

Exploring Boundaries, Expanding Horizons – Ecological Challenges to Health Promotion



Glenda Verrinder

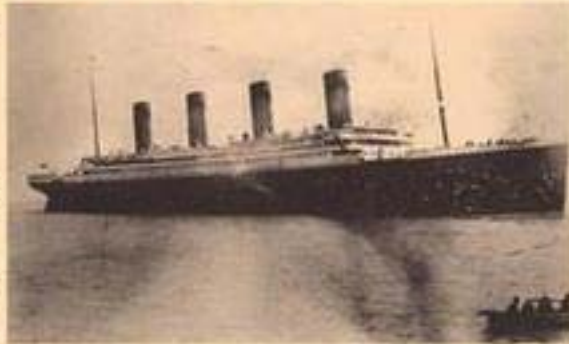
Prerequisites for successful cultural adaptation

- Recognition that an undesirable state exists
 - Knowledge of the cause of the undesirable state or failing that some knowledge of the ways and means of overcoming it
 - The means to deal with the undesirable state
 - Motivation / political will to take appropriate action
-
- Boyden, S (1987) *Western Civilization in Biological Perspective, Patterns in Biohistory*. Oxford: Clarendon Press

Recognition that an undesirable state exists

TITANIC SINKS

Great loss of life
 World's Greatest Liner Strikes Iceberg



RMS Titanic, the world's greatest liner, leaving Queenstown in Ireland on the last leg of her maiden journey.

RMS Titanic, the world's greatest liner and the pride of the White Star Line, hit an iceberg and sank yesterday morning in the greatest civil disaster at sea. Over 2000 passengers and crew perished with the ship.

Titanic was engaged in her northward run when she appeared into the black depths of the Atlantic Ocean within hours of being struck. Distress signals were broadcast but only around 800 men, women and children are believed to have survived.

Those who were able to climb upon the lifeboats reached helplessly on the great ship's bows and plunged to the bottom of the ocean with all its light fittings and with the land still glowing on shore.

The last warning was struck at 11.40 on April 14th and at 11.55 Titanic was in the ice. It is believed that she was not in time to clear her path through the "dead" stage. In fact, her course was not altered until the last hour of the night. The ship was in the ice for some time before she struck. The iceberg was in the path of the ship for some time before she struck. The iceberg was in the path of the ship for some time before she struck. The iceberg was in the path of the ship for some time before she struck.

There is a possibility that the iceberg was not seen until it was too late to avoid it. The iceberg was in the path of the ship for some time before she struck. The iceberg was in the path of the ship for some time before she struck. The iceberg was in the path of the ship for some time before she struck.

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Titanic - The Tragic Story



Titanic's NOK Telegram
 The telegram was received at 11.55 on April 14th. It was the last message received from the ship. The telegram was received at 11.55 on April 14th. It was the last message received from the ship.

OTHER NEWS
 The British Government has announced that it will send a relief expedition to the Arctic region. The expedition will consist of a number of men and dogs, and will be led by a British officer. The expedition will be sent to the Arctic region. The expedition will consist of a number of men and dogs, and will be led by a British officer.

By then, however, it is believed that the ship was in a bad state. The ship was in a bad state. The ship was in a bad state. The ship was in a bad state. The ship was in a bad state.

Phonograph
 The ship was in a bad state. The ship was in a bad state. The ship was in a bad state. The ship was in a bad state. The ship was in a bad state.

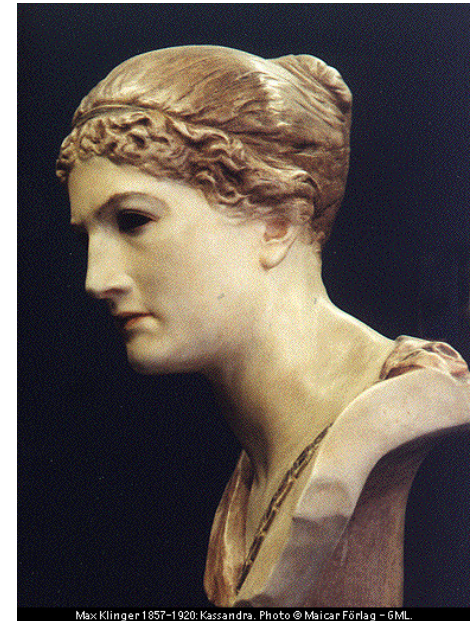
Explanation
 The ship was in a bad state. The ship was in a bad state. The ship was in a bad state. The ship was in a bad state. The ship was in a bad state.

Mackintosh's
 VERY LATEST
 'Toffee de Luxe'
 Delicious Beyond Description.

The present... is merely the accumulation of the frustrated goals of the past: *'There is no single time: all of our times are alive, all of our pasts are present'* (Fuentes in Kickbusch 2004).

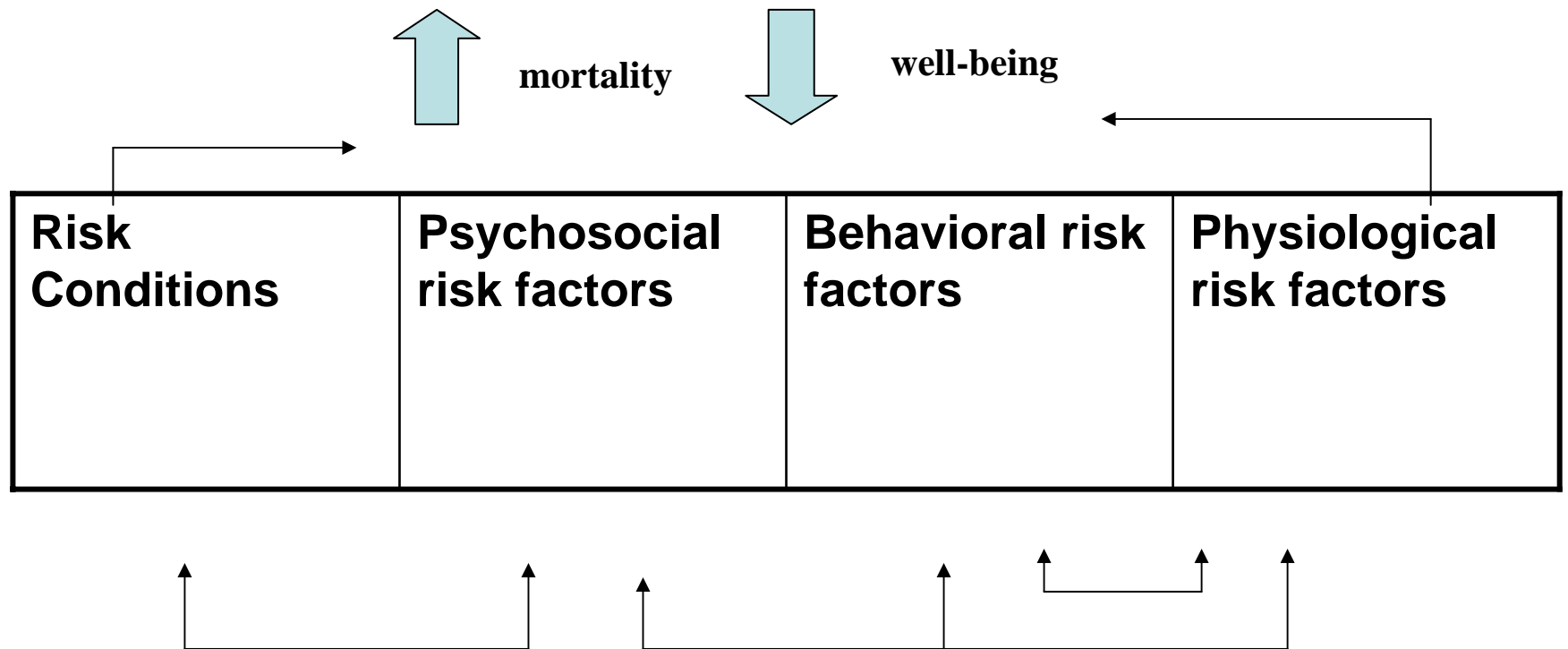
The Ottawa Charter for Health Promotion – Creating Supportive Environments, 1986

Sundsvall Statement of Supportive Environments for Health, 1991



Cassandra

Knowledge of the cause of the undesirable state: Disease determinants



Labonte, R. (1997) *Power, Participation and Partnerships for Health Promotion*.
Melbourne: Victorian Health Promotion Foundation

What we know

– Disease Determinants

- Risk conditions

- Poverty, low social status, Dangerous stressful work, Discriminations, Steep power hierarchy, dominant ideologies of individualism, competitiveness & meritocracy, Dangerous polluted environment,
- Natural resource depletion, Greenhouse effect, Ozone depletion

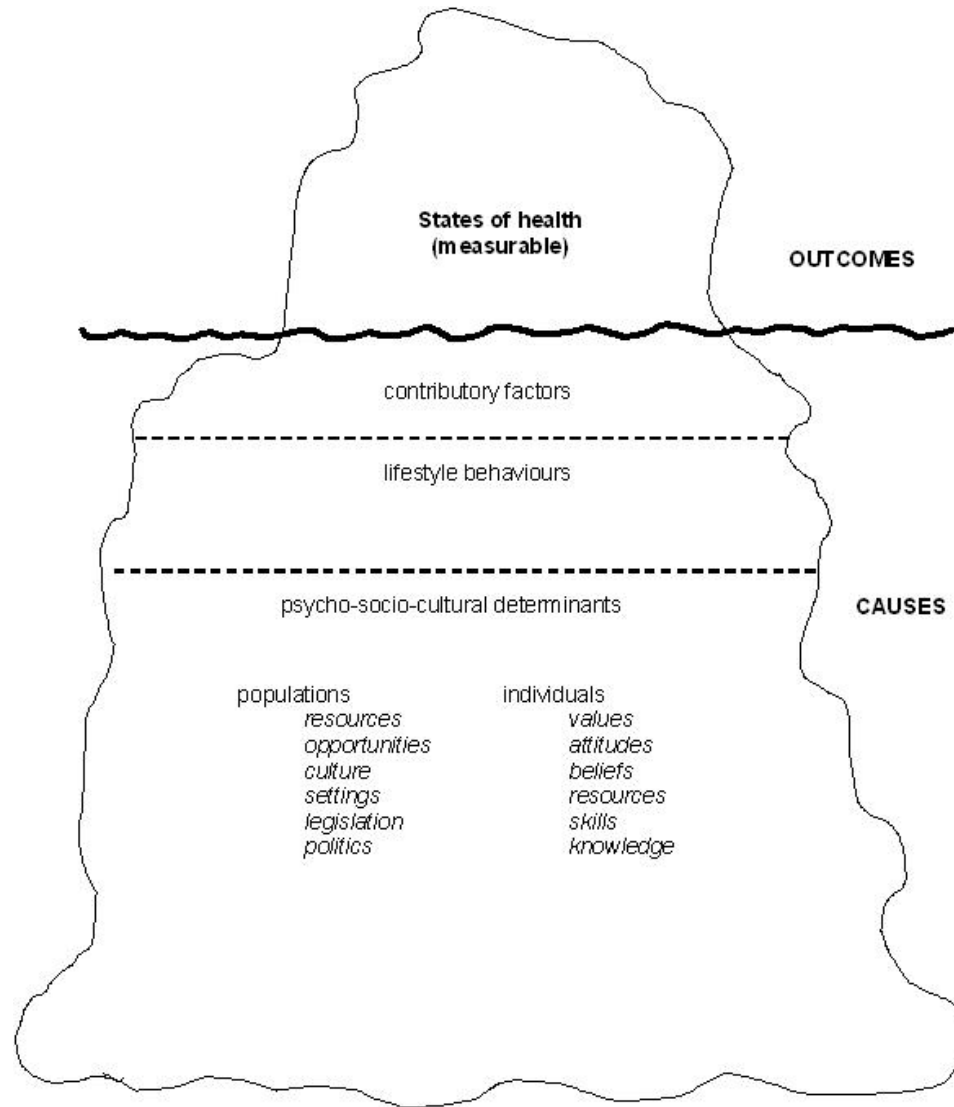
» Labonte, R. (1997) *Power, Participation and Partnerships for Health Promotion*.
Melbourne: Victorian Health Promotion Foundation

What we know

- **Health determinants**
 - **Health promoting conditions**
 - Livable cities and convivial communities,
 - Ecosystem viability, Economic sufficiency, Equitable public policies, Sustainable development,
 - Labonte, R. (1997) *Power, Participation and Partnerships for Health Promotion*. Melbourne: Victorian Health Promotion Foundation

The ways and means of overcoming it

The Health Iceberg



Health Promotion Research Project for *Healthpact*

Glenda Verrinder & Emma Patten

a scoping exercise to determine current health promotion research priorities and best practice in health promotion research

- in-depth interviews
- literature search
- focus group discussion
- *70 health research centres - national and international*

Health Promotion Research Project

What did we find?

- HP research in Australia
 - Difference between the vision and mission statements and research practice.
 - Mission to address social determinants
 - Research examined the determinants of disease (mostly physiological & behavioural some psychosocial risk factors).
 - Various population groups are ‘targeted’ within these priorities.

Health Promotion Research Project: Where to from here?

- Match the VISION with the PRACTICE.
- Think and act beyond traditional disciplinary, methodological, political, and cultural boundaries.
- Focus on health promoting conditions.
- Beware the 'cookbook' approach

The means to deal with the undesirable state

Radical changes in the biosphere and human interaction with the environment are increasingly impacting on the health of populations across the world. Diseases are crossing the species barrier, and spreading rapidly through globalised transport systems. From new patterns of cancer to the threat of global pandemics, it is imperative that public health practitioners acknowledge the interdependence between the sustainability of the environment and the sustainability of the human species.

- Why are issues of global and local sustainability of increasing importance to the public's health?
- Why do issues of sustainability require new practices within the professions of public health?
- How can future and current public health practitioners develop those new practices?

Drawing on scientific evidence of global and local environmental changes, *Sustainability and Health* offers a thorough background and practical solutions to the overlapping issues in environment and health. It examines potential and existing responses to global and local environmental and health issues involving individuals, community, industry and government.

The authors introduce a range of emerging conceptual frameworks and theoretical perspectives, link IT and epidemiology and explain how scoping can link program design, delivery, data collection and evaluation in projects from their very beginning. Public health practitioners need to be able to manage health issues that cut across environmental, economic and social systems and to develop the capacity for leadership in facilitating change.

Incorporating learning activities, readings, international case studies and an open learning approach, this is a valuable resource for students of public and environmental health, as well as medical, environmental and health science professionals.

Visit www.allenandunwin.com/sustainhealth for extra resources and activities.

Valerie A. Brown AO, is one of the leading international experts on the links between environment and health. She is Director of the Local Sustainability Project at the Australian National University and Emeritus Professor of Environmental Health at the University of Western Sydney. **John Grootjans** lectures in public, community and Indigenous health at Charles Sturt University, having established a graduate program on Sustainable Development at Griffith University. **Jan Ritchie** is Associate Professor in the School of Public Health and Community Medicine, University of New South Wales and Regional Director (South Western Pacific) of the International Union for Health Promotion and Education. **Mardie Townsend** is a Senior Lecturer in the School of Health and Social Development, Deakin University, with a research interest in environmental amenity and health. **Glenda Verrinder** lectures on environmental and public health in the School of Health and Environment at La Trobe University, Bendigo Campus.



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Thinking ecologically?

e.g.

Human health & ecology

Environmental scepticism

Single bottom line

Indigenous knowledge

Natural capitalism

Feminism & sustainability

'The cornucopian enchantment'

Deep ecology movement

The means to deal with the undesirable state

- VicHealth as change agent
 - Learn from VicHealth successes
 - Seek diversity, not simplify complexity
 - Combination of research methodology
 - Context-specific
 - Multiple perspectives
 - Participatory approaches
 - Group learning process - open dialogue, collaborative style, permeable boundaries
 - Tap into the knowledge, attitudes and beliefs of policy makers, politicians & fellow professionals

Motivation / political will to take appropriate action



"What do you think . . . should we get started on that motivation research or not?"