' geology and ecosystem
- Nature - science – politics comes together in a new way – requires new governance and responsibility



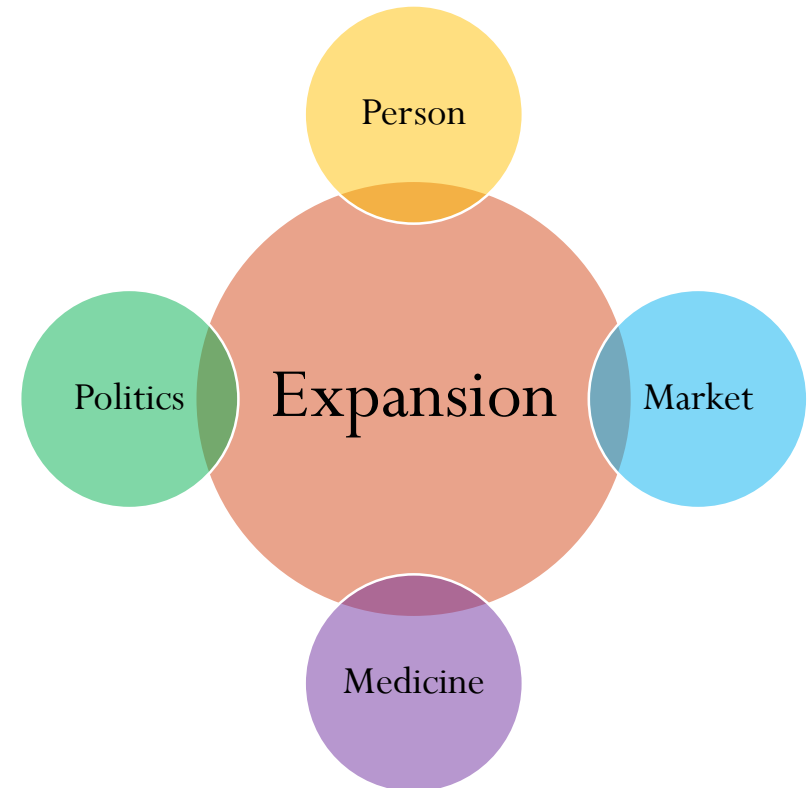
# Challenge: Planetary health

- The health of people can no longer be seen separate from **the health of the planet** and wealth measured with parameters of economic growth will no longer ensure health.



# Challenge: Health Society

- Health is without boundary
- Health is everywhere
- **Health is doable**
- **DESIGN**
- Every decision is also a health decision
- **CHOICE architecture**
- *Gesundheit ist grenzenlos,*
- *Gesundheit ist überall,*
- *Gesundheit ist machbar,*
- *jede Entscheidung ist auch eine Gesundheitsentscheidung*





# Doability - Design - Health



The Gene  
– towards  
perfection



The body  
– the new  
terrain



Products –  
a global  
market



The city –  
urban  
world



The  
Institutions  
– health  
and other



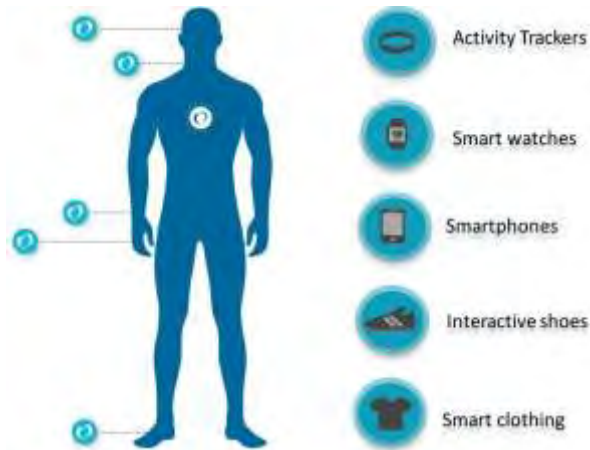
Society –  
national  
and global

**Individual**

**Health Society**

**social**

# Two paradigms







# Combined impacts – new policy design

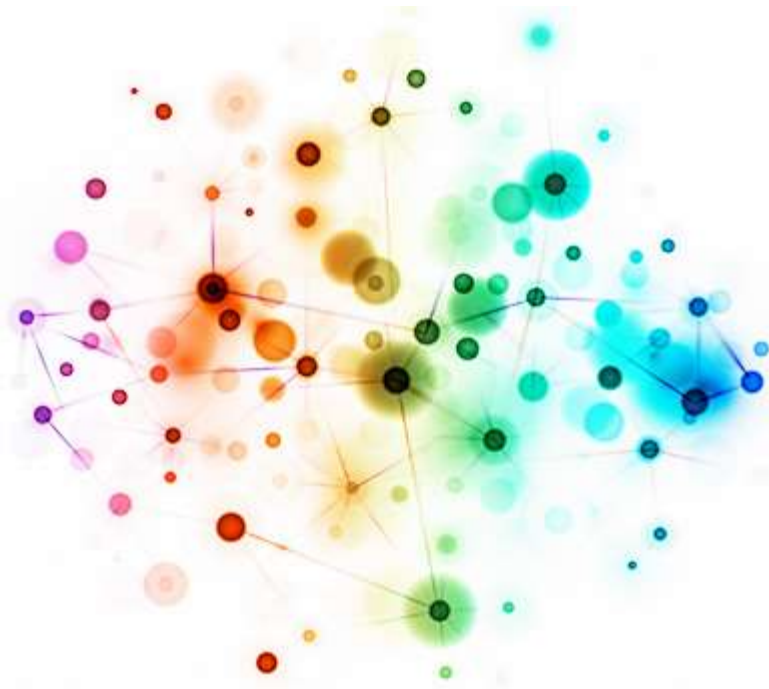
- Many of the risks we deal with in the 21st century are related to both **unintended and neglected consequences of progress and change**, a chain of secondary effects on which we are now required to act. This means dealing with *"the combined impacts of rapid demographic, environmental, social, technological and other changes in our ways-of-living"*.



# New health policy design: a Connected Health EcoSystem

## Health

(wellbeing and care)  
is created at the local  
level in the settings of  
everyday life, in the  
neighbourhoods and  
communities where  
people of all ages live,  
love, work, shop and  
play.





# Paris Agreement 2015

A SHARED GLOBAL  
SPACE OF THREAT and  
a shared global space  
of RESPONSIBILITY

New model of global  
governance

Paris 2015  
Getting a global agreement  
on climate change



## 6.5 Mill deaths annually air pollution

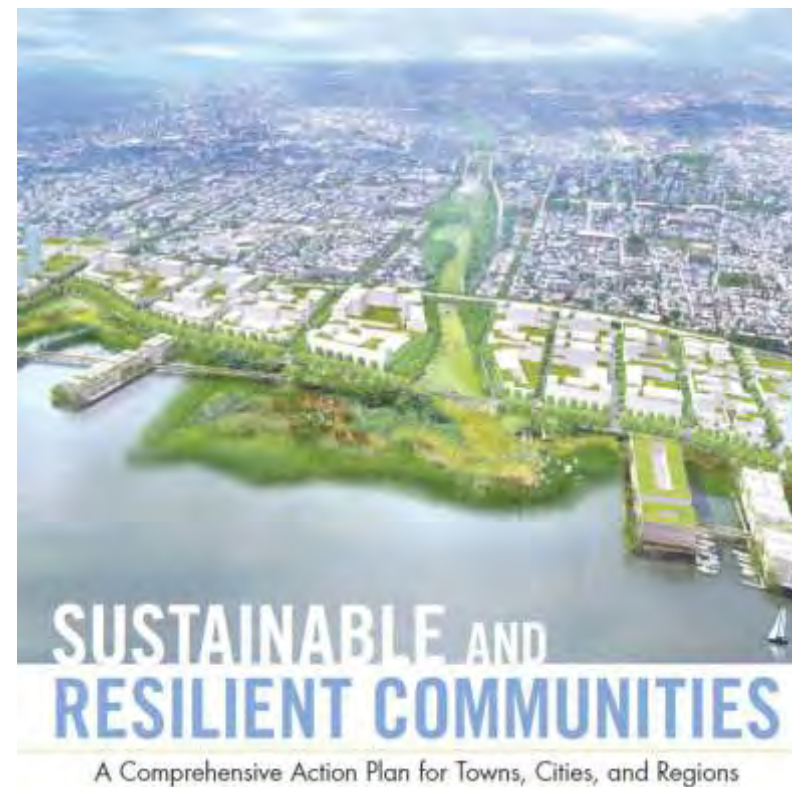
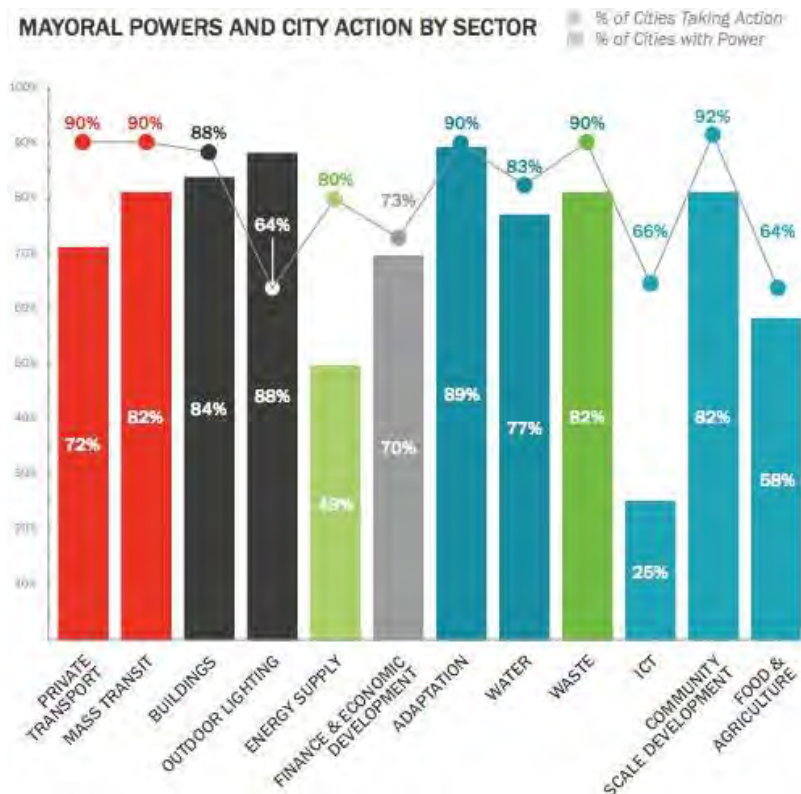
- China's 13<sup>th</sup> Five Year Plan to radically tighten air pollution targets 2016
- “Achieving green growth means reducing energy and resource intensity and **decoupling** the emissions of key pollutants from economic growth and urbanisation”

- President Trump's Executive Order on Promoting Energy Independence and Economic Growth 2017





# City action



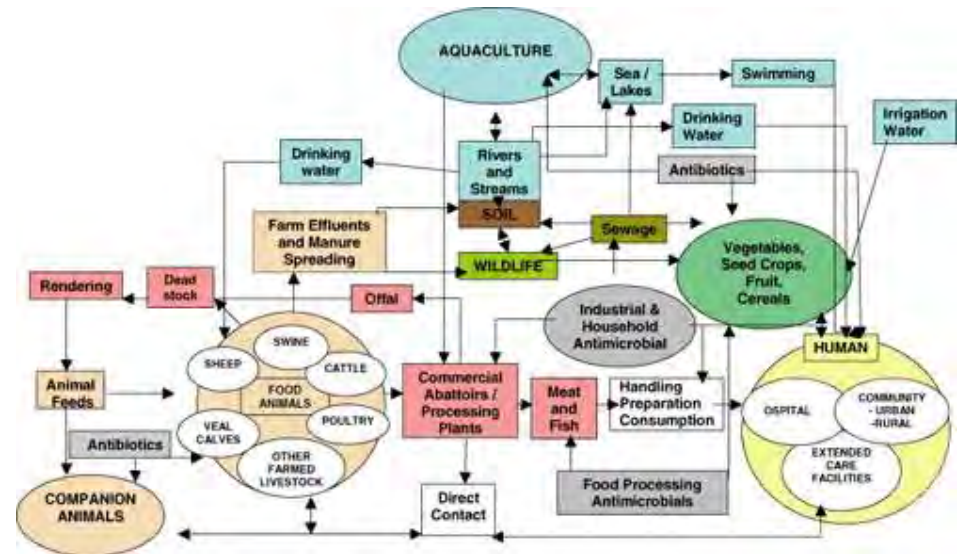
# Health CO benefits

- **Active Urban transport:**
- Active travel, such as cycling and walking, and lower-emission motor vehicles could lead to substantial reductions in greenhouse gas emissions and the burden of chronic diseases.
- In London, the strategies could **reduce the disease burden from heart disease and stroke by 10-20%, breast cancer by 12-13%, dementia by 8% and depression by 5%.**



# AMR - As big as climate change

- WHO action plan, UN General Assembly, G7 G20, O Neill Report
- National action plans
- Action in settings - hospitals
- Food companies, consumers



Antimicrobial resistance:  
when the **medicines** we rely on  
to treat or prevent infections  
**stop working**



#AntimicrobialResistance

# AMR challenge

- If no new solutions are found to stop the spread, today's 700,000 deaths every year would grow to **10 million**, and a **cumulative US \$100 trillion** of economic output would be at risk by 2050.

## HAND HYGIENE IN HOSPITALS IS VITAL BUT ADHERENCE IS LOW

A systematic review found that on average, adherence to handwashing practices by healthcare workers is only 40% – although self-reported rates are frequently near 100%.



Source: Liorio H, Daley TL, Ling H, et al. Systematic review of studies on compliance with hand hygiene guidelines in hospital care, infection control and hospital epidemiology. 2016. <https://doi.org/10.1186/s12874-016-0284-9>

Review on Antimicrobial Resistance



# Consumer and company action

**RAISED  
WITHOUT  
antibiotics**

AVAILABLE AT *Longo's* 



#### RAISED WITHOUT ANTIBIOTICS

Our PRIME® RWA chickens are raised without the use of antibiotics..guaranteed!



#### VEGETABLE GRAIN FED

Our PRIME® RWA chickens are fed a 100% vegetable grain diet.



#### RAISED WITHOUT HORMONES\*

Our PRIME® RWA chickens are raised without the use of hormones to promote rapid growth.



#### RAISED BY A CANADIAN FARMER

Our PRIME® RWA chickens are raised locally in Ontario by independent farmers. This means you can feel good about supporting local businesses and know you are getting the freshest chicken possible.



#### AIR CHILLED

Our PRIME® RWA chicken is chilled with air, not water, which means you pay for chicken, not water.



# For politicians: health in all policies



**WHAT IS HEALTH IN ALL POLICIES?** 

Good health requires policies that actively support health 

It requires different sectors working together, for example:

HEALTH    TRANSPORT    HOUSING    WORK    NUTRITION    WATER & SANITATION

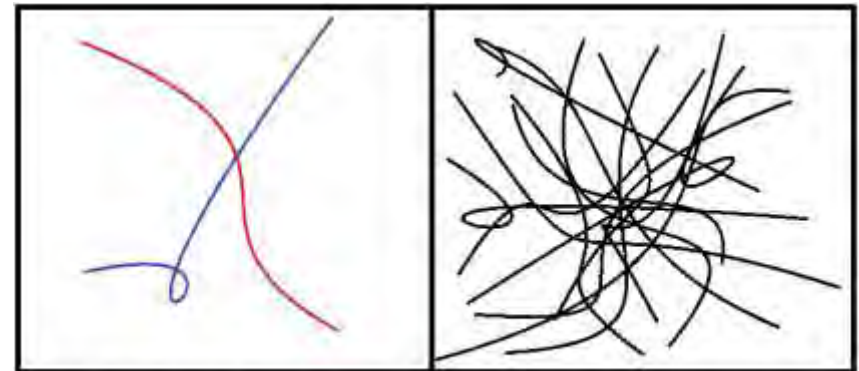
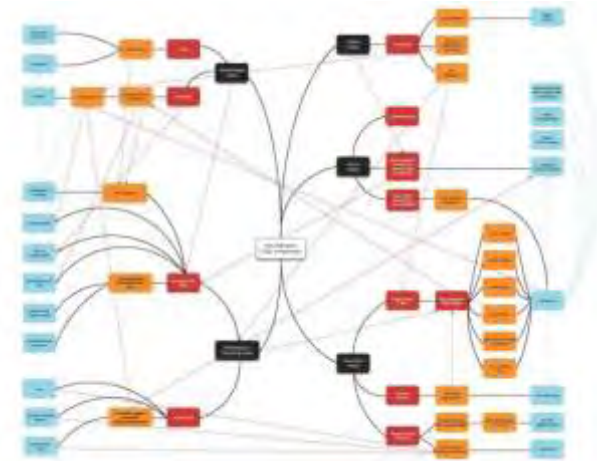
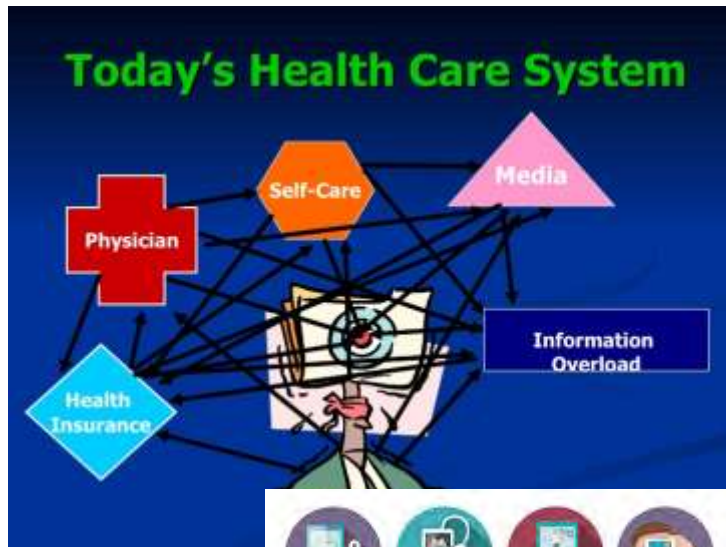
TO ENSURE ALL PEOPLE HAVE EQUAL OPPORTUNITIES TO ACHIEVE THE HIGHEST LEVEL OF HEALTH

**HOW DOES IT WORK?**

Here is one example:



# For people : Readability



**Traditional Problem**

**Wicked Problem**

# Tobacco – what worked



Price  
Fiscal  
measures



Regulation  
settings



Marketing



Norms



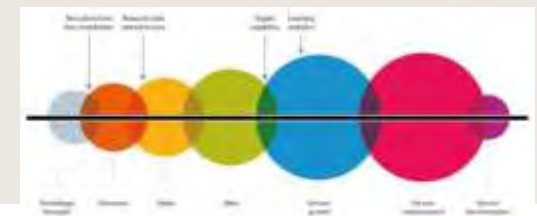
Labeling



# New form of policy-making

- Finland, through the Prime Minister's Office, has “been pioneering a form of deciding upon public policy where
- **people actually think through the problems at issue,**
- **think about them, consider solutions,**
- **test a few of them,**
- **then implement the best.”**

- This new form of policy-making has come to be known as **“co-design”** or **“co-creation”** of policy. In short, the term refers to the engaging of relevant stakeholders and citizens in the policy-making process from its early phases onwards



# Experimental governance: Basic income

- **Finland launches universal basic income pilot of 560 Euros - 2017**
- The scheme is part of the measures by the centre right government of Prime Minister Juha Sipilä to tackle Finland's joblessness problem.
- **a trial that could lead to the greatest societal transformations of our time**
- **India Considers Fighting Poverty With a Universal Basic Income – 2017**
- Guaranteeing all citizens enough income to cover their basic needs would promote social justice, and empower the poor to make their own economic choices. It would also be easier to administer.



# Experimental governance: sugar tax



Economist.com



# Measuring outcome beyond health



- GDP
- Human Development Index
- Social Progress Index
- Happiness Index
- Happy Planet Index



# Social Progress Index

## Social Progress Index

### Basic Human Needs



### Foundations of Wellbeing



### Opportunity



# Health Society - Wellbeing Economy

- **An economy designed to promote wellbeing needs to be adaptable, integrative, and empowering.**
- **Adaptable**, because the new economy must operate like a network, abandoning the conventional vertical structure to expand horizontally, and to build resilience against external shocks through a system of nodes;
- **integrative**, because it locates systems of production and consumption within the broader biosphere; and
- **empowering**, because its users will take control, rather than performing the passive role of mere ‘consumers.’

L. Fioramonti 2016

"The only way to build a shared living space deliberately is through politics". (Purdy 2015)