Health and well-being of mankind around the world

Health is the whole

Health promotion = Total human and social development
New challenges for health

- Economic
- Inequality & social divide
- Ecological climate & disasters
- Political
Health and social problems are closely related to inequality among rich countries.

From “The Spirit Level” by Wilkinson and Pickett
THE PRICE OF INEQUALITY

HOW TODAY'S DIVIDED SOCIETY ENDANGERS OUR FUTURE

JOSEPH E. STIGLITZ

WINNER OF THE NOBEL PRIZE IN ECONOMICS
A reform in USA

A revolution in France

But how?

Health Promotion = a tool for reform
A paradigm shift

Development for money (of the 1%)

Health for All

compartmentalized

integrated

crisis

the whole
Old structures for old paradigm

New Tools for new health approaches

Nonbureaucratic, independent

- Health Systems Research Institute (HSRI) → System knowledge
- Thai Health Promotion Foundation (ThaiHealth) → Good health
- National Health Security Office (NHSO) → Health security
- National Health Commission Office of Thailand (NHCO) → Public policies
Triangle that Moves the Mountain

Creation of Knowledge

Social mobilization

Political involvement

HSRI
ThaiHealth
NHSO
NHCO
Social weaving makes the impossible possible

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**Areas**
- HSRI
- ThaiHealth
- NHSO
- NHCO
Empowerment is health

Empowerment of the community and local organizations

- Self manage integrated development → healthy communities

- Involvement in National Health Assembly process for public policy development
A Paradigm Shift

Economic paradigm
- Greed is good
- Money capital
- Fragmented, top down
- Unbalanced, social divide
  “Homo economicus”

Health paradigm
- Health is good
- Social capital
- Integrated, bottom up
- Living together
  “Homo holisticus”

Health Promotion = a tool for great reform
The world is too sick

Together let’s HEAL THE WORLD

Through Health Promotion

Thank you