The history and the future: 
*towards a new public health*

Ilona Kickbusch
NEXTHEALTH Trondheim
August 2014
Health promotion is the process of enabling people to increase control over, and to improve, their health.
Health promotion is the process of enabling people to increase control over, and to improve, their health.

Health is created in the context of everyday life - that means it is part of the social dynamics of social organization, culture, lifestyles and patterns of consumption, but also (and this is frequently neglected) part of the interaction with the bio-physical environment.

Empowerment - people as individual and collective social actors - a political concept.

Health promotion focuses in particular on the interface between the prerequisites (social determinants) of health and the capabilities for health.

Ottawa Charter for Health Promotion (1986)
How did it start?
The Alma-Ata Declaration 1978 was the basis for the Ottawa Charter.
PRIMARY HEALTH CARE

- accepted by member countries of the WHO as the key to achieving the goal of “Health for All”.

- Equity - Intersectoral action - participation

- Public Health? Towards a new public health........
FOUNDATIONAL CHALLENGES

- 19th century Public Health
- Housing
- Water and Sanitation
- Mandatory schooling
- Nutrition
- Workers rights
- Economic development
- Improved living conditions
- Social security

Political, social and sanitary movements
19th century:

Sanitary surveys proved that a relationship exists between communicable disease and filth in the environment, and it was said that safeguarding public health is the province of the engineer rather than of the physician.

The Poor Law Commission argues in 1838,

“The expenditures necessary to the adoption and maintenance of measures of prevention would ultimately amount to less than the cost of the disease now constantly engendered.”
Medicine is a social science, and politics is nothing else but medicine on a large scale. Medicine, as a social science, as the science of human beings, has the obligation to point out problems and to attempt their theoretical solution: the politician, the practical anthropologist, must find the means for their actual solution.

Rudolf Virchow 1821-1902

- Social medicine,
- public health
- New public health
- global health
- Ecological public health

“beyond methodological nationalism”
In the *19th and early 20th century* the focus of public health was mainly national, social and political.

*in the course of the 20th century* it moved to being national, medical and technical

As the context changes the health debate changes:

the medical and technical development dimension of public health is increasingly overlaid by a debate on the social, political and economic/commercial factors that determine health.
Health is about the political choices we make on how we want to live

Health is embedded in social context
What was the context then?

Political dimension
Many theoretical influences

Antonovsky

Giddens

Mead

Bateson
THIS GLOBE BECAME A VILLAGE
1986 A NEW GLOBAL ETHIC

SANCTIONS WAR

HOTS UP

Desperate SA
Govt. curbs UDF, expels workers

Boycott boosted

Effective Sanctions
On South Africa
The Cutting Edge of Economic Intervention

Edited by George W. Shepherd, Jr.

Youssou N'Dour

Youssou N'Dour

This newspaper has been censored in accordance with the emergency restrictions.

Kickbusch Trondheim 2014
1986: THE NEW KILLER AIDS
1986 MILLIONS SUPPORT AFRICA THROUGH MUSIC
1986 POLITICS

- **The Civil Rights Movement**
- **Solidarność**
- **Iran-Contra Scandal**
- **Time Magazine**
What is in the Charter?
NEW WORDS, NEW SKILLS

- ENABLE
- MEDIATE
- ADVOCATE
the goal of healthy public policy “to move health high on the political agenda”;
the challenge of the socio-ecological approach to health, which postulates the “inextricable links between people and their environment”;
the notion of “making the healthier choice the easier choice” and
the challenge to go “beyond healthy lifestyles to well-being”. (WHO definition)
5 INTERRELATED ACTION AREAS

- Personal skills
- Community action
- Equity in health
- Reoriented health systems
- Healthy public policy
- Supportive environments

NO SILVER BULLET
KEY ORIENTATIONS

- Move away from individualistic behavioural approaches
- Address root causes (prerequisites for health)
- Salutogenic starting point - wellbeing - NOT diseases
SETTINGS
A NEW IDEA
NETWORKS
INNOVATIVE INTERVENTIONS

2010 "Dietary Guidelines for Americans"

---

Health is created and lived by people within the settings of their everyday life - where they learn, work, play and love...

Health depends on the conditions in which people are born, grow, live, work and age.

Google, travel, shop.....
Relevance today
30 YEARS ON ......CONTEXT

- Radically changing societies:
  - Globalization
  - Urbanization
  - Individualization
  - Virtual connectedness
  - Commercialization
  - Demography
THE CAUSES - NCDS

Sanitary Revolution

HIAP/GFH Revolution
NEW CHALLENGES DEMAND NEW RESPONSES

A Year of Soda: 44.7 Gallons

Here's what carbonated soft drink consumption — sugared and diet sodas — looked like in 2010. The average American chugged the equivalent of 40 two-liter bottles and 203 12-ounce cans of soft drinks (one of many possible container combinations that add up to about 44.7 gallons):

- **Movie Popcorn**
  - Twenty Years Ago: 5 cups, 270 calories
  - Today: Tub, 650 calories

- **Soda**
  - Original 5-ounce bottle: 97 calories
  - 12-ounce can: 145 calories
  - 20-ounce bottle: 242 calories

- **Bagel**
  - Twenty Years Ago: 3-inch bagel, 140 calories
  - Today: “Nash’s Plain Bagel” 5-8-inch bagel, 350 calories

- **Cheeseburgers**
  - Twenty years ago: 333 calories
  - Today’s Burger: 590 calories

- **Two Slices of Pizza**
  - Twenty years ago: 500 calories
  - Today: 850 calories

- **Cup of Coffee**
  - Twenty years ago: Coffee with milk and sugar, 8 ounces: 45 calories
  - Today: Grande cappuccino with whip, 2% milk, 16 ounces: 330 calories

**Lifestyles?**
“An additional tool to complement regulation by moving society incrementally in a direction that might benefit all of us.”

In all cases, the goal is simple: increase the likelihood that kids will choose healthier options by making them salient and/or setting them as the default.
THE CAUSES OF THE CAUSES INTERFACE OF DETERMINANTS

- political
- environmental
- economic

- social
- commercial
- Behavioural cultural

Kickbusch Trondheim 2014
COMMERCIAL DETERMINANTS OF HEALTH

- Promoting consumption at the expense of health and wellbeing (Kickbusch 2014)

- “Lifestyles” - The power of markets and business, in particular transnational companies/corporations and their marketing has led to “industrial”, “communicated” and “for profit” epidemics based on encouraging unhealthy consumption. There is increasing proof that brands can shift consumer habits.
In many cases, the best choices for health are also the best choices for the planet; and the most ethical and environmental choices are also good for health.
MENTAL HEALTH - WELLBEING

SPEED – HURRY VIRUS
New addictions
Cybermobbing
Lack of sleep
Body image
WEB 2.0 - HEALTH 2.0
in the late 20th and very early 21st century health moved to being global, economic and technical (“the science of delivery”)

Today the focus must be increasingly global, social and political - powered by developments in information technology which were not at our disposal even 10 years ago.

The political determinants of health: The power constellations and ideological positions that impact on health (Kickbusch 2014)
HOW DO WE WANT TO LIVE?

In societies // Communities that enable health and wellbeing because they are:

- Equitable
- Inclusive
- Responsive
- Resilient
to move into the arena of healthy public policy, and to advocate a **clear political commitment to health and equity in all sectors**;

to **counteract the pressures** towards harmful products, resource depletion, unhealthy living conditions and environments, and bad nutrition;

to **respond to the health gap within and between societies**, and to tackle the inequities in health produced by the rules and practices of these societies.
Health is complete physical, mental and social wellbeing and more than the absence of disease. World Health Organisation.

Health is a precondition, outcome, and indicator of a sustainable society.
FULL CIRCLE: HEALTH CITIZENSHIP

- The notion of citizenship has expanded from the political arena to include the rights of access to health care, education, and minimal revenue that guarantee the expression of the totality of civil rights.

- *Health citizenship* means participation in the governance of wellbeing, health care and health policy - it includes rights and responsibilities.

- *Autonomy of agency* - being able to take action and participate as well as *Critical autonomy* - being able to question things.

Kickbusch Trondheim 2014