HOW TO BUILD A SALUTOGENIC SOCIETY
THE INTERNATIONAL HEALTH PROMOTION RESEARCH FORUM
and
THE 5th SALUTOGENESIS RESEARCH SEMINAR
TRONDHEIM AUGUST 6. 2012
"IMAGINE ALL THE PEOPLE LIVING IN THIS WORLD"

THE FUNDAMENT OF POPULATION HEALTH:

THE DECLARATION OF HUMAN RIGHTS UN 1948
WHO AND THE DECLARATION OF HEALTH

THE UN CONVENTION ON THE RIGHTS OF THE CHILD
(UNCRC 1989)

HEALTH FOR ALL AND THE OTTAWA CHARTER
A GOOD HEALTH OR A STRONG SENSE OF COHERENCE ARE NOT AUTOMATICALLY CONNECTED TO A GOOD HUMAN BEING OR HUMAN RIGHTS

BUT THE INTERNATIONAL HEALTH MOVEMENT IS BASED ON HUMAN RIGHTS
"Health is not bought with the doctors' pills or the cut of the surgeon's knife.

Health is not only the absence of ills but the fight for the fullness of life."

Piet Hein 1988

WHO 40th Anniversary
BENGT LINDSTRÖM, MD, PhD, DrPH
THE WORLDS FIRST PROFESSOR OF SALUTOGENESIS, AT THE RESEARCH CENTER FOR HEALTH PROMOTION AND RESOURCES AT NTNU, TRONDHEIM NORWAY AND THE CHAIR OF THE IUHPE GLOBAL WORKING GROUP ON SALUTOGENESIS (GWG-SAL)
www.rchpr.org
TURNING
THE HEALTH - DISEASE RIVER
INTO
THE RIVER OF LIFE

(From MacKnight to Antonovsky to Lindström)
CLASSIC "RIVER OF HEALTH"
McKnight 1972

Death/disease

PREVENT

PROTECT

CURE

EDUCATE

PROMOTE

BUT??

Health

© Bengt Lindström, Monica Eriksson, Peter Wikström
FLOURISHING  THE TWO-CONTINUUM FOR MENTAL HEALTH (Corey Keyes)
Health, Disease, Quality of Life

H-  ---------------------------------------------  H+

D-  ---------------------------------------------  D+

QoL-  ------------------------------------------  QoL+

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DO WELL-  -----------------------------  DO WELL +

STRENGTH SOC
FINALLY HAVING TURNED
THE HEALTH - DISEASE RIVER
INTO THE RIVER OF LIFE
TWO DIRECTIONS OF HEALTH RESEARCH

FINDING SOC-DETERMINANTS

EXPLORING CAUSES OF HEALTH

FINDING REASONS FOR LIVING

FIGHTING RISKS

CAUSES OF DEATH, DISEASE SOCIAL DETERMINANTS

QoL
Parallell Theories on the Salutogenic Approach and Framework

Salutogenesis
Assets for health and well-being

- Thriving (Carver)
- Self-efficacy (Bandura)
- Empathy (Eisenberg)
- Attachment (Bowlby)
- Coping (Lazarus)
- Reasonableness (Kaplan)
- Inner strength (Nygren)
- Empowerment (Freire)
- Humour (Martin)
- Locus of Control (Rotter)
- Hardiness (Kobasa)
- Cultural capital (Bourdieu)
- Wellbeing (Diener)
- Posttraumatic personal growth (Tedeschi)
- Learned optimism (Seligman)
- Social capital (Putnam)
- Resilience (Werner)
- Ecological system theory (Bronfenbrenner)
- Learned resourcefulness (Rosenbaum)
- Action competence (Bruun Jensen)
- Interdiciplinarity (Klein)
- Sense of Coherence (Antonovsky)
- Connectedness (Blum)
- Will to meaning (Frankl)
- Social and emotional intelligence (Goleman)
- Flourishing (Keyes)
- Flow (Csikszentmihályi)
THE ABILITY TO SEE
THE AUTUMN CHANTARELLS
STRUCTURE vs PROCESS
HEALTH PROTECTION VS HEALTH PROMOTION

HOW FAR CAN WE GET WITH STRUCTURAL MEASURES

EXAMPLE

THE SWEDISH GOVERNMENT AND THE
ZERO VISION
FOR ACCIDENT MORTALITY MORBIDITY
TRAFFIC SAFETY AS HEALTH PROTECTION

Mats-åke Belin Trafikverket, SE
Probability of Pedestrian Fatality by Impact Speed

Figure 2: Probability of Pedestrian Fatality by Impact Speed. Derived from the Interdisciplinary Working Group for Accident Mechanics (1986) and Walz, Hoefliger and Fehlmann (1983)
HOW FAR ARE WE GOING TO GET WITH OUR STRUCTURAL MISSION ON THE SOCIAL DETERMINANTS OF HEALTH?
HEALTH AS A PROCESS

THE OTTAWA CHARTER
THE CORE ELEMENTS OF HEALTH PROMOTION PROCESSES (SALUTOGENIC PROCESSES) BASED ON THE O.CHARTER
OTTAWA CHARTER - SALUTOGENESIS
SIMILARITIES

As a summary the following points are made explicit:

1. The OC talks about **health determinants** while the SOC theory talks about **General Resistance Resources** (GRRs) available.

2. The OC talks about **gaining control over one’s health determinants** while the SOC theory talks about **manageability** how to deal with a situation utilizing ones GRRs.

3. The OC aims at **creating conditions for an active and productive life** i.e a good life or high QoL while the SOC theory talks about **what makes life meaningful** and what motivates people.

4. The OC is focused on 5 action areas as stated earlier where **Healthy Public Policy** binds it all together the SOC theory again talks about **Coherence**. The **synergy** between individual group and society/organization level is essential.

5. Both are process oriented and underline a contextual structural understanding of “grasping the whole” – a **holistic contextual** view of the OC action areas that create **health promoting environments** (family, school, workplace...) through the life course. Overall the SOC theory aims at constructing a **Salutogenic Society**.
THE OTTAWA CHARTER and SENSE OF COHERENCE CONCEPTS
\[ \text{HP}_{oc} = ( \text{SAL} + \text{QoL} ) \text{HR} \]
SPEAKING ABOUT

OUTCOMES AND POLICY
Health For All

Ottawa Charter
THE HFA 2000 POLICY AND OUTCOMES RELATED TO DO-WELL FACTORS
DOES SPELLING MATTER??

AN ELEPHANT OR AN ELEHPANT
THE SYNTHESIS FOR HEALTH:
BUILDING ON MEDICINE, PUBLIC HEALTH, HEALTH PROMOTION AND ALL OTHER NECESSARY DISCIPLINES........ INTO "THE NEXT HEALTH"
MODELLING HEALTH/SALUTOGENESIS AND HEALTH/PATHOGENESIS

RESOURCES

Socio-ecological Environment

ENVIRONMENTAL DETERMINANTS OF HEALTH

RISK FACTORS

SALUTOGENESIS

ANALYTICAL PERSPECTIVES ON DEVELOPMENT OF HEALTH

PATHOGENESIS

HEALTH PROMOTION

HEALTH PROTECTION

PREVENTION

HEALTH CARE

POSITIVE HEALTH

ILL HEALTH

INDIVIDUAL DETERMINANTS OF HEALTH

HEALTH STATUS

Individual(s)

mental

social

physical

Bauer G Davies JK et al Advancing a model for health, EJPH 2003, 107-113
THE CHICKEN AND THE EGG
THE CHICKEN OR THE EGG
AND IN THE END
THE RICH WILL LIVE
AND
THE POOR WILL DIE

Or: ”The Love You Take
Is Equal to the Love
You Make....”

(THE BEATLES)
REFERENCES:

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Lindstrom B. A journey to the center of health, 5th Salutogenesis Seminar, NTNU 2012
WHO Health For All Strategy, WHO, 1981
WHO Ottawa Charter, WHO, 1986
UN Declaration of Human Rights, UN, 1946
UN Convention on the Rights of the Child (UNCRC), UN, 1989
www.salutogenesis.fi
www.rchpr.org

Music:
Jones T. The Green, green, grass of home
Joplin S. The Entertainer
Beatles T. The End – Abbey Road

Drawings:
Hitchhiker´s Guide and Lindstrom B.

Photo: Lindstrom B.