



People, Power and Participation: Essential considerations for an equitable wellbeing economy

Fran Baum

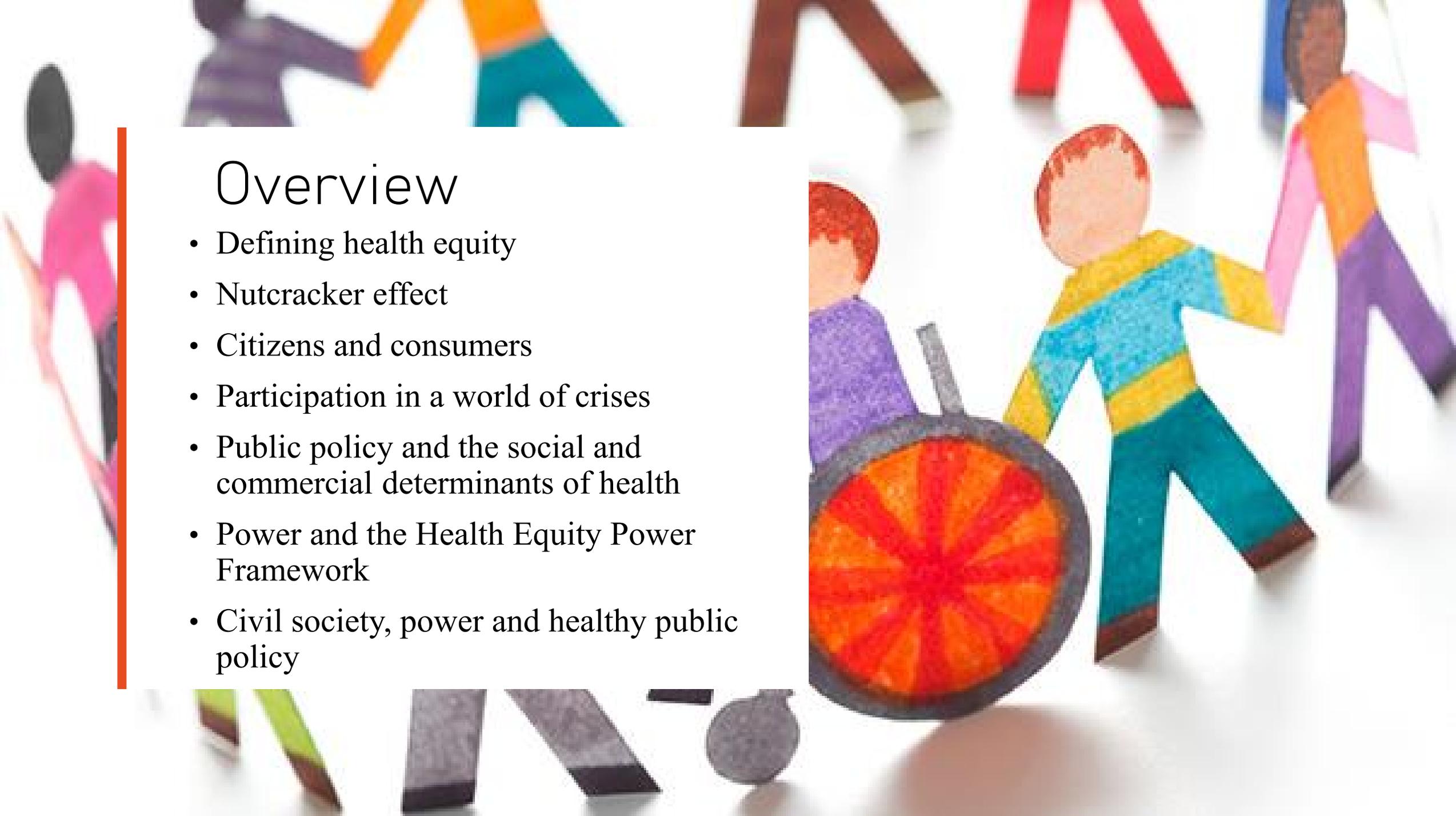
**Stretton Health Equity, Stretton Institute, University of Adelaide
Adelaide, Australia**

@baumfran

Global Health and Welfare Forum, Taiwan, 30th October, 2022

Greetings from the land of the Kurna People: Adelaide, South Australia



The background of the slide features a collage of colorful paper cutouts. At the top, several figures in various colors (purple, orange, brown, red, blue) are holding hands in a circle. In the center-right, a figure in a purple shirt is pushing a large, vibrant orange slice on a dark grey plate. To the right, another figure in a yellow and blue striped shirt and teal pants is walking. Further right, a figure in a pink and orange top and purple pants is also walking. At the bottom, there are more cutouts, including a green one and a grey one.

Overview

- Defining health equity
- Nutcracker effect
- Citizens and consumers
- Participation in a world of crises
- Public policy and the social and commercial determinants of health
- Power and the Health Equity Power Framework
- Civil society, power and healthy public policy

Definition of Health Equity



“the absence of systematic inequalities in the distribution of health outcomes caused by unfair distribution of resources or other unjust or unfair processes”

Braveman P, Gruskin S. Defining equity in health. *Journal of Epidemiology & Community Health*. 2003;57(4):254-258.

<https://doi.org/10.1136/jech.57.4.254>

Health Equity Nutcracker



Policy change
requires top down
and bottom up
pressure

Source: Baum (2016) The New Public Health, p.626

Health Consumers

- Focus on condition or disease
- Engaged with health system improvement
- Often concerned with equity of access
- Challenging aspects of medical dominance

Health citizens

- Democratic actions to promote healthy and equitable societies
- Focus on populations and social and commercial determinants
- Concerned with wellbeing and the underlying causes of ill health
- Often challenging societal power structures and inequities

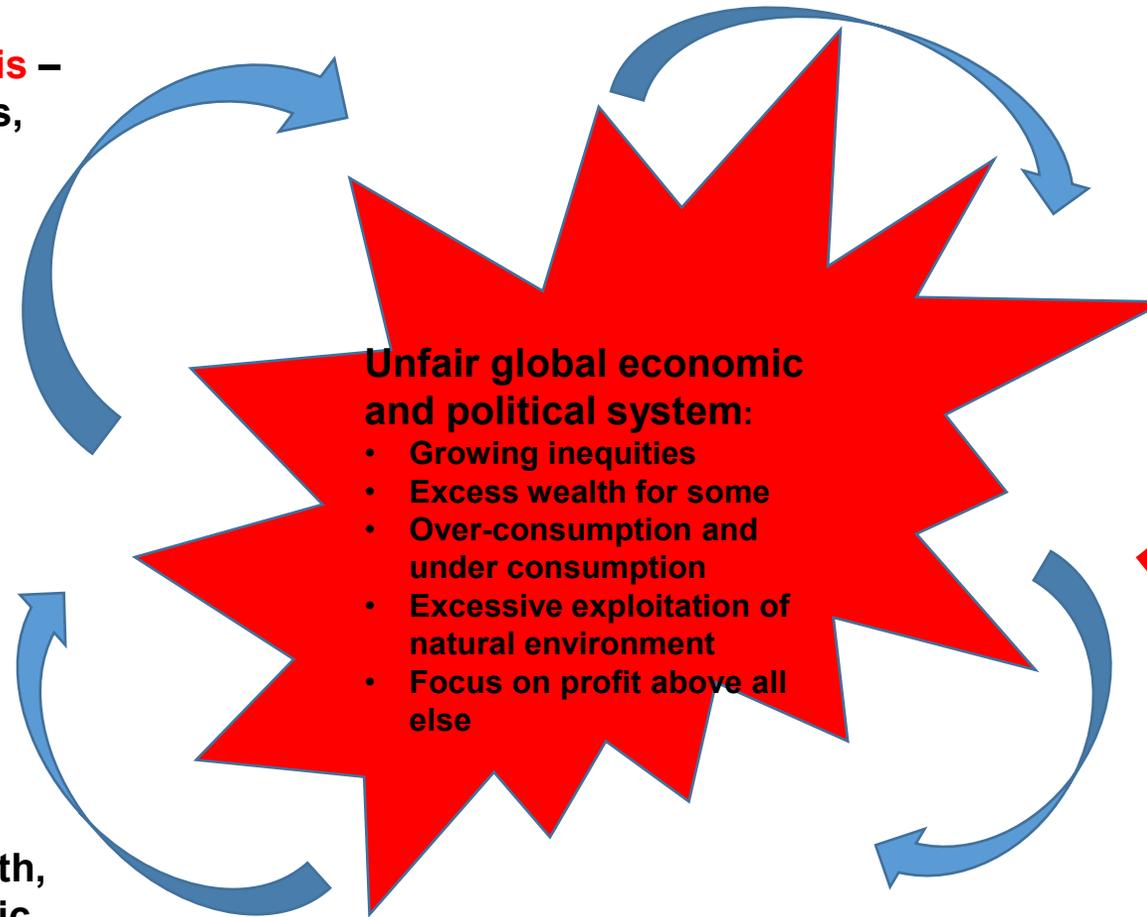
Both important but different purposes

Participation and Power in a world of crises

Ecological and climate crisis –
increasing disasters: floods,
fires droughts, excessive
extraction, destruction of
country, pandemics
unsustainable food

War and conflict
Increasing under climate
pressures, commercial
factors a driver

Political Leadership: neo-
liberal, pro-profit not health,
unstable, privatising public
assets
Declining trust



Financial crisis
Austerity
Low wage growth
for most -high
profits for some

Social crisis – isolation, declining
solidarity, less community spirit and
solidarity, harder to protect culture,
fundamentalism, threat of terrorism,

**Less than optimal
health outcomes** –
inequities, increasing
chronic disease, mental
illness, anxiety,
depression, new
infectious diseases

Business as usual: ecological disaster

"Climate change is the defining health issue of the 21st Century. . . . A ruined planet cannot sustain human lives in good health"

Dr. Margaret Chan,
Former DG WHO , 2016

The future holds only two possibilities. First ecological destruction; the second, radical, systemic, transformative, epochal change.

Del Weston (2014: 197)

"We can wreck it with ease. We can wreck it without even noticing we're doing it. And if we wreck the natural world, in the end, we wreck ourselves."

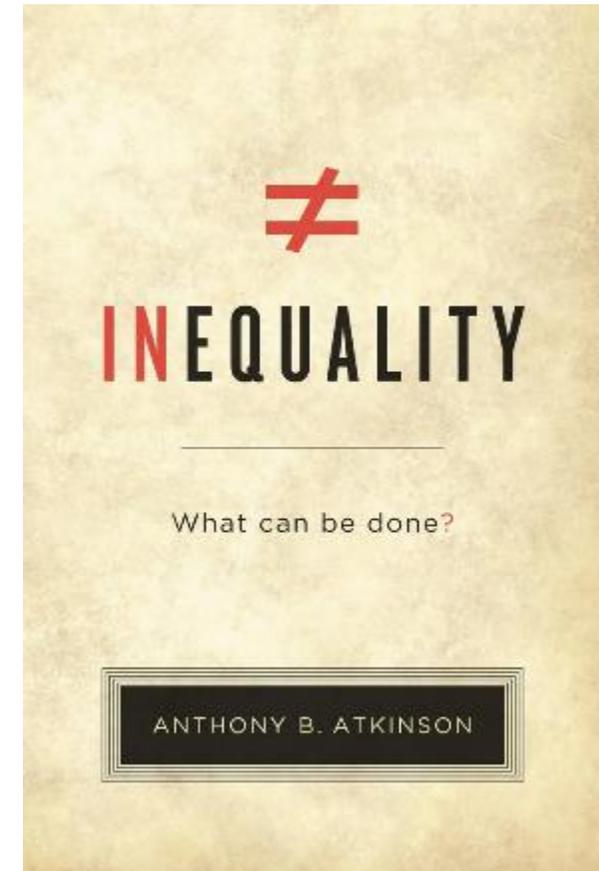
David Attenborough, WEF, Davos, 2019



Business as usual: untenable inequity

“.....the present levels of economic inequality are intrinsically inconsistent with the conception of a good society.”

Anthony Atkinson Inequality (2015: 301)





INEQUALITY KILLS

The unparalleled action needed to combat unprecedented inequality in the wake of COVID-19

REPORT



OXFAM



The wealth of the 10 richest men has doubled, while the incomes of 99% of humanity are worse off, because of COVID-19.¹



March 2020



November 2021

10 richest men

3.4 million Black Americans would be alive today if their life expectancy was the same as White people's. Before COVID-19, that alarming number was already 2.1 million.⁴

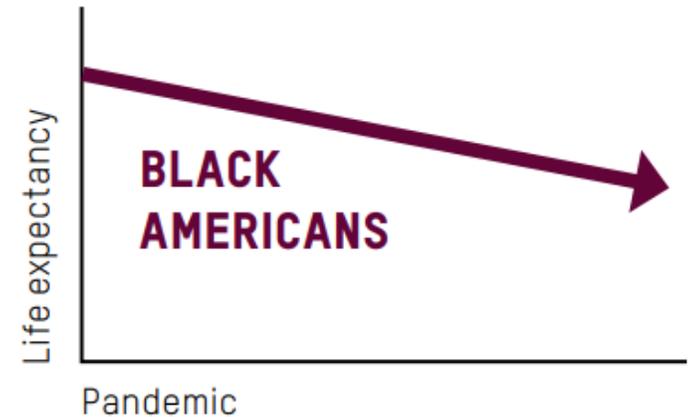
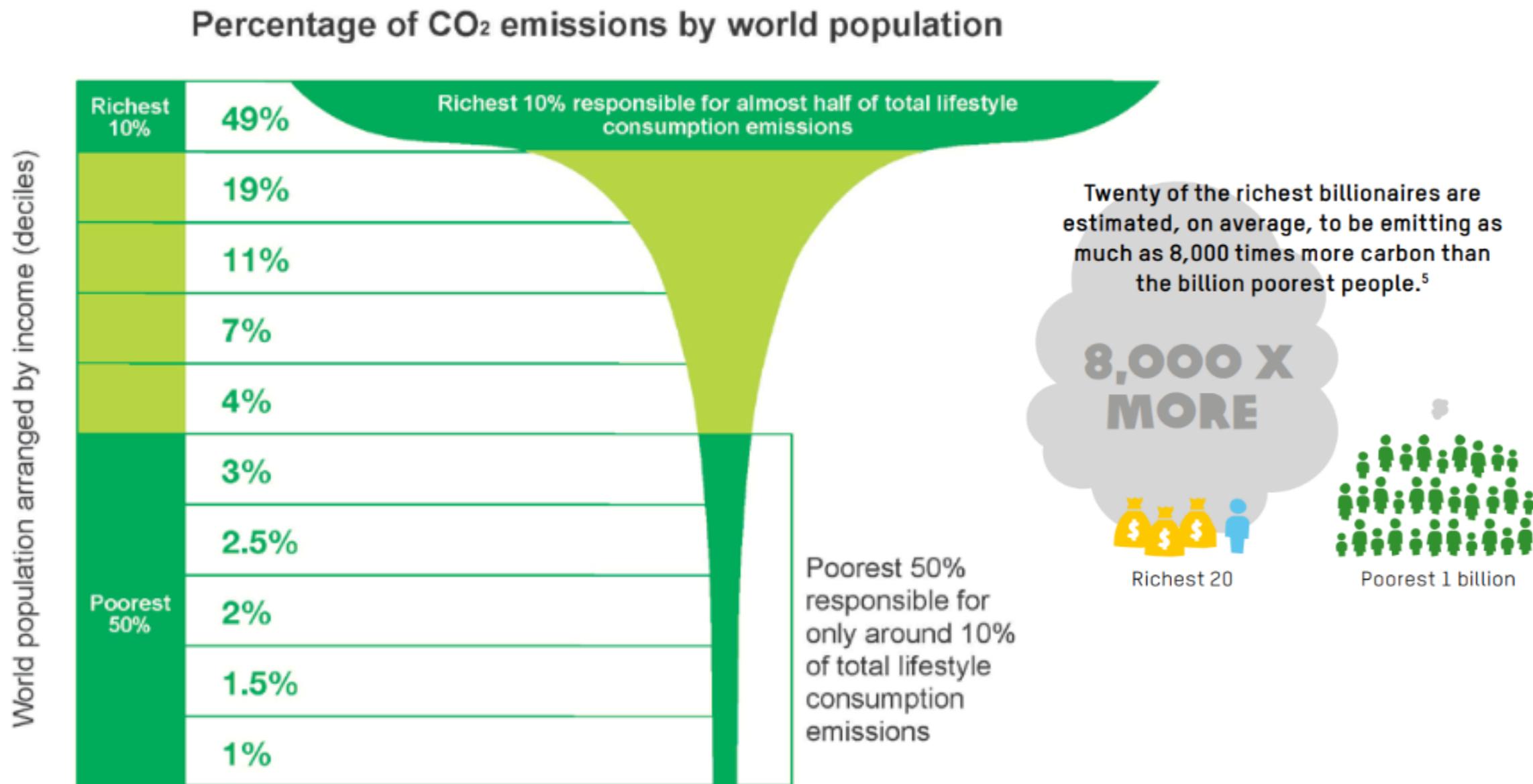
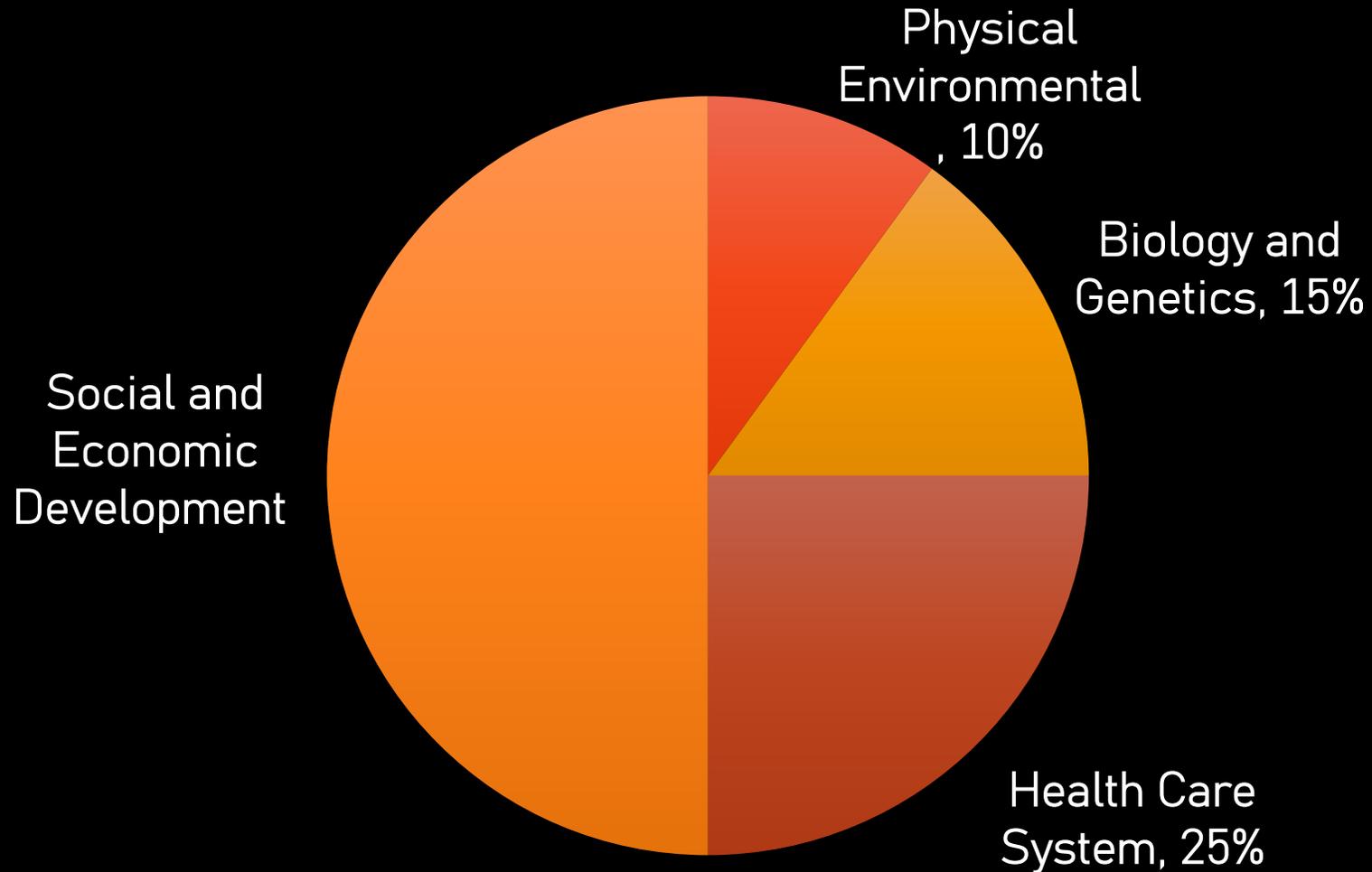


Figure 1: Global income deciles and associated lifestyle consumption emissions



Estimated Impact of Social Determinants of Health



Source: Adapted from The Health of Canadians, The Federal Role, Vol 1, The Story So Far, March 2001. Standing Senate Committee on Social Affairs, Science, and Technology



Commercial determinants of health

5 November 2021

Key facts

- Commercial determinants of health are the private sector activities that affect people's health positively or negatively.
- The private sector influences the social, physical and cultural environments through business actions and societal engagements; for example, supply chains, labour conditions, product design and packaging, research funding, lobbying, preference shaping and others.

Related

Related health topics:

- [Commercial determinants of health](#)
- [Addictive behaviours](#)
- [Common goods for health](#)
- [Social determinants of health](#)
- [Tobacco](#)



Dr Margaret Chan

Director-General



"When crafting preventive strategies, government officials must recognize that the widespread occurrence of obesity and diabetes throughout a population is **not a failure of individual willpower to resist fats and sweets or exercise more**. It is a failure of political will to take on powerful economic operators, like the food and soda industries.

If governments understand this duty, the fight against obesity and diabetes can be won. **The interests of the public must be prioritized over those of corporations**".

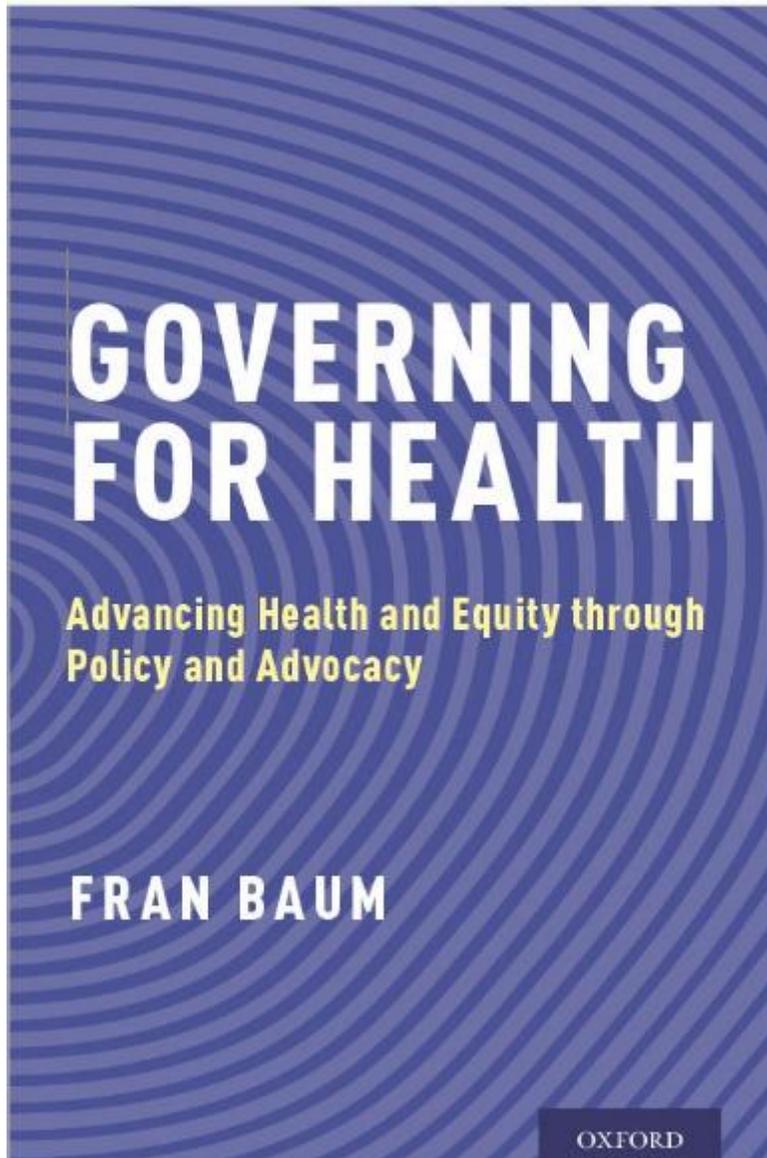
(Dr. Margaret Chan, Former Director General WHO, 2016)

Diabetes is shaped by global forces

Previous UN Secretary-General Ban Ki-moon on World Diabetes Day Nov 2013:

“the condition is largely driven by unhealthy lifestyles, which are due to the globalization of marketing and trade of unhealthy food...”





Manifesto for well being: headlines

Economic: new measures, control TNCs, fair tax

Transparent Inclusive Governance: diversity, strong civil society

Life long learning: free public education , invest in ECD

Employment: good quality jobs, decent welfare

Health care: Universal, free at the point of use publicly funded and provided services

Housing: safe secure housing Urban planning for health and sustainability

Ecological health: reducing carbon is driver, extractive industries sustainable, biodiversity treasured

Healthy Public Policy is required in all sectors

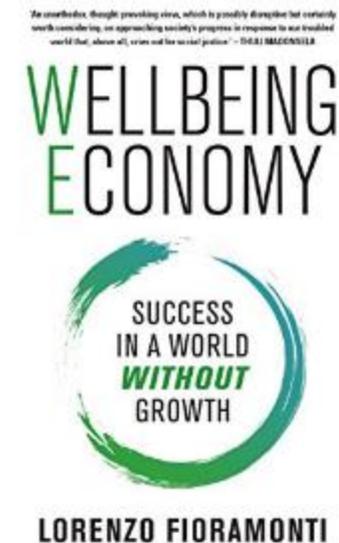
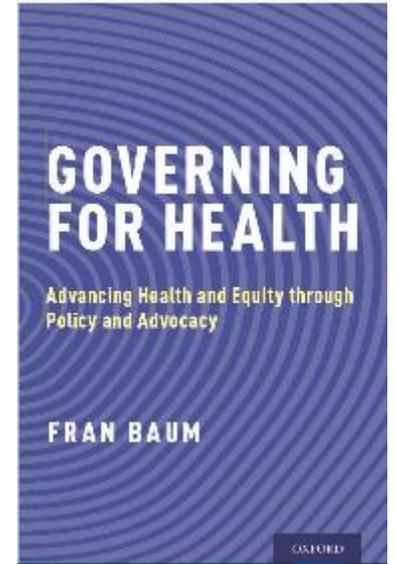
Architecture of the Quality of Life Framework for Canada



EQUALITY AND FAIRER SCOTLAND BUDGET STATEMENT 2021-22

What would a health promoting political economy look like?

- Wellbeing budgets
- Co-operatives
- Local businesses
- Strong Public sectors
- Regulation of TNCs for environment and health protection
- Local accountability for business
- Fair taxation



What is Healthy Public Policy?

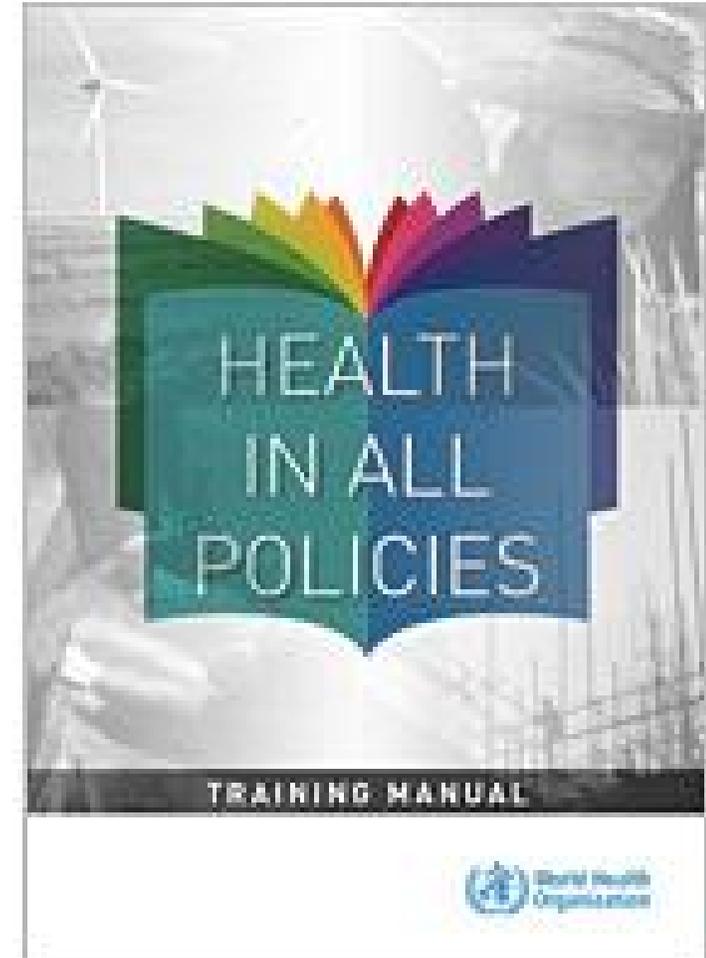
“Healthy public policy is characterized by an explicit concern for health and equity in all areas of policy and by an accountability for health impact”. WHO (1988) Adelaide Recommendations

Nancy Milio (1988) described HPP as ecological in perspective, multi-sectoral in scope and collaborative and participatory in strategy. (HPI: 2,3: 263-74)

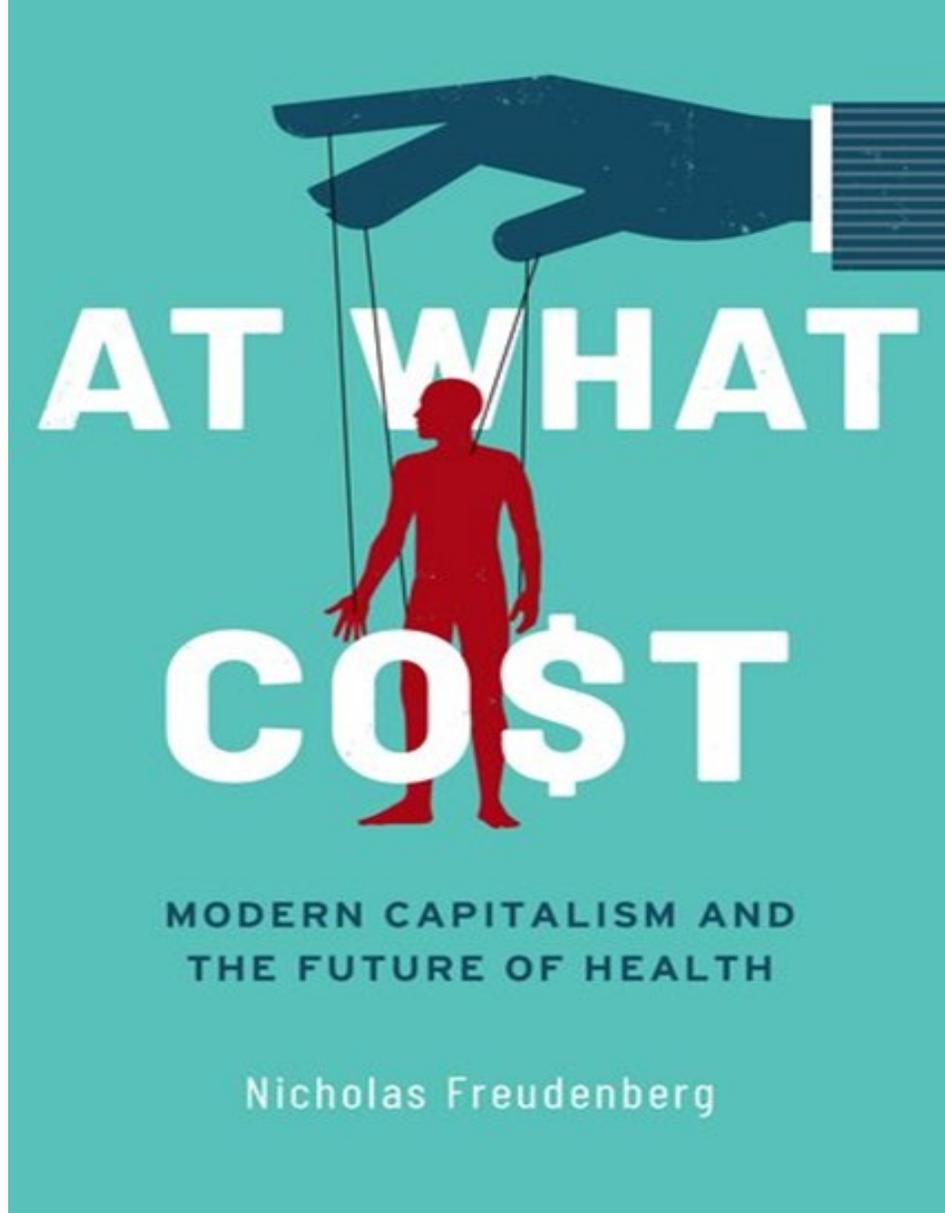
Health in All Policies

Health in All Policies is an approach to public policies across sectors that systematically takes into account the health implications of decisions, seeks synergies, and avoids harmful health impacts, in order to improve population health and health equity.

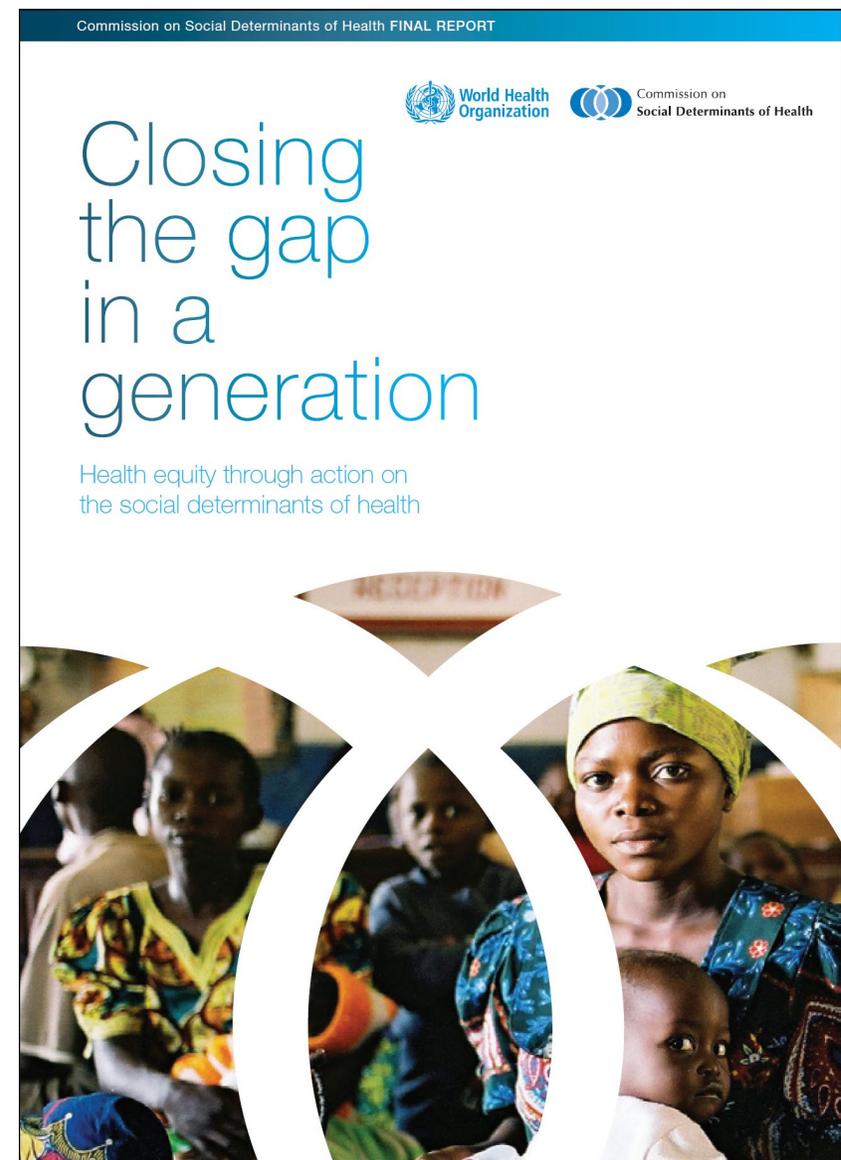
Requires citizen participation



WHO (2013) Health in All Policies – Framework for Country Action



“Citizen/consumer activism that mobilizes populations to put pressure on elected officials or businesses to take actions that reduce harmful practices”



“Enable civil society to organise and act in a manner that promotes and realizes the political and social rights affecting health equity”

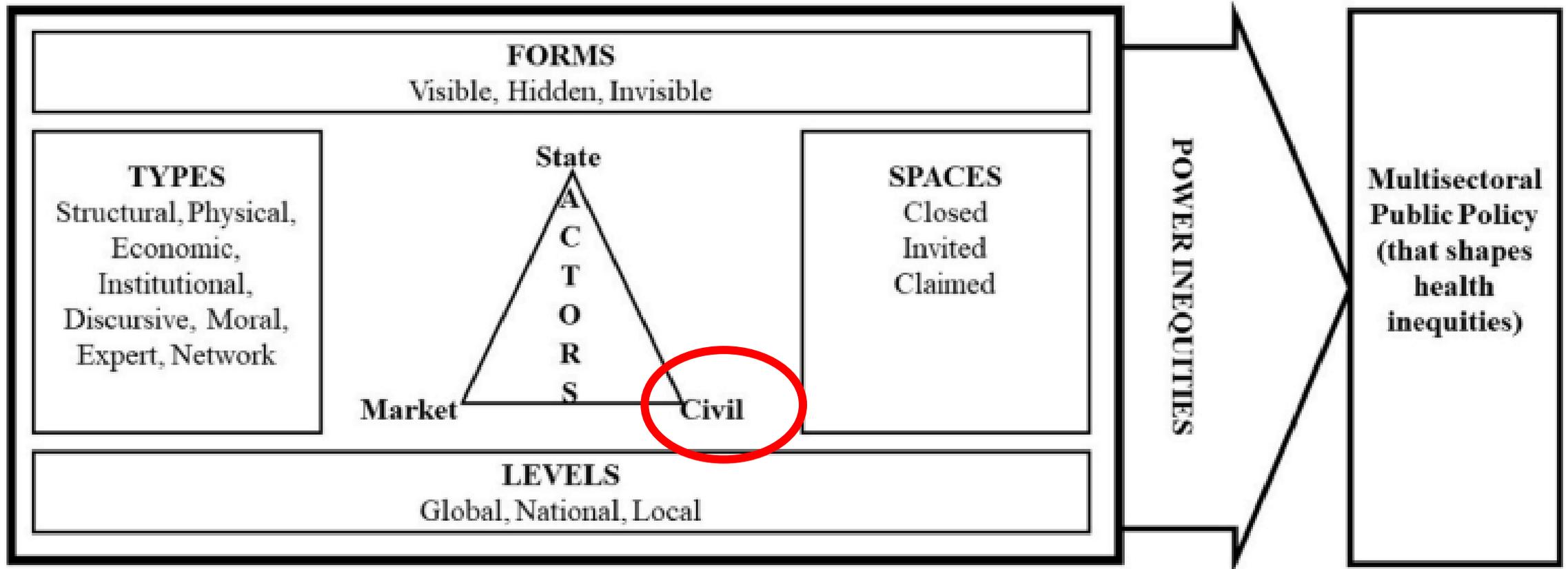
Community engagement and action are vital

- Professional associations
- Civil society
- Trade Unions
- Community groups
- Consumer groups
- Media



Acknowledgment of uneven power relationships is also vital

Health Equity Power Framework



Friel et al (2021) Power and the people's health , Social Science and Medicine, [Volume 282](#), August 2021, 114173

Arnstein's ladder of citizen participation



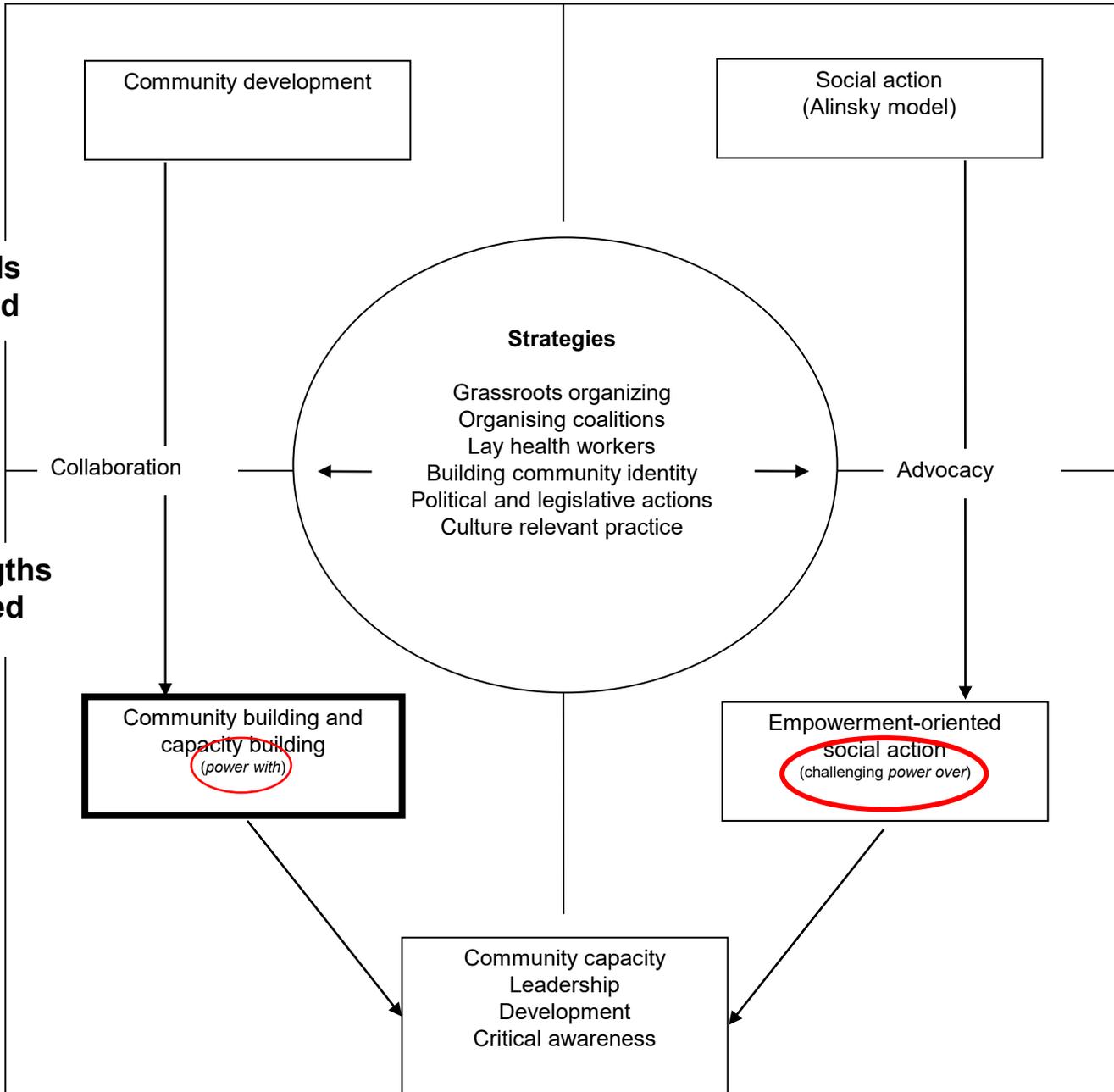
Arnstein, S. (1971). Eight rungs on the ladder of citizen participation. Citizen participation: Effecting community change. S. E. Cahn and B. A. Passett. London, England, Praeger: **216-225**.

Consensus

Conflict

Needs based

Strengths based



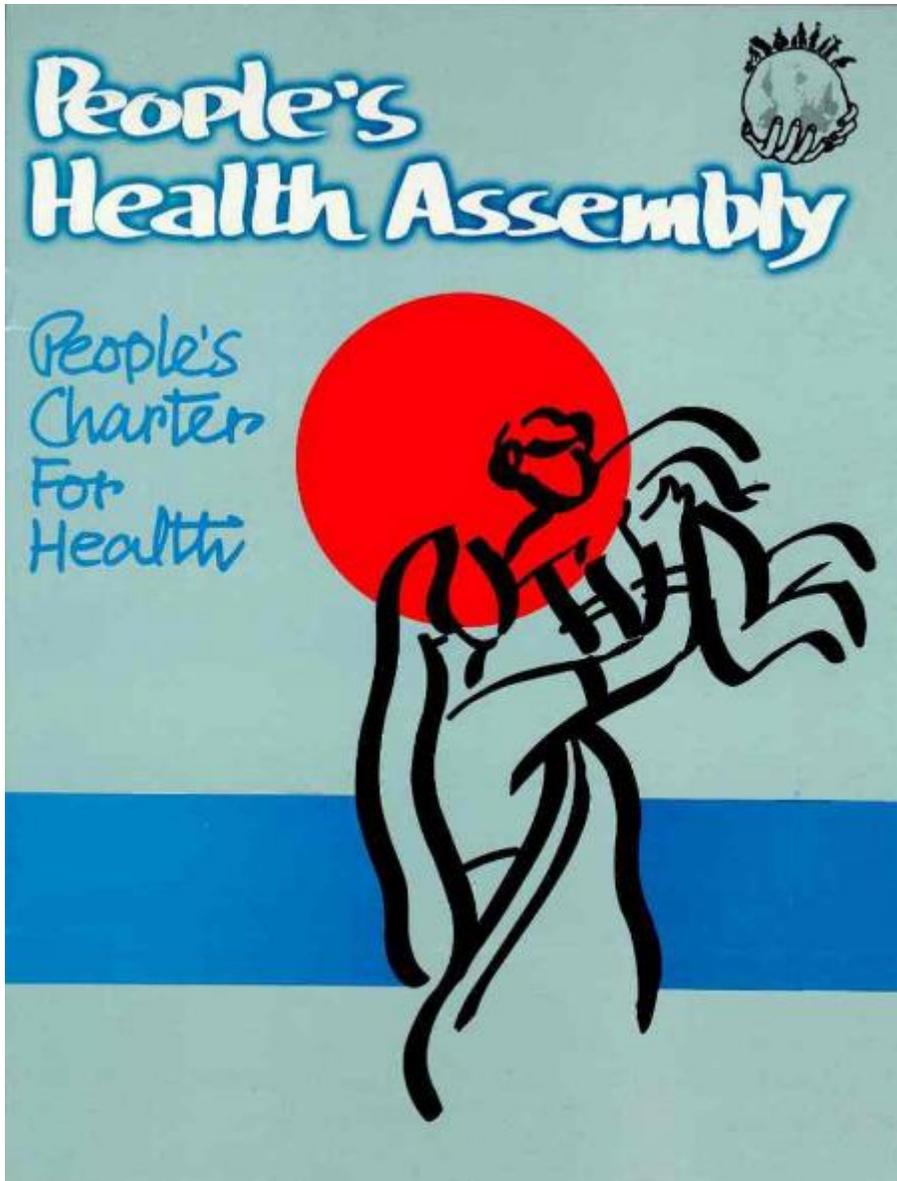
Community organization and community-building typology

Source: Minkler and Wallerstein (2012) p.43

People's Health Movement – example of civil society activism for health equity



- Citizens' Power for health
- Community organising
- Strong value base laid out in People's Charter for Health
- Watching and analysing
- Capacity Building



PHM's Vision

“Equity, ecologically-sustainable development and peace are at the heart of our vision of a better world – a world in which a healthy life for all is a reality; a world that respects, appreciates and celebrates all life and diversity; a world that enables the flowering of people’s talents and abilities to enrich each other; a world in which people’s voices guide the decisions that shape our lives....”

People's Health Assembly

People's
Charter
For
Health



Key Points from the People's Charter for Health

- The attainment of the highest possible level of health and well-being is a fundamental human right ...
-

- The principles of universal, comprehensive Primary Health Care (PHC), should be the basis for formulating policies related to health. ...

- Governments have a **fundamental responsibility** to ensure universal access to quality health care, education and other social services according to people's needs,

- **The participation of people and people's organisations is essential to all health and social policies and programmes.**

- Health is primarily determined by the political, economic, social and physical environment



WHO Watch
by the
People's Health Movement

Global Governance: WHO Watch

- Changing information flows and power relations framing global health
- Watching includes documentation, analysis and advocacy at World Health Assembly and Executive Board
- Monitoring, liaising, collaboration with country reps
- Engagement and sharing analysis of resolutions



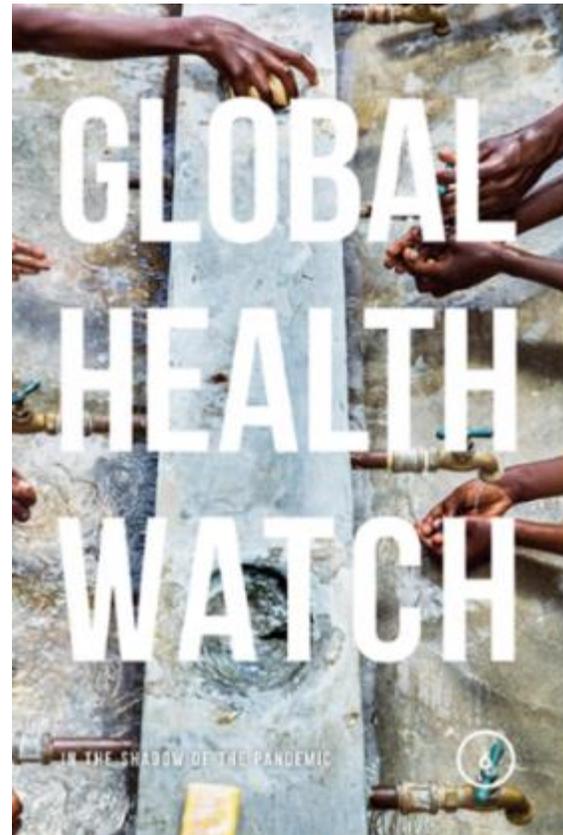
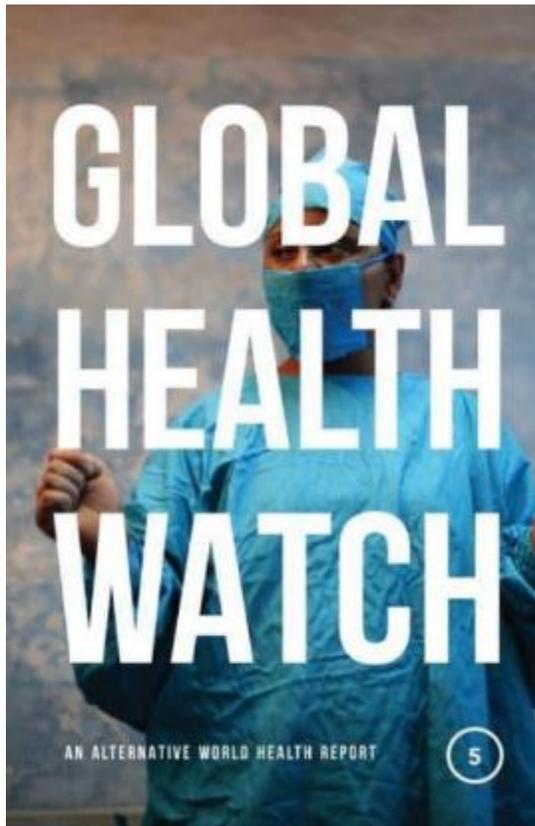
Manual on how to organise a PHM country circle

- Empowering
- Challenging power over
- Collective
- Shared networked leadership

Capacity building: International People's Health University

- Education and information short courses for health activists
- Over 1,000 alumni worldwide
- Roving faculty learning, sharing and planning
- opportunities for people's health activists in developing countries.
- Networking among health activists and young researchers all over the globe





Alternative World Health Report

Research , Analysis and
Watching

Collective Effort of over
100 contributors –
academics and activists

Increasing understanding
of global political
economy

Changing track: putting people before corporations

August 27, 2018 by Anneleen

Every year, governments are diverting \$1 trillion dollars away from people and public services into the hands of big companies, whilst across the world, hundreds of millions of people are denied their basic rights.



- <https://www.healthpovertyaction.org/wp/wp-content/uploads/2018/08/Changing-track-corporates-report-web.pdf>





Health for All Now!

People's Health Movement

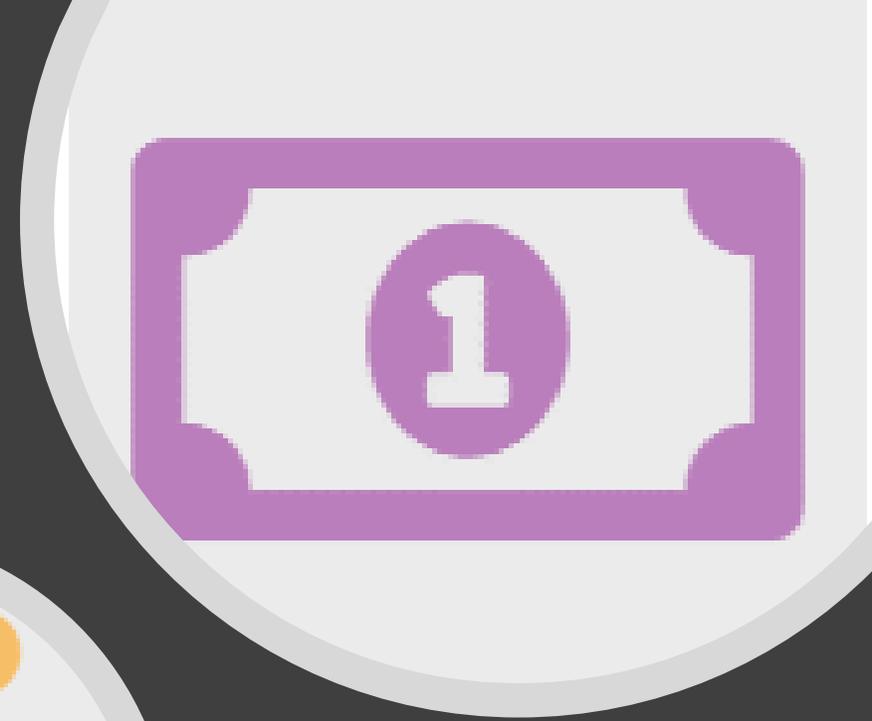
Indian People's health tribunal

Community awareness raising;
monitoring; public hearings with
mass participation – rural health
mission



PHM: Health For All Campaign and themes

- Gender Justice and health
- Environment and eco-system health
- Nutrition and food sovereignty
- Trade and health
- Equitable health systems
- War conflict and forced migration



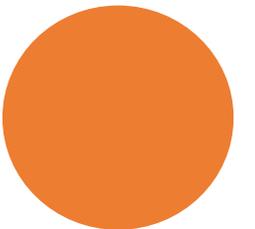
Pathways to activism

- **Individual factors**

- **Grievance** grievous injustices including violence, denial of access to services, denial of human rights, expropriation, and displacement
- **Solidarity and idealism** – very clear in narratives
- **Conscientisation** converting injustice to activism
- **Extension of professional roles** reflects strong ethical foundations linked with a sense of professional dissatisfaction, even alienation from the established institutions of health care.
- **experience of activist engagement can** deepen people's commitment to activism and strengthen their activist identity. E.g. some PHM activists had experienced national liberation movements during the 1970s, '80s and '90s

- **Movement strategy** of creating organisations which are welcoming and supportive and that facilitate activist development.

- Inspirational leadership
- Valuing people and relationships
- Informal learning –learning activism by doing and mentoring
- Movement not NGO – mainly volunteers



Crack down on civil society



September 27, 2021

A letter to all friends and internationals in solidarity, Damoun Prison, 23 September 2021

Shatha Odeh, Palestinian health and human rights activist, was illegally arrested on 7th July by Israeli Occupying Forces. She is a dedicated health worker and Director of Health



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Deepening crackdown on civil society

25 March 2022



Cambodia: UN experts alarmed by civil society crackdown, attacks on defenders

GENEVA (16 November 2020) – UN human rights experts* today expressed concerns about tightening restrictions on civil society in Cambodia, and called for an immediate end to the systematic detention and criminalisation of human rights defenders, as well as excessive use of force against them.

AMERICANS
September 23, 2021 12:54 AM
Lisa Schwabe

Pre-Election Crackdown on Civil and Political Rights in Nicaragua Worsens

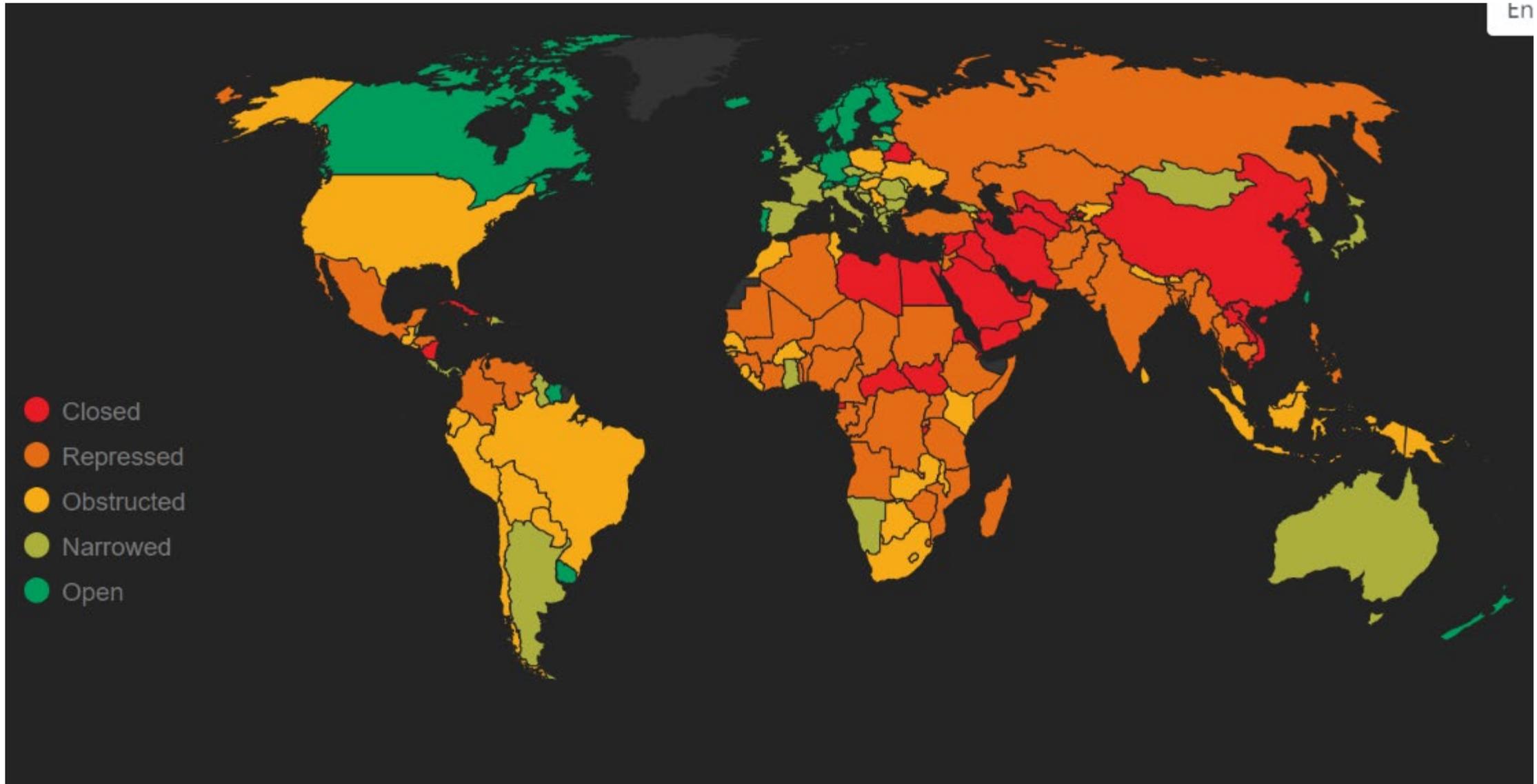
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Belarus: Sweeping closure of dozens of NGOs as the crackdown on civil society continues

July 23, 2021 2:45 pm

CIVICUS MONITOR: Tracking civil space



En

Just Governance for health equity

- Global governance for health rather than profit
- Democratisation of governance of all institutions (universities, health and social services, banks)
- Worker empowerment – trade unions, co-operatives, labour protection laws
- Support and protection for civil society



make
history.



Thanks for listening
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