

Securing Healthy Futures:

Challenges and Opportunities for the Next Generation

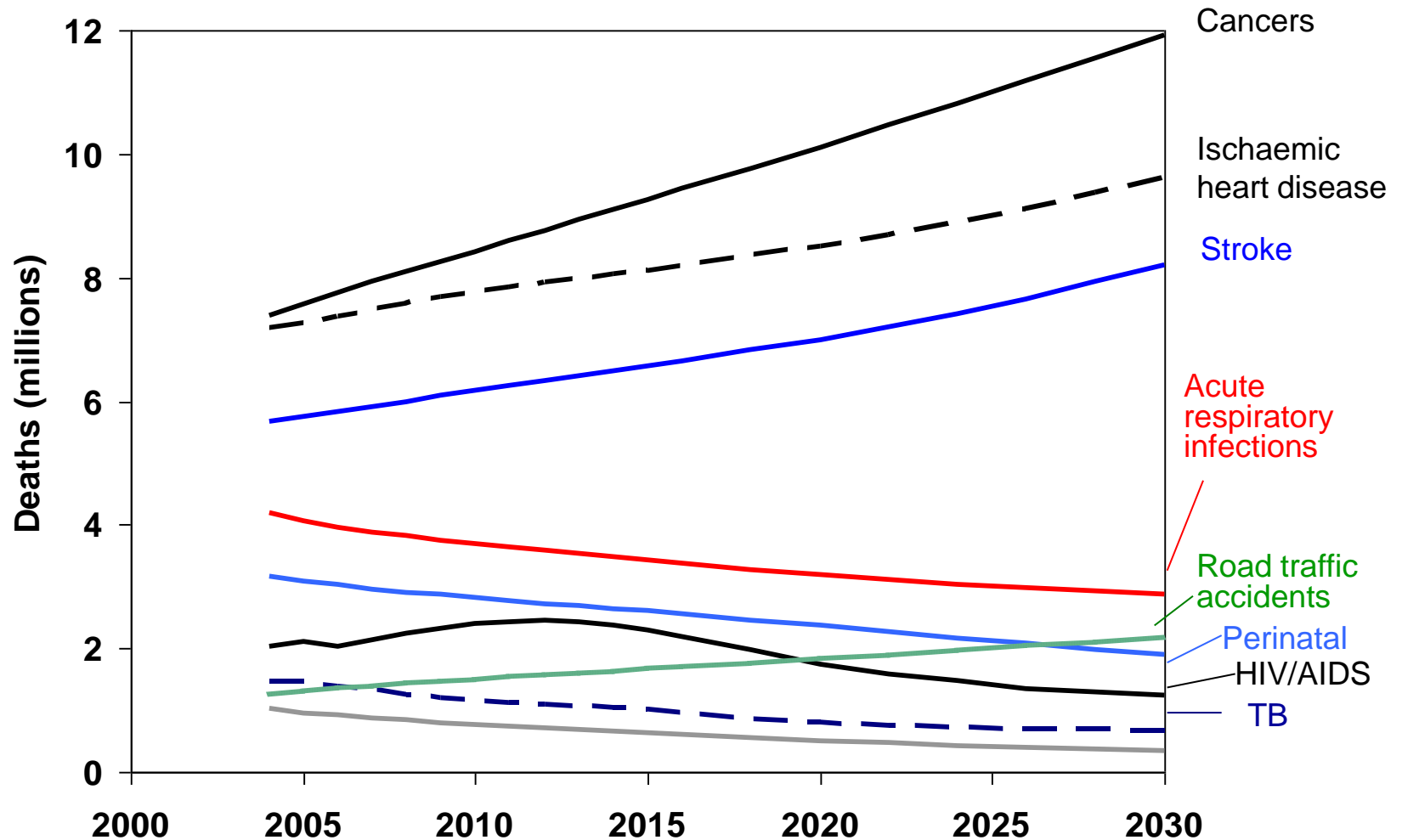
Dr Fiona Adshead

Health and Societal Trends:

Challenges and Opportunities

Changing Nature of Disease

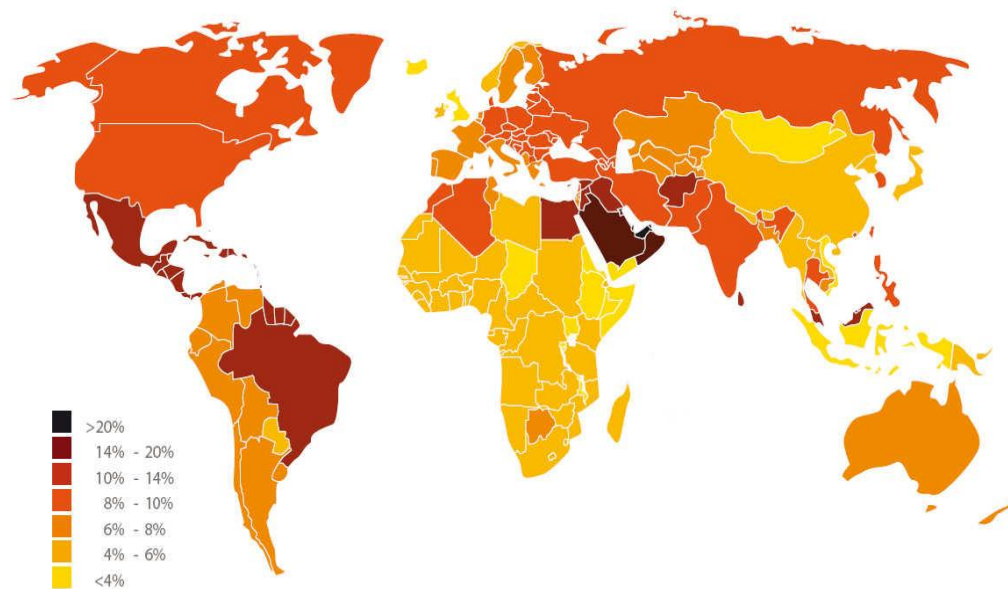
Projected global deaths (2030)



Global changes impacting on health

Our behaviours

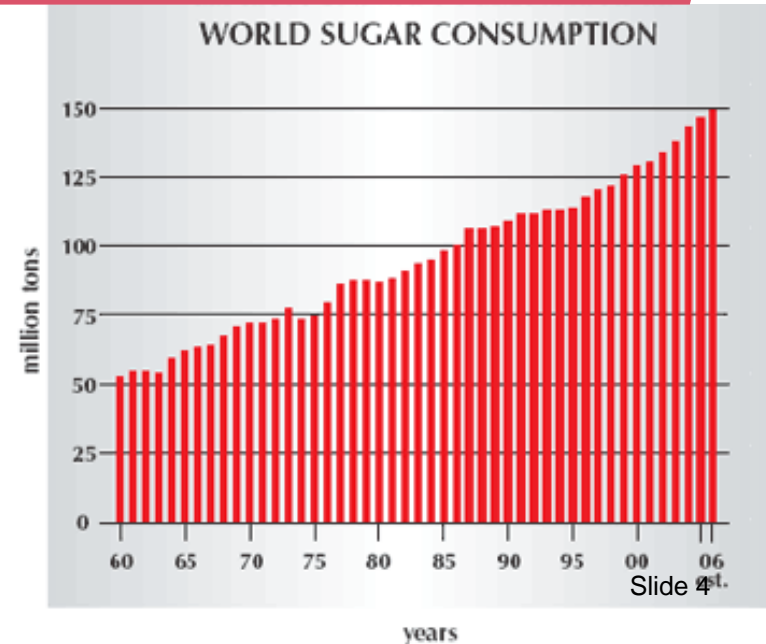
Prevalence estimates of diabetes, 2025



SOURCE: DIA

Diabetes is expected to increase globally by 2025

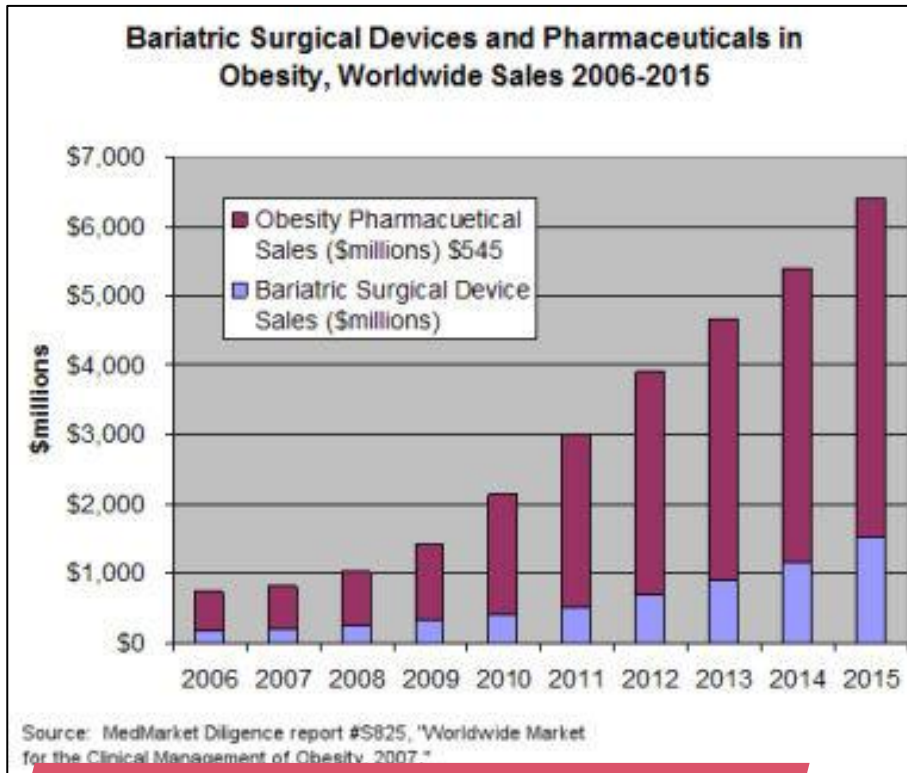
Our changing patterns of consumption have a huge impact on health



Slide 4

Global changes impacting on health

Our health costs and social norms

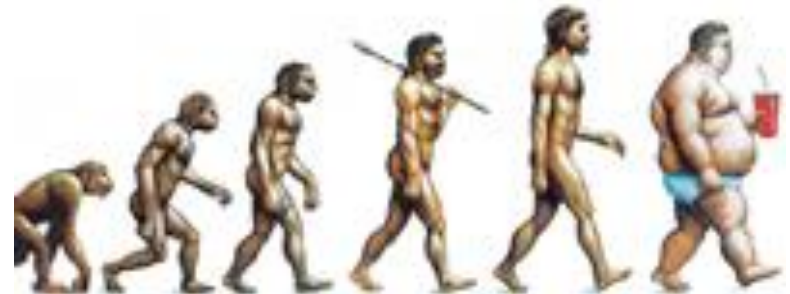


Rising costs of health care

Our changing social norms

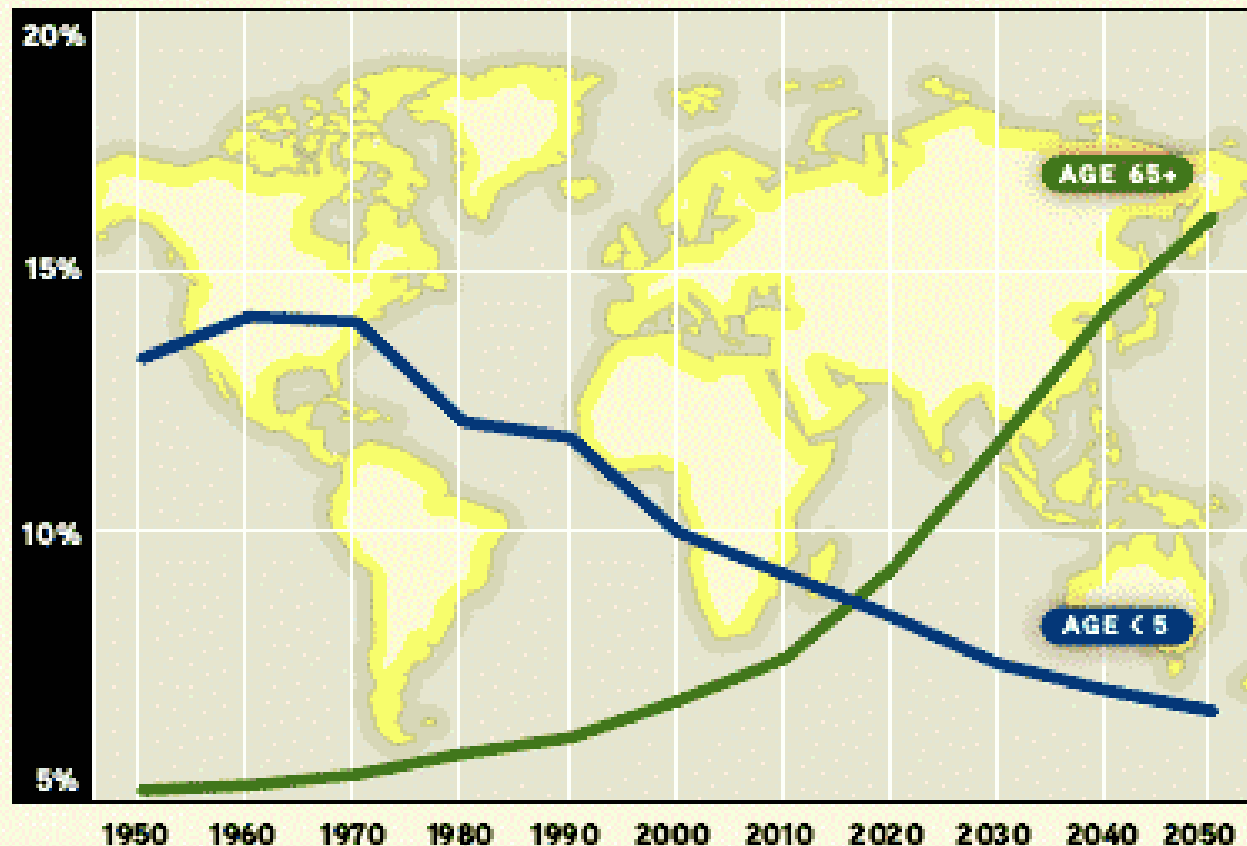


The shape of things to come



A changing global population

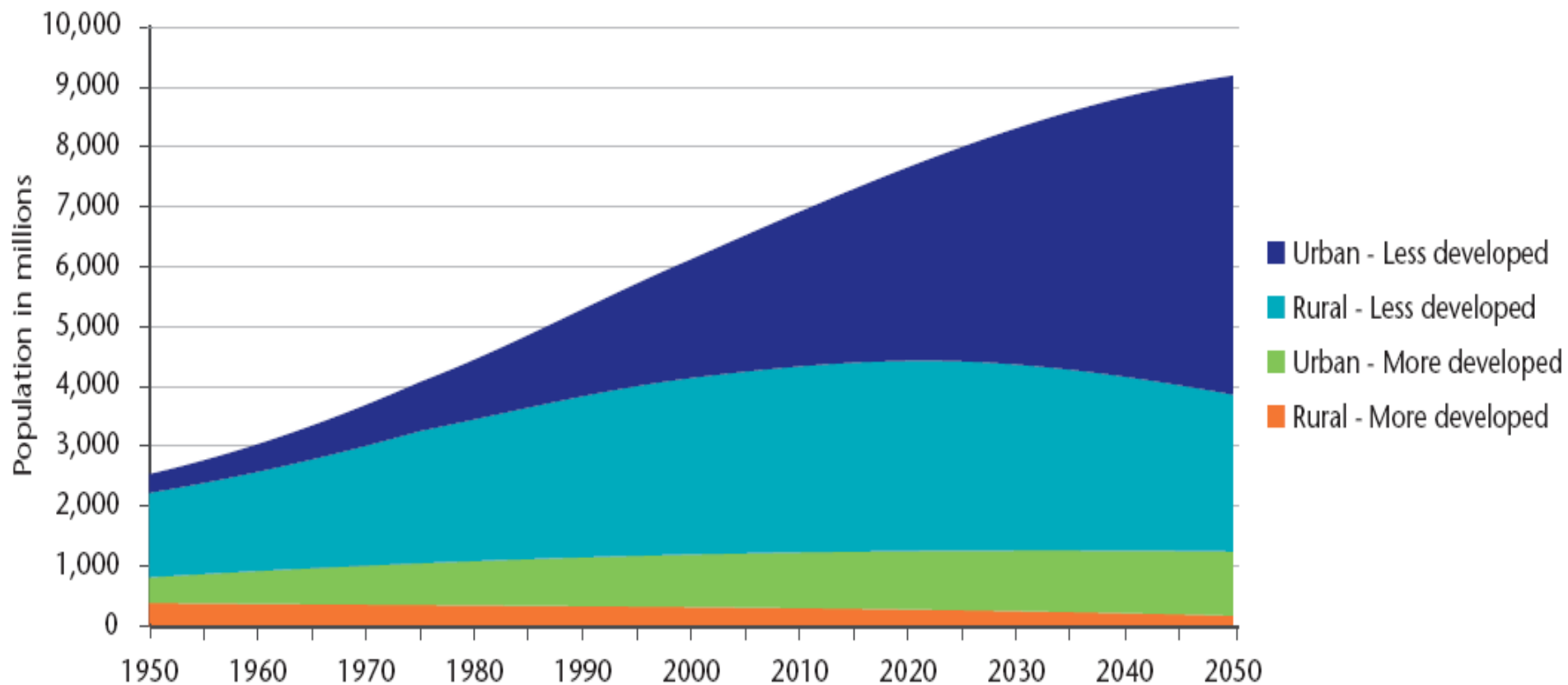
YOUNG CHILDREN AND OLDER PEOPLE AS A PERCENTAGE OF GLOBAL POPULATION



Source: United Nations Department of Economic and Social Affairs, Population Division. *World Population Prospects. The 2004 Revision*. New York: United Nations, 2005.

The world population is increasingly urban

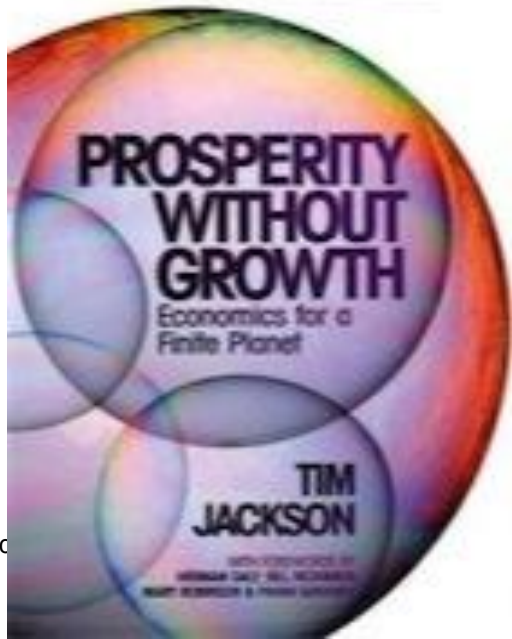
Global population by type of area and by region – 1950-2050



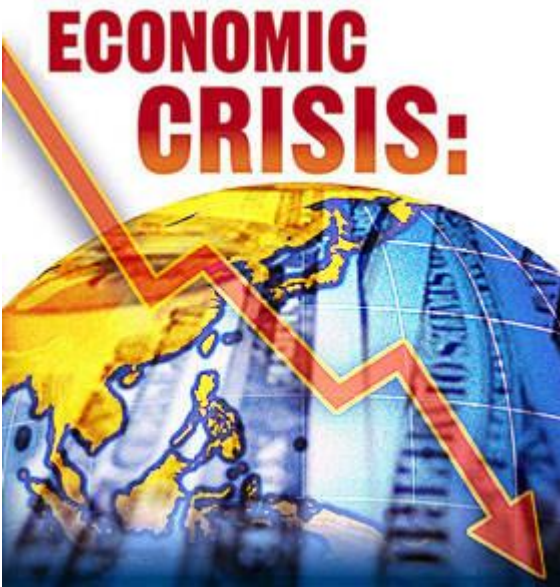
Societal Trends



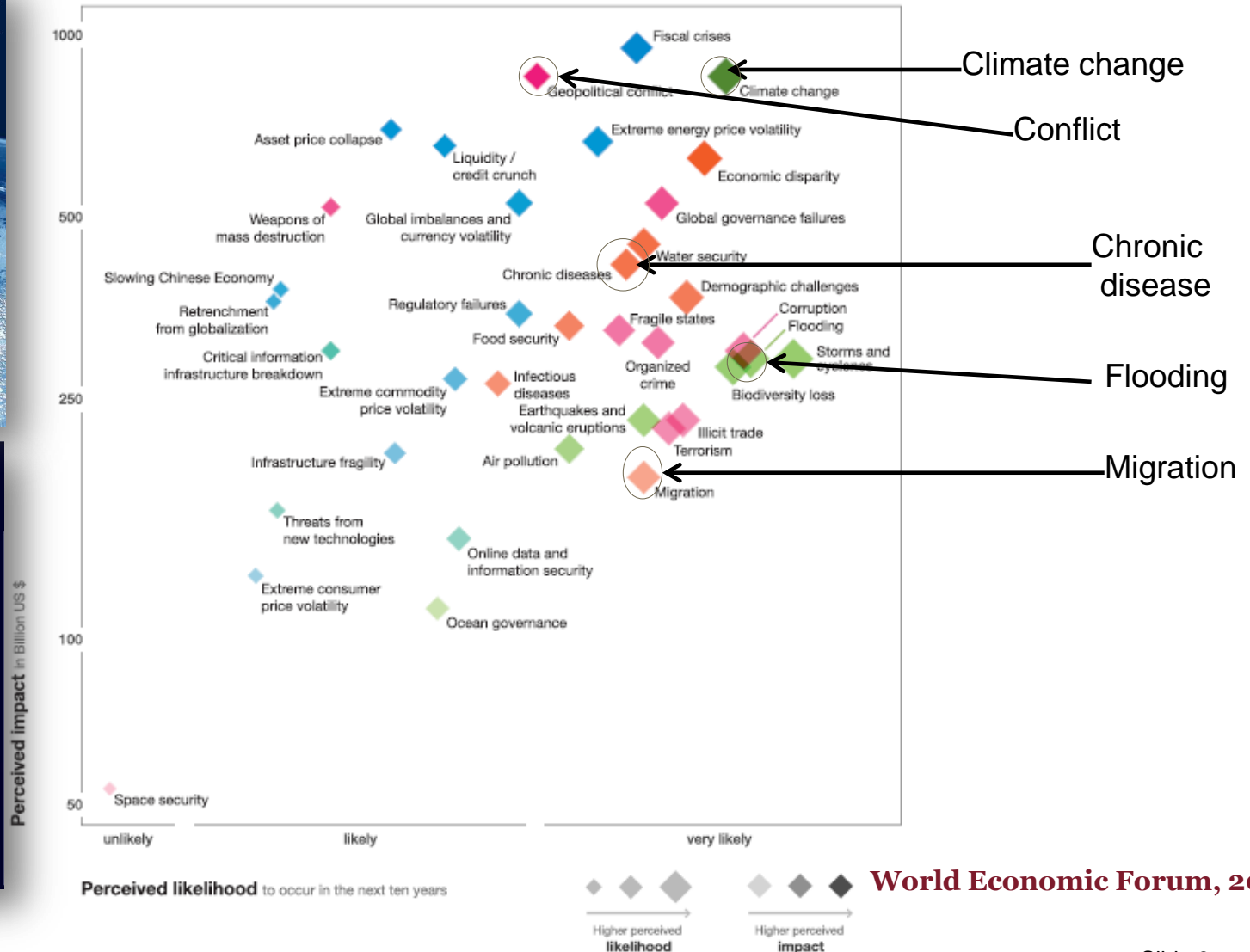
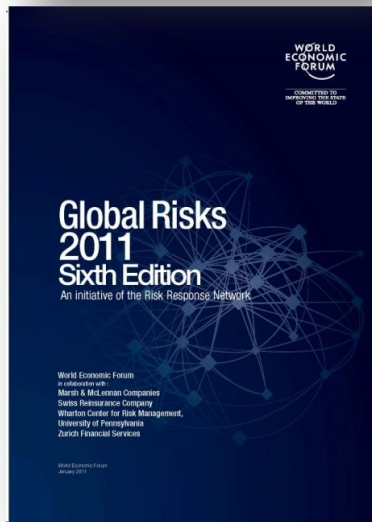
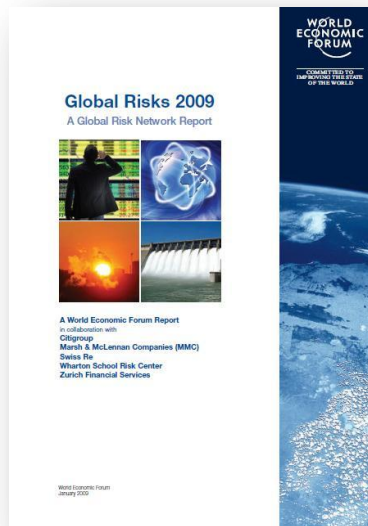
"Business as usual is not an option."
Oliver James, author of *Altruism*



OCCUPY!
CAPITALISM IS OVER!
IF YOU WANT IT



Impact: World Economic Forum Global Risks



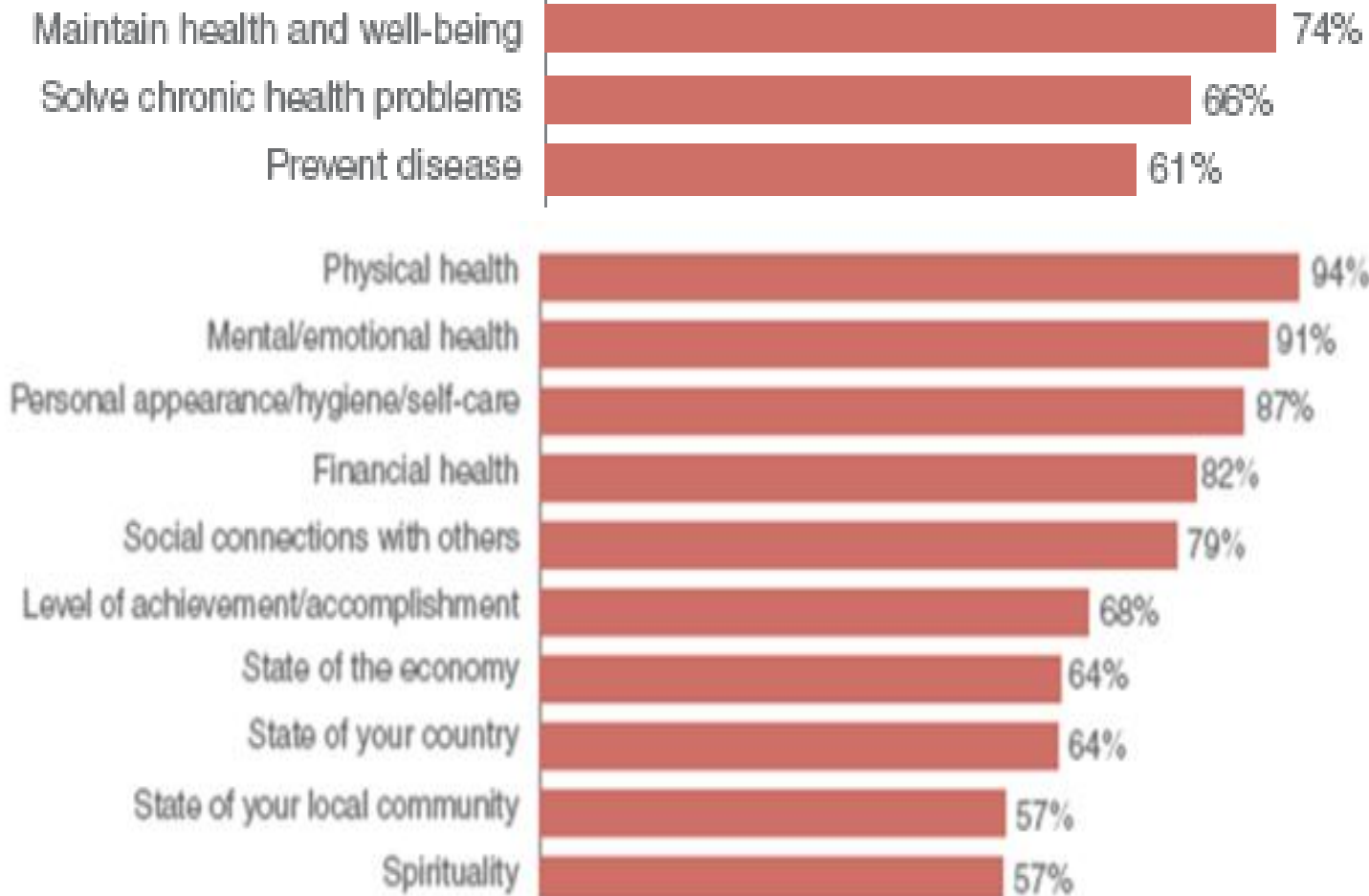
Societal Trends



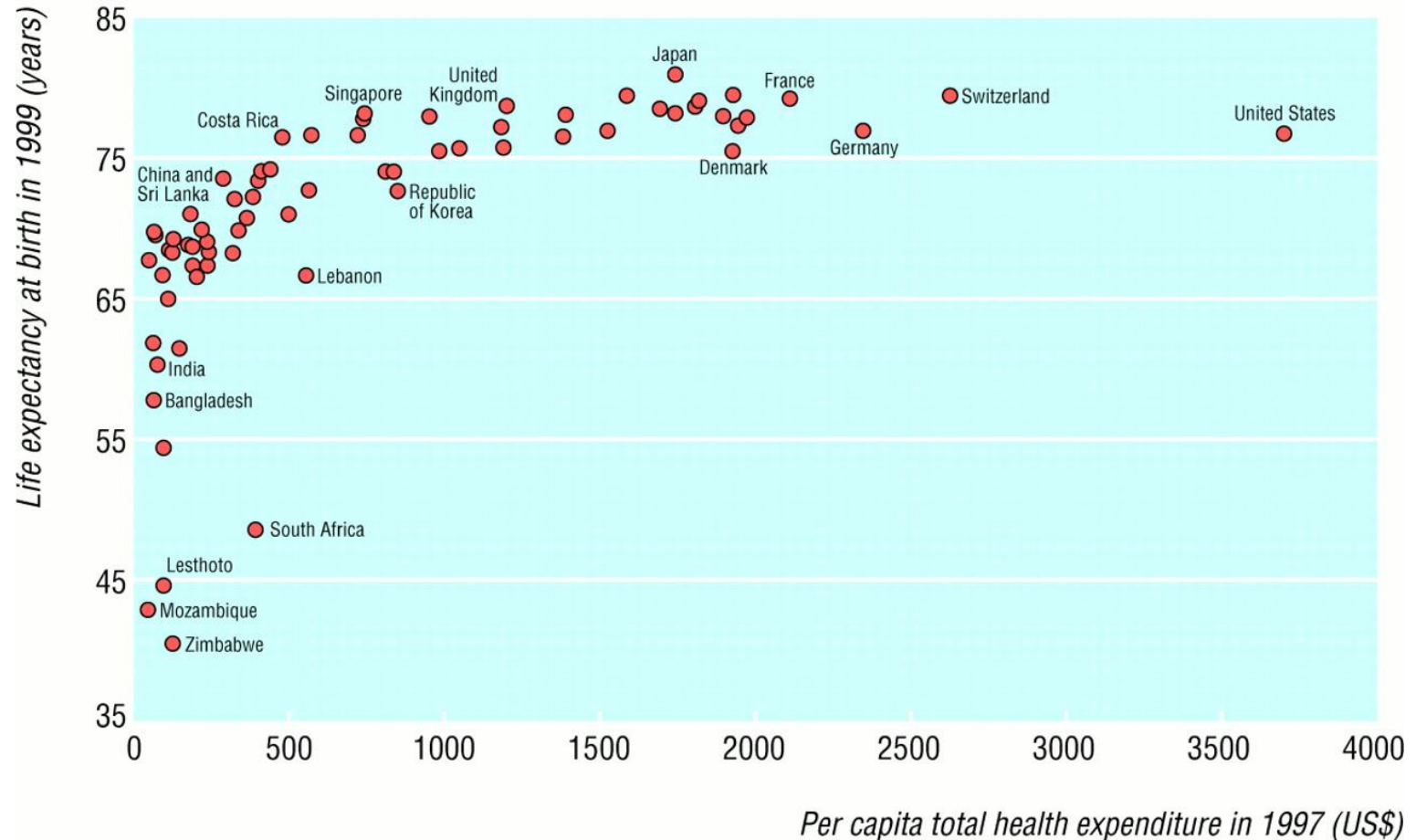
Expectations of health systems

Thinking about your overall health and well-being, how important would you say each of the following factors plays in influencing it?

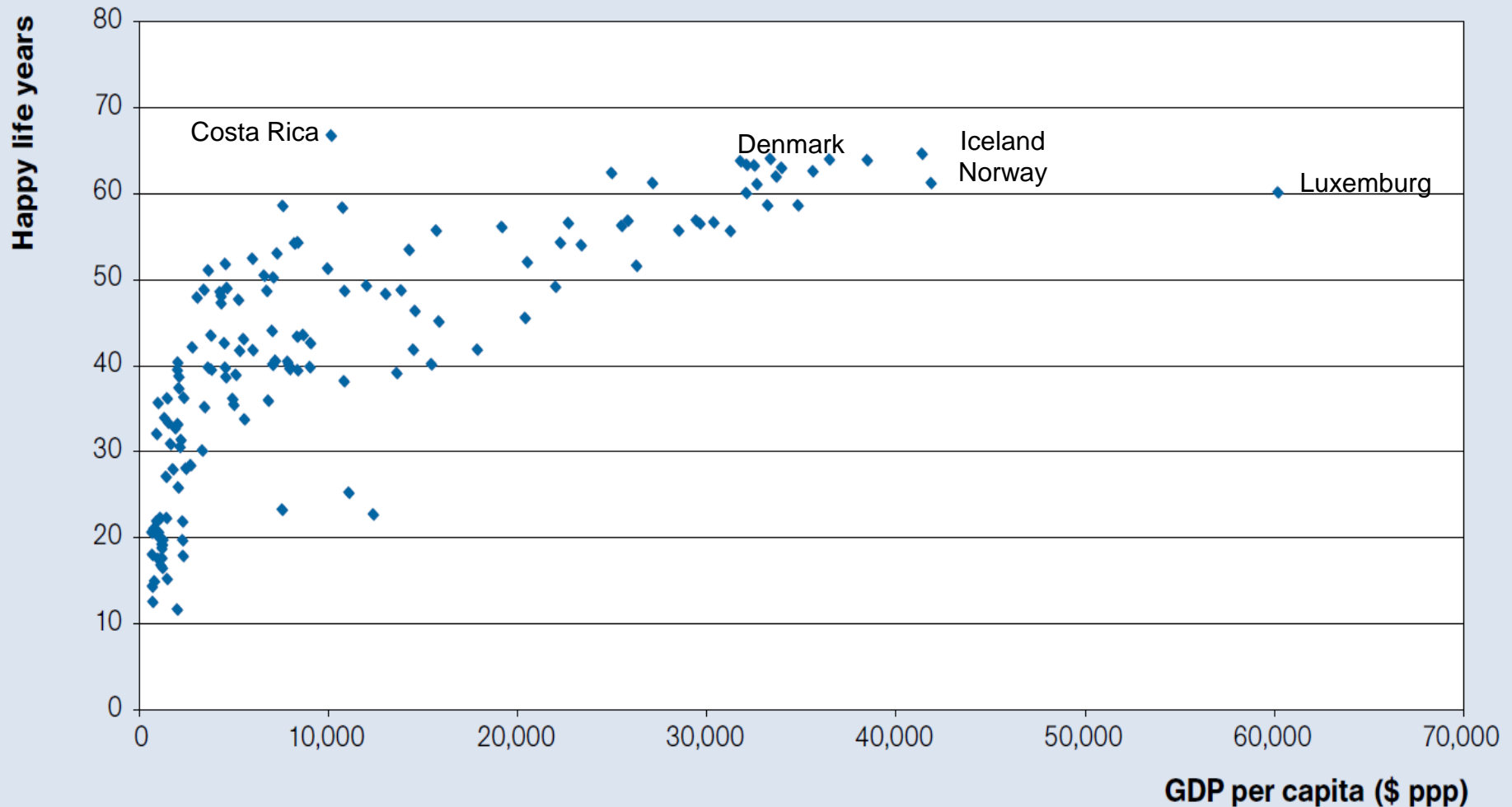
Answer



How effective is health expenditure?

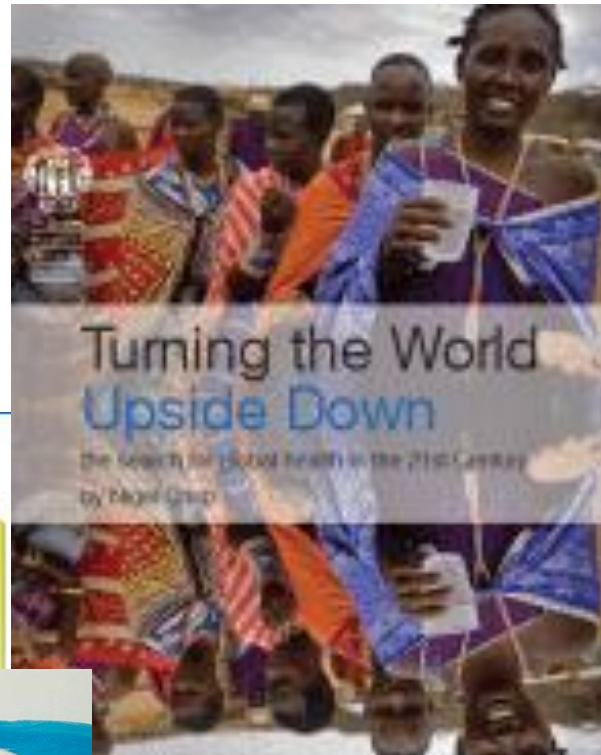
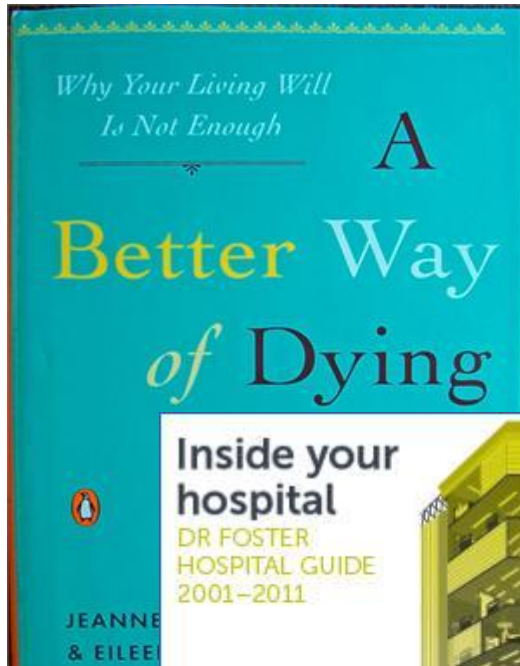


Scatter plot of happy life years vs GDP per capita by country



NEF, *The (un)Happy Planet Index: An index of human well-being and environmental impact* (2006)

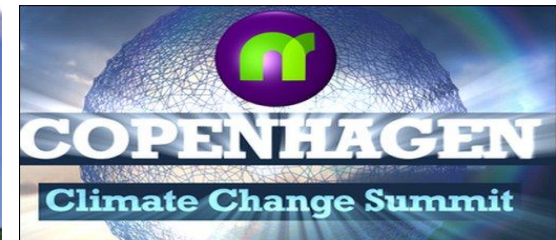
Societal Trends – implications for health



Shared opportunities for action



**Turn To Action
Turn To Change**
Change the course of
chronic disease.

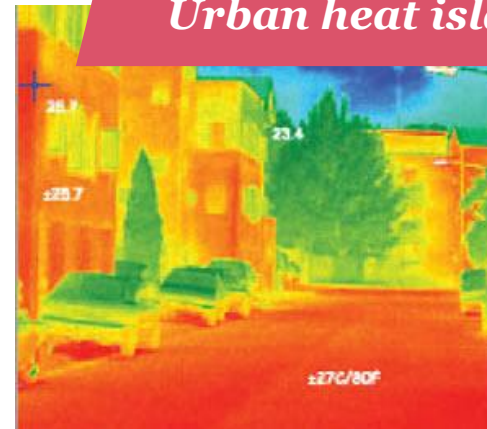


Health and the Environment

Global changes impacting on health

The changing environment

Urban heat islands



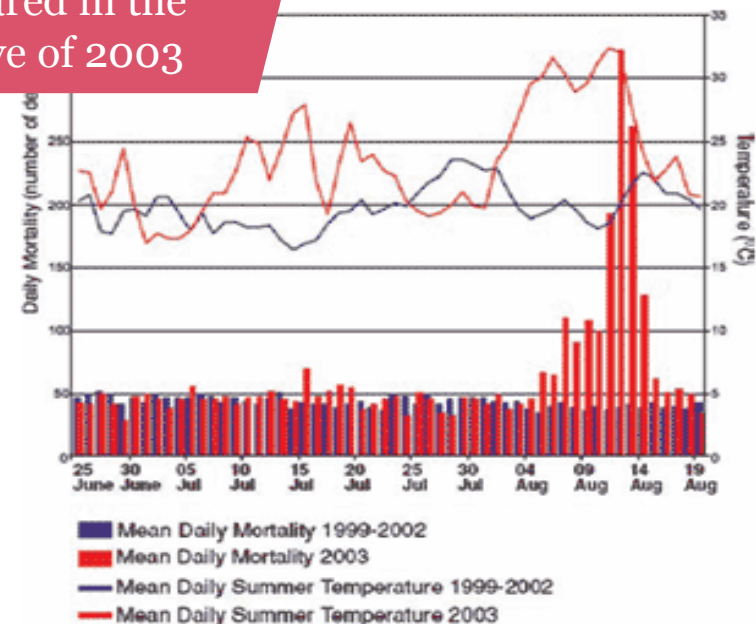
Deadly heat wave holds firm in Europe

Temperatures throughout Europe continued above normal, as France reported as many as 3,000 deaths due to the heat.

Difference from normal temperatures Aug. 3 to Aug. 9, 2003



Excess deaths soared in the summer heat wave of 2003



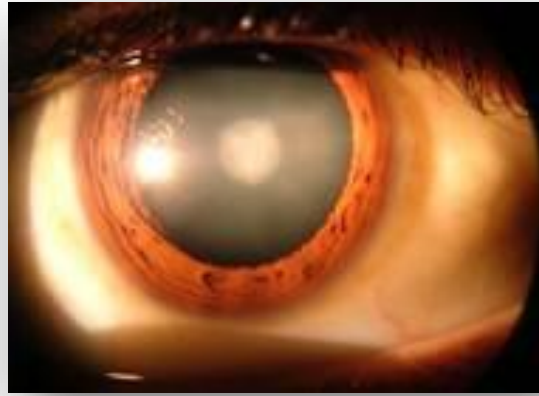
SOURCE: Climate prediction center, NOAA

AP

Climate change as a health threat



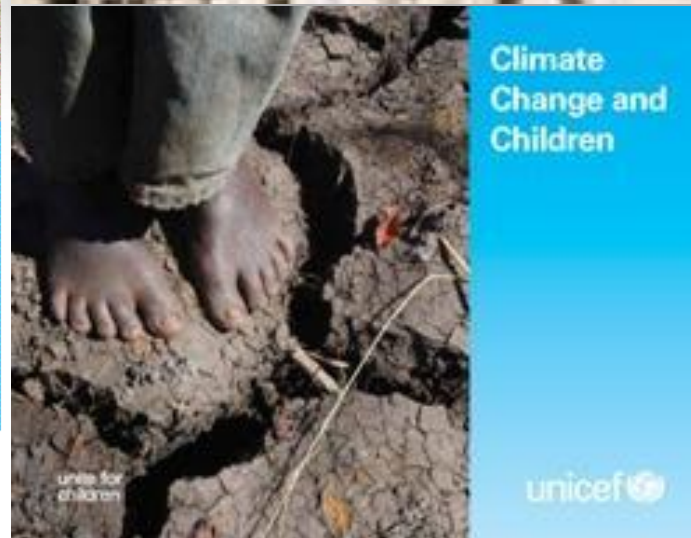
“Climate change causes illness and death directly and locally...”



...and globally....”



...and for children....”



Our Environment Can Positively Shape Our Health

Importance of nature to health

***Ulrich** showed that patients with a “tree view” had shorter hospitalisations, less use of analgesic medications, and fewer negative nurse notes.*

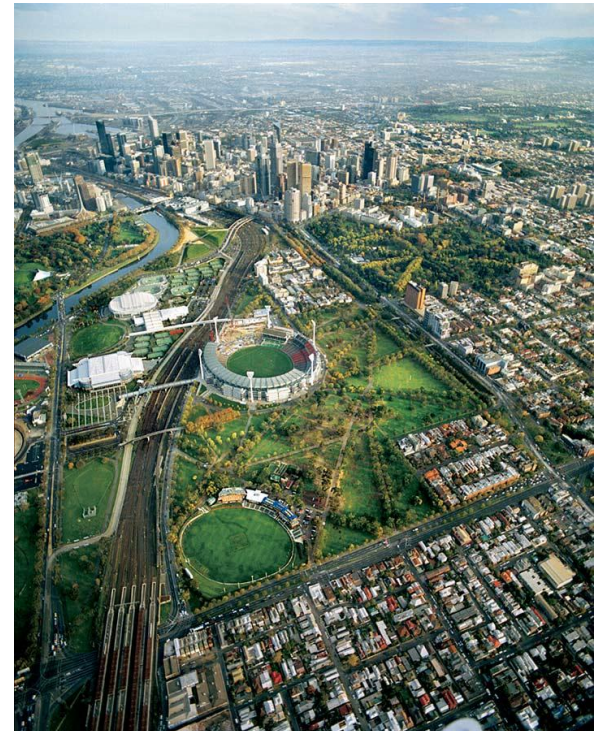
***Diette et al.** showed that patients with a meadow scene and brook sounds had better pain control during bronchoscopy.*



Landscape and Health – an opportunity

Danish and US studies showed that living close to green space was associated with lower levels of stress, lower risk of obesity, and reductions in aggressive and violent behaviour.

UK studies showed that mortality rates fall as neighbourhoods get greener, and the gradient shrinks between the mortality rates of the wealthy and the poor.



Problems and Solutions for Health and The Environment are Aligned

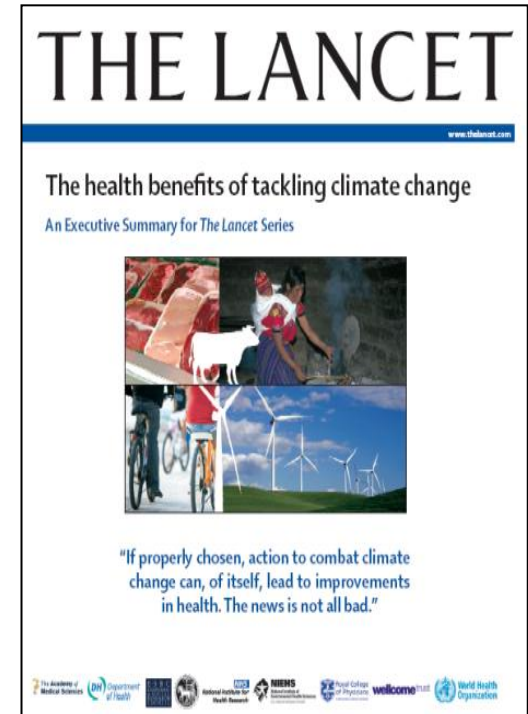
Health and sustainability: co-benefits

Walking & Cycling instead of driving

- ↓ Heart disease & Stroke 10-20%
- ↓ Breast cancer 12-13%
- ↓ Dementia 8%
- ↓ Depression 5%

Eating 30% less saturated animal fat

- ↓ Heart disease by 15%
- ↓ Obesity
- ↓ Diet-related cancers

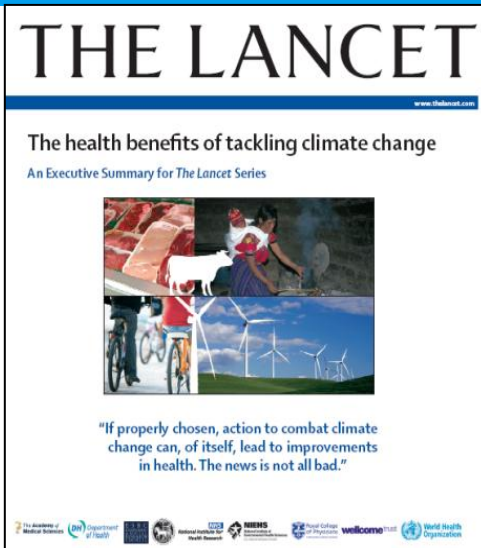


Sustainability trends and insights

Risks and solutions on environment and health deeply connected

Summary of trends

- Leading companies make new sustainability commitments embedded in their strategy – to grow new markets, increase brand awareness/preference, drive cost reduction and support innovation.
- Preventative interventions key to the sustainability of healthcare systems.
- Increased government aspiration, and intervention, on reducing carbon emissions.



88%

Source: Synovate 2010

the percentage of people globally who feel that companies have a responsibility to reduce climate change

88%
Growing evidence on the impact of interventions with wins for public health and for the environment

Healthy people and healthy planet increasingly seen as connected by consumers

65%

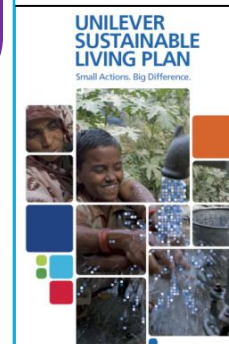
Say that sustainability is as much about the health of people as it is about the health of the planet

73%

Say that it is as important to protect the health of the environment as it is to protect the public

Edelman Health Engagement Barometer 2010
(Edelman, 15,000 people, 11 countries inc US, China, UK)

Major announcements from companies on health and sustainability through 2010 e.g. Unilever



REDUCING ENVIRONMENTAL IMPACT

By 2020 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.*



"Unilever Lifebuoy will get 1 billion people across the world to wash their hands with soap before eating"

Securing Our Future Health?

Old Wisdom, New Truths

Old Wisdom

“If we could give every individual the right amount of nourishment and exercise, not too little and not too much, we would have found the safest way to health”

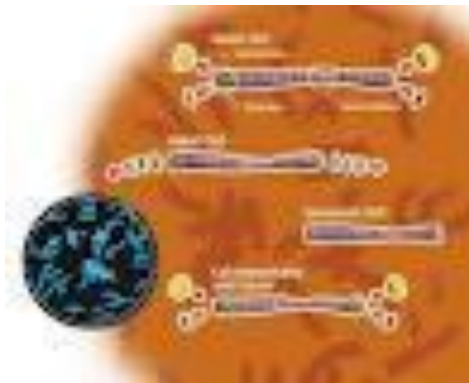


Hippocrates, 420 BC

Old Wisdoms leading to new truths

Cellular aging process:

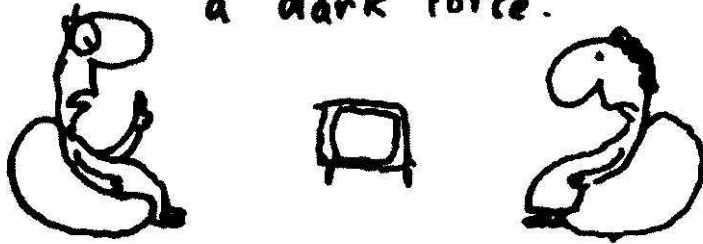
*the interplay between healthy eating, physical activity
and stress reduction on telomere length and telomerase
levels*



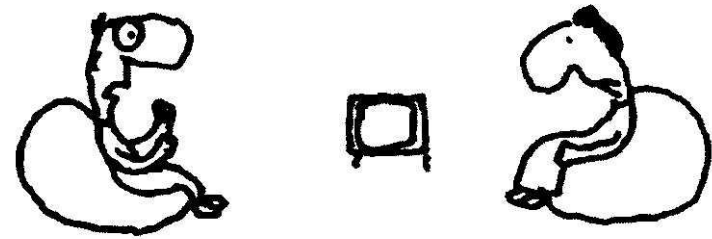
Behaviour Change

Our way of life.....

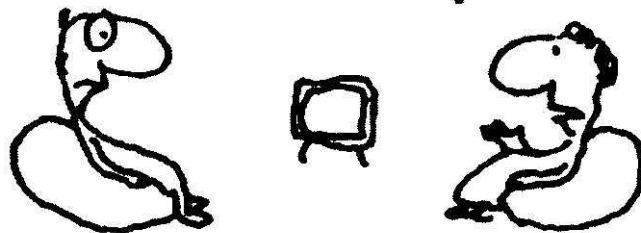
our way of life is
being threatened by
a dark force.



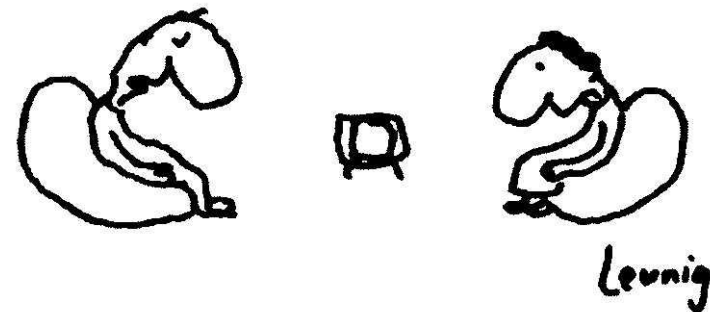
we must defend our
way of life.



WHAT IS THIS
DARK FORCE WHICH
THREATENS OUR WAY
OF LIFE?

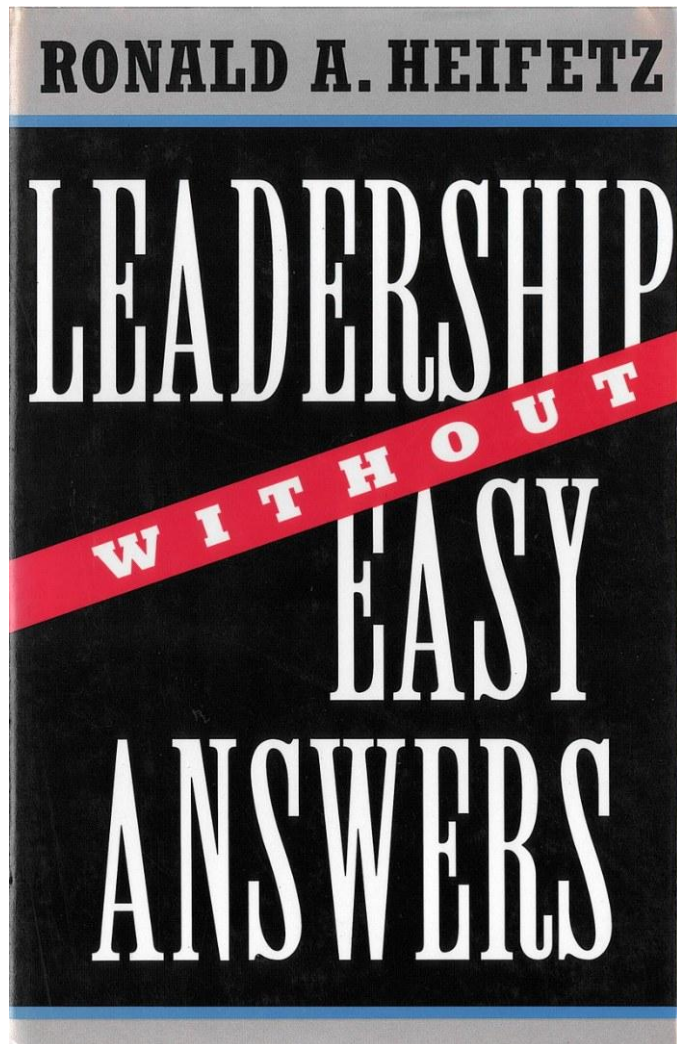


it's our way
of life...

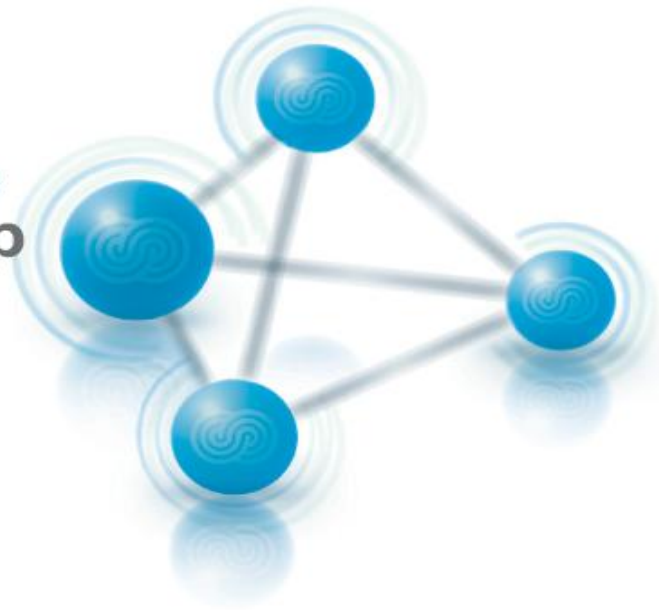


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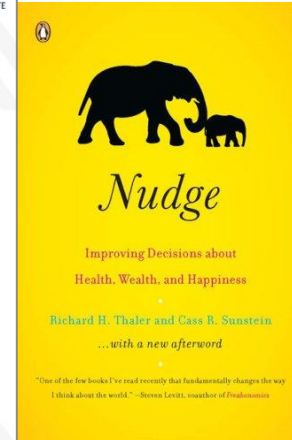
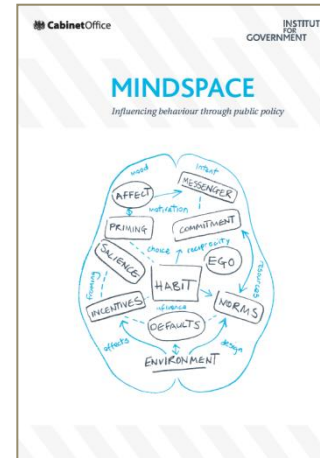
Leading – technical or adaptive leadership challenges?



ENGAGED PEOPLE
leadership
essentials



21st Century Enlightenment



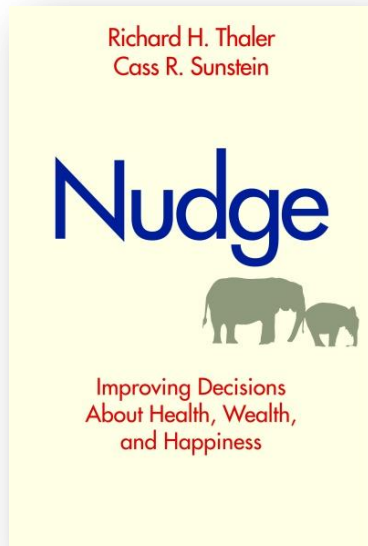
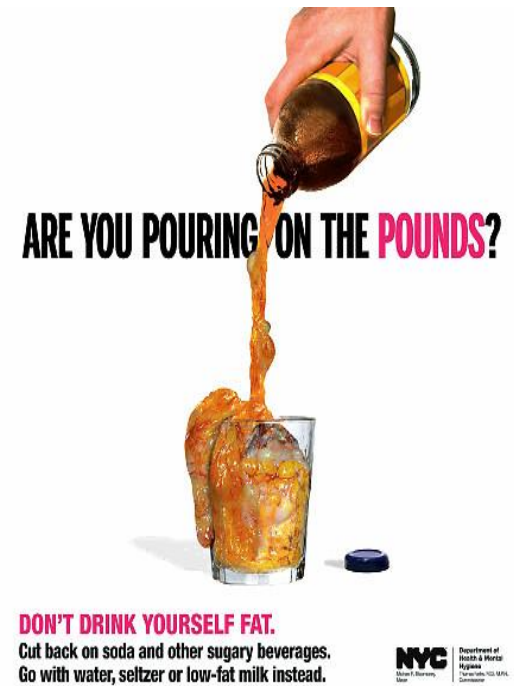
Shifting to prevention: a longer view

Focus on adoption of healthier behaviours but how?

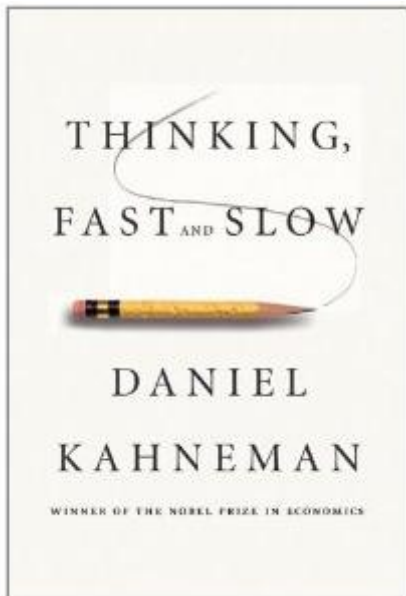
*Healthy
Incentives*

versus

*Healthy
Shoves*



Thinking Fast and Slow



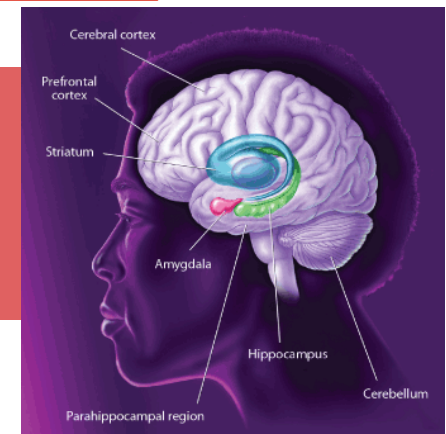
Thinking fast

- Easy: Needs little /no cognitive capacity
- Impulsive: Driven by immediate perceptual input
- Intuitive: Future not represented



Thinking slow

- Hard: Needs high cognitive capacity
- Conscious: Driven by decision
- Planned: Future is represented



What Works?

Making it fun is key

Strategic use of incentives,
defaults and creating a
healthy norm

Johnson & Johnson



BChydro 

Effective approaches are kept fresh
and relevant over the long term



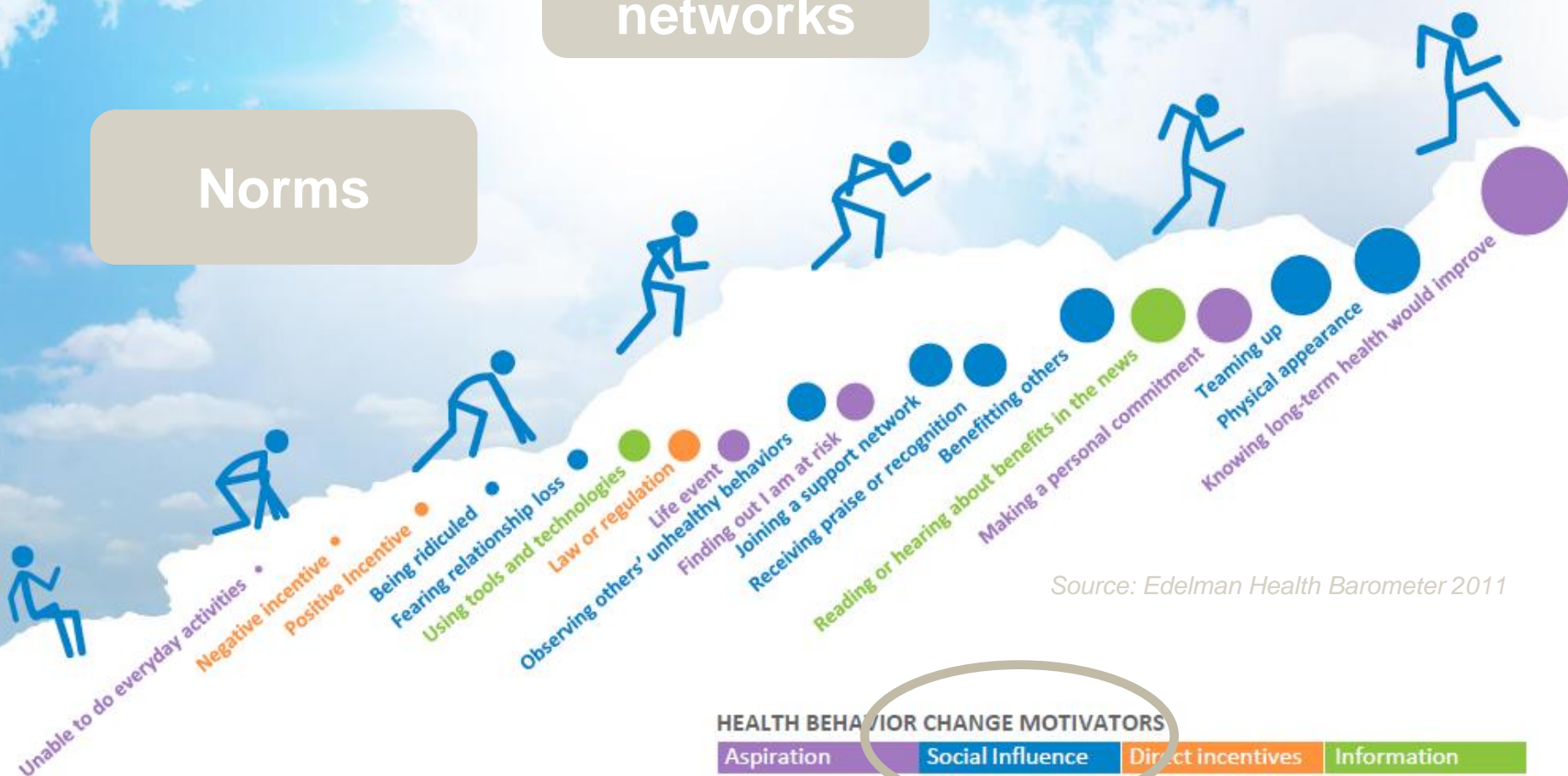
What Works?

Making us feel good



Co-creation

Social influence among the top motivators of health behavior change



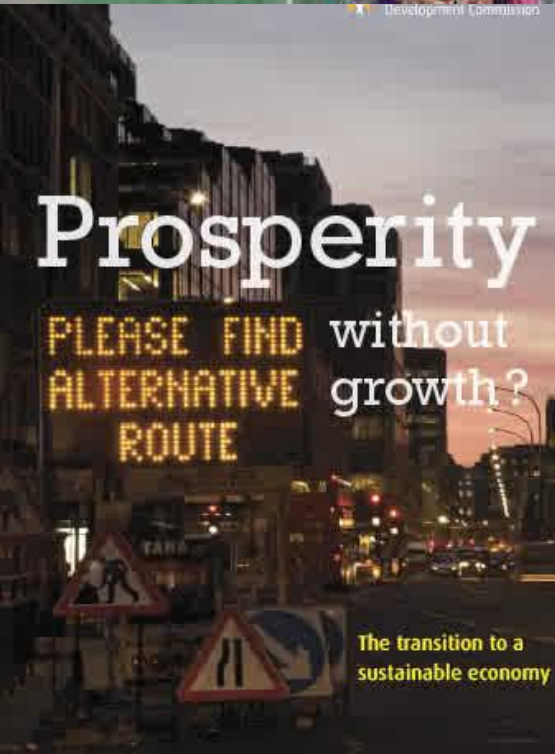
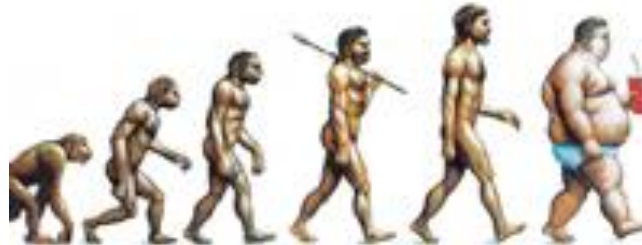
Source: Edelman Health Barometer 2011

Q 36. Do you engage in any behavior that you think negatively impacts your health? (Global Regression Analysis); Q38. - 55. (Base = 'Yes' to Q36) Now please indicate how much each of the following factors would motivate you to change a behavior that negatively impacts your health. Use a nine-point scale where one means that the factor is "not at all motivating," and nine means it is "extremely motivating." (Global Regression Analysis); Q56. (Base = 'Yes' to Q36) After considering the factors in the previous question, now how motivated are you to change the behavior that negatively impacts your health? (Global Regression Analysis) Q58. Have you ever tried to change a behavior (s) that negatively impacts your health? (Global)

What is our ultimate goal?

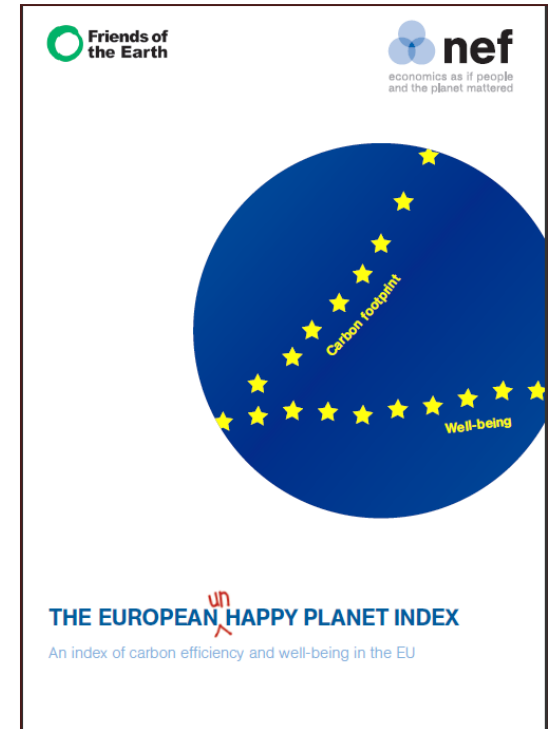


The shape of things to come



Medicines FOR Health

PREVENTION IS BETTER THAN CURE



Thank you!