



WELL-BEING
SOCIETY AND
THE ROLE OF
HEALTH CARE

Professor Ilona Kickbusch

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HEALTH AND SOCIETY

Societal inequalities, conditions and disruptions manifest themselves as «health problems» and the sickness system acts as a «problem-solver» -

The health care cost price spiral is based on unwillingness to invest where it matters – and yet investment in health systems is insufficient and hurts the poorest

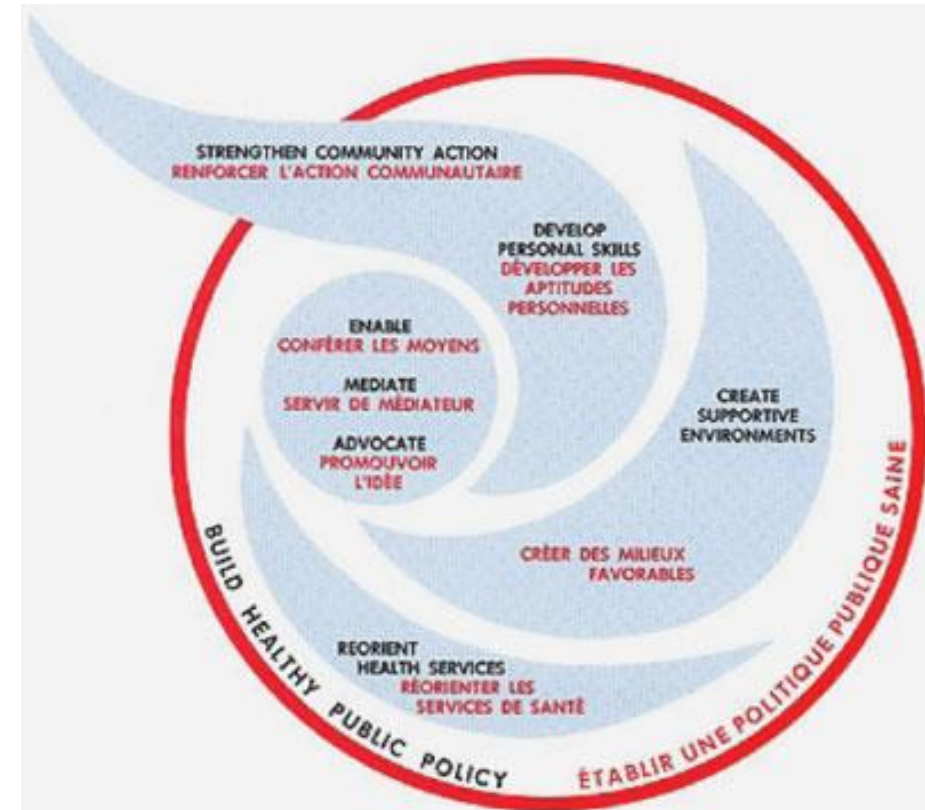
Health is created in everyday life



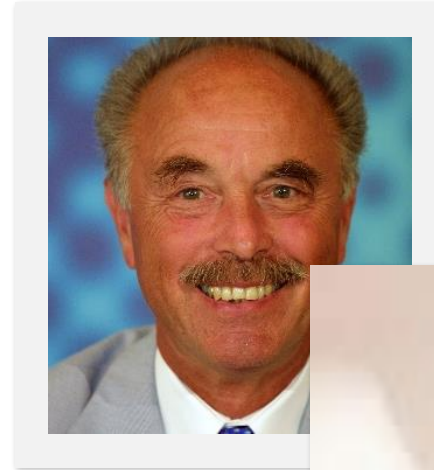
REORIENT HEALTH SERVICES: FIRST GLOBAL CONFERENCE HEALTH PROMOTION OTTAWA

The responsibility for health promotion in health services is shared among individuals, community groups, health professionals, health service institutions and governments. They must work together towards a health care system which contributes to the pursuit of health.

Health services need to embrace an expanded mandate which is sensitive and respects cultural needs. This mandate should support the needs of individual and communities for a healthier life, and open channels between the health sector and broader social, political, economic and physical environmental components.



START OF THE IDEA OF
HEALTH PROMOTING
HOSPITALS 1988



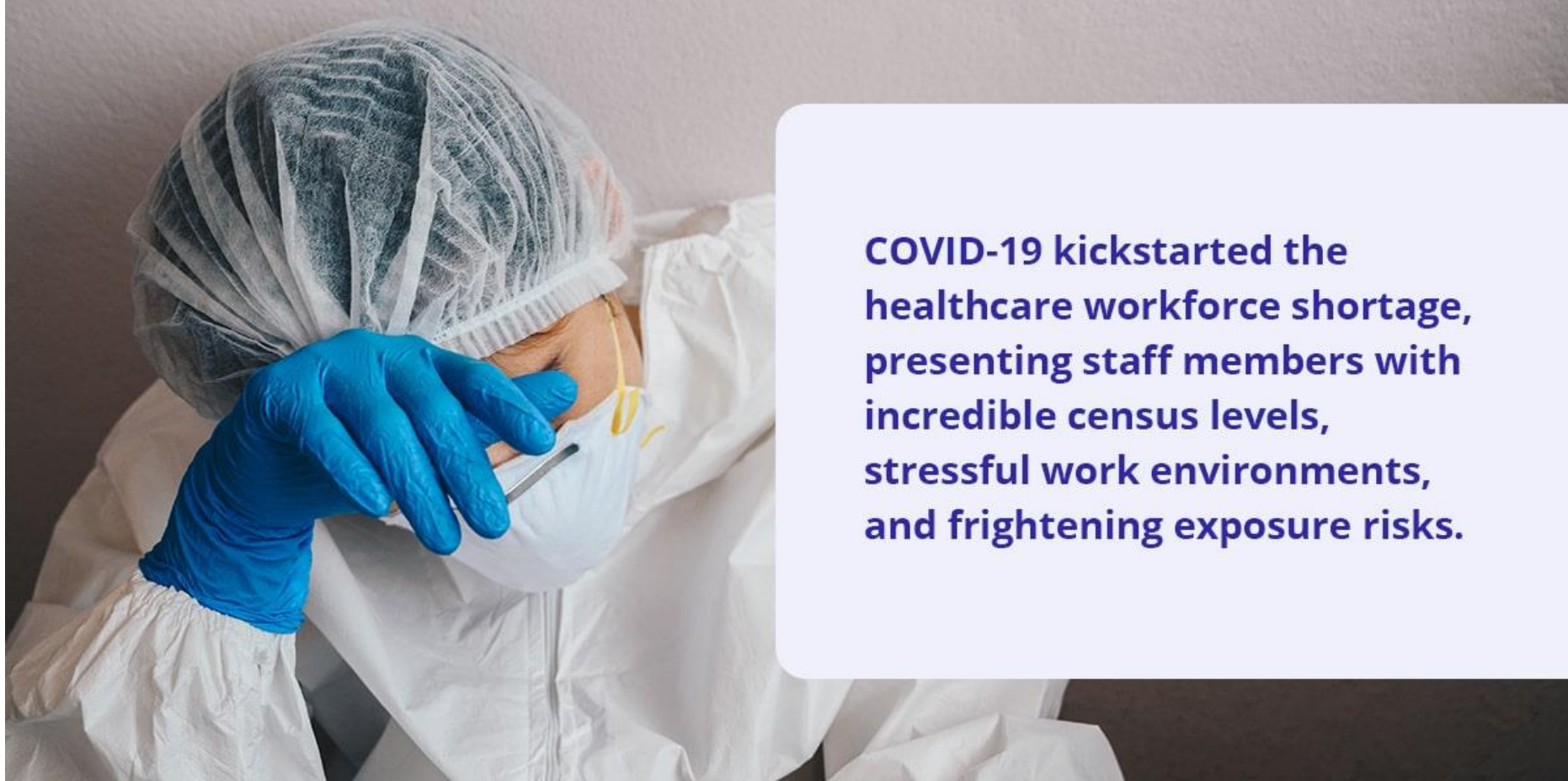
**TAKE
ACTION**





PANDEMIC AS DISRUPTOR
THREE ASPECTS

STAFF WELL-BEING HEALTH WORKFORCE CRISIS



COVID-19 kickstarted the healthcare workforce shortage, presenting staff members with incredible census levels, stressful work environments, and frightening exposure risks.

Patients' wellbeing in the age of COVID

Luma Health, a San Francisco-based patient engagement company, surveyed nearly 1,300 patients to get an idea of how COVID-19 was impacting patients and their overall health. Here are some key statistics from their report:



47 percent of patients say that staying healthy during the pandemic has been a struggle

33 percent of patients feel less confident in the health care system than they did before.

40 percent of patients say they are extremely likely to delay non-essential care for the time being.

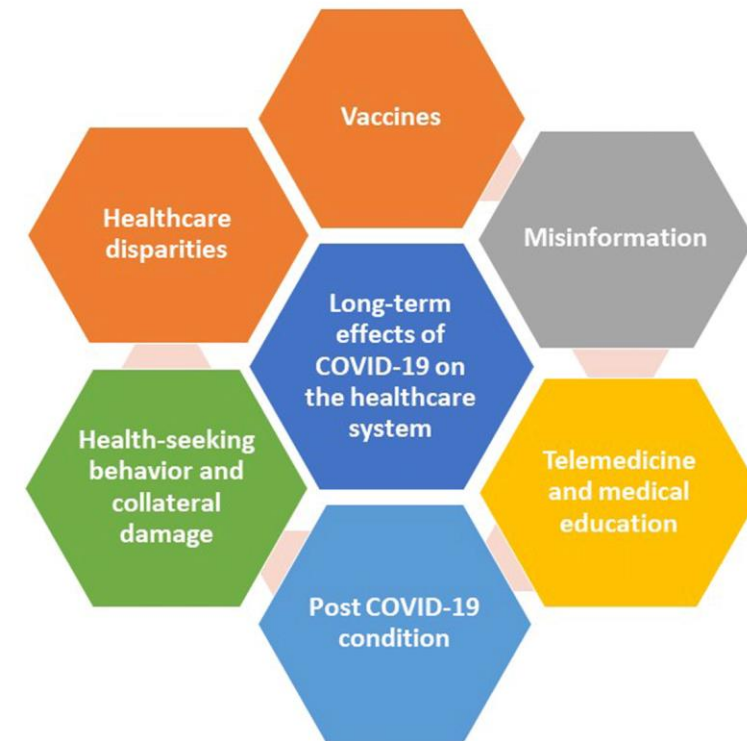


64 percent of patients are only somewhat confident at best that there is minimal risk to COVID exposure when visiting a health care facility

26 percent of patients say their mental health has declined since the start of the pandemic



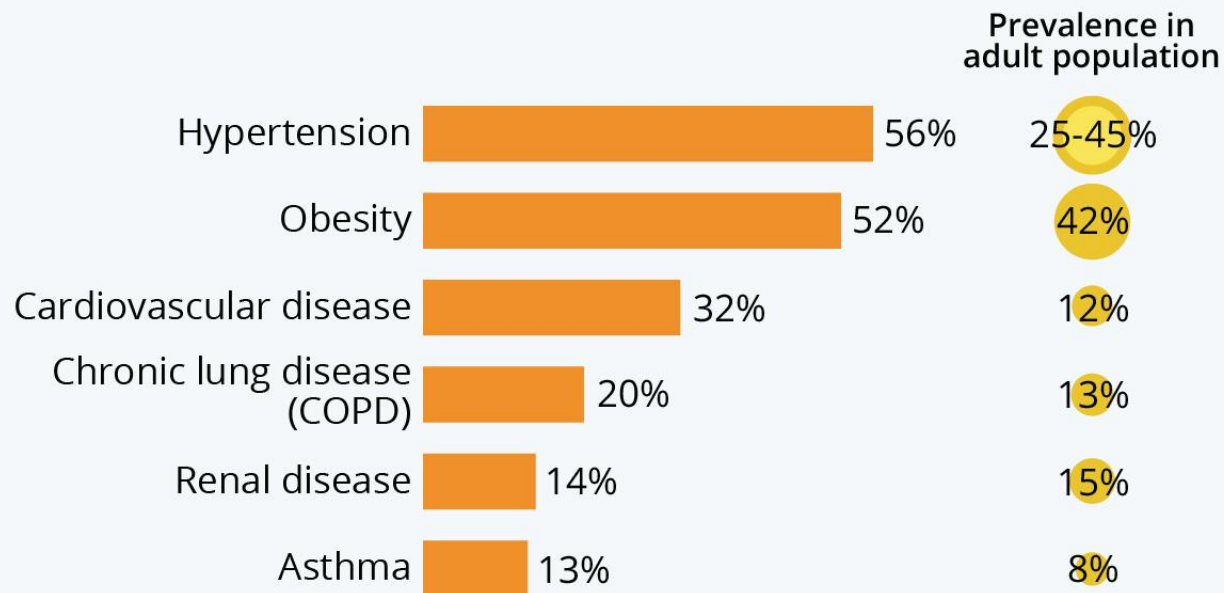
HEALTH
EVOLUTION



PATIENT WELLBEING - WHERE DO OUR
HEALTH SYSTEMS FAIL AND WHY? DURING
AND "AFTER" COVID19

Which Underlying Conditions Do COVID-19 Patients Have?

Share of hospitalized adult COVID-19 patients in the U.S. which had the following underlying medical conditions



Preliminary hospitalizations as of April 18, 2020. U.S. adult prevalence latest available from CDC NCHS, NHANES or BRFSS



PRE-CONDITIONS CRISIS -
SICK INDIVIDUALS OR A SICK SOCIETY

WELL-BEING

Well-being is a positive state experienced by **individuals and societies**. Similar to health, it is a resource for daily life and is determined by social, economic and environmental conditions.

Well-being encompasses quality of life and the ability of people and societies to **contribute to the world with a sense of meaning and purpose**.

Focusing on well-being supports the tracking of the equitable distribution of resources, overall thriving and sustainability. **A society's well-being can be determined by the extent to which it is resilient, builds capacity for action, and is prepared to transcend challenges**

WHO



WELLBEING SOCIETY

2021 Geneva Charter for Well-being by the World Health Organization (WHO), sets the goal to create

*“sustainable well-being societies, committed to achieving equitable health now and for future generations **without breaching ecological limits.**”*

“Health and well-being for people and the planet, for countries in all income levels.”



ARE THERE TIPPING POINTS
ALSO FOR HEALTH, WELL-
BEING AND SOCIETY

Force gets applied

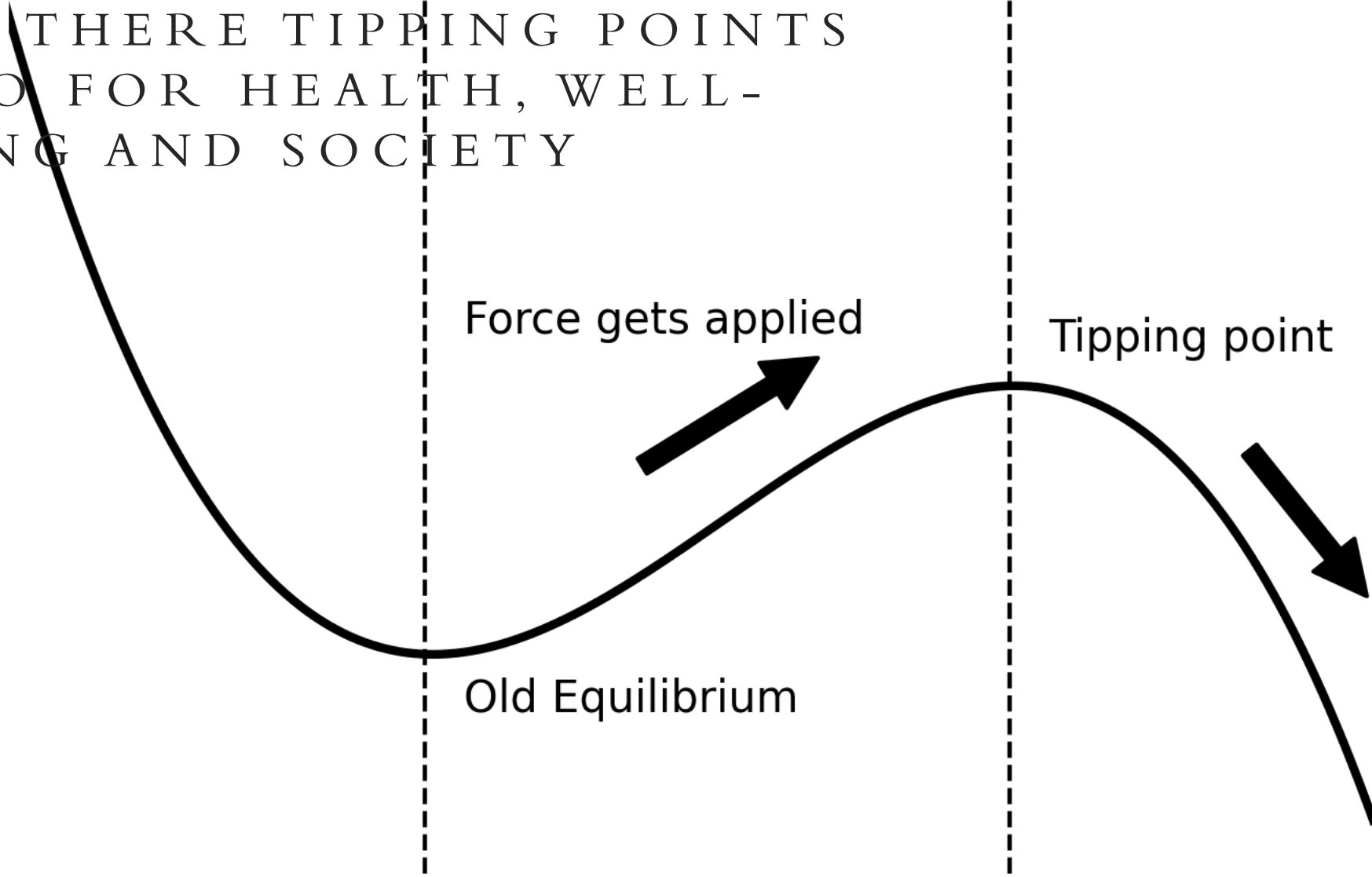


Tipping point

Off to an
unknown future



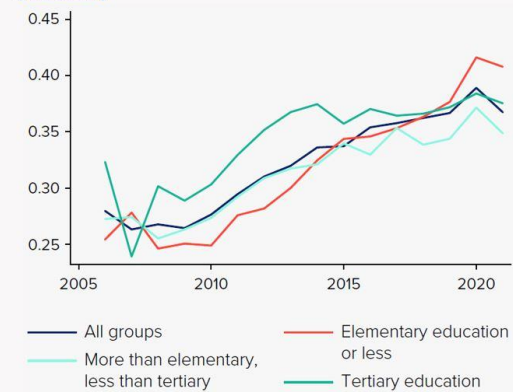
Old Equilibrium



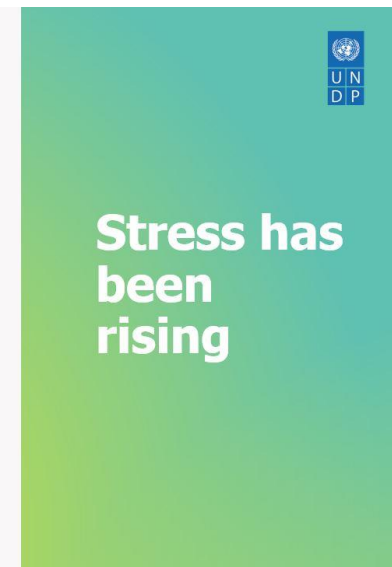
HOW IS OUR INDIVIDUAL WELLBEING?



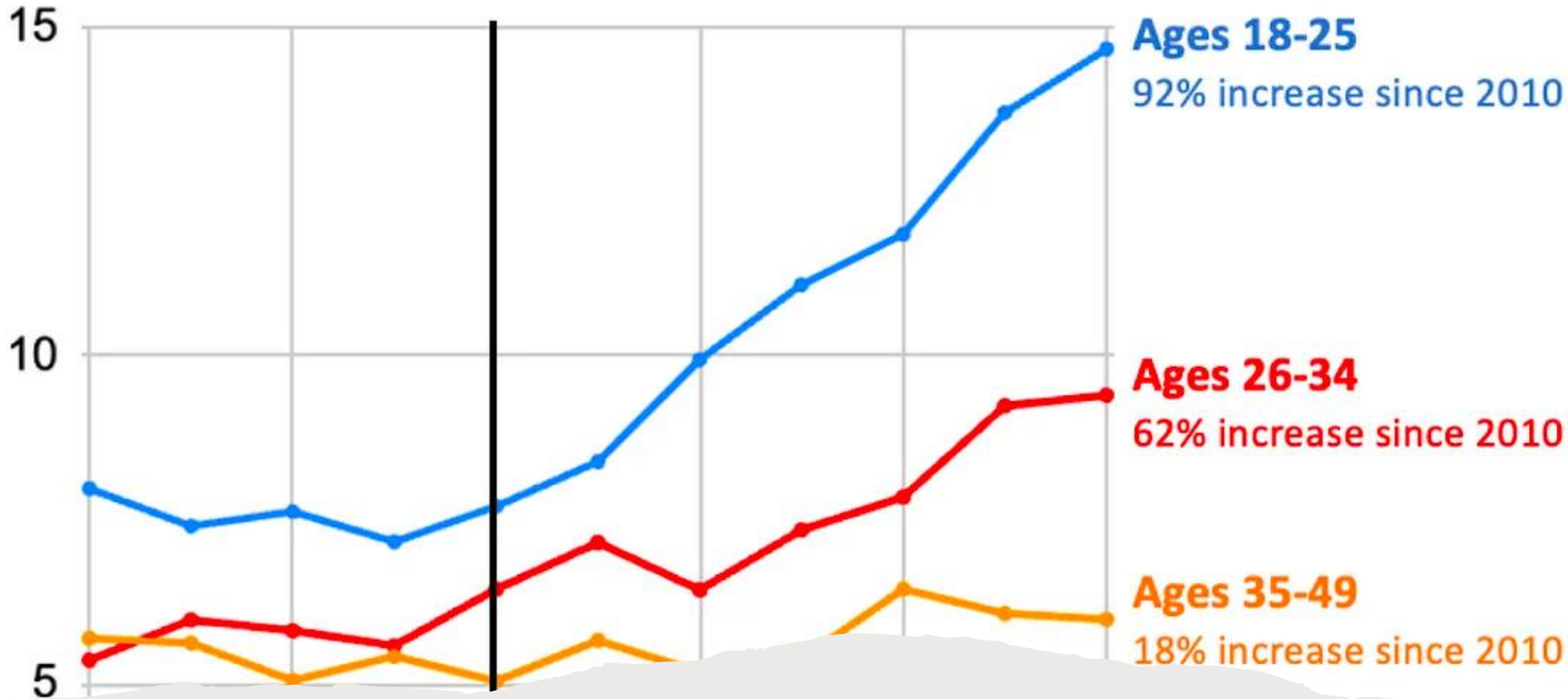
Percent of people experiencing stress (median)



Source: Human Development Report Office based on data from Gallup 2022.



% U.S. Anxiety Prevalence



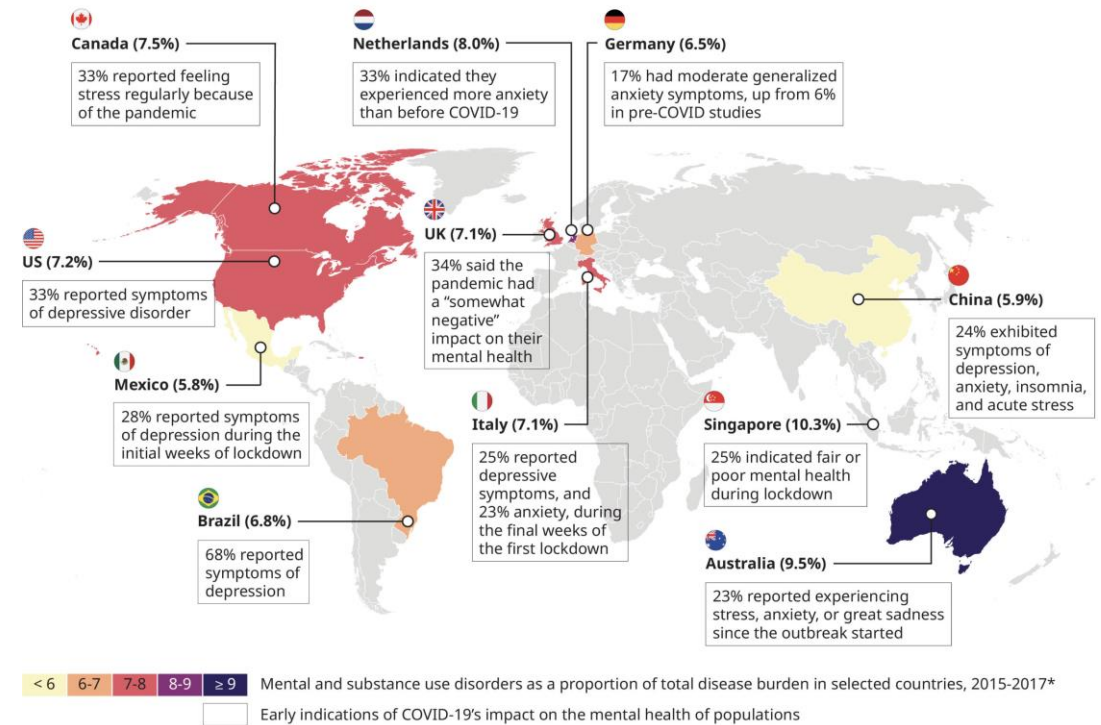
HEALTH SYSTEMS NOT PREPARED

UNSETTLED LIVES – GLOBAL MENTAL HEALTH

- Estimate:
- the **global mental health treatment gap is over 50% across all countries**. In low-income countries, the gap can be significantly higher, reaching 90%.

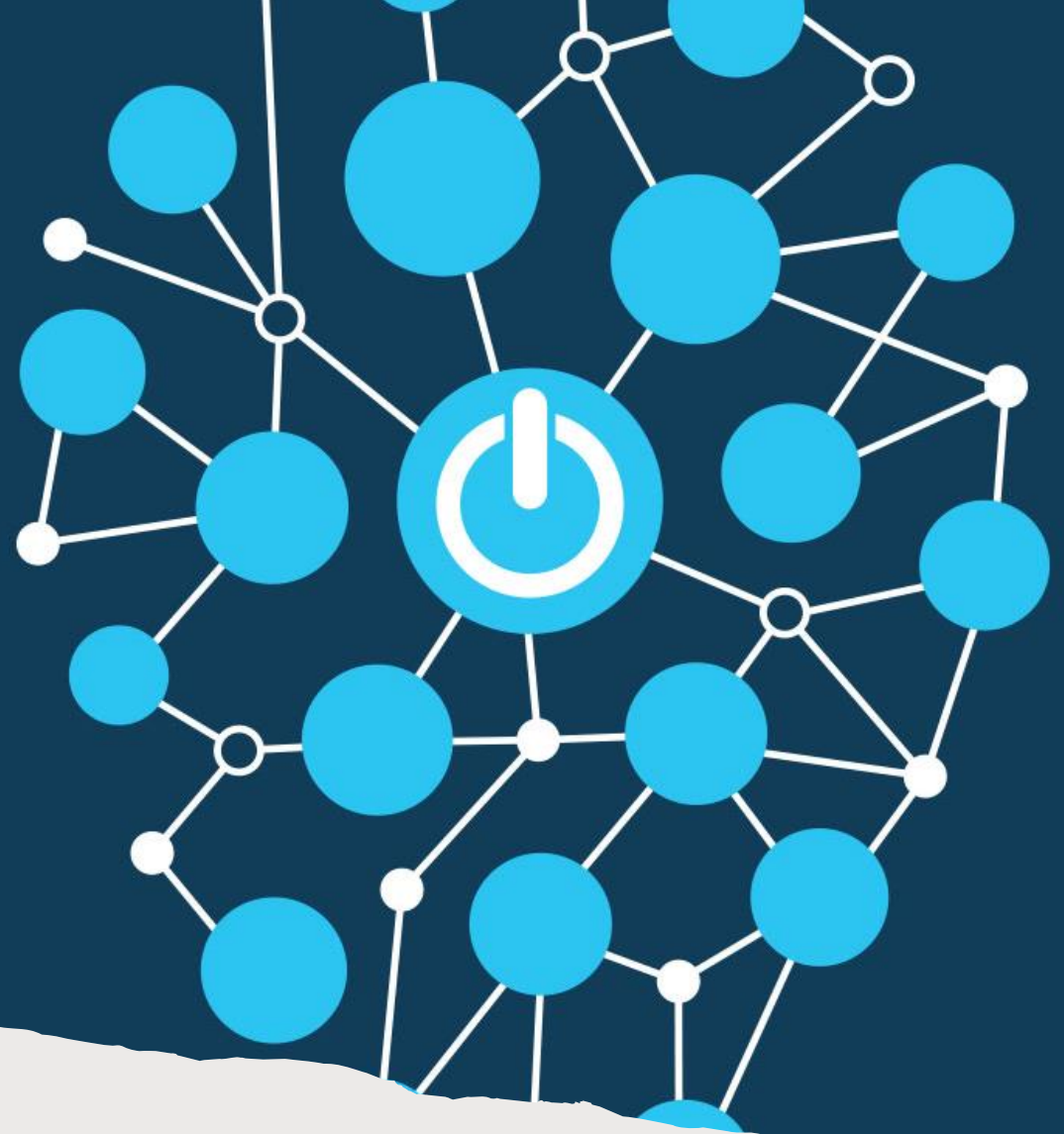


A GLOBAL CRISIS



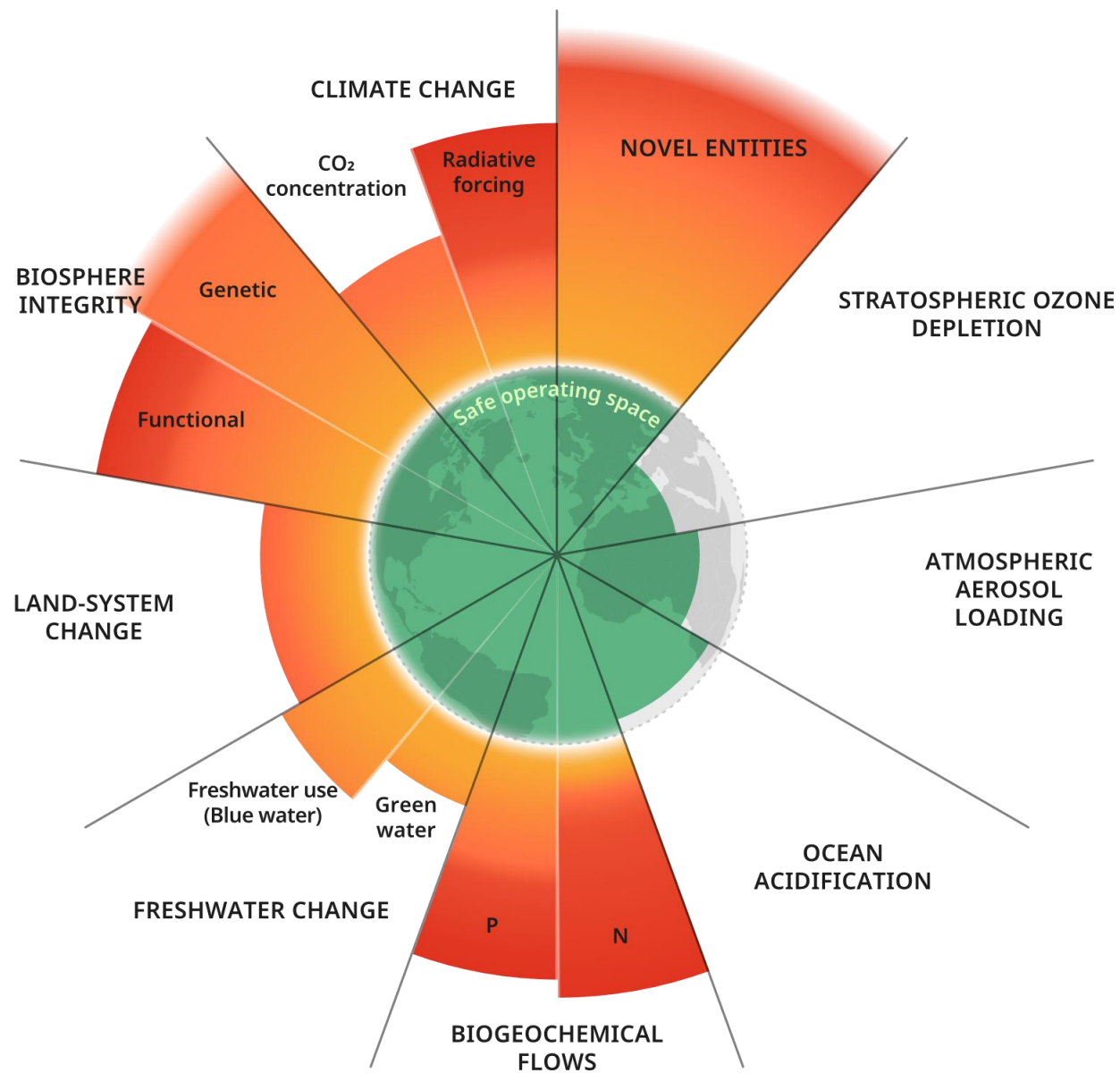
*Global Burden of Disease 2017 study, Institute for Health Metrics and Evaluation. Disease burden is measured in disability-adjusted life years (DALY). One DALY equals one lost year of healthy life.

DIGITAL DISRUPTION

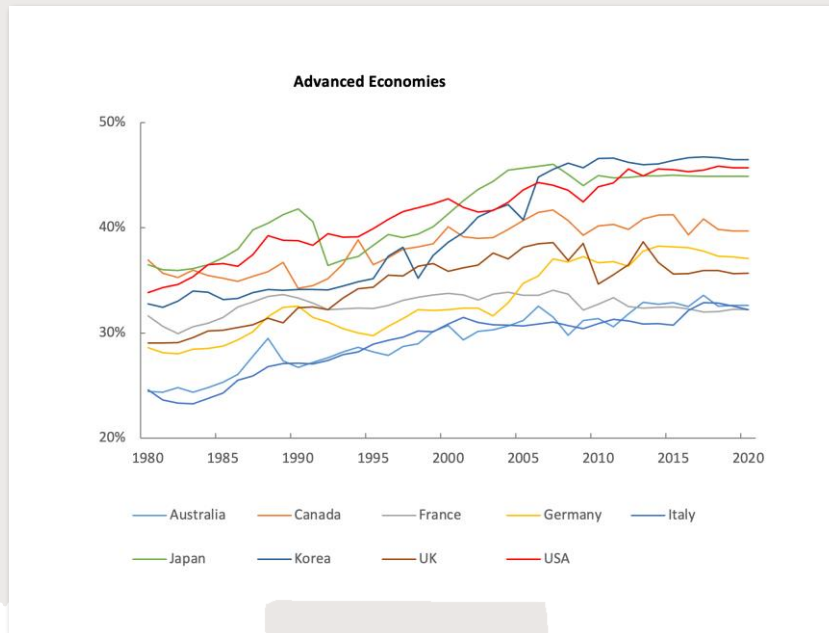


ACCELERATOR DIGITAL DISRUPTION

ACCELERATOR : PLANETARY HEALTH DISRUPTION



ACCELERATOR: RISING INEQUALITIES



- Over the past four decades, there has been a broad trend of rising income and wealth inequality across countries.
- Income inequality has risen in most advanced economies and major emerging economies, which together account for about two-thirds of the world's population and 85 percent of global GDP. (Brookings 2023)

10. GLOBAL CONFERENCE ON HEALTH PROMOTION ENCOURAGES ACTION IN FIVE AREAS:

1

Design an equitable economy that serves human development within planetary boundaries;

2

Create a public policy for the common good;

3

Achieve universal health coverage;

4

Address the digital transformation to counteract harm and disempowerment and to strengthen the benefits;

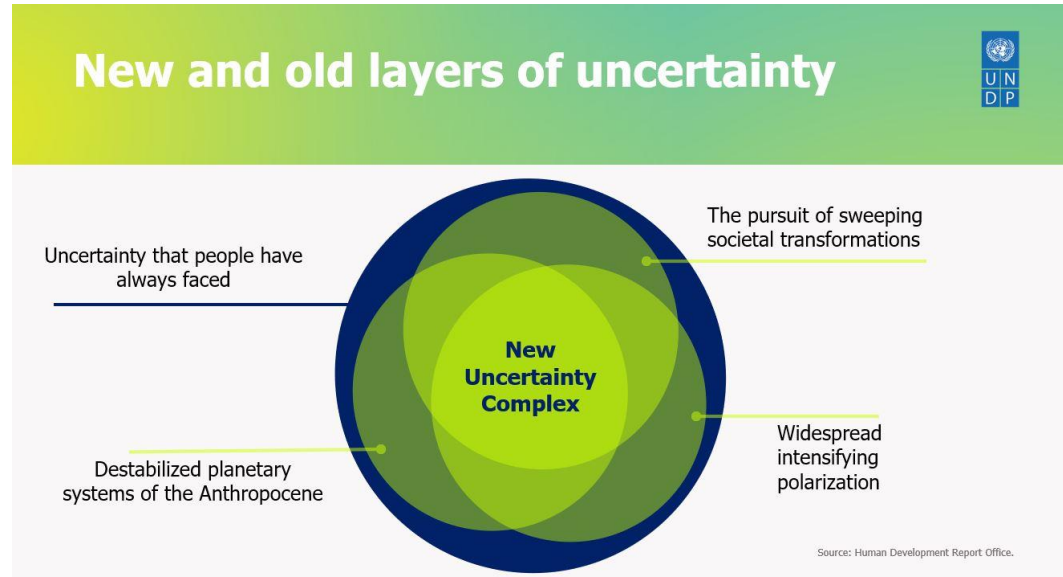
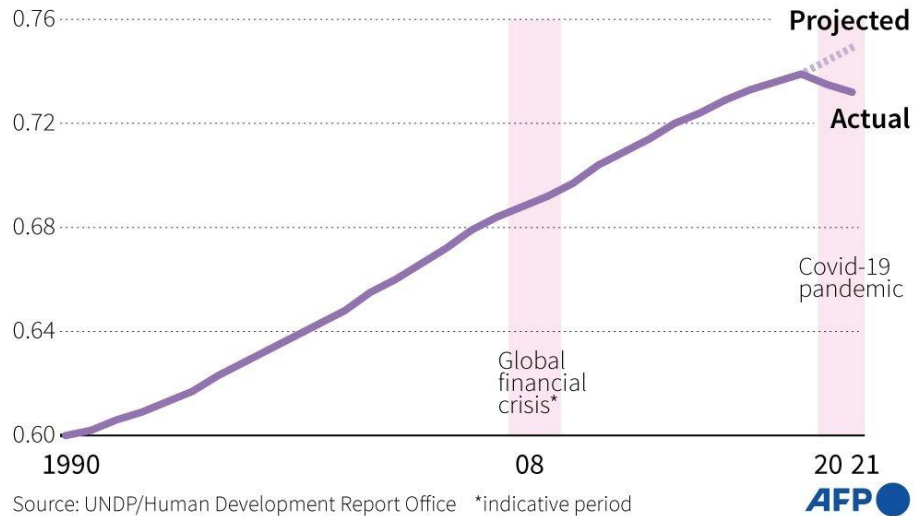
5

Value and preserve the planet.

NEW LEVELS OF UNCERTAINTY

Human development index declines

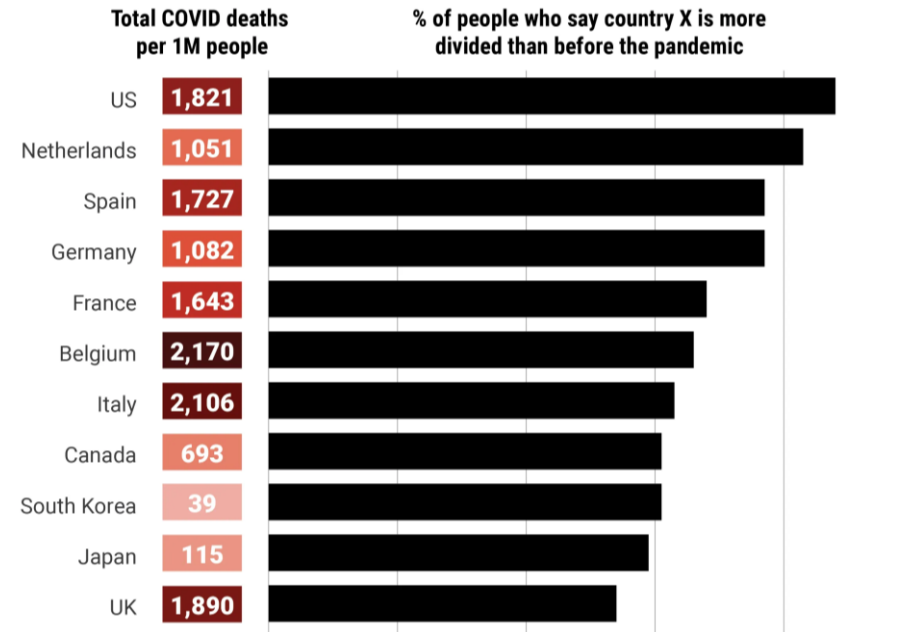
HDI measures average achievement in three basic dimensions of human development: a long and healthy life, education and a decent standard of living





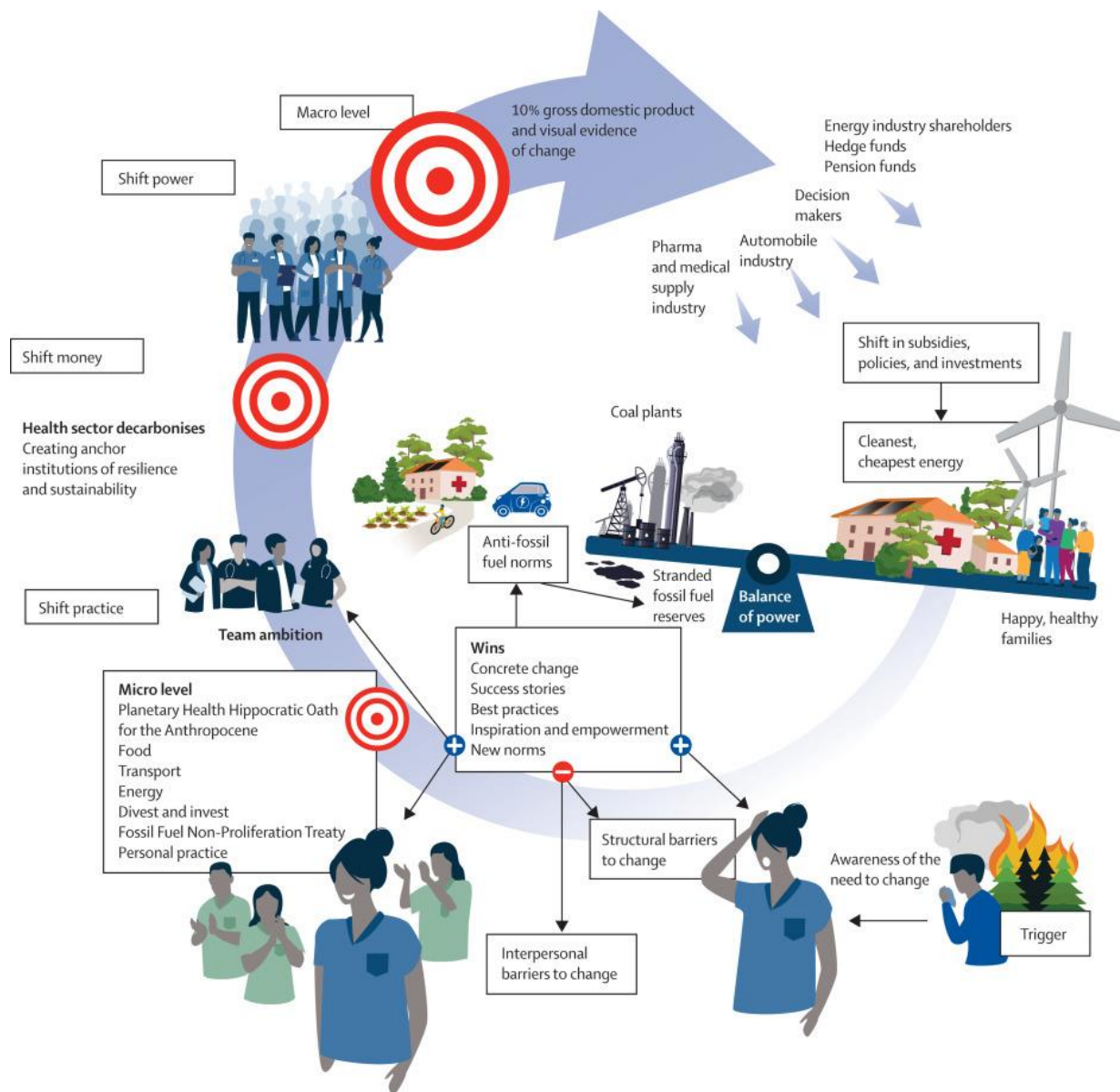
Did COVID spur political division?

COVID deaths per capita vs increase in political polarization



HOW IS OUR SOCIETAL WELLBEING?
TRUST IN GOVERNMENT,
INSTITUTIONS, SCIENCE, OTHERS

HEALTH SYSTEMS MUST ADDRESS CLIMATE CRISIS



WELL-BEING
ORIENTATION OF
UNIVERSAL HEALTH
COVERAGE

The role of the health sector must move increasingly in a health promotion direction, **beyond its responsibility for providing clinical and curative services.**

Ottawa Charter

Patient and work force well-being



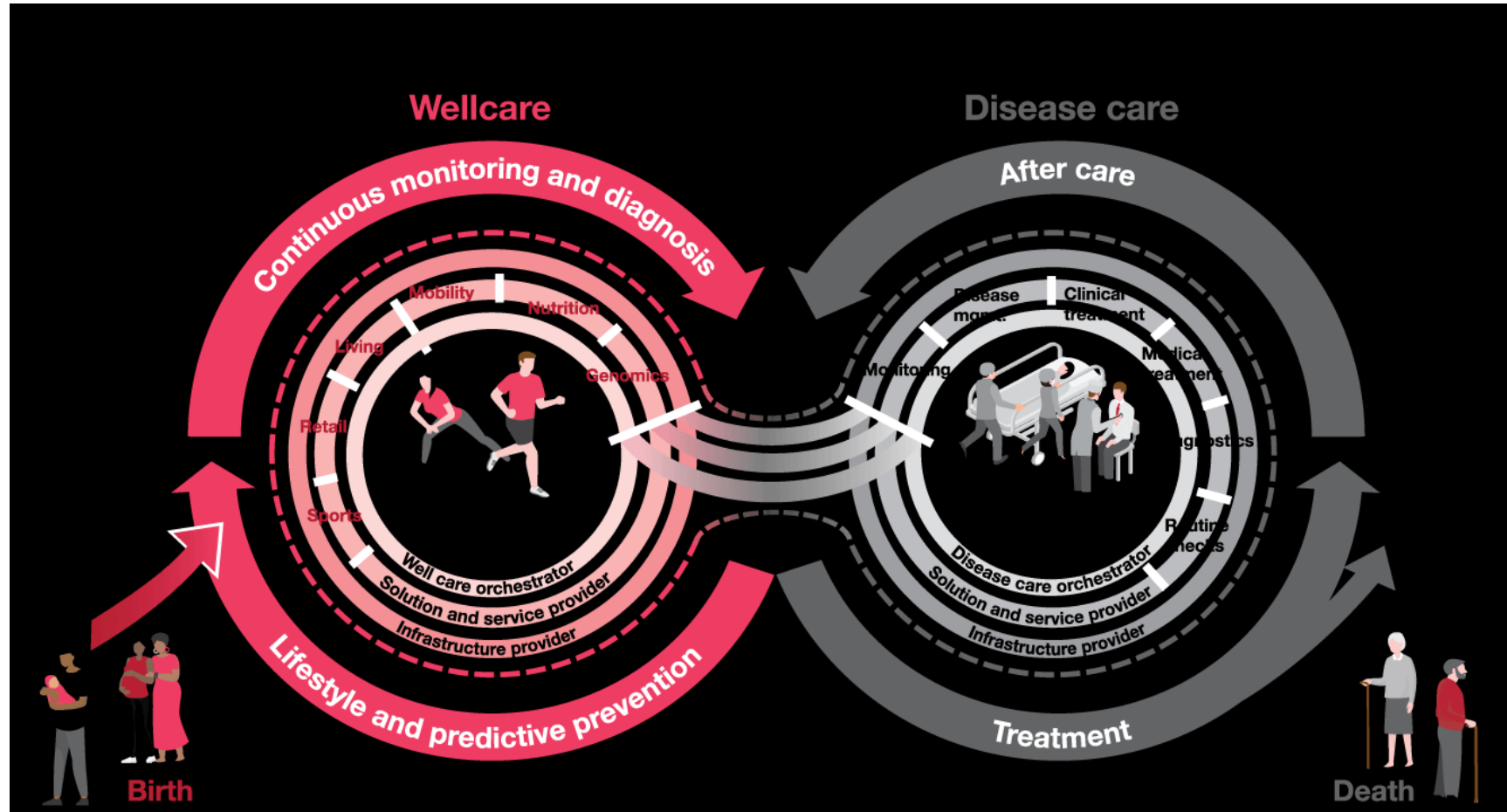
New psychiatry building Bispebjerg

THE FUTURE 2035

- Almost unanimously, the 150 healthcare executives in our survey believe that by 2035, healthcare will be
 - centered around human needs, and
 - will be personalized, digitized and preventative, **with healthcare solutions being seamlessly integrated into daily life.**
- This requires convergence between current disease care systems, focused on treatment, and well care systems, focused on prevention and general wellbeing.
- PWC

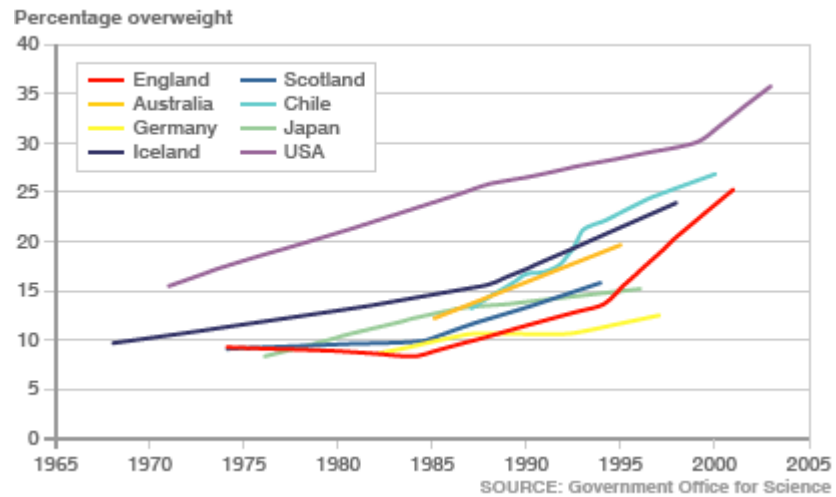


A SYSTEM THAT PROVIDES WELLCARE AND DISEASE CARE (P W C)



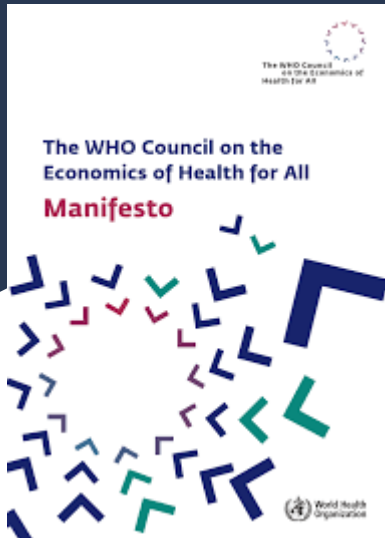
FUTURE GENERATIONS – WELL-BEING SOCIETY

INCREASING NUMBER OF OVERWEIGHT CHILDREN AROUND THE WORLD



Address NCDs and the commercial determinants of health – Cost of Obesity to German society is 63 billion EUROS annually – with this money Germany could double access to early childhood facilities (KITAs)

DOUGHNUT ECONOMY MORE RELEVANT THAN EVER



WELL-BEING SOCIETY