

The 'wellness code'

Beyond GDP:

Why the shift to wellbeing is essential for our global future

Acknowledgements

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Dr Julia Kim from the GNH Centre, Bhutan.

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Mark Swift from Wellbeing Enterprises CIC, UK.

Summary

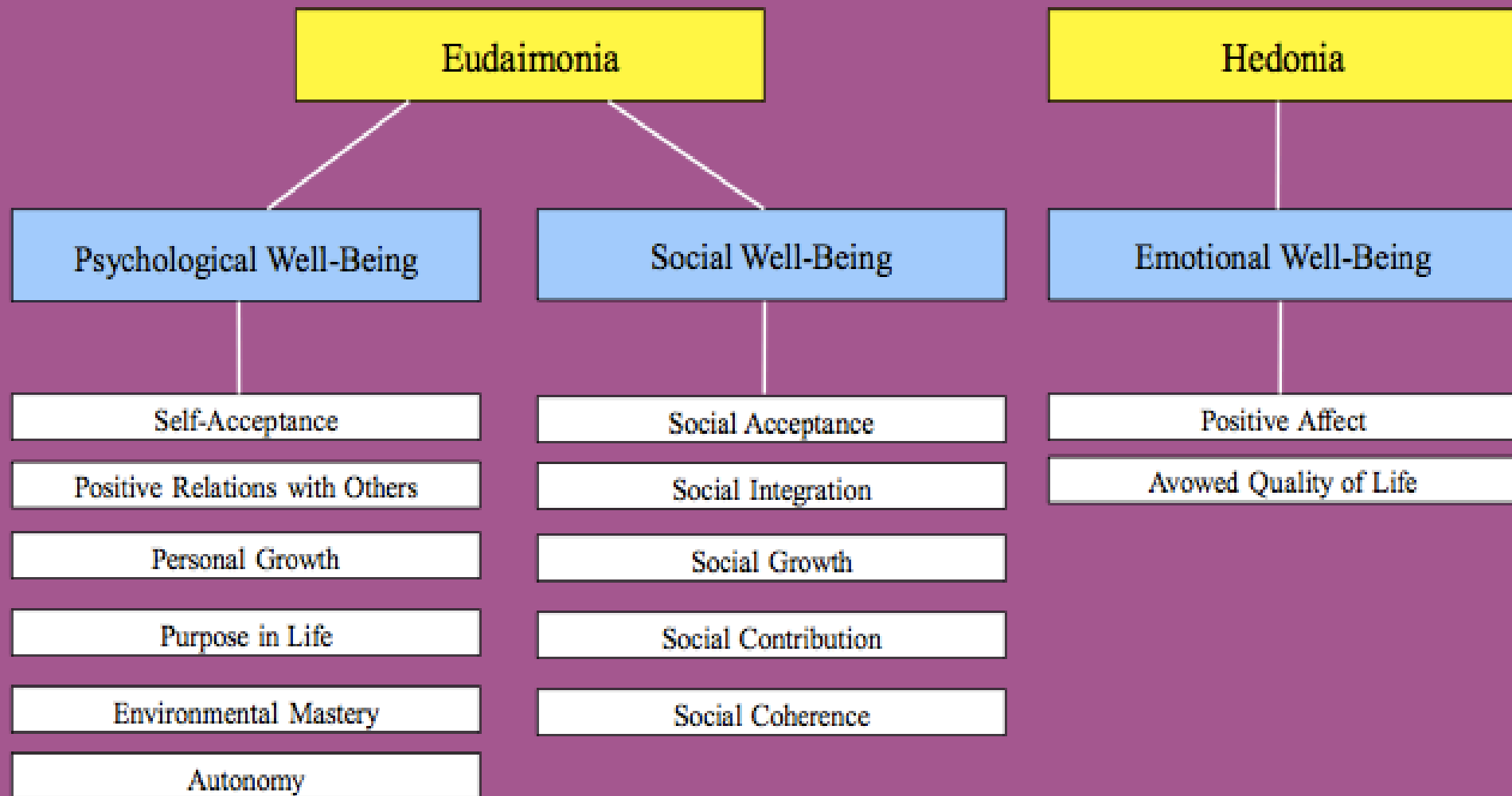
- What is wellbeing?
- What is happening?
- What might we do about it?
- What is the code?

Definitions

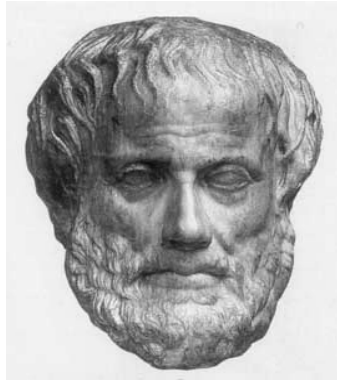
- **‘Mental health is defined as a state of *well-being*** in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community. Where health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.’ WHO 2005
- **‘*Wellbeing* is a dynamic state**, in which the individual is able to develop their potential, work productively and creatively, build strong and positive relationships with others, and contribute to their community. It is enhanced when an individual is able to fulfil their personal and social goals and achieve a sense of purpose in society.’ *Foresight Report on Mental Capital and Wellbeing (2008) Government Office for Science*
- **‘Feeling Good and Functioning Well’** *FPH (2014)*

Structure of Well-Being

(From Corey Keyes, 2002 and 2007)



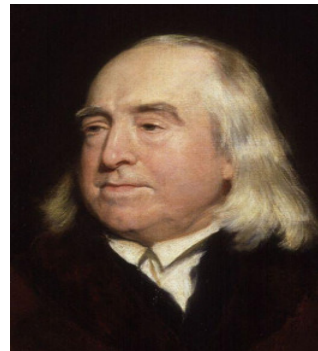
Well-being through the ages



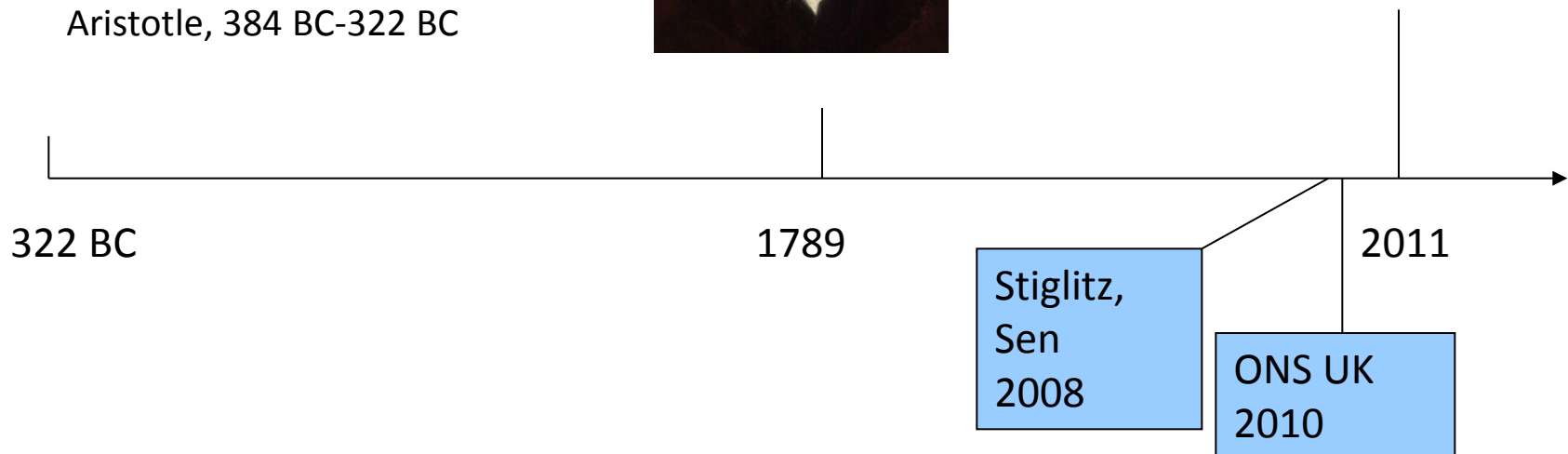
“Happiness is the meaning and the purpose of life, the whole aim and end of human existence”
Aristotle, 384 BC-322 BC

“Create all the happiness you are able to create; remove all the misery you are able to remove”

Jeremy Bentham, 1789



“There is more to life than the cold numbers of GDP and economic statistics”
OECD, 2011

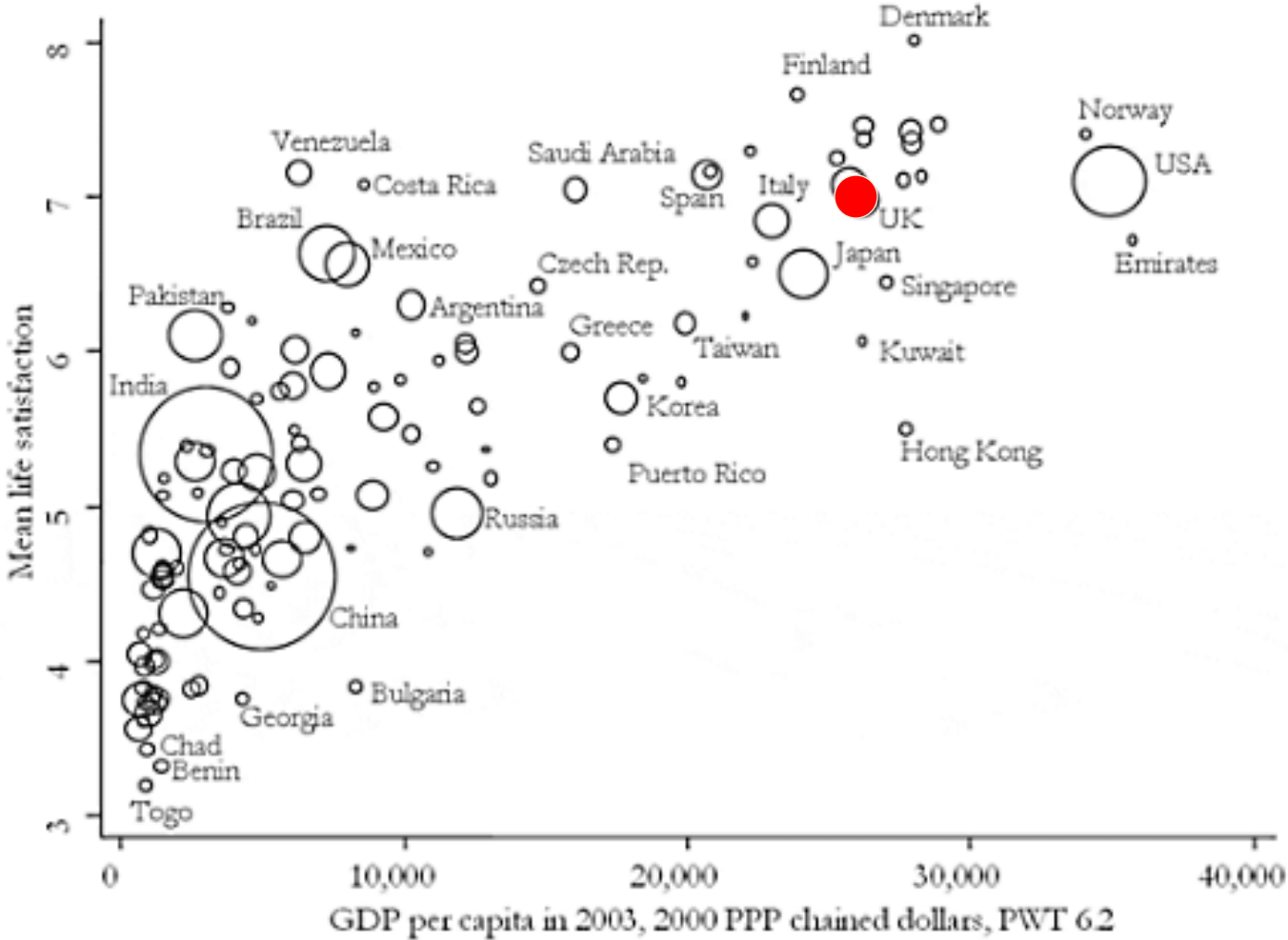


Growing International Interest

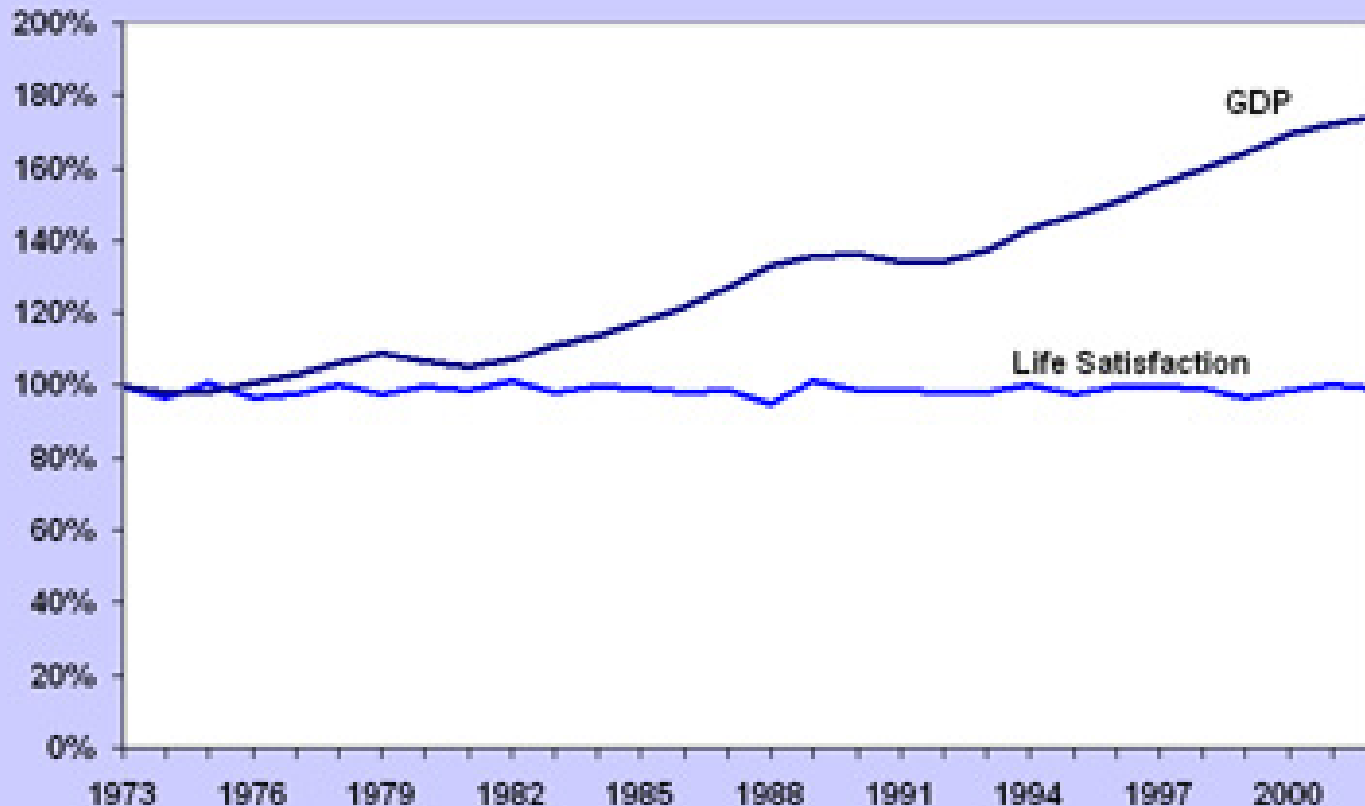
- Stiglitz, Sen and Fitoussi, ‘Commission on the Measurement of Economic and Social Progress’ France 2009
- OECD, ‘Better Life Index’ and ‘How’s Life’ 2010
- EC ‘Eurostat’
- WHO Europe ‘Measuring wellbeing’
- UN Wellbeing Event – 2 April New York 2012 ‘Happiness and Wellbeing’

What is happening?

Are rich nations happier?.....



A key puzzle is why we don't seem to be getting happier



A sense that our current systems are failing...

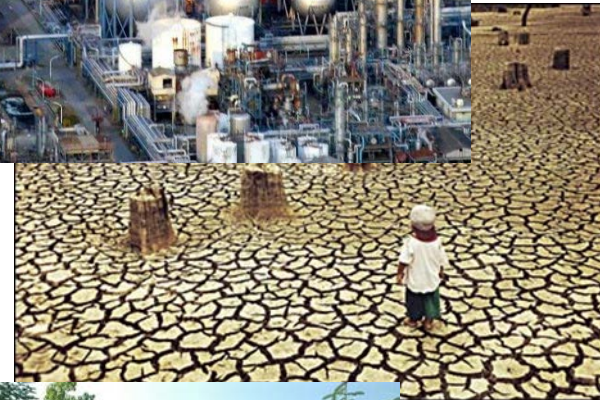
- From Egypt to Greece to Spain to Wall Street... witnessing a period of unprecedented social unrest ...
- Sharp disillusionment with the current economic paradigm, and a deep wish for profound social change...



(Dr Julia Kim GNH Centre)

“The old model is broken. We need to create a new one...a vision for equitable human development, a healthy planet, an enduring economic dynamism” - UN SG Ban Ki Moon

- Our collective ecological footprint exceeds planet’s carrying capacity by 50%: “business as usual” threatening our very survival...
- Economists & national leaders have begun to ask: *Are there real alternatives to current GDP-based paradigm – one based on illusion of limitless growth on a finite planet?*



(Dr Julia Kim GNH Centre)

What's wrong with GDP?

A serious interrogation of GDP by economists and national leaders

These questions are not new:
Senator Robert F. Kennedy (1968)



*“GNP counts everything
– except that which makes life
worth living.”*

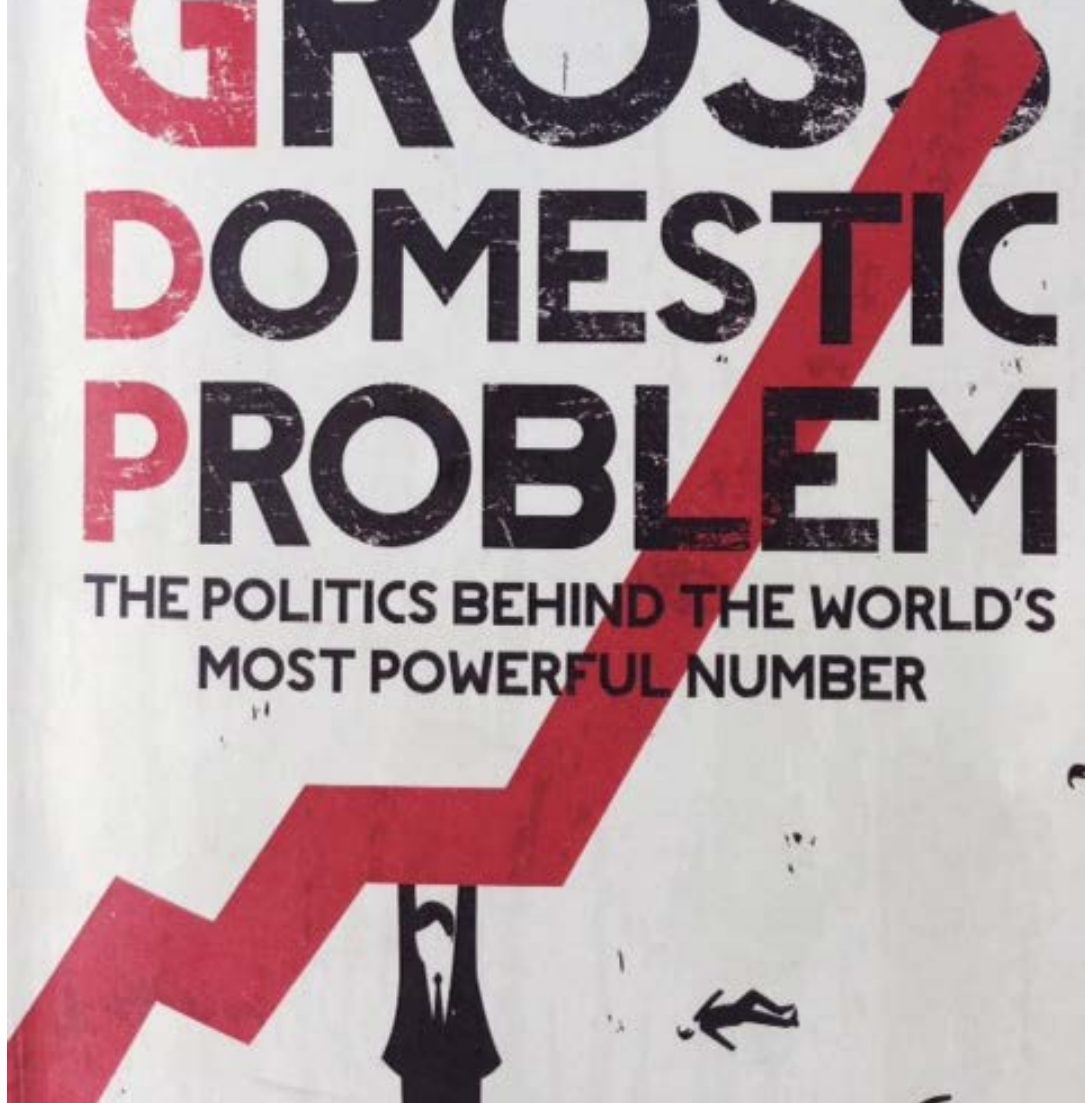
- In 1940s, GNP (and later GDP) adopted by newly formed IMF & World Bank as key indicator of economic growth
- GDP measures only marketed economic activity - Counts all of this as positive (even if it leads to more pollution or illness)
- Leaves out many things that enhance wellbeing but are outside the market
- (e.g. unpaid child care, leisure time)
- GDP now taken as a reflection of a country's “success” or “progress” – in ways not intended at its inception

(Dr Julia Kim GNH Centre)

LORENZO FIORAMONTI

GROSS DOMESTIC PROBLEM

THE POLITICS BEHIND THE WORLD'S
MOST POWERFUL NUMBER



Time Use

- Globally, satisfaction with time use emerging as one of strongest predictors of well-being
- Time use surveys: lack of leisure time, increasing job demands, parental guilt about time spent with children
- Free time increasingly devoted to TV: children ages 8-18 spend 8.5 hours/day watching TV or using digital media
- Associated with obesity, fewer social ties, low concentration, higher materialism, increase in upwards social comparison, higher fear of death (Desmurget, 2012)



Past decade: use of prescription drugs to treat ADHD in children has increased by 46% in US, has quadrupled in UK



Psychological wellbeing

- Depression now ranks 1st as contributor to burden of disease in high & mid-income countries
- Role of media & advertising in creating "the distracted society"
(J. Sachs, 2012)
- Consumerism, materialism, self-centeredness, insecurity, social comparison



(Dr Julia Kim GNH Centre)

Community Vitality

- Studies identify community as one of most significant determinants of wellbeing for individuals & families (R Putnam, 1993)
- Those who feel sense of belonging lead happier, healthier lives & create more stable, supportive communities (J Helliwell, 2012)



Yet, in many countries, seeing widening social inequalities, breakdown of social cohesion & trust ...

The Spirit Level

Why
More Equal
Societies
Almost
Always Do
Better

Richard
Wilkinson
and Kate
Pickett



'A profoundly important book'
Richard Layard

The Spirit Level

- Inequality matters in how we relate to each other
- The quality of our social relations are largely built on material foundations
- **Need to now shift away from material standards and economic growth to improving the psychological and social wellbeing of societies and populations.....**

www.equalitytrust.org.uk

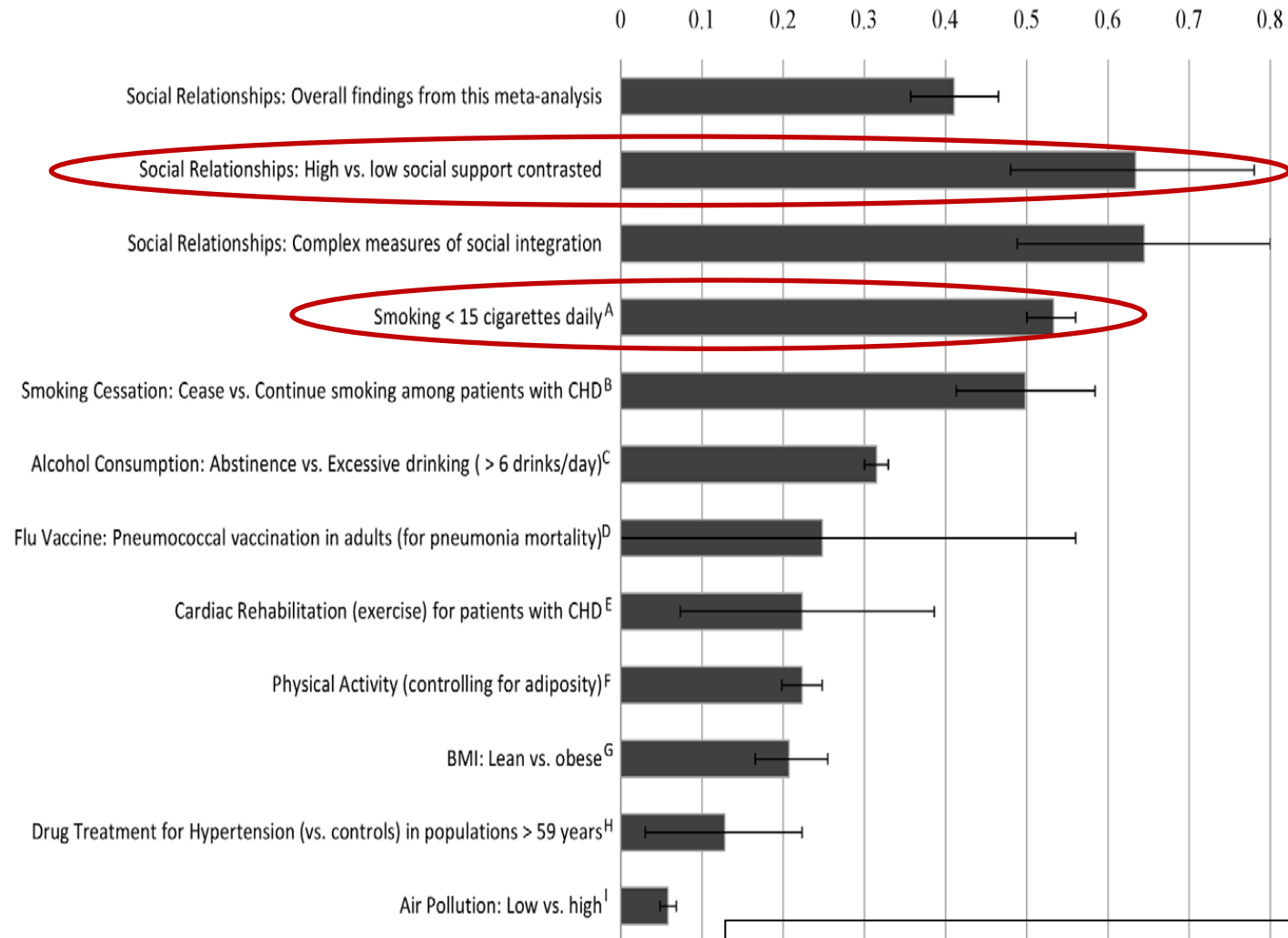
Go Beyond the Individual

‘.....levels of mental distress among communities need to be understood less in terms of individual pathology and more as a response to (poverty) relative deprivation and social injustice, which erode the emotional, spiritual and intellectual resources essential to psychological well-being’

Lynne Friedli, ‘Mental Health, Resilience and Inequalities.’ WHO 2009

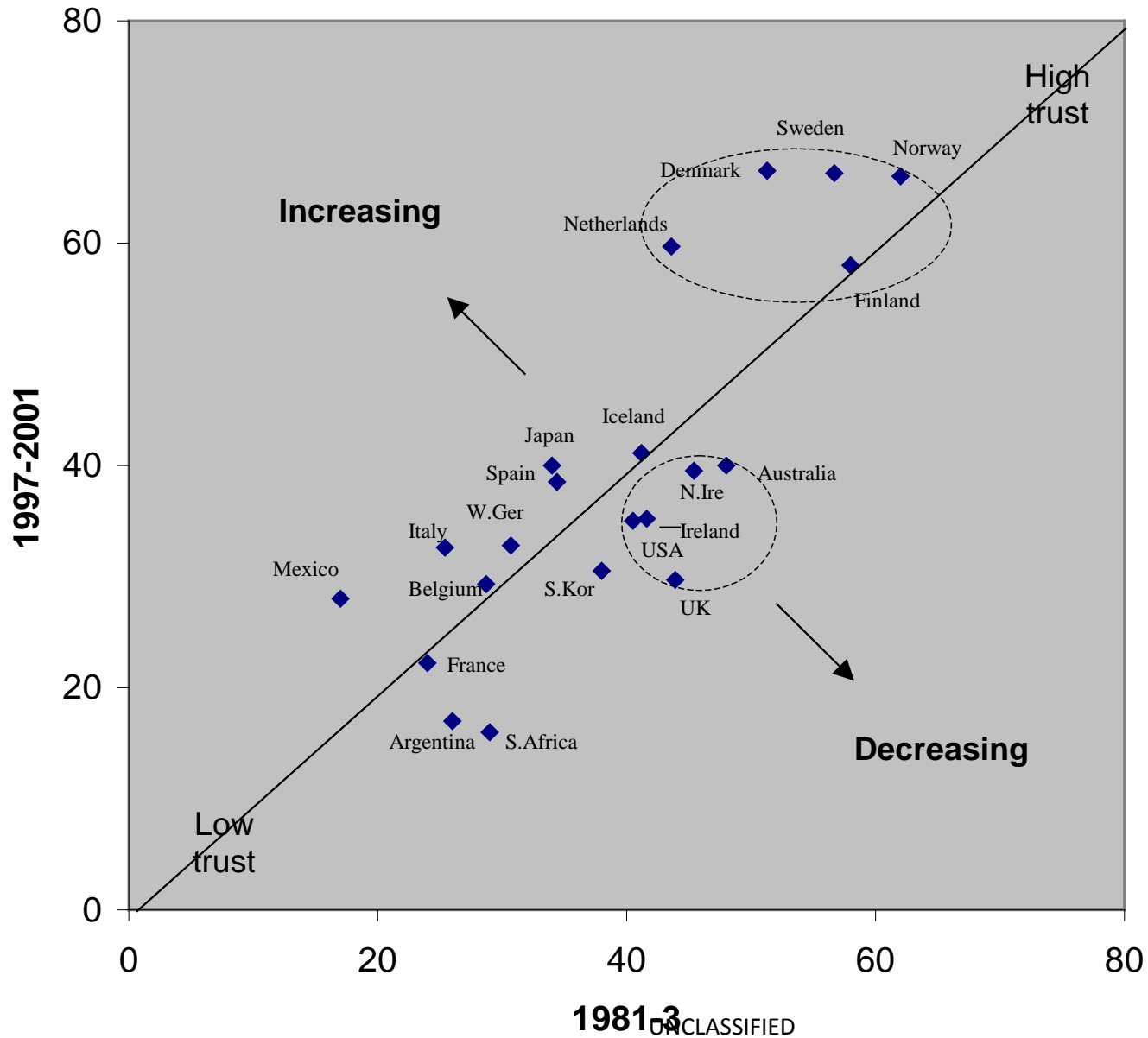
Social relationships have big impacts – not just on SWB but also ‘hard’ impacts like mortality

Meta analysis: comparative odds of decreased mortality



Source: Holt-Lundstad et al 2010

Social trust (national trends)



One key measure of relationship quality is 'social trust'



Generally speaking, do you think other people can be trusted?

In the 1950s 60% of people living in Britain said people were trustworthy. By 2002, this figure had fallen to 30%

Wellbeing Matters.....to health

- Wellbeing is associated with a 19% reduction in all cause mortality in healthy populations (29% reduction in CVD mortality)
- Subjective wellbeing can add 4-10 years to life
- Survival of more than 9 years is associated with enjoyment of life in older adults
- Wellbeing can protect against developing illness, aid recovery and survival
- Wellbeing is associated with (and underpins) healthy behaviours
- Staff wellbeing impacts the quality of care delivered
- Associated with wider social outcomes – employment, education, relationships, reduced crime

Department of Health, 2014, Wellbeing: why it matters to health policy

Wider benefits of improving wellbeing

Wider benefits include:

- improved educational outcomes, learning and cognitive ability
- reduced health risk behaviour such as smoking, alcohol and substance misuse
- increased productivity, employment retention and reduced sickness absence
- reduced antisocial behaviour, crime and violence
- improved social relationships.
- higher levels of social interaction and participation in community life

What can we do?

Measure it....

“If you treasure it, measure it”

Lord Gus O'Donnell

In The UK (ONS)

Four subjective wellbeing questions

How **satisfied** are you with your life nowadays?

To what extent do you feel the things you do in your life are **worthwhile**

How **happy** did you feel yesterday?

How **anxious** did you feel yesterday?



How Satisfied

are you with your life nowadays?

27% Say 9 or more out of 10

▲ 0.8 percentage points on previous year

Research Survey 19 March 2014



Office for National Statistics

To what extent do you feel that the things you do in your life are

Worthwhile?

33% Say 9 or more out of 10

▲ 1.2 percentage points on previous year

Research Survey 19 March 2014



Office for National Statistics

How

Happy

did you feel yesterday?

33% Say 9 or more out of 10

▲ 1.7 percentage points on previous year

Research Survey 19 March 2014



Office for National Statistics

How

Anxious

did you feel yesterday?

39% Say 1 or less out of 10

▲ 1.4 percentage points on previous year

Research Survey 19 March 2014

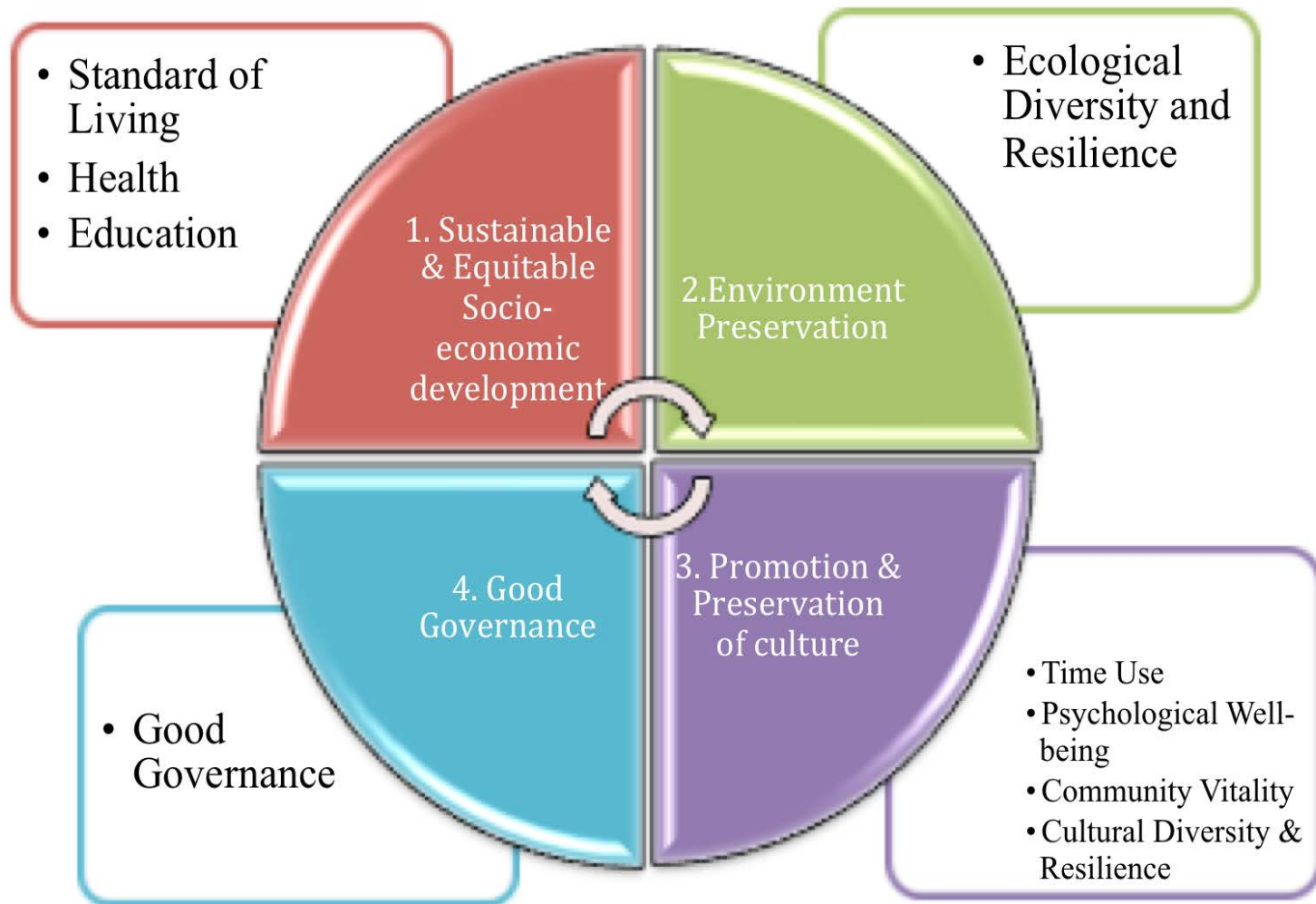


Office for National Statistics

Scottish adult indicator set

HIGH LEVEL CONSTRUCTS		
Positive mental health (2)		Mental health problems (7)
CONTEXTUAL CONSTRUCTS		
Individual	Community	Structural
Learning and development (1)	Participation (3)	Equality (2)
Healthy living (4)	Social networks (1)	Social inclusion (2)
General health (3)	Social support (2)	Discrimination (3)
Spirituality (1)	Trust (2)	Financial security/debt (2)
Emotional intelligence (1)	Safety (4)	Physical environment (6)
		Working life (6)
		Violence (3)

BHUTAN GNH: 4 Pillars (9 domains)



Work to get it into policy.....

UK All Party Parliamentary Group on Wellbeing (2014)

Wellbeing in Four Policy Areas:

- **Focus on stable jobs over growth:** More than half the UK workforce are worried about losing their jobs, with disastrous consequences for their wellbeing and productivity – sickness leave alone costs an estimated £100bn a year. Secure, stable employment should be the primary focus of economic policy.
- **More green spaces in our cities:** Planning processes have lost sight of their original mission to improve community wellbeing. Restoring this would transform local areas, with considerable economic benefits – city liveability is a major consideration for big employers, while encouraging residents to take up walking or cycling could save the NHS £675m a year.
- **Mindfulness training for doctors and teachers:** Mental health problems cost the UK economy an estimated £70bn annually. Training new medical and teaching staff in mindfulness techniques would embed a culture of wellbeing in health and education, and reduce a later burden on the NHS by improving the availability of mindfulness-based therapies.
- **Invest in arts and culture:** Wellbeing evidence gives a robust means of measuring the value of non-market goods. Arts and culture play an important part in all our lives, and wellbeing data will help make the case for spending in these areas.

Gather the evidence and
'mobilise the knowledge.....'

What Works Centre for Wellbeing

www.whatworkswellbeing.org

[@whatworkswellbeing](https://twitter.com/whatworkswellbeing)

Act on wellbeing locally.....

Use of large scale change – e.g. 5 ways to well being - Liverpool

Pledge Your Support TODAY!

If you are keen to pledge to take action to improve your health and wellbeing then we want to hear from you. It can be something small, the important thing is that it makes you feel good!

You can either make a personal pledge or a joint pledge with friends, your workplace, your school or community group.

There are a number of suggestions that you may wish to consider, alternatively you may have an action in mind that is quite unique. Whatever it is let us know what you are planning.

Making a pledge

By making a pledge you are acknowledging the importance of the health and wellbeing of our communities. By adopting the five ways to wellbeing we can make a real difference to our own lives and that of our friends, neighbours, schools and workplaces.

www.2020yearofhealthandwellbeing.co.uk



Make it core to our
communities.....

Community assets for health & wellbeing

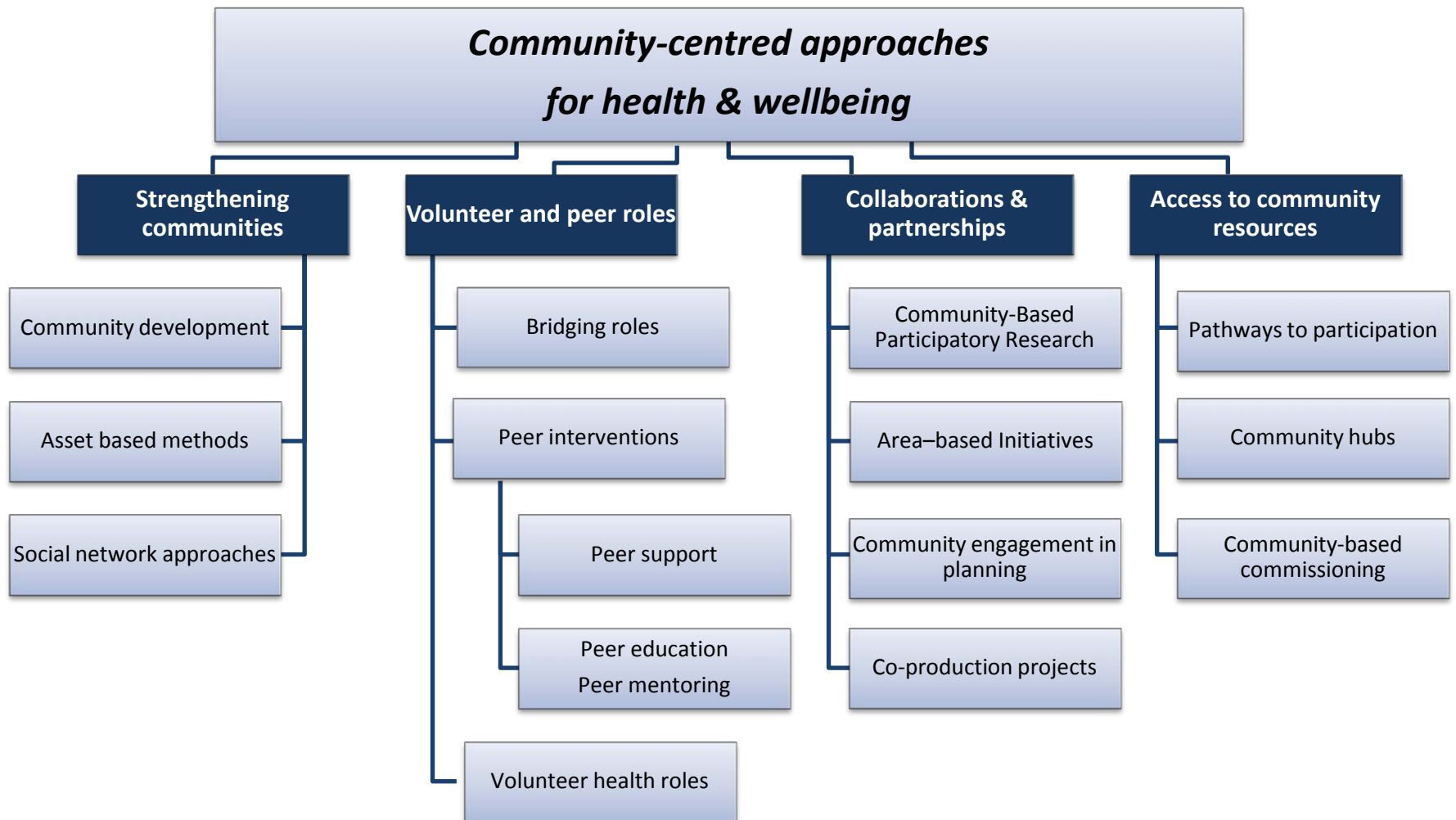
- skills, knowledge, commitment of community members
- friendships, community cohesion and neighbourliness
- local groups & organisations, informal networks
- physical, environmental and economic resources
- assets of external agencies.
- 49% of people volunteer either formally or informally at least once a month. [Cabinet Office Community Life Survey 2012-13]



A Sheffield community's assets - drawn by a local artist as part of an asset mapping (Giuntoli et al. 2012)

The family of community-centred approaches

(South 2014)



LIMEHURST Well-Being Explorers





Aaron Antonovsky's work with Holocaust Survivors – what helped people survive?



Sense of Coherence (SOC) –

people can overcome major stressors in life if they can:

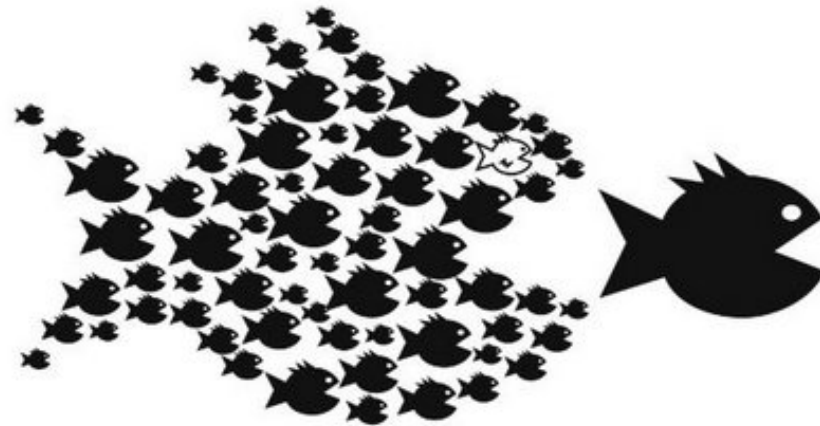
Understand the bigger picture and how it relates to their personal circumstances.

.....

PRINCIPLES

.....

“There is no power for change greater than a community discovering what it cares about”



ORGANIZE!

Community Wellbeing Practices



Social prescribing

- CBT courses
- Confidence classes
- Relaxation
- Stress Less
- Sleep hygiene
- Keep fit activities
- Managing long-term conditions



Community events

- Wellbeing events
- Community resilience
- Money matters
- Personal development
- Reminiscence events



Wellbeing Review

- 1:1 appointments
- Advice and support
- Social issues
- Develop wellbeing plan
- Signposting to services

Social prescriptions



Astronomy on Prescription



Living Life to the Full



Tango Dancing on Prescription



Reach your Potential

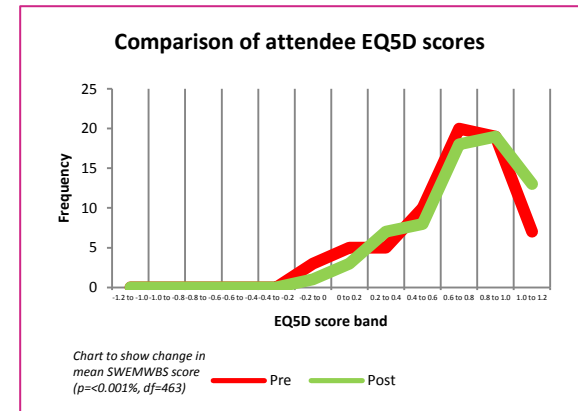
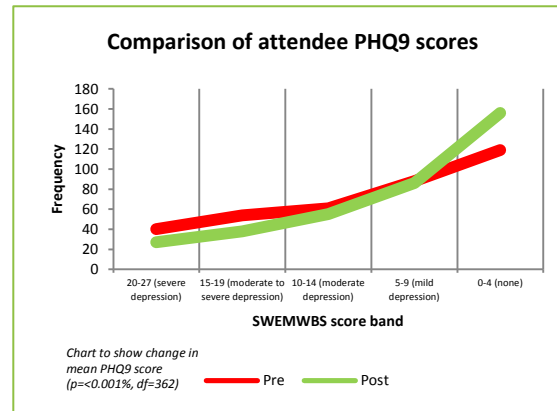
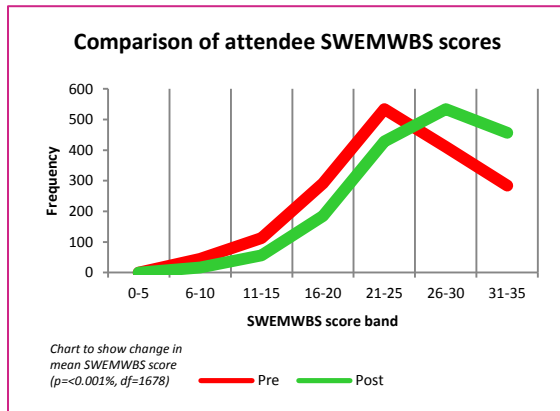


Wellbeing Choir



Mindfulness

Outcomes – health metrics



- 4,400 interventions delivered to 2,700 unique beneficiaries
- 64% improvement in wellbeing levels (SWEMWBS)
- 55% reduction in depression symptoms (PHQ9)
- 43% improve health status (EQ5D)
- NAPC 'Best Practice' Award 2014 - Health & Wellbeing Innovation of the Year



national association of primary care



Act on the evidence.....

Five ways to wellbeing

Evidence-based actions that are memorable, easy to understand and have a wide variety of possible applications



Connect:

a flavour of the evidence

- Belonging to a social network involving communication and supportive relationships found to predict good health and positive wellbeing (Jenkins *et al.*, 2008)
- Primary friendship group size of 3 or less predicts worse mental health in adults (Brugha *et al.*, 2005)
- Not seeing friends has a negative impact on life satisfaction equivalent to a 75% drop in income (EQLS)
- In a study of undergraduate students, researchers found that “very happy people have rich and satisfying social relationships and spend little time alone relative to average people... good social relationships are... universally important to human mood” (Diener & Seligman, 2002).

Be Active:

a flavour of the evidence

- Those aged 25-64 years who exercised at least 2-3 times a week experienced significantly less depression, anger, cynical distrust and stress than those exercising less frequently or not at all (Hassmen *et al.*, 2000)
- Men engaged in high levels of physical activity were 28% less likely to become depressed (Paffenbarger, Lee & Leung, 1994)
- Participating in sports once a week associated with an increase in life satisfaction equivalent to almost doubling income, compared to never participating in sport (EQLS)

Take notice:

a flavour of the evidence

- Practice of mindfulness associated with a number of well-being indicators, in particular self-knowledge and self-regulation (Brown & Ryan, 2003)
- Group mindfulness meditation training program effectively reduces symptoms of anxiety and panic (Kabat-Zinn *et al.*, 1992)
- A mindfulness-based intervention for adults with recurrent depression and anxiety reduced mean levels of depression (35.7 to 17.8) and anxiety (32.0 to 20.5) on the Beck inventories (Finucane & Mercer, 2006)

Keep learning:

a flavour of the evidence

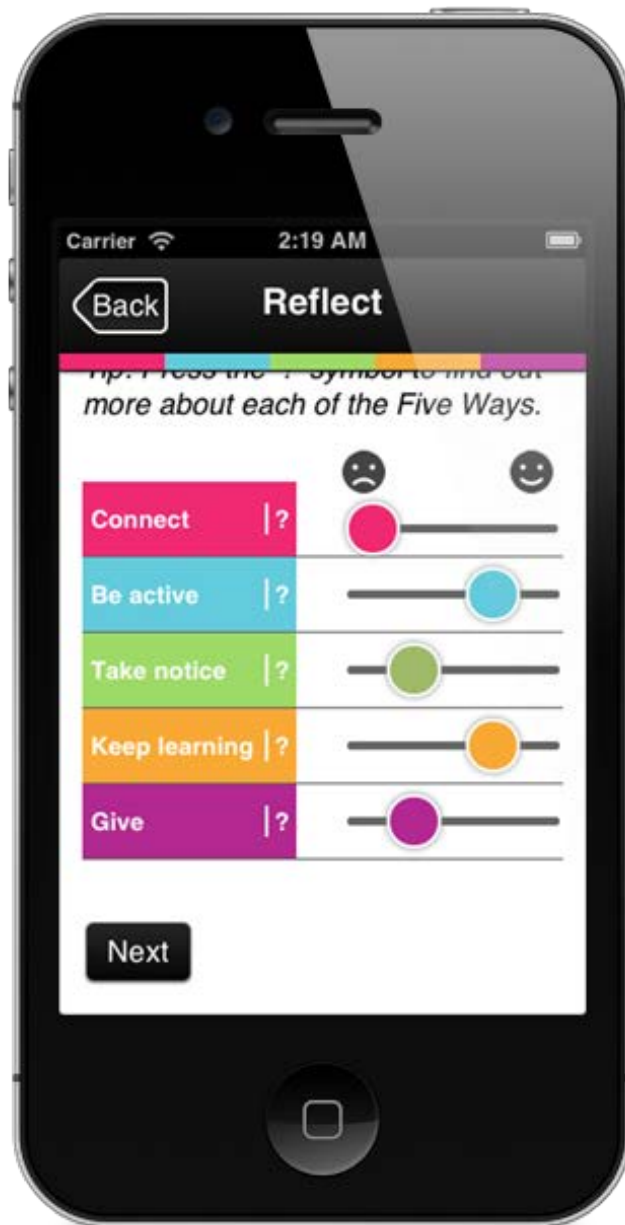
- Learning in childhood strongly predicts probability of developing depression later in life (Feinstein, 2002)
- A review of literature found that “education can help directly as a therapeutic activity for people with mental health problems” and also has “a preventative effect, whereby learning helps avoid, minimise or address depression” (Schuller *et al.*, 2002)
- A study of older people in adult informal education found that 80% reported positive impacts on self confidence, self perception and ability to cope (Dench & Regan, 2000)

Give:

a flavour of the evidence

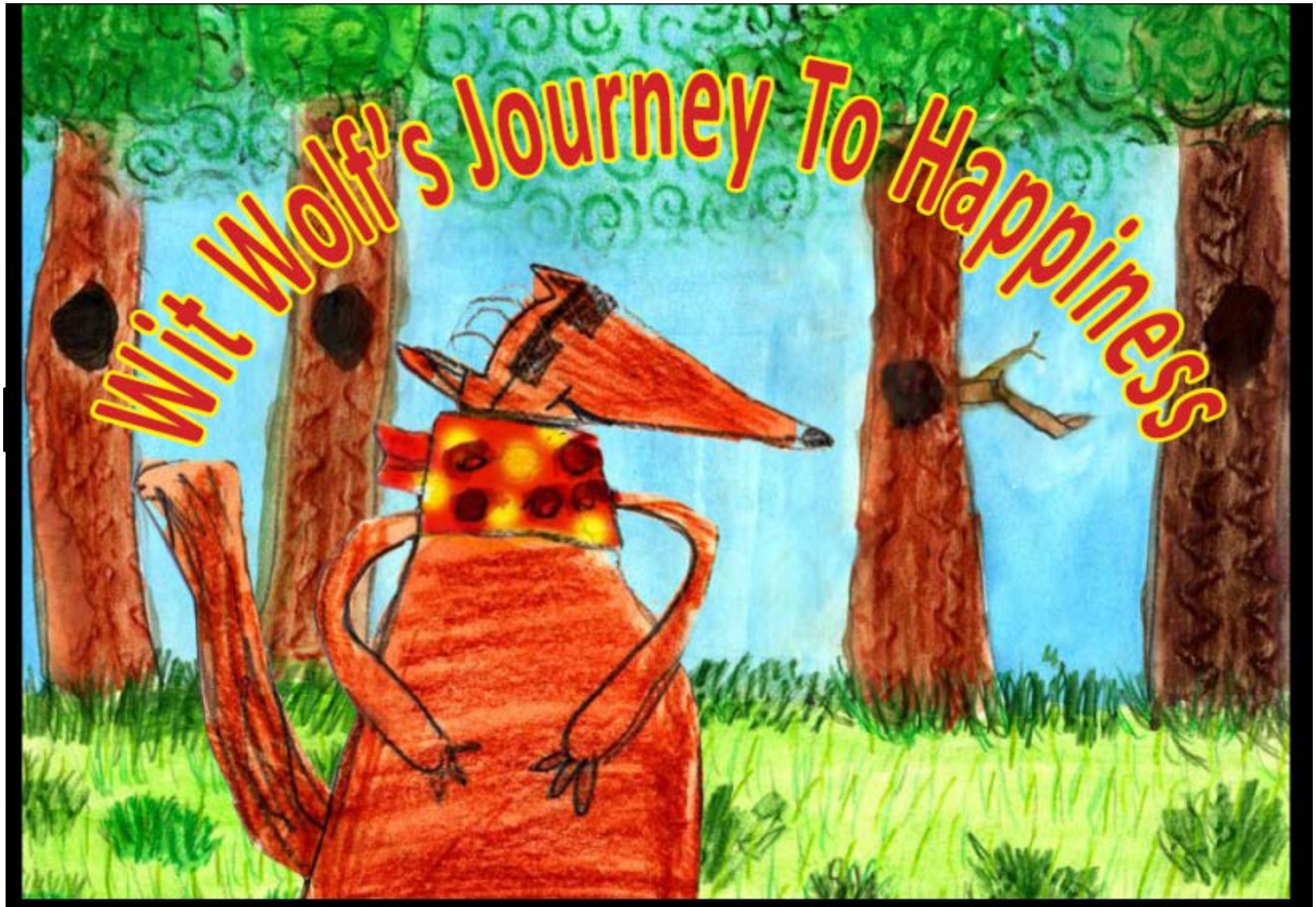
- Regularly performing random acts of kindness leads to sustained improvements in happiness (Boehm & Lyubomirsky, in press)
- People who volunteer weekly report an average life satisfaction of 7.35 points, compared with 6.93 for those who do not – a “sizeable and statistically highly significant” difference (Meier & Stutzer, 2008)
- For people in middle and later life, researchers found that episodes of volunteering lowers depression levels for those over 65, and regular volunteering has benefits for all (Musick & Wilson, 2003)

Digitalise.....



Gather good practice and
share.....

Stockport schools





The princess washed and rinsed

and styled his hair

and, in return, he plaited hers

with great care.



Aftenposten ap.no

12th October 2012

Utviklet hverdagslykkekort til barnehagene



Be innovative, challenging.....



What's next for the health of society?

Website Resources:

Videos, Podcasts & Papers



Evolve towards a more integral
approach.....

AN INTEGRAL VISION



Breaking the code?

Global Wellbeing Lab

Hosted by the Presencing Institute Boston US,
Germany's Global Leadership Academy (GIZ),
the Gross National Happiness Centre Bhutan

<http://globalwellbeinglab.com/2015/04/11/what-is-the-global-wellbeing-lab/>

Shift to 'wellbeing'

Individualism to 'community'

Others to 'us all'

Condemnation to 'understanding'

Illness to 'Wellness'

- See the bigger picture
- Measure what we treasure
- Address the wider determinants of our lives
- Evolve.....It starts with you, you are the 'evolutionaries'

Thank you

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