Curating for Wellbeing - A Public Health Approach

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Public Health England

‘Protecting and improving the nation’s health and addressing health inequalities’

A Government Executive Agency - Part of the Department of Health.

Key Functions:

• Health Protection
• Knowledge and Information
• Health Improvement

8 Local Centres, Plus London – ‘Locally Led Public Health System’

Close Working with NHS England, Local Government, and VCS Advocates, Informs and Challenges Government
Health?....... 

Socially determined and shaped – more by the way in which our society is organised, than by our individual ‘merit’ or the quality of the health care system.

Good health is more than the absence of disease or illness.

There is a ‘social’ gradient.

Need to address the causes of the causes – poverty, isolation, violence, worklessness, environment and housing, caring...... (takes us into meaning and purpose and what we value)

Key areas are early childhood development, education, work and working conditions, older people (connected and cared for), resilient, connected and engaged communities.

Sir Michael Marmot ‘The Health Gap’ 2015
‘Health’ in Our Communities

Our population is ageing
More people have long term conditions (physical and mental)
Inequalities persist and in many places are worsening
Expectations of services rising
Financial constraints in all public services
People want more responsive, personalised services
People want more control and influence
Communities are more fluid and in some cases fragmented
Key Early Messages – Health?

Language and narrative really matter
Crucial time for health (physical and mental) – part of much wider social / public issues
Not just cure / care - promotion, prevention, population approaches - not an either or – its an ‘and’
Community focused and centred – Local
Health beyond healthcare
Shift to wellness / wellbeing
Leadership and authorisation – All sectors
Wellbeing (and mental health)

**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)*

‘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? ........
Structure of Well-Being
(From Corey Keyes, 2002 and 2007)

Eudaimonia
- Psychological Well-Being
  - Self-Acceptance
  - Positive Relations with Others
  - Personal Growth
  - Purpose in Life
  - Environmental Mastery
  - Autonomy

- Social Well-Being
  - Social Acceptance
  - Social Integration
  - Social Growth
  - Social Contribution
  - Social Coherence

Hedonia
- Emotional Well-Being
  - Positive Affect
  - Avowed Quality of Life
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

1789

Stiglitz, Sen
2008

ONS UK
2010

322 BC

2011
Growing International Interest

Stiglitz, Sen and Fitoussi, ‘Commission on the Measurement of Economic and Social Progress’ France 2009

OECD, ‘Better Life Index’ and Hows Life  2010

EC ‘Eurostat’

WHO Europe ‘ Measuring wellbeing’

UN Wellbeing Event – 2 April New York 2012 ‘ Happiness and Wellbeing’

UK – National Measuring Wellbeing Programme 2012

ONS

UK – What Works Centre for Wellbeing 2015
Are rich nations happier?.....
Little change in wellbeing in UK over 40 years...

GDP per capita and life satisfaction, 1973-2013, indexed 1973=100
The Easterlin paradox
Some drivers........
Psychological wellbeing

Depression now ranks 1st as contributor to burden of disease in high & mid-income countries
Past decade: use of prescription drugs to treat ADHD in children has increased by 46% in US, has quadrupled in UK
Solutions are beyond illness care and treatment services
Studies identify community as one of the 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, we are seeing widening social inequalities, breakdown of social cohesion & trust ...
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%
Social relationships have big impact: comparative odds of decreased mortality

Social relationships: Overall findings from this meta-analysis

Social relationships: High vs. low social support contrasted

Social relationships: Complex measures of social integration

Smoking <15 cigarettes daily

Smoking cessation: Cease vs. continue in patients with CHD

Alcohol consumption: Abstinence vs. excessive drinking

Social relationships have as great an impact on health outcomes as smoking cessation, and more than physical activity and issues to address obesity

Inequalities - 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
Going 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
So, what can we do?
Measuring Wellbeing

Informed by national debate
- measuring what people say matters to them
- 41 measures/
  10 domains
- Related frameworks for: Children and Young People

ONS Wellbeing Framework

Measures of National Well-being

Very high rating of satisfaction with their lives overall

- 26.1% in 2011/12
- 26.0% in 2012/13
- 26.8% in 2013/14

Source: Personal Wellbeing Annual Population Survey Dataset, ONS
Geography: United Kingdom

Very high includes ratings of 9 or more out of 10.
I would like to ask you questions about your feelings on aspects of your life. There are no right or wrong answers. I’d like you to give an answer on a scale of nought to 10, where nought is ‘not at all’ and 10 is ‘completely’.

Overall, how satisfied are you with your life nowadays?

- 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?
# Warwick Edinburgh Mental Wellbeing Scale

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<tr>
<th></th>
<th>None of the time</th>
<th>Rarely</th>
<th>Some of the time</th>
<th>Often</th>
<th>All of the time</th>
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<tbody>
<tr>
<td>I’ve been feeling optimistic about the future</td>
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<td>I’ve been feeling useful</td>
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<tr>
<td>I’ve been feeling relaxed</td>
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<td>I’ve been dealing with problems well</td>
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<td>I’ve been thinking clearly</td>
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<td>I’ve been feeling close to other people</td>
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<tr>
<td>I’ve been able to make up my own mind about things</td>
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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.
Five ways to wellbeing

Evidence-based actions that are memorable, easy to understand and have a wide variety of possible applications
How can we help you with your recovery?

I don’t know… what do you all do?
Support “Every Chance”

Bio Medical

Psycho therapeutic

Social Networks

Social Relationships
Wellbeing? – It’s about people

As members of the public, we understand wellbeing as confidence, a sense of self-worth and a good quality of life. We use quality of life, wellbeing, happiness, life satisfaction and flourishing interchangeably. There are nuances to our experiences but how we speak about these concepts is very similar.

Key to wellbeing

- feeling safe, financially comfortable, good physical and mental health, good food, job, housing, natural environment and transport

- feeling loved, respected and appreciated, belonging, positive connections, time alone, appreciation of difference and part of something bigger

- feeling fulfilled, achievement, inspiration, recognition, fun, learning, opportunity, control, agency and choice
Cultural Activities – People Said…..

Dialogues about culture and wellbeing are joyous and inspiring to be involved in. Cultural activities are felt to be at the heart of quality of life, part of our way of life and core to social interactions.

We learn, we take notice, we get active, we connect and we give. Most of all we develop our interests and with it our initiative and confidence. And Cultural activities are fun

Talking about cultural activities reminds us of intensely emotional moments, feeling ‘fantastic’, ‘elated’, ‘brilliant’ and ‘fascinated’, and being ‘surrounded by people that are happy’. We have a choice to take part or not. They provide an escape, connect us with others, help us develop skills.

Participating, engaging, watching, volunteering

Helping us connect with the world around us, taking notice, reflecting, learning, helping us through difficult times.
Wellbeing as a Focus

Using wellbeing as a way into discussing issues helps, because it:

- is easy to relate quickly to the issues under discussion;
- sheds light on what matters most to people as they go about their daily lives;
- helps to reflect on what holds people back from improving their lives and wellbeing;
- recognises the interconnectedness of people’s lives;
- shows that what supports wellbeing is more likely to be long-lasting;
- shows when people are happier and their quality of life is good, other areas benefit
Wellbeing and Museums

Co Production

Aim to create a 2 way dialogue

Co production with subjects, audience, places

Beyond the walls of the museum

Science Museum – Exhibition on Pain – patients views, professionals views, exploring the issues through jintly chosen and curated artefacts,

Professor Guy Julier, Research Department Victoria and Albert Museum - Co production of knowledge, and learning, crowd sourcing, salons
Wellbeing and Museums

Delivery

Know your audience

Target your audience – ie marginalised groups, challenged communities,

In reach and out reach programmes, exhibits, events

Plymouth Music Zone – delivering to marginalised groups

Live music now – delivery through singing
Wellbeing and Museums

The Experience of Taking Part

Taking part - being engaged / being part of something
Making it fun
Making it challenging
No easy answers – exploration is key
Mental and Physical together
Part of human experiences…..
Wellbeing and Museums

The Challenge of Evaluation

Time and money – effort and reward

Common understanding of definitions and valid tools and measures

Building relationships with researchers, academics and universities

Data and Stories

Examples: Prodigal Theatre – have developed their own expertise in evaluation.

Royal College of Music and Imperial University
What Might Help?

- An independent, impartial, convener for wellbeing work in the UK bringing together different disciplines and professions in a way that is accessible, welcoming and inclusive to all sectors.

- Robust, concise information focused on practical, useful action that is simple to apply.

- Agreeing methodology and working towards a framework that is common for all sectors to use to evaluate outcomes of wellbeing interventions.

- More comparable evidence on what does and doesn’t work including cost and impact and support to produce and use evidence.

- Effective translation of information by keeping it simple and with inspiring and impactful case studies
What Works Centre for Wellbeing

Aim:

to understand what governments, communities, agencies, businesses and individuals can do to increase wellbeing

Purpose:

Collate → Synthesise → Translate Evidence

Initial evidence programme:

Work & Learning | Community | Culture & sport

Website: www.whatworkswellbeing.org
Some Concluding Thoughts
Large Scale Change

Illness → Wellness
AN INTEGRAL VISION

< Internal > < External >

I
Individual

IT
Services/Systems

WE
Collective

ITS
Cultural context
Thank you

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