

Health is a state
of complete physical,
mental, and social
well-being and
not merely the
absence of disease
or infirmity.



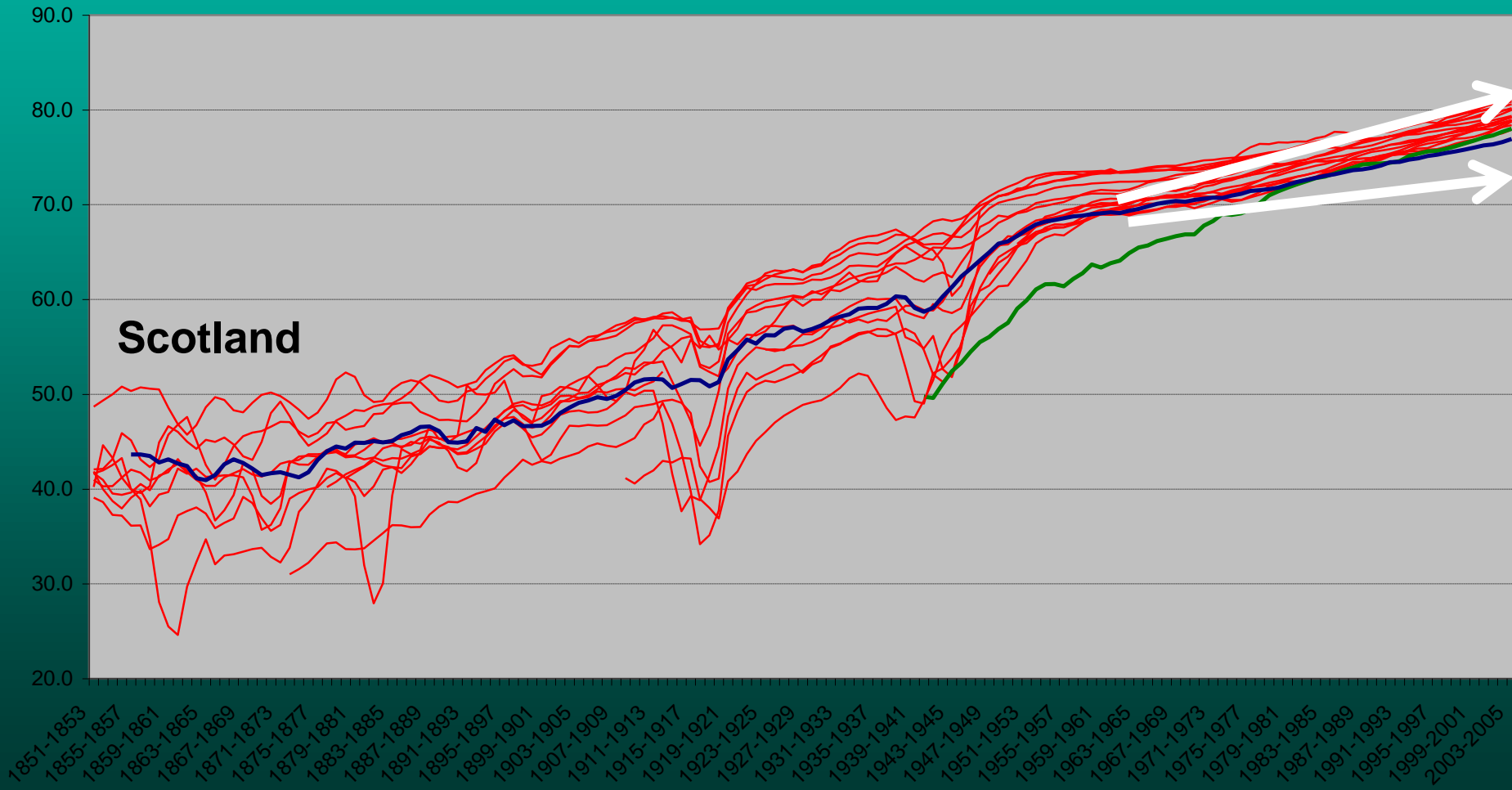
The challenge of health inequalities - poverty or bad choices ?

- We oversimplify the problem through inadequate analysis
- We apply inappropriate thinking to the search for solutions
- As a result, we use ineffective procedures to try to improve outcomes

Life expectancy trends

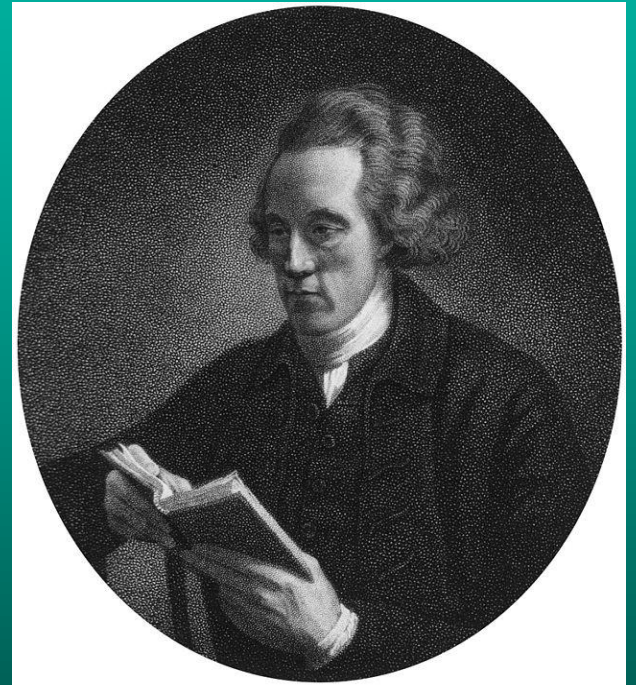
Life expectancy: Scotland & other Western European Countries, 1851-2005

Source: Human Mortality Database



Joseph Townsend 1739-1816

- “Hunger will tame the fiercest animals. “It will teach decency and civility, obedience and subjection ... it is only hunger which can spur and goad the poor on to labour.”



Salutogenesis....

- Highlights factors which create and support human health rather than those which cause disease
- It focuses on resources and capacities which impact positively on health and aims to explain why, in adverse circumstances, some stay healthy and others don't.

Aaron Antonovsky 1923-1994



Sense of coherence....

“.....expresses the extent to which one has a feeling of confidence that the stimuli deriving from one's internal and external environments in the course of living are **structured, predictable and explicable**, that one has the **internal resources** to meet the demands posed by these stimuli and, finally, that these demands are seen as **challenges**, worthy of investment and engagement.”

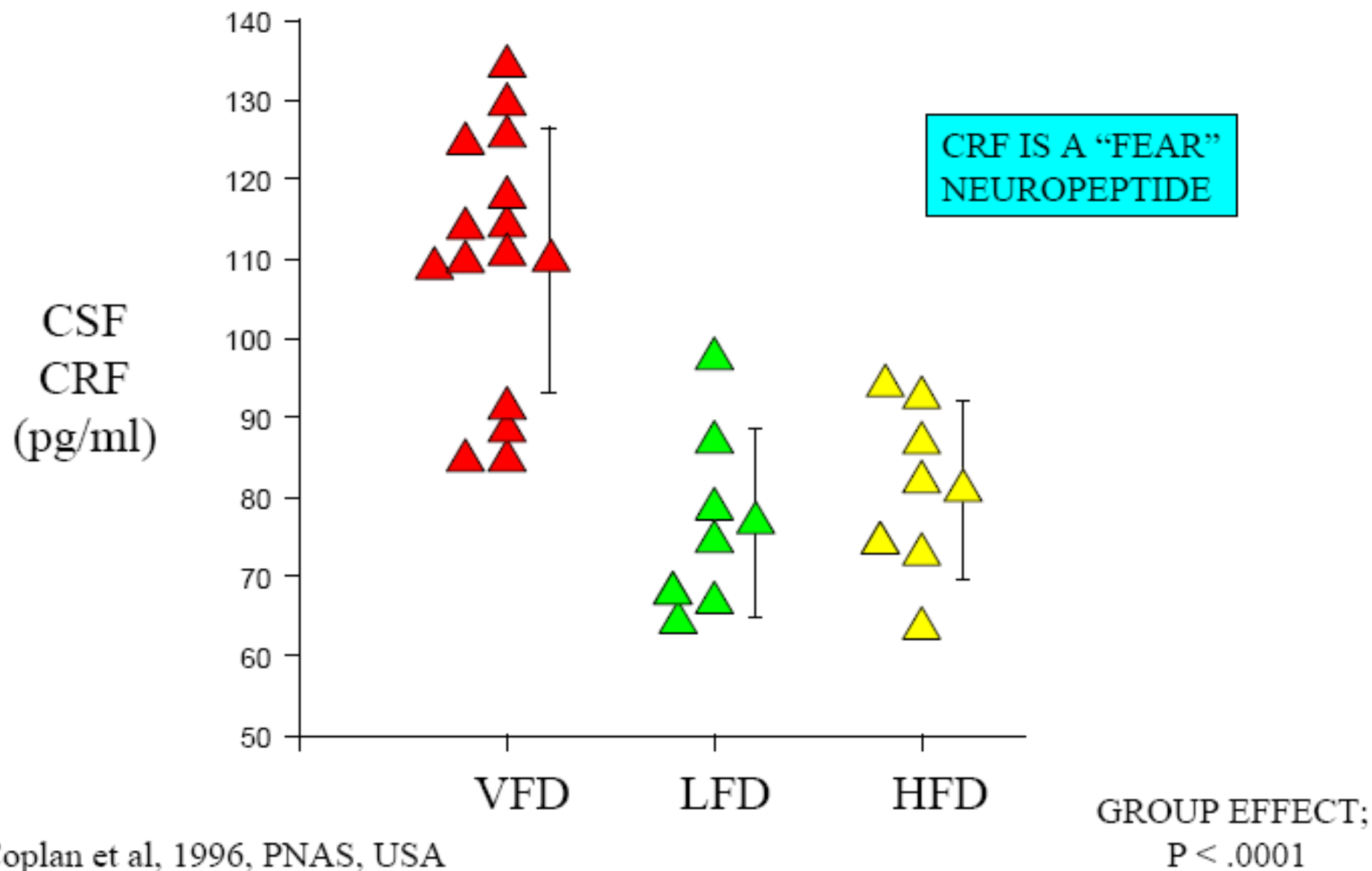
For the creation of health....

...the social and physical environment must be:

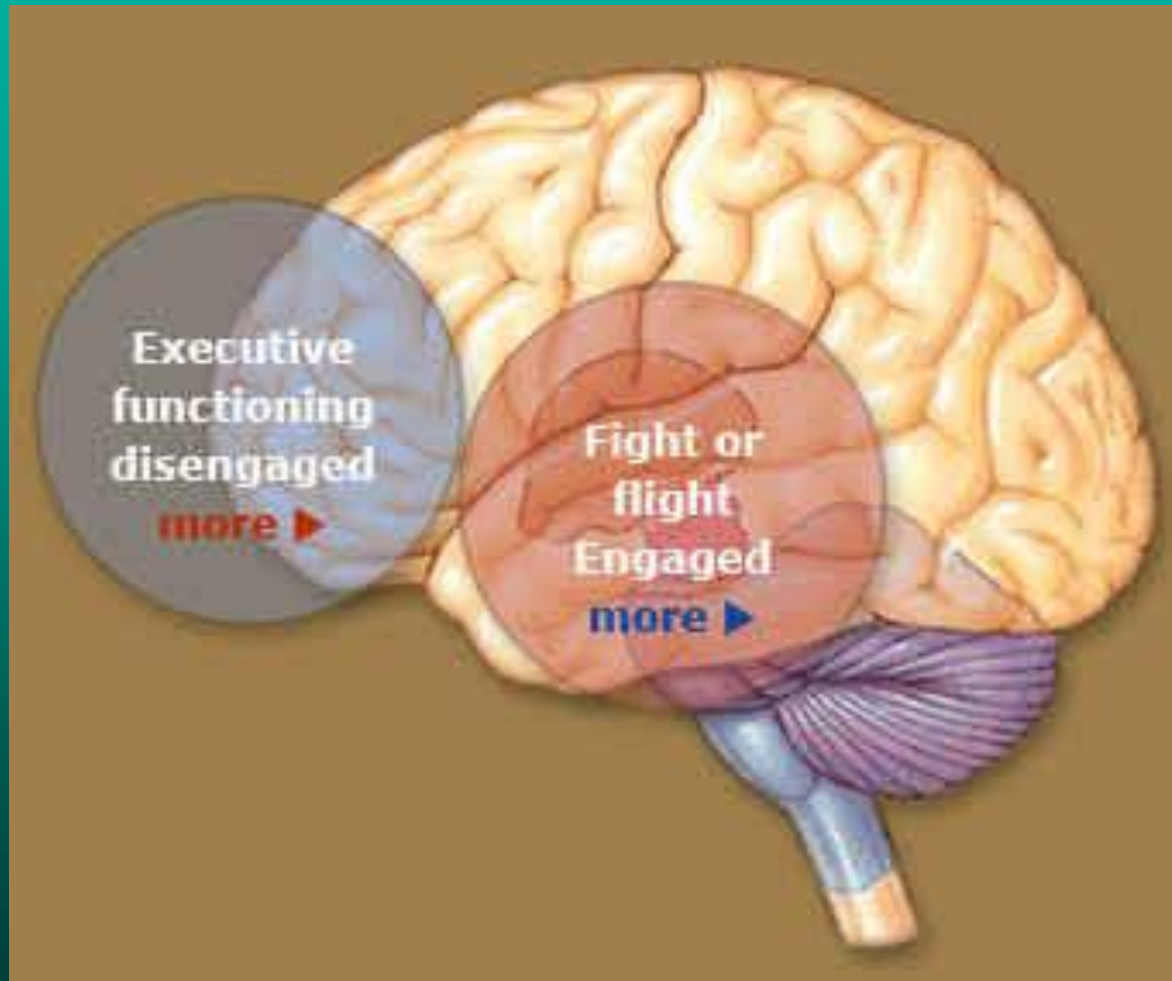
- Comprehensible
- Manageable
- Meaningful
-or the individual would experience chronic stress



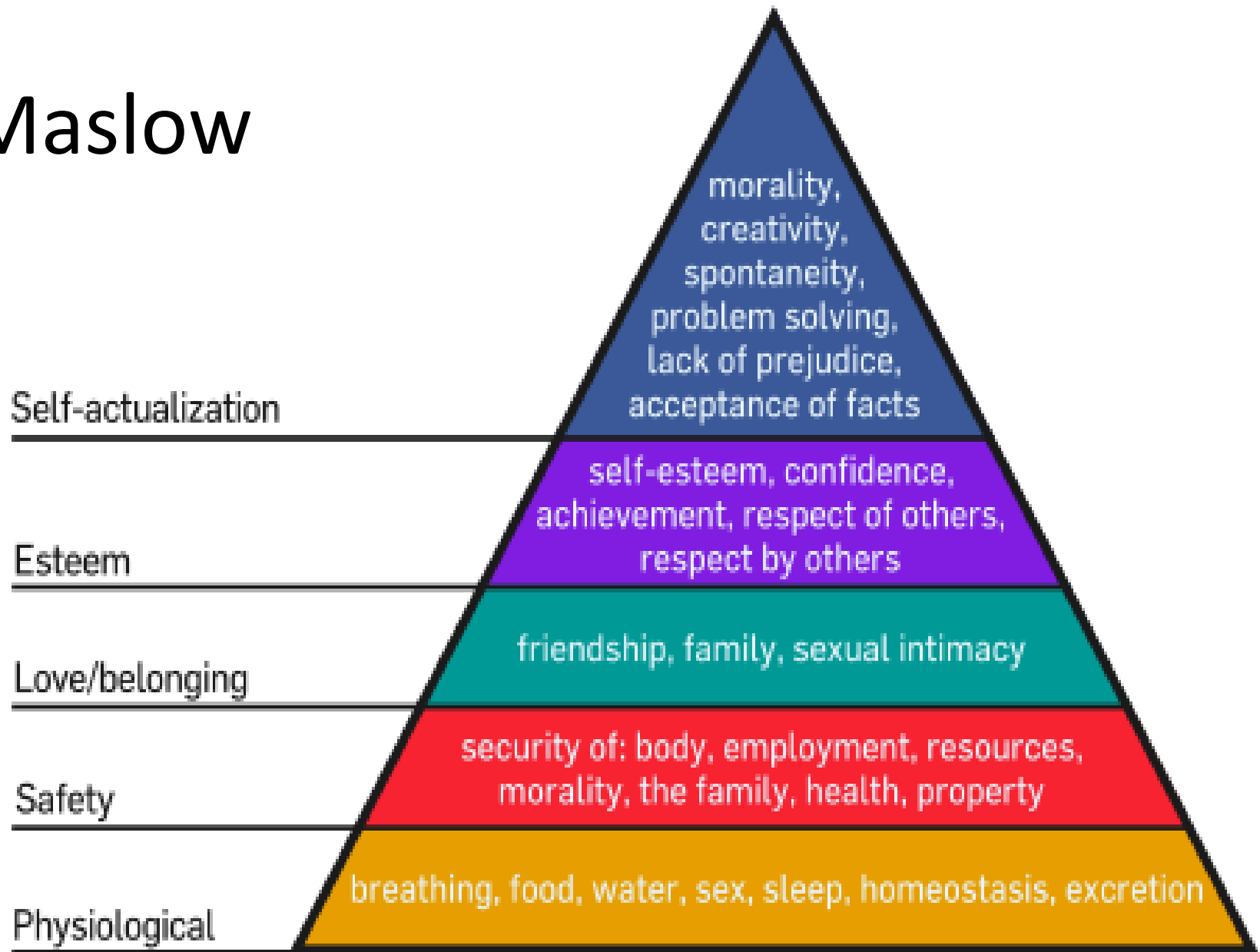
CSF CRF CONCENTRATIONS IN DIFFERENTIALLY-REARED JUVENILE PRIMATES:



The stressed brain



Maslow

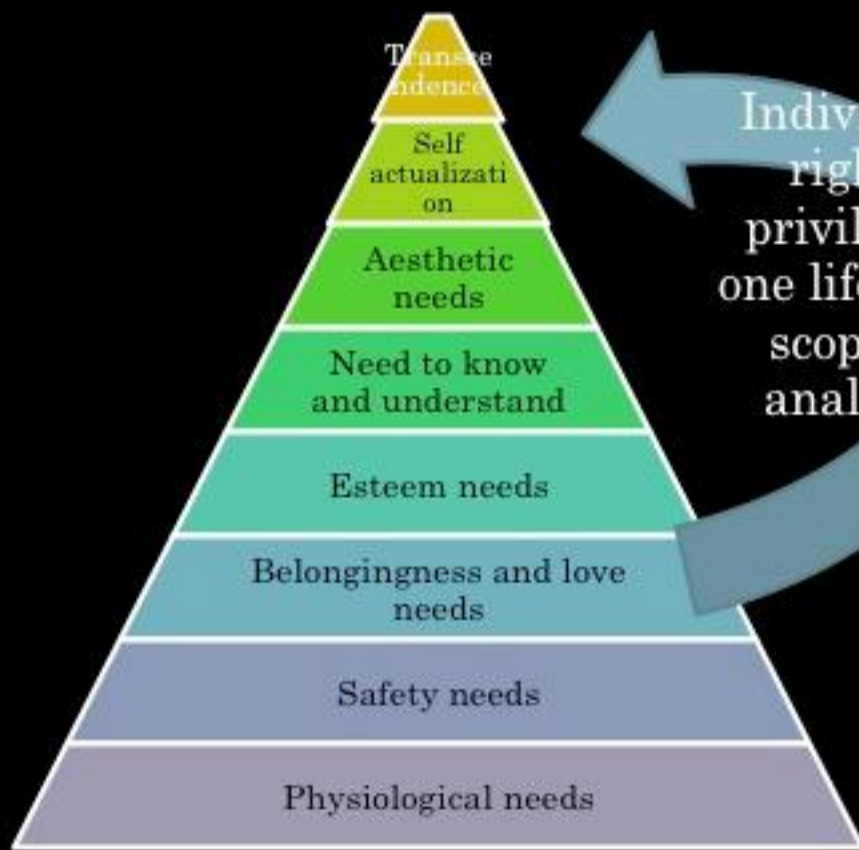


Maslow 2.0

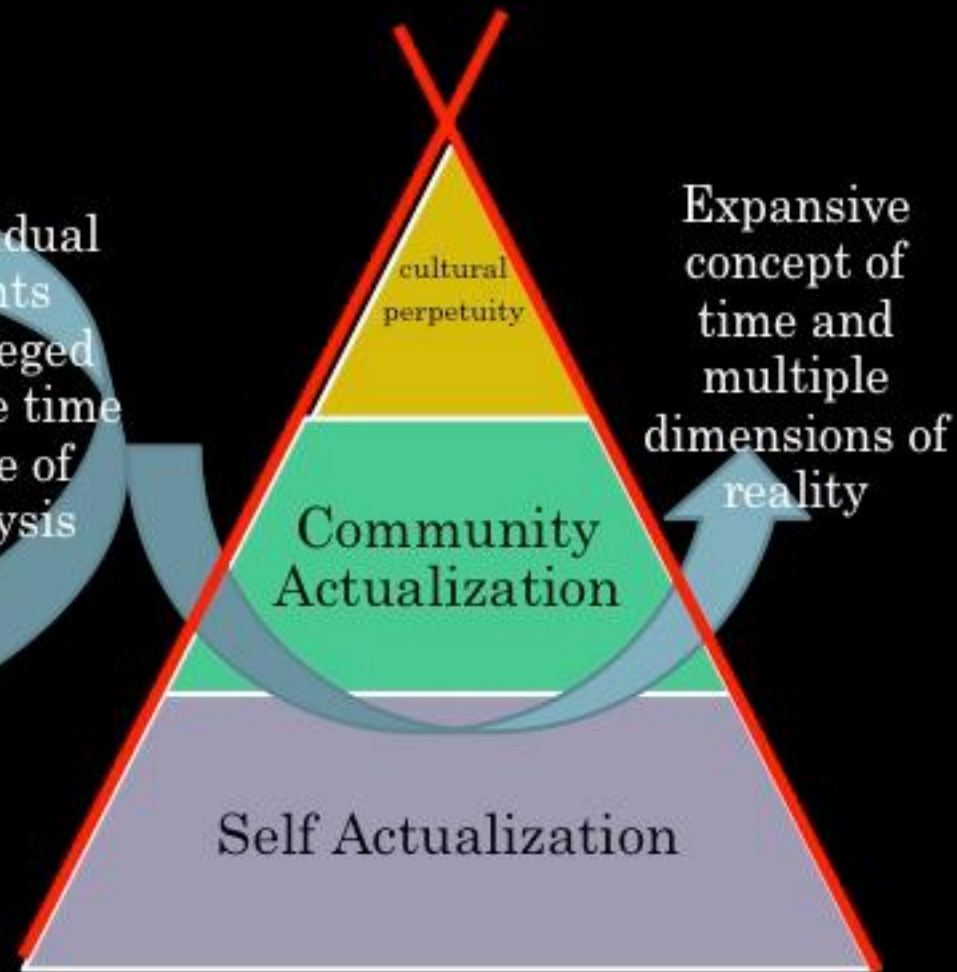


MASLOW'S HIERARCHY OF NEEDS (INFORMED BY BLACKFOOT NATION (ALTA))

Western Perspective



First Nations Perspective



Individual rights privileged one life time scope of analysis

Expansive concept of time and multiple dimensions of reality

The Broadway experiment

- “The most efficient way to spend money on the homeless might be to give it to them.”
- The Economist November 4th 2010

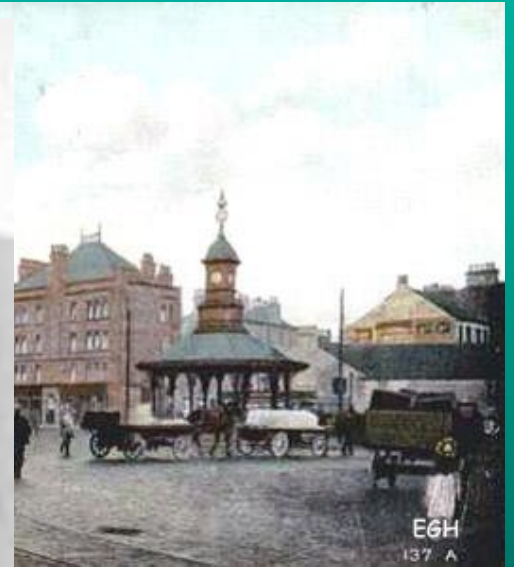
The Broadway experiment

- City of London
- 13 rough sleepers with 4-45 year history
- Personalised budget (up to £3000)
- Personalised support
- “What do you need?”
- Build trust and sense of control and ability to make choices

Workers in the 1950s



Better housing?



Places for people?

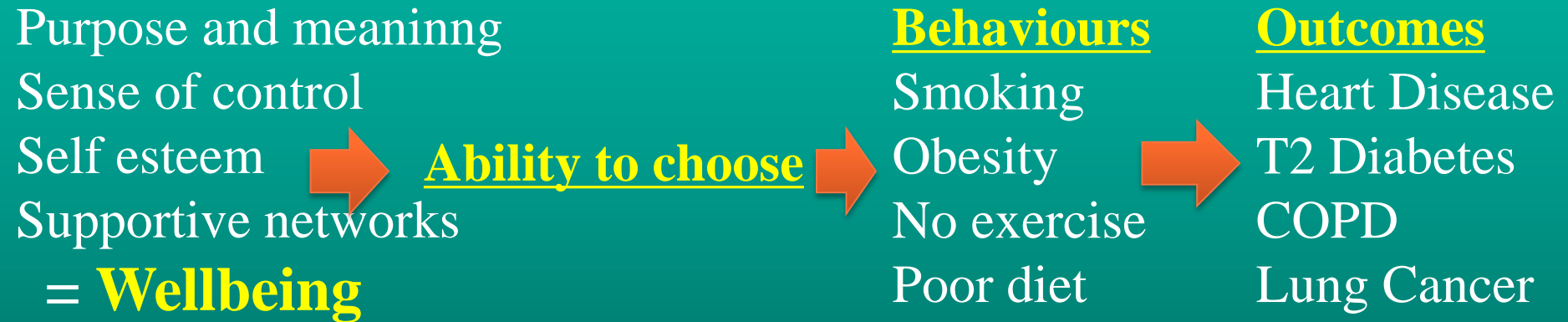


Places for people



The circumstances in which we are raised and live determine the our ability to make positive choices and the outcomes we experience.

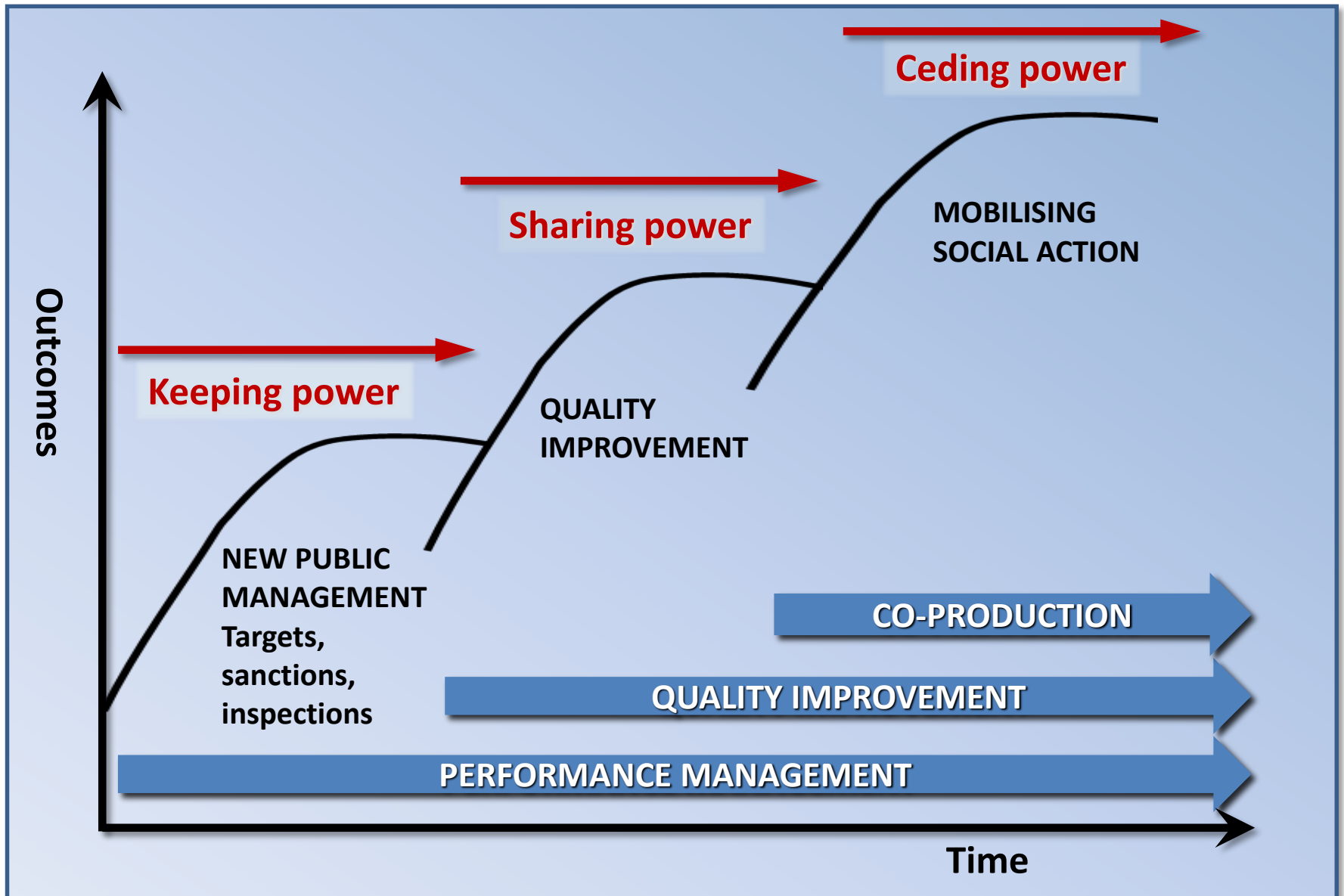
Wellbeing



A approach to wellbeing

- Predictive analytics to model the drivers of wellbeing in a community
- Let front line staff work on “what matters to you?” Do it at scale.
- Support citizens to solve their problems and so take control of their lives
- Repeat the analysis at regular intervals

Getting to the Third Curve





Jimmy Reid 1971



Rectorial Address

- “Let me right at the outset define what I mean by alienation. It is the cry of men who feel themselves the victims of blind economic forces beyond their control. It's the frustration of ordinary people excluded from the processes of decision making. The feeling of despair and hopelessness that pervades people who feel with justification that they have no real say in shaping or determining their own destinies....”

