

# **Governing for health and equity: how health promoters have and can push the agenda**

**Professor Fran Baum AO**

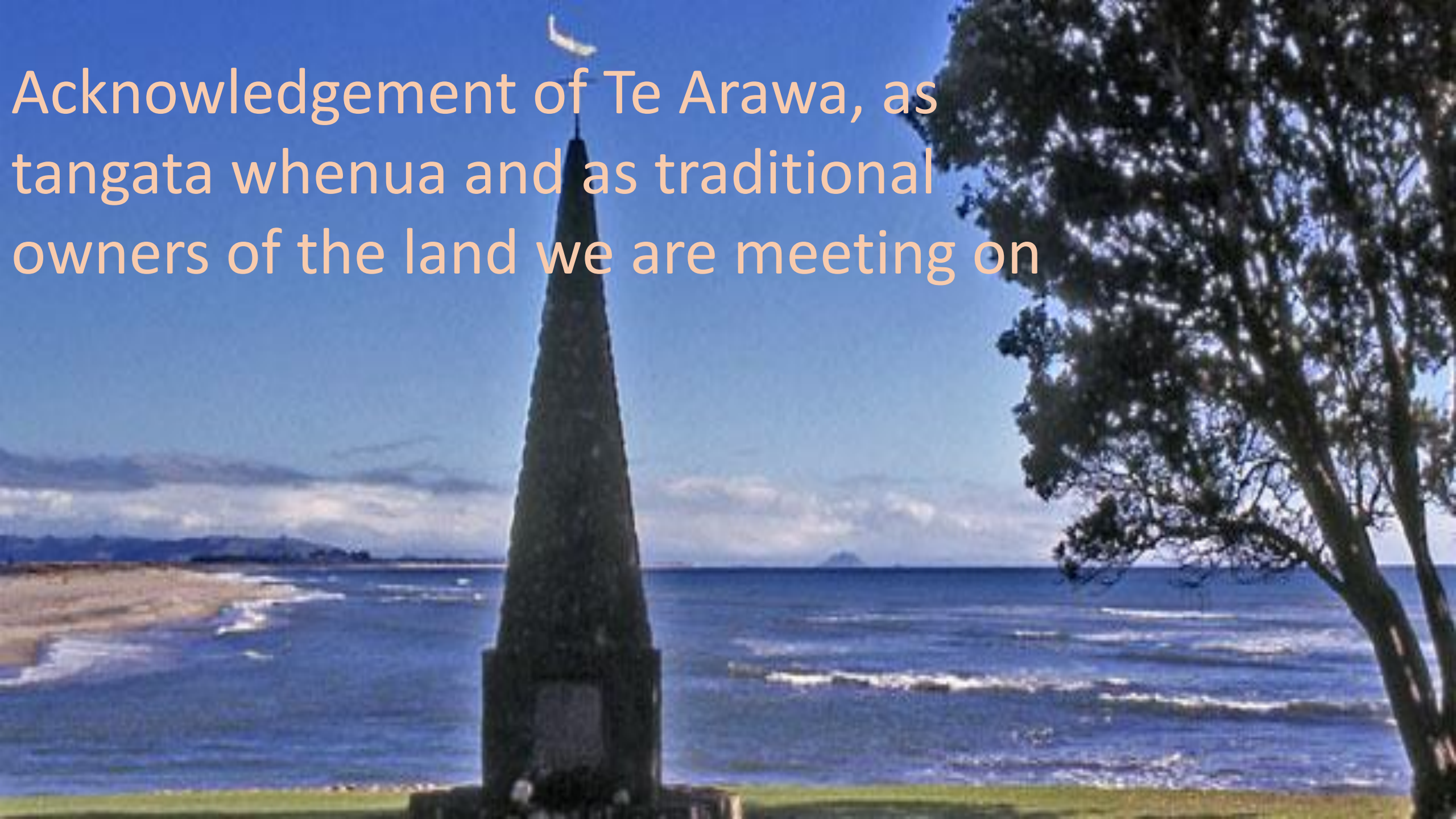
**Southgate Institute for Health, Society and Equity**

**College of Medicine and Public Health**

**@baumfran**

**Keynote Address, IUHPE, Rotorua, Aotearoa/New Zealand, 7<sup>th</sup> April 2019**

Acknowledgement of Te Arawa, as  
tangata whenua and as traditional  
owners of the land we are meeting on







## Fr Rod Bower

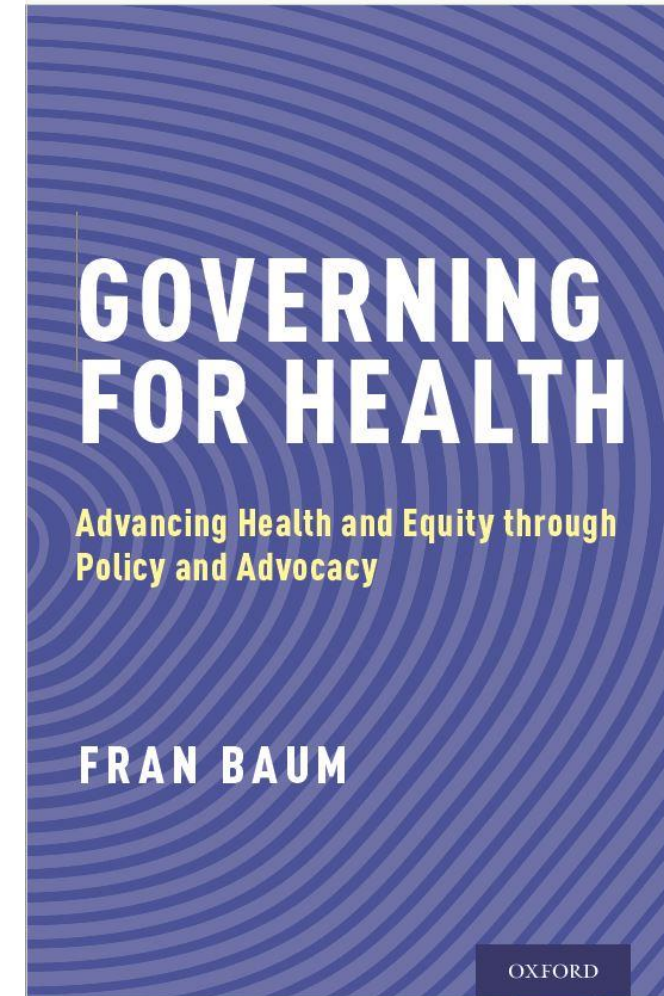
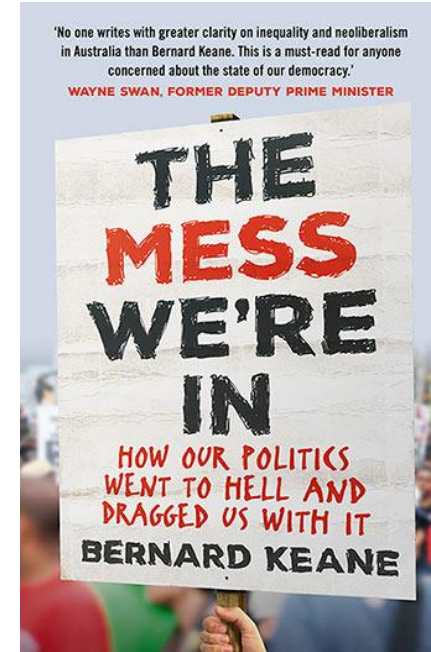
@FrBower

The Venerable Rod Bower. Husband, Father, Grandfather, Archdeacon for Justice. Author of [#Outspoken](#)

 Gosford

# Overview

- The mess we are in
- Business as usual not an option for planetary health or health equity
- The contribution of health promotion to date
- Some fundamentals:
  - Fiscal health promotion
  - Indigenous peoples
  - Advocate, Advocate, Advocate



# The Mess

**Ecological and climate crisis** – increasing disasters: heatwaves, floods, loss of biodiversity

**Health** – inequities, chronic disease, mental illness, emerging infectious diseases

Unfair global economic and political system:

- Growing inequities
- Excess wealth for some
- Over-consumption and under consumption
- Focus on profit above all else

**Financial crisis**  
austerity politics  
– low wage  
growth high  
profits, welfare  
cuts

**Political Leadership:**  
neo-liberal, pro-profit  
not health, privatising  
Declining trust

**Social crisis** – isolation, declining social capital. Lack of community and solidarity, terrorism, fundamentalism

# 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 odds “are no better than fifty-fifty that our present civilisation on Earth will survive to the end of the present century”

Prof Martin Rees, Former President of the UK Royal Society , 2003

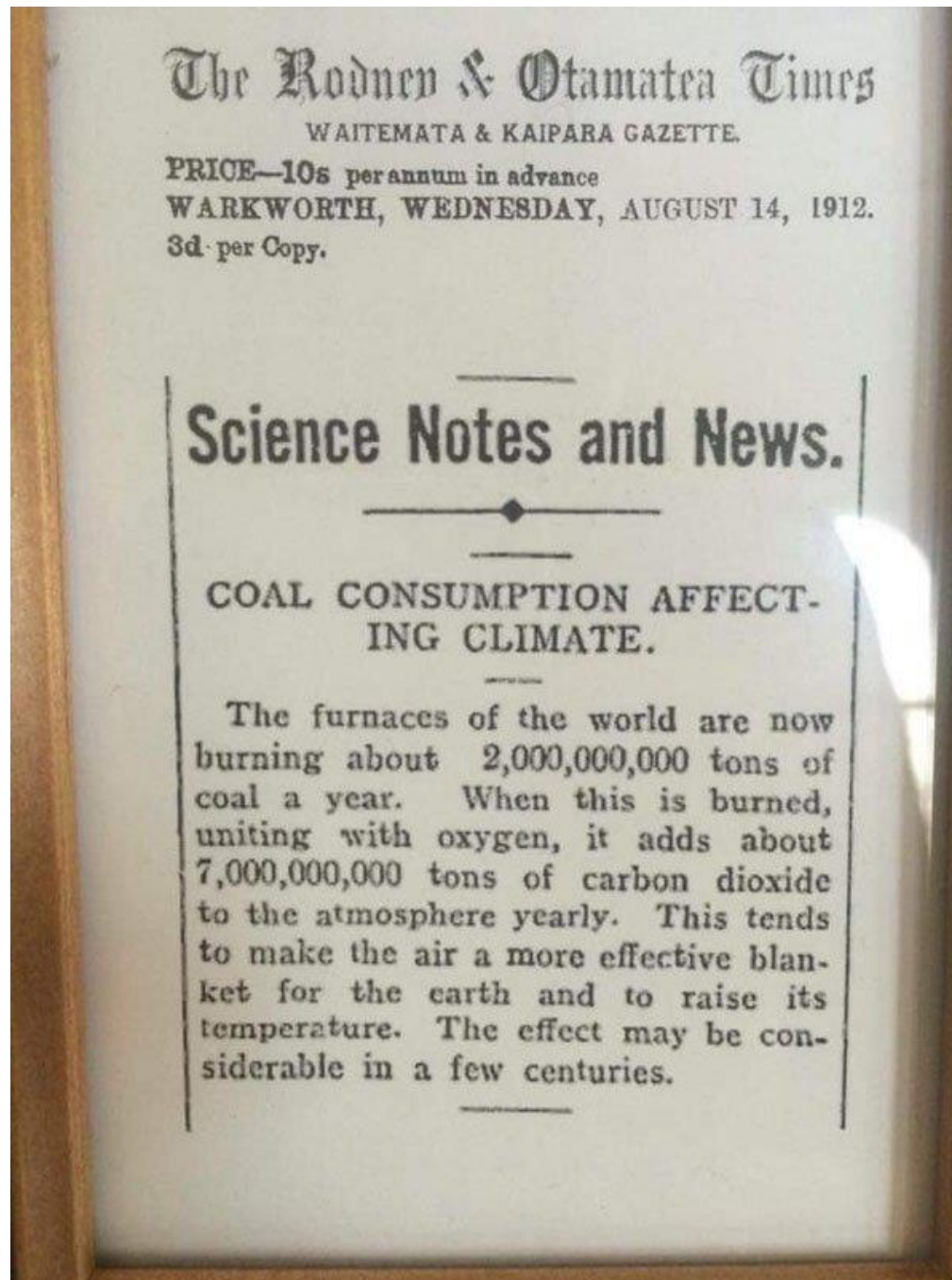
"We can wreck it with ease. We can wreck it without even noticing we're doing it. And if we wreck the natural world, in the end, we wreck ourselves."

David Attenborough, WEF, Davos, 2019

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

Del Weston (2014: 197)

We have been warned repeatedly about global warming even in a New Zealand paper in 1912





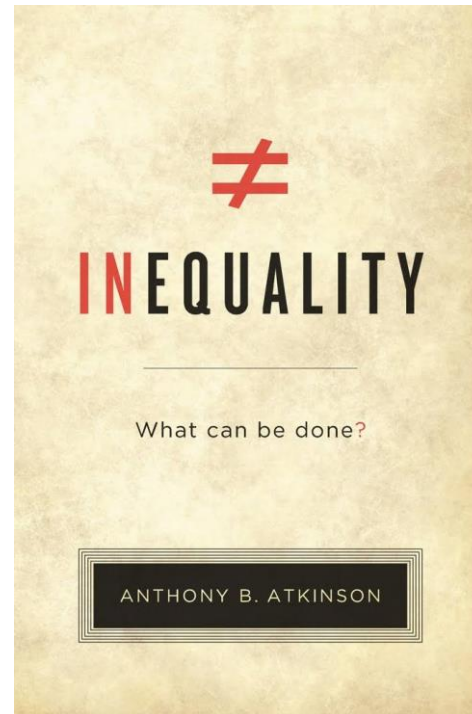
# Business as usual: untenable inequity


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

Anthony Atkinson *Inequality* (2015: 301)

In 2016-17 the wealth of just 42 people equals that of the 3.7 billion in the poorest half of the world's population

Credit Suisse. (2017). *Global Wealth Databook 2017*. Accessed November 2017. <https://www.credit-suisse.com/corporate/en/research/research-institute/publications.html>





The heart of the  
mess we are in



**Unfair global economic  
and political system:**

- **Growing inequities**
- **Excess wealth for some**
- **Over-consumption and  
under consumption**
- **Focus on profit above  
all else**

Figure 3. Income Inequality has Increased in Half of the Countries over Past 30 Years



● No Data ● Large Increase ● Small Increase ● Small Decrease ● Large Decrease

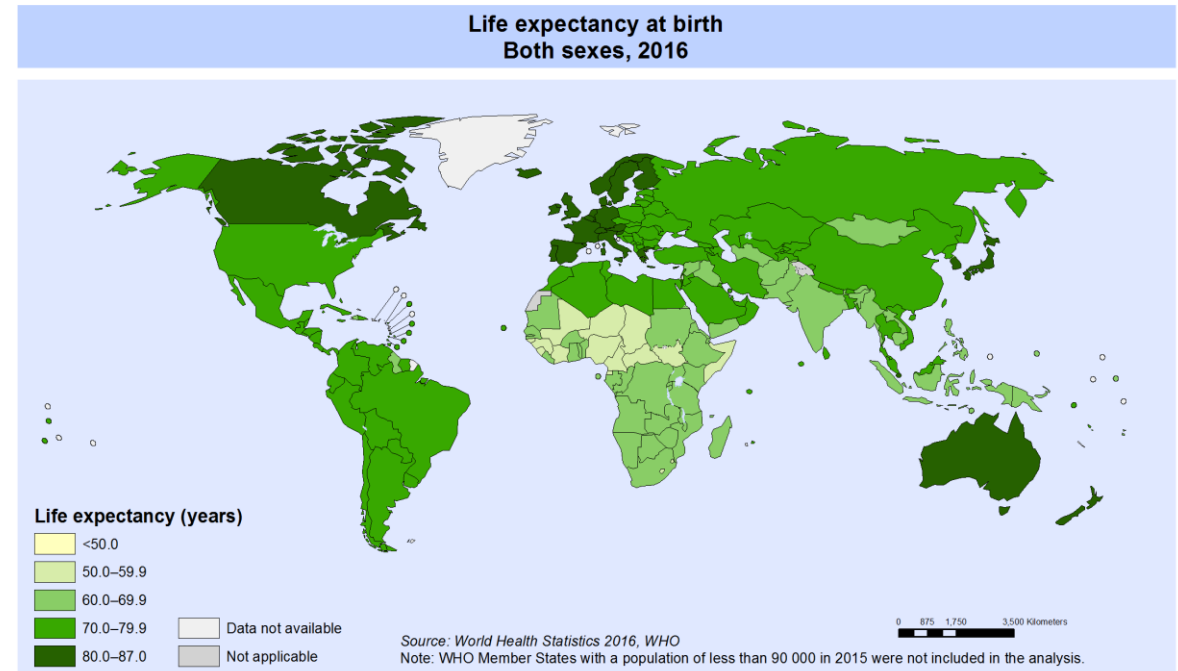
IMF (2017) Fiscal Monitor quoted in The Guardian <https://www.theguardian.com/business/2017/oct/12/imf-says-australia-has-one-of-the-fastest-rising-income-inequality-rates>

Figure 3. World Wealth map 2018



Source: James Davies, Rodrigo Lluberas and Anthony Shorrocks, Credit Suisse Global Wealth Databook 2018


# World Wealth and Life Expectancy maps



The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

Source: World Health Statistics 2016, WHO  
Note: WHO Member States with a population of less than 90 000 in 2015 were not included in the analysis.

Data Source: World Health Organization  
Map Production: Information Evidence and Research (IER)  
World Health Organization



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- Low income countries life expectancy is 62 years while in high income countries it is 81
- Life expectancy is 50 in Sierra Leone and 84 in Japan

# World wealth compared with population

Continent	Total wealth (trillions USD)	Share of wealth	Population (2018)	% of world Population
World	280.3	100%	7.6 Billion	100%
North America	101.0	<b>36.0%</b>	363.8 Million	<b>4.77%</b>
Europe	79.6	28.4%	741.4 Million	9.83%
Asia-Pacific	55.0	19.6%	4.5 Billion	59.66%
Latin America	8.1	2.9%	654.2 Million	8.55%
Africa	2.5	<b>0.9%</b>	1.2 Billion	<b>16.64%</b>

# Health depends on distribution not absolute wealth

Indicator	Costa Rica	Cuba	USA
Life expectancy at birth (2016, WHO Data)	79.6	79.0	78.5
Infant mortality rate (per 1000 live births: 2015)	8.5	4	5.6
Happy Planet Index Score and Rank (out of 140) (2016)	44.7 (1 <sup>st</sup> )	NA	20.7 (108 <sup>th</sup> )
Gross National Income per capita (Atlas method, current US\$: 2015)	10,200	5,880	55,000
Total health expenditure per capita, PPP (constant 2011 Int.\$: 2014)	1,390	2,470	9,400
CO <sup>2</sup> Emission (metric tonnes per capita: 2011)	1.7	3.17	17.0

Source: <https://www.worldlifeexpectancy.com/world-health-rankings> Happy Planet Index <http://happyplanetindex.org/>

# Unequal world

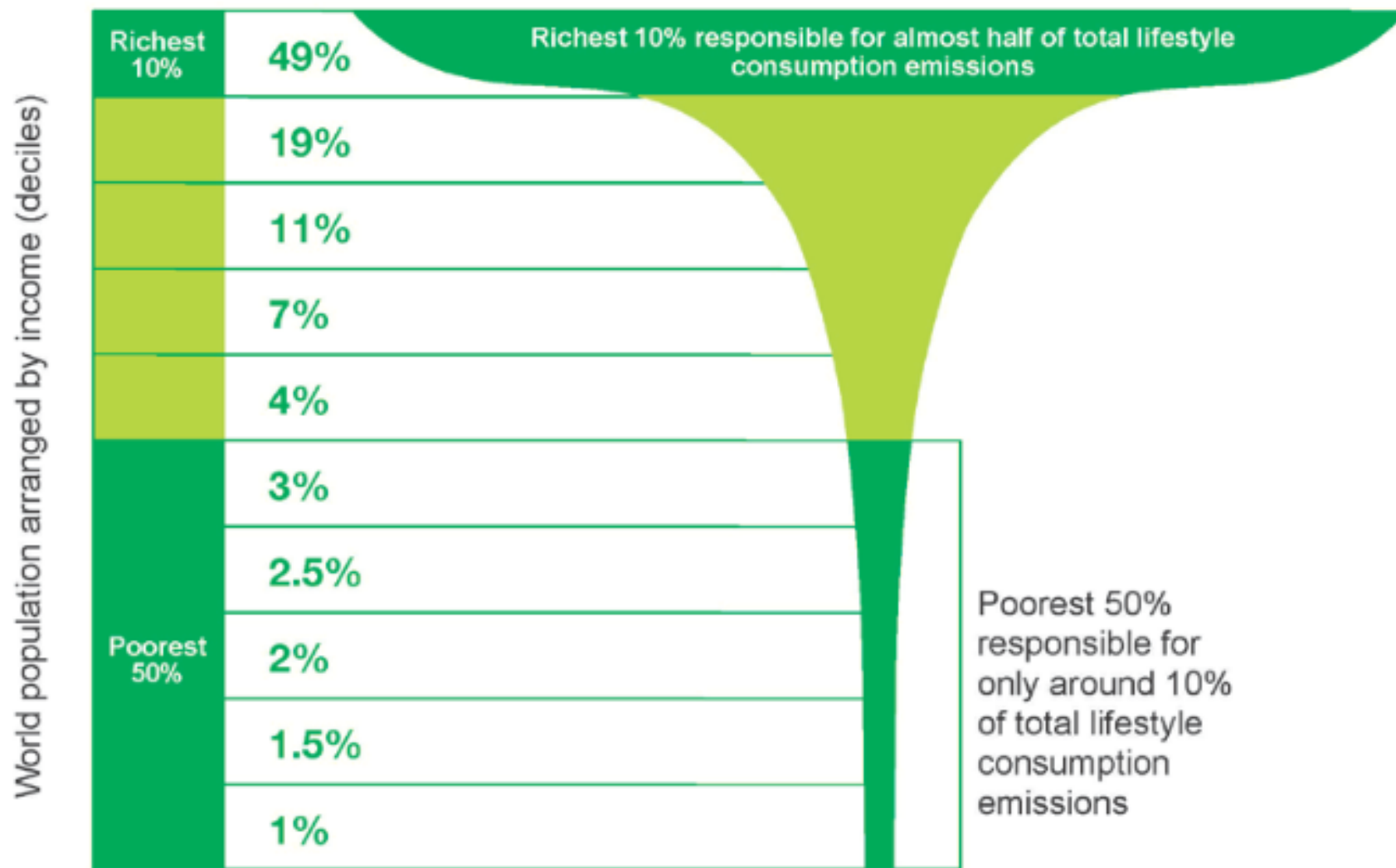
- Amazon's Jeff Bezos – richest man in the world
- Net worth US 150 billion  
(1 billion = one thousand million)



- **Malawi:** mean wealth US\$114  
Bezos's wealth is equivalent to that of 8,771,930 Malawi people
- Just 1% of his fortune is the equivalent to the whole health budget for **Ethiopia**, a country of 105 million people

**Figure 1: Global income deciles and associated lifestyle consumption emissions**

**Percentage of CO<sub>2</sub> emissions by world population**





# Health promotion history

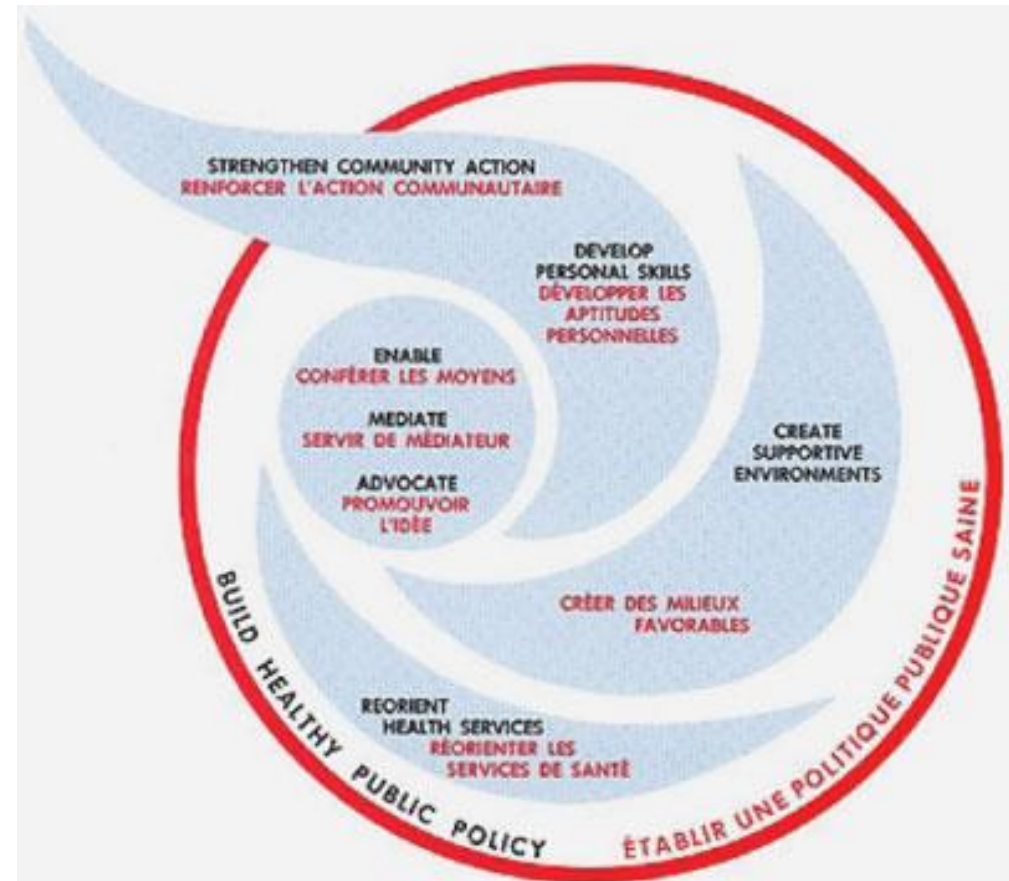
# What has been health promotions key contributions since 1980s

- Embracing the socio-environmental approach (more than health education)
  - Healthy public policy
  - Other sectors vital
  - Importance of ecology and the natural environment to health
  - Empowering
- Challenging the medical model of health
- Focus on wellbeing/salutogenesis (“more than the absence of disease”)
- Social determinants of health
- Clear set of values focused on social justice
- Health promoting settings
- Linking with the SDGs

# Health Promotion: three key approaches

- Medical
- Behavioural
- Socio-environmental

**Each has a place but the socio-environmental is the only one that can respond to the ecological and inequity crisis**



# Ground breaking socio-environmental Health Promotion Reports

Friedrich Engels  
1820-1895

Rudolph Virchow 1821-1902

UK Beveridge Report – Welfare State – 1942

WHO Health for All Alma Ata 1978

UK Black Report 1980

WHO Ottawa charter 1986

People's Health Charter, 2000

WHO Commission on SDH 2008

WHO World Conference on SDH 2011

The Lancet – University of Oslo Commission 2014  
UN SDGs 2015

WHO Shanghai Health & SDGs, 2016

PAHO Equity, 2018

The Lancet Global Syndemic, 2019

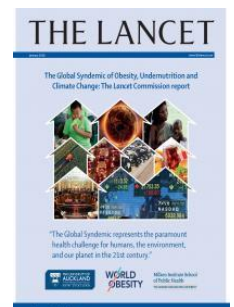
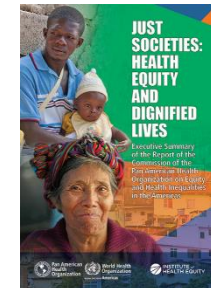
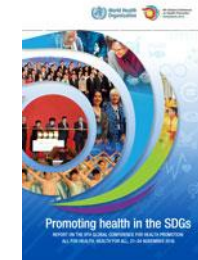
*Other keynote addresses will present key insights from these reports*



All for



Global Governance for Health  
THE LANCET – UNIVERSITY OF OSLO COMMISSION



# Health Promotion Iceberg

**Diseases  
Lifestyle  
risk factors**



**Focus of medical and  
behavioural HP &  
health education and  
literacy**

**Daily living conditions**

housing, employment, social  
support, crime & safety



**Focus of settings  
approach to HP**

**Economic & social  
structures – local, regional,  
national and global:** power &  
wealth distribution, Fiscal  
policy, gender & class



**Need for new HP  
focus on  
underlying issues**

**Planetary Health Promotion** *Put simply, planetary health is the health of human civilisation and the state of the natural systems on which it depends. [Lancet , 2015]*

# How to improve daily living conditions



Progressing the Sustainable Development Goals through Health in All Policies:

Case studies from around the world

From Start to Finish  
How to Permanently Improve Government through Health in All Policies



# What agenda do we need to push in the next ten years to achieve a just, sustainable, healthy and equitable world?

1. Promote Fiscal health promotion to support investment in addressing social determinants of health equity and supporting planetary health
2. Respect the rights, culture and country of Indigenous peoples
3. Double and re-double advocacy efforts

# Fiscal: Health Promotion

## SEVEN KEY TASKS

- Keep asking who benefits
- Measure what we treasure
- Regulate Transnational Corporations and financial institutions to ensure they support health
- Encourage local and co-operative economic activity
- Question privatisation and support strong reformed people-centred public services
- Fiscal policy for equity
- New SDG goals to reduce economic inequity

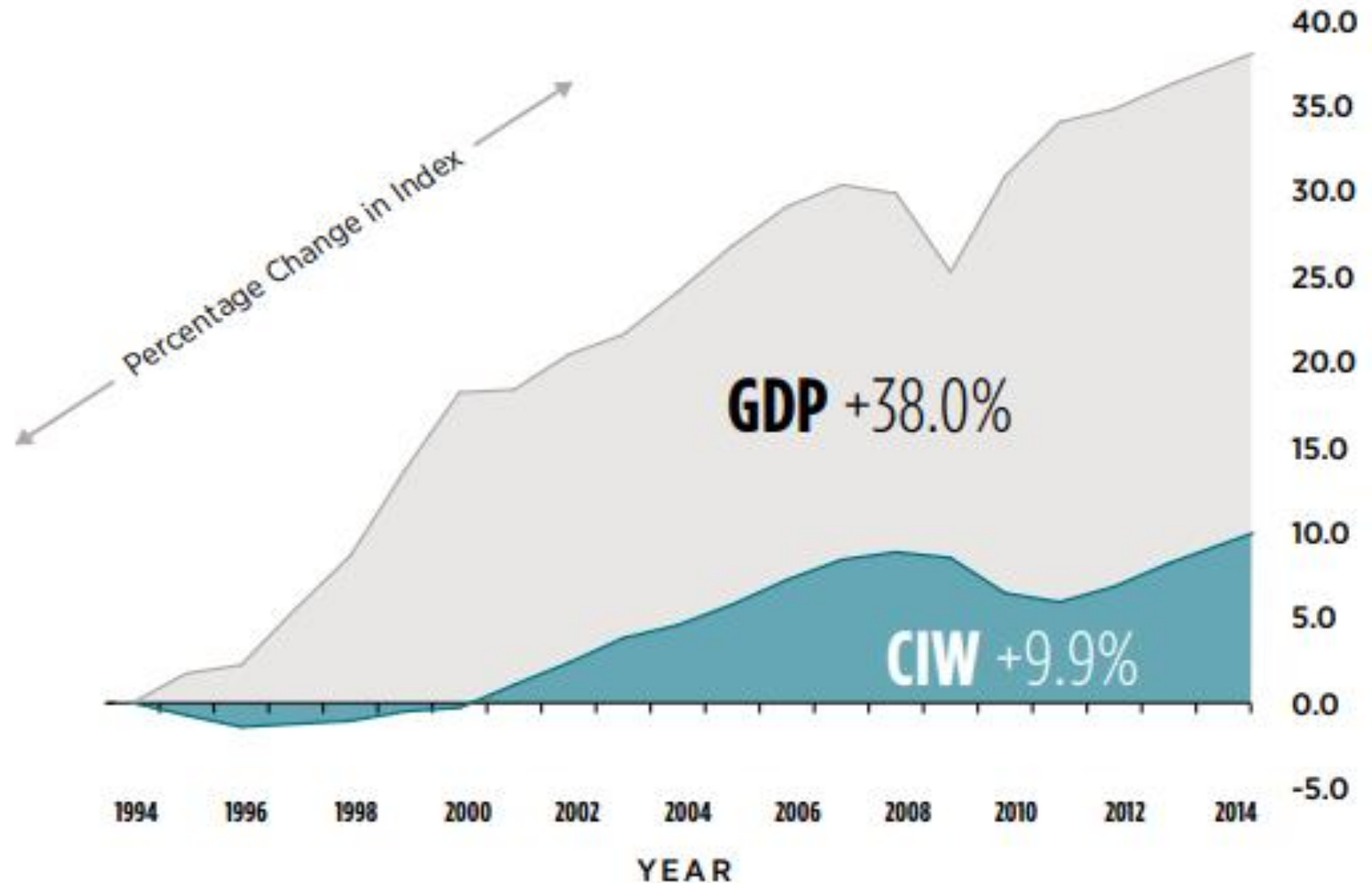


# Fiscal Health Promoter knows the truth about economics

Economics is a political argument. It is not—and can never be—a science; there are no objective truths in economics. . . . Therefore, when faced with an economic argument, you must ask the age-old question, “Cui bono?” (Who benefits?).

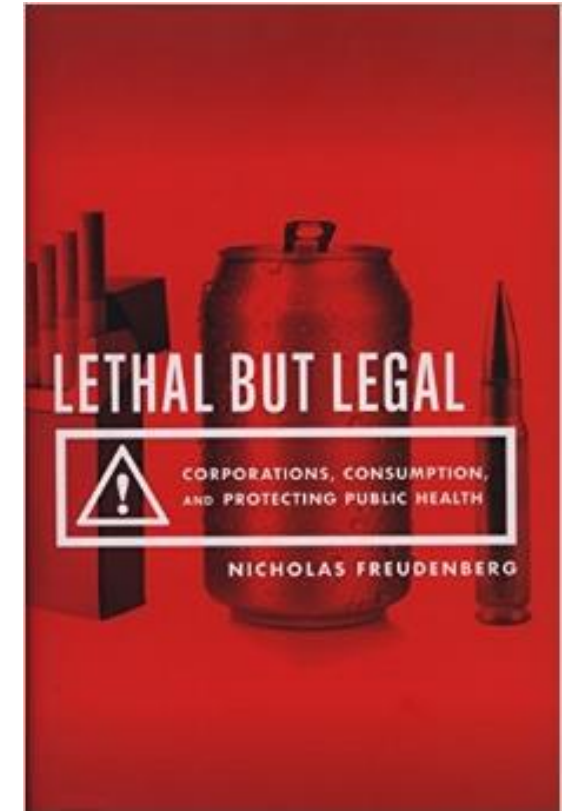
Ha-Joon Chang (2014: 327), Professor of Economics, Cambridge University

# Measure what we treasure: Canadian example



# Behaviour of Corporations is crucial health promotion issue

- Put profit before social, health and equity concerns
- Tax avoidance
- Powerful lobbies to encourage privatisation of key services – water, gas, electricity, prisons, education
- Oppose regulation
- Environmental costs externalised
- Not publically accountable for health impact



Baum et al. *Globalization and Health* \_#####\_  
DOI 10.1186/s12992-016-0164-x

Globalization and Health

## METHODOLOGY

Open Access



## Assessing the health impact of transnational corporations: its importance and a framework

Frances E. Baum<sup>1\*</sup>, David M. Sanders<sup>2</sup>, Matt Fisher<sup>1</sup>, Julia Anaf<sup>1</sup>, Nicholas Freudenberg<sup>3</sup>, Sharon Friel<sup>4</sup>, Ronald Labonté<sup>5</sup>, Leslie London<sup>6</sup>, Carlos Monteiro<sup>7</sup>, Alex Scott-Samuel<sup>8</sup> and Amit Sen<sup>9</sup>

## Ⓜ Non-Communicable Diseases 4

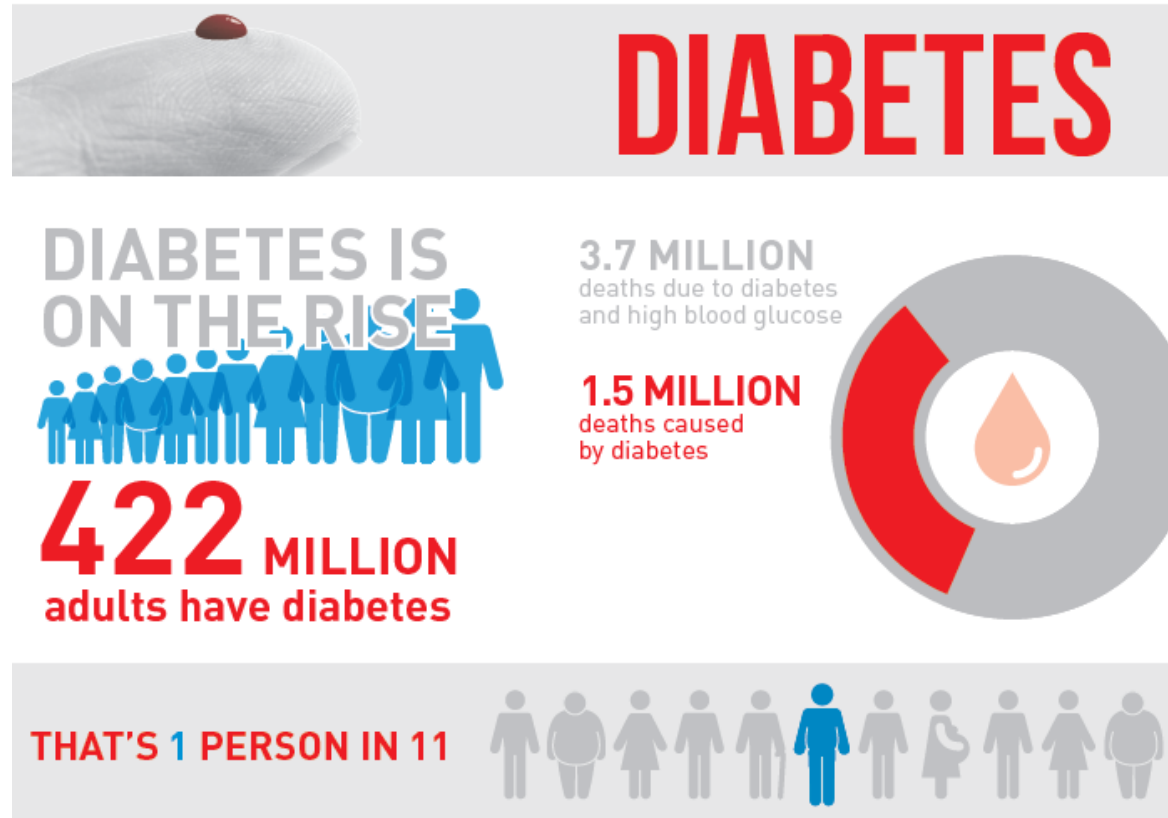
### Profits and pandemics: prevention of harmful effects of tobacco, alcohol, and ultra-processed food and drink industries

Rob Moodie, David Stuckler, Carlos Monteiro, Nick Sheron, Bruce Neal, Thaksaphon Thamarangsi, Paul Lincoln, Sally Casswell, on behalf of The Lancet NCD Action Group

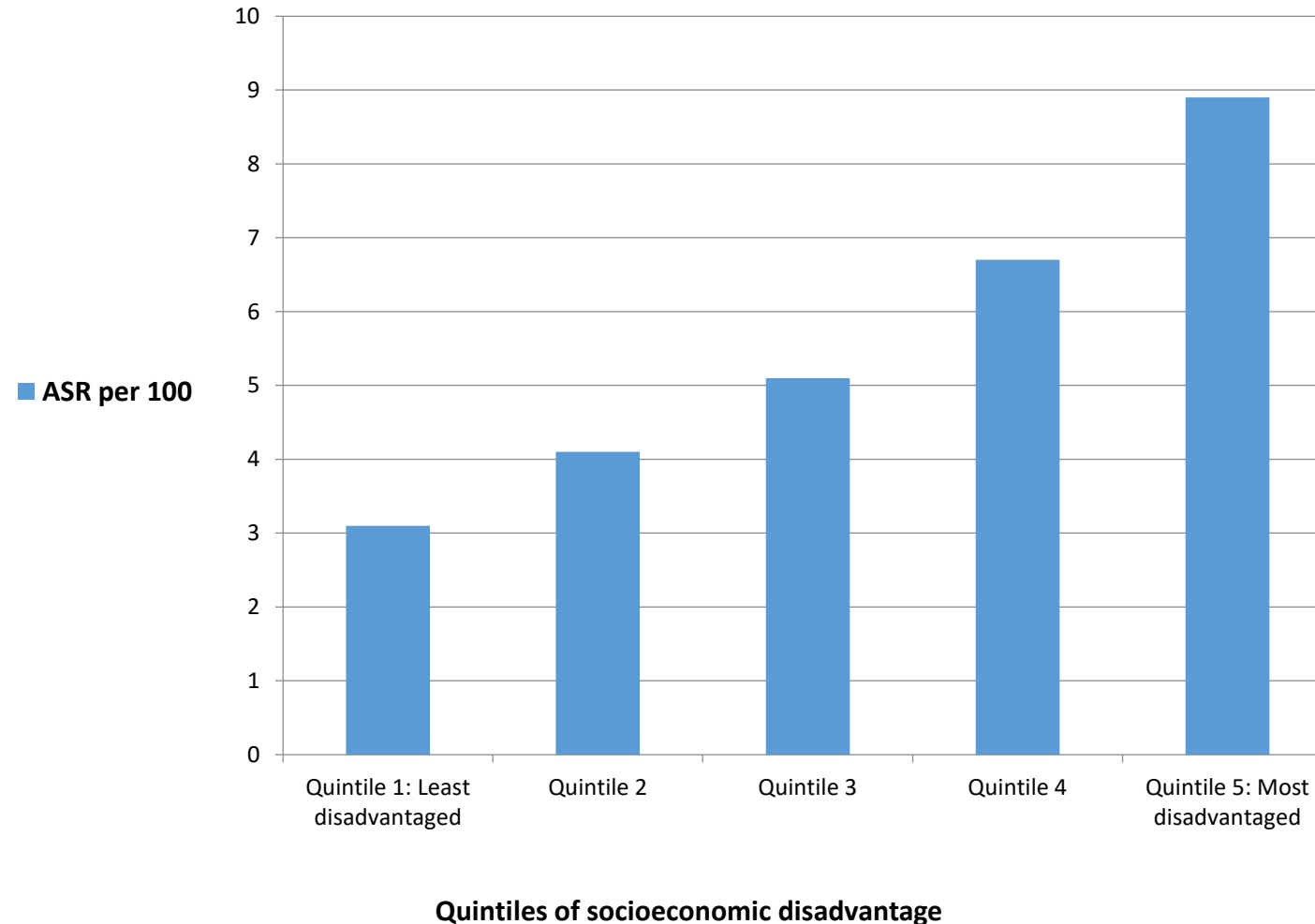
*Lancet* 2013; 381: 670-79

The 2011 UN high-level meeting on non-communicable diseases (NCDs) called for multisectoral action inclu

The global prevalence of diabetes among adults over 18 years of age has risen from 4.7% in 1980 to 8.5% in 2014 (WHO)



# Estimated Australian population with Diabetes by SES group, aged over 18, 2011-2012



Rate Ratio high and low= 3.6

Indigenous Australians are 3.5 times as likely as non-Indigenous Australians to have diabetes  
4 times as likely to die from diabetes

# 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...”





**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)

# Corporate subsidies: \$1 trillion p.a.



That money could be used to improve health and equity



# Question privatisation: strengthen public services

- Evidence indicates claims for privatisation have not been met
- Short term profit for governments long term profit for TNCs
- Not cheaper or more efficient
- Equity not a consideration
- Requires governance especially to encourage equity
- Limits collectivism and diminishes solidarity



STOP THE PRIVATISATION OF OUR

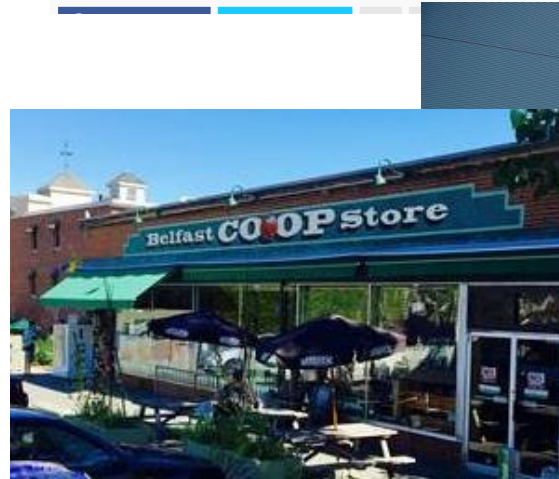
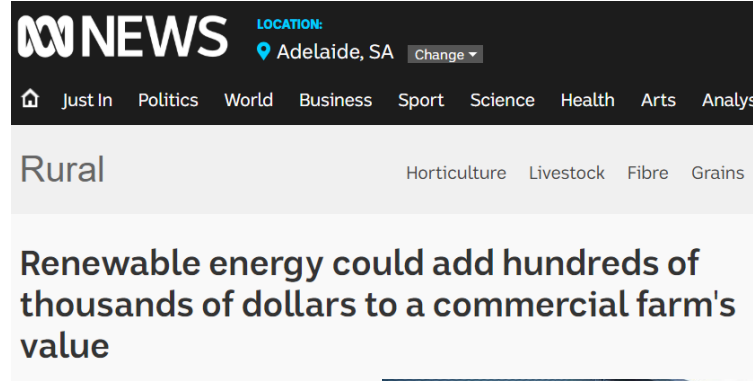
**NHS**

Urgent Lobby  
of Parliament

Tue 26<sup>th</sup> March  
Act Now to Revoke the Regs

# Local sustainable economic activity and Co-ops

- Business with local links and responsive to local communities and their concerns
- Workers' participation in management
- Governance regenerative and redistributive in design
- Designing work to be healthy and inclusive
- Respect for local culture and local people



**Australian Co-operative Links**  
Co-operative Development Services Ltd

Page Updated December 2017

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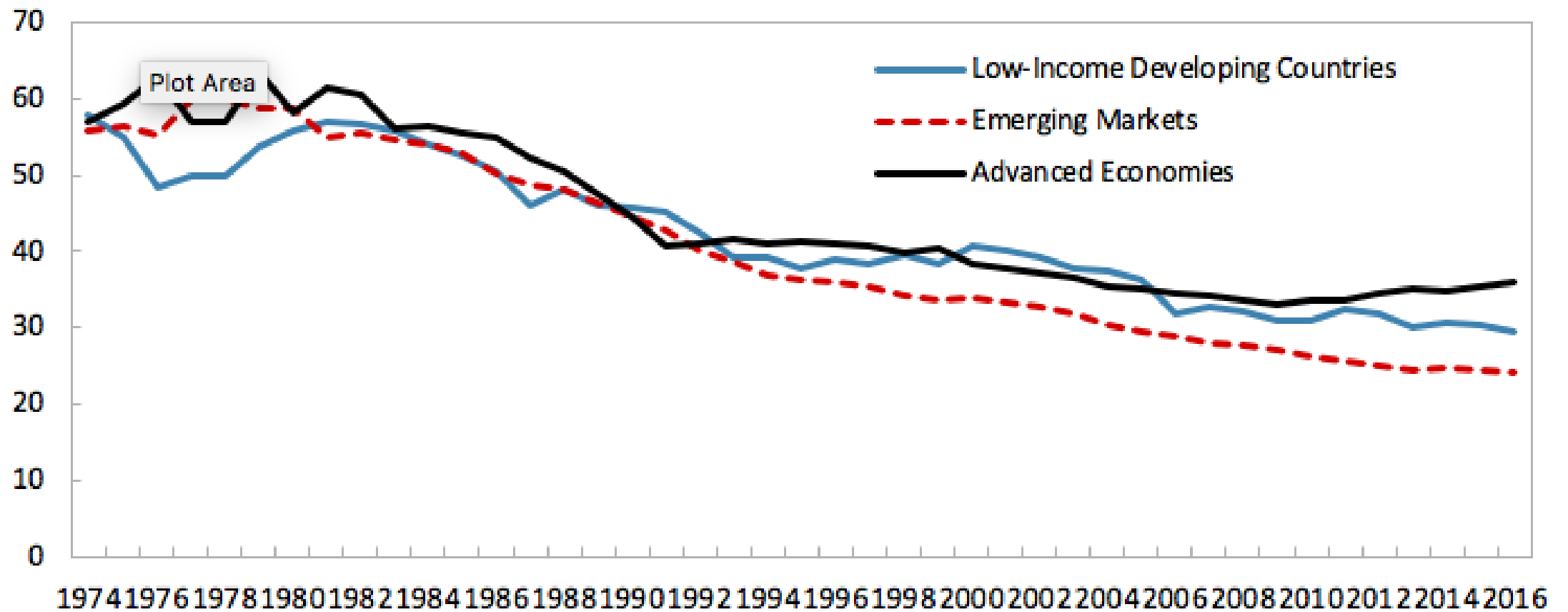
## Top 20 Australian Co-operatives

Australian co-operatives range in size from small not-for-profit organisations with 5 members to multi-million dollar commercial enterprises serving national and international markets.

# National Fiscal policy for health equity

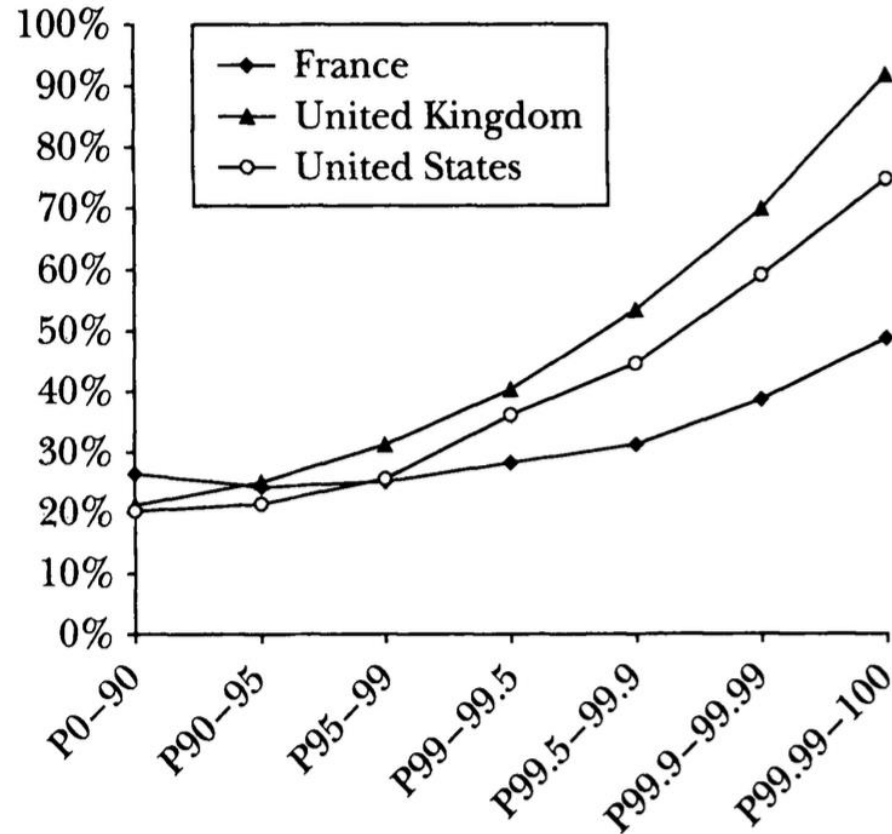
- Progressive taxation – restore rates to those of 1950s-70s
- Global tax on capital
- Close loop holes for TNCs and mega rich
- Campaigns to argue for public good value of tax
- Adopt minimum wage
- Ensure welfare payments are liveable



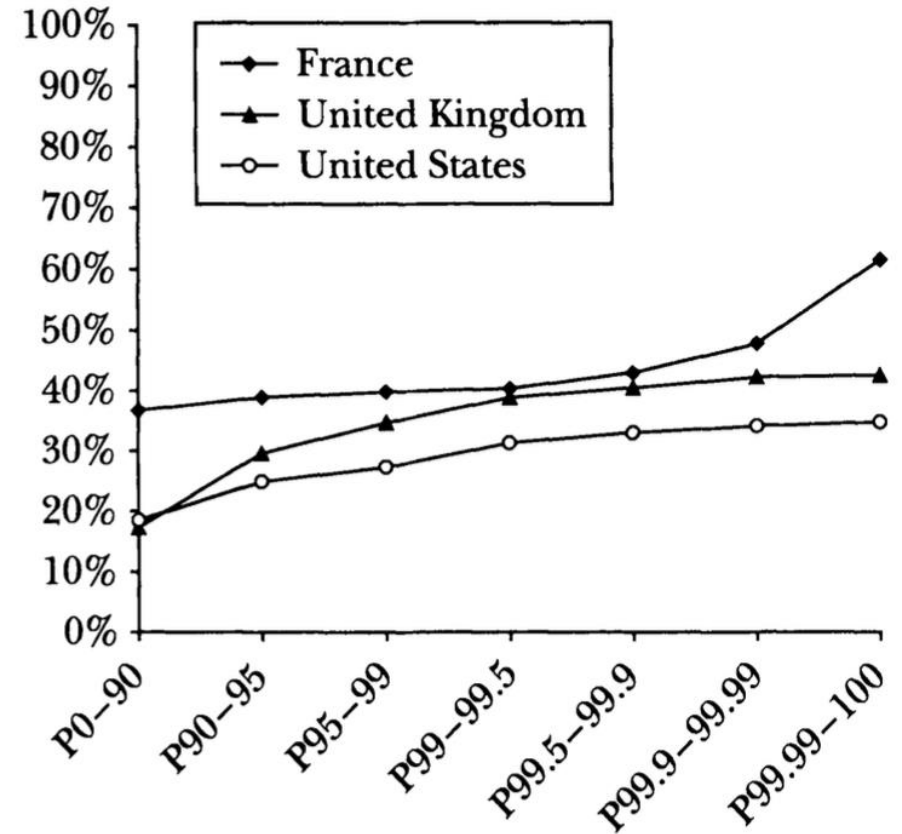


Source: FAD Tax Policy Rates Database.

A. Tax rates in 1970



B. Tax rates today



*Notes:* Figure displays tax rates across income groups in the three countries. Tax rates in the United States include the four federal income taxes. Tax rates in France and the United Kingdom include individual income taxes, payroll taxes, and estate and wealth taxes but exclude corporate income taxes. In the United Kingdom, the two top groups are P99.9-99.95 and P99.95-100 (instead of P99.9-99.99 and P99.99-100).

# Media Release



**SACOSS**

South Australian Council  
of Social Service

Embargoed until 6am, Monday 25 November

## **SACOSS launches “pro-taxes” campaign: *Without taxes, vital services disappear.***

**SACOSS will today launch a campaign in the lead up to the state election, highlighting the threat posed by declining government revenue and calling on all parties to commit to restoring revenue to pre-GFC levels.**



# Sixty-nine millionaires paid zero tax in 2016-17

By business reporters [Nassim Khadem](#) and [Michael Janda](#)

Updated about 2 hours ago

**Sixty-nine Australians who earned more than \$1 million in the 2016-17 financial year did not pay a cent of income tax.**

Annual data from the Australian Tax Office, released on Friday, shows the list of Australia's millionaires paying no income tax is growing.

The data shows in 2016-17, 60 people who declared total incomes above \$1 million reported taxable incomes below \$6,001, two posted taxable incomes between \$6,001 and \$10,000, and eight declared taxable incomes between \$10,001 and \$18,200, putting them all below the tax-free threshold.

MARKET NEWS    OCTOBER 12, 2017 / 12:00 AM / A YEAR AGO

# IMF calls for fiscal policies that tackle rising inequality

Lindsay Dunsmuir

3 MIN READ



WASHINGTON, Oct 11 (Reuters) - Countries around the world are suffering the consequences of rising internal inequality and should seriously consider redistributing wealth through tax policies and transfers, the International Monetary Fund said on Wednesday.

## Tax the rich more, says IMF

Fiscal analysis supports Labour strategy in UK - and undermines Trump

Larry Elliott Washington  
Heather Stewart

Higher income tax rates for the rich would help reduce inequality without damaging growth, the International Monetary Fund has said.

The Washington-based IMF used its influential half-yearly fiscal monitor last Wednesday to demolish the argument that economic growth would suffer if governments in advanced western countries forced the top 1% of earners to pay more tax.

It said tax theory suggested there should be "significantly higher" rates for those on higher incomes, but the argument against doing so was that hitting the rich would hurt growth.

But the institution said: "Empirical results do not support this argument." The IMF added that different types of wealth tax might also be considered. In the UK, the Labour party seized



Fair share? Top tax rates have fallen from 62% to 35% Alamy

not specify at what level governments should set the new higher rate for top systems had become markedly less

## IMF chief joins calls for big tech firms to pay more tax

Christine Lagarde says governments must address corporation taxation concerns



▲ Christine Lagarde has urged governments to collaborate to overcome legal  
Photograph: Reuters

The managing director of the International Monetary  
growing clamour to further tax tech firms Google, Fa  
part of a wider review of “outdated” global corporati

“The ease with which multinationals seem able to avoid tax, and the three-decade long decline in corporate tax rates, undermines faith in the fairness of the overall tax system. The current international corporate tax architecture is fundamentally out of date.”

The intervention comes 18 months after the IMF said governments should reverse the trend for cutting the top tax rate paid by individuals, arguing the richest were not paying a fair share of tax.

Phillip Inman

@phillipinman

Tue 26 Mar 2019 05:45 AEDT



706



GETTING THE RICHEST 1% TO PAY JUST 0.5% EXTRA TAX ON THEIR WEALTH COULD RAISE MORE MONEY THAN IT WOULD COST TO:



Educate all the

**262  
MILLION**

children out of school...



...and provide healthcare that would save the lives of

**3.3  
MILLION**

people.<sup>5</sup>

6

PUBLIC GOOD OR PRIVATE WEALTH?

# Whole of society framework for action on the social determinants of health equity





Health Promoting Goals to assist achieving health equity

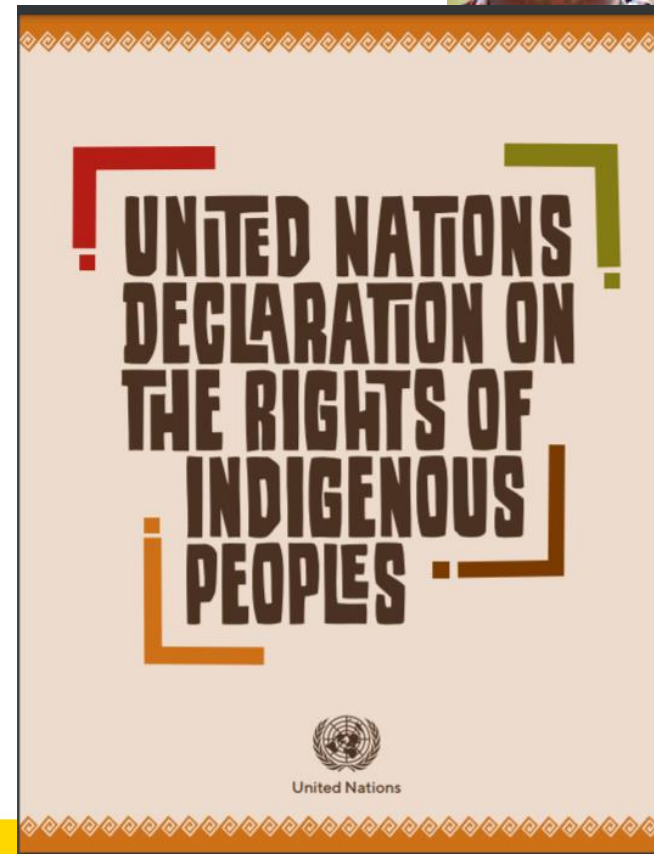
Goal 18: Mandate corporate accountability including reduction of tax havens

Goal 19: Achieve a redistribution of global wealth so that the bottom 50% of the global population control at least 20% of the wealth by 2030

Goal 20: Introduce a global financial transaction tax and use it to establish global lifelong social security for all global citizens

# Decolonisation and respect for Indigenous cultures will bring equity and human and planetary health closer

- Formal Recognition and constitutional settlement
- Redress colonial power
- Apologies for past wrongs
- No excuses for racism
- Stop the deaths of despair
- Respect for relationship to country
- Community control



# Meaningful Aboriginal community control



## Aboriginal health in Aboriginal hands

Community-controlled Comprehensive Primary Health Care @ Central Australian Aboriginal Congress



Client Services

Alukura Women's Health Service

## Our Client Services



Our services target the social, emotional, cultural and physical wellbeing of Aboriginal people.

## Latest News



## Close the Gap for Vision by 2020 - Alice Springs Declaration 2019

19th Mar

More than half of our people in the Territory live in overcrowded housing and nearly one third live in poorly maintained housing. This is by far the worst result of any... [Read more.](#)

Formal recognition of the Australian First Nations would be healing and beneficial for the health of all Australians – rural, urban, Aboriginal and Torres Strait Islanders and non-Indigenous people

**ULURU STATEMENT FROM THE HEART**

We, gathered at the 2017 National Constitutional Convention, coming from all points of the southern sky, make this statement from the heart:

Our Aboriginal and Torres Strait Islander tribes were the first sovereign Nations of the Australian continent and its adjacent islands, and possessed it under our own laws and customs. This our ancestors did, according to the reckoning of our time immemorial, and according to science more than 60,000 years ago.

This sovereignty is a spiritual notion: the ancestral tie between the land, or 'mother nature', and the Aboriginal and Torres Strait Islander peoples who were born therefrom, remain attached thereto, and must one day return thither to be united with our ancestors. This link is the basis of the ownership of the soil, or better, of sovereignty. It has never been ceded or extinguished, and co-exists with the sovereignty of the Crown.

How could it be otherwise? That peoples possessed a land for sixty millennia and this sacred link disappears from world history in merely the last two hundred years?

With substantive constitutional change and structural reform, we believe this ancient sovereignty can shine through as a fuller expression of Australia's nationhood.

Proportionally, we are the most incarcerated people on the planet. We are not an innately criminal people. Our children are aliened from their families at unprecedented rates. This cannot be because we have no love for them. And our youth languish in detention in obscene numbers. They should be our hope for the future.

These dimensions of our crisis tell plainly the structural nature of our problem. This is the torment of our powerlessness.

We seek constitutional reforms to empower our people and take a rightful place in our own country. When we have power over our destiny our children will flourish. They will walk in two worlds and their culture will be a gift to their country.

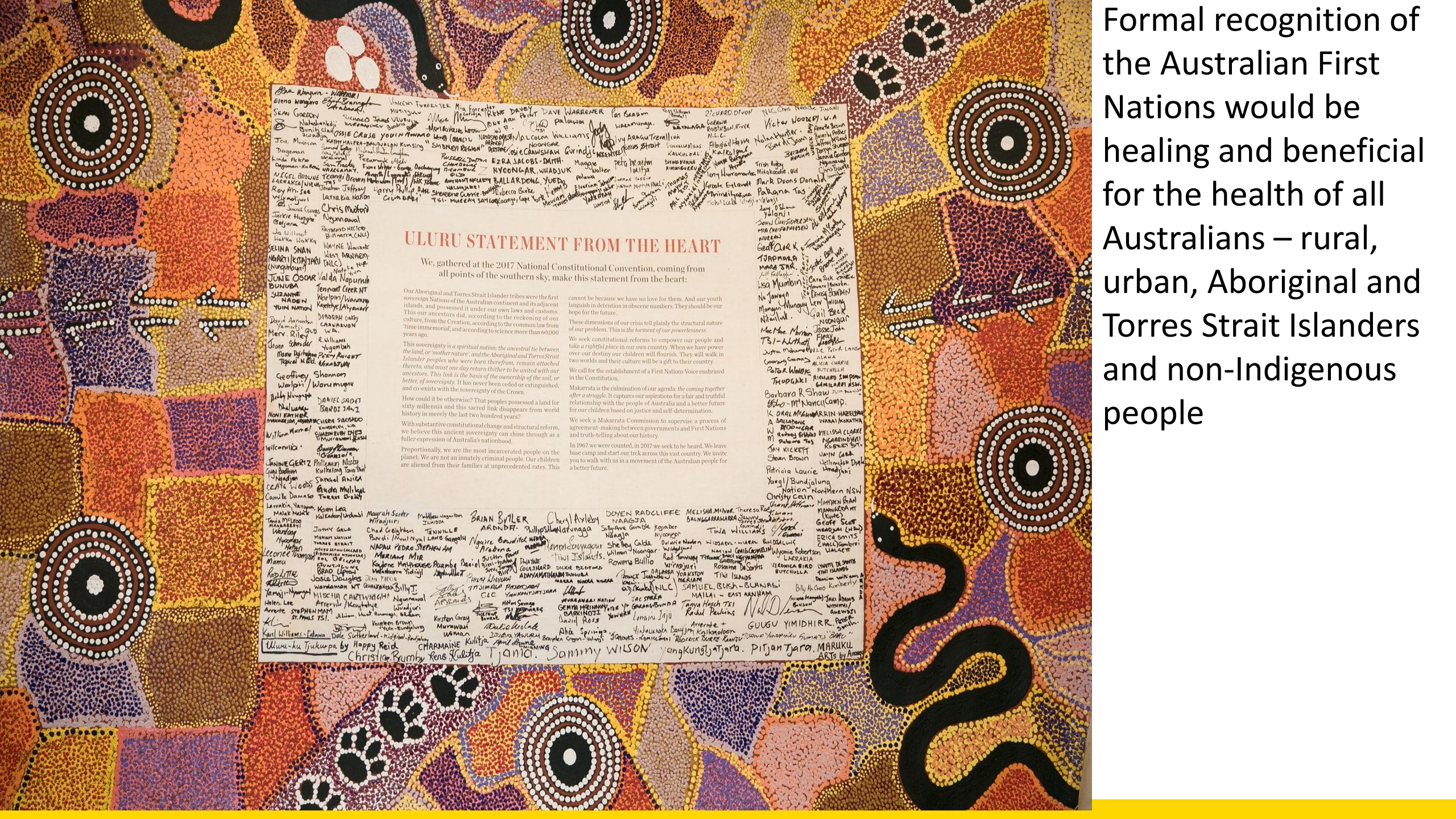
We call for the establishment of a First Nations Voice enshrined in the Constitution.

Makarrata is the culmination of our agenda: the coming together after a struggle. It captures our aspirations for a fair and truthful relationship with the people of Australia and a better future for our children based on justice and self-determination.

We seek a Makarrata Commission to supervise a process of agreement-making between governments and First Nations and truth-telling about our history.

In 1967 we were counted. In 2017 we seek to be heard. We leave base camp and start our trek across this vast country. We invite you to walk with us in a movement of the Australian people for a better future.

**ULURU-KU TJUKURUPA** by Hoppy Reid  
 CHARMAINE KULITJA  
 CHRISTINA BUMBLY  
 RENS KULITJA  
 T. JANIC  
 SAMMY WILSON  
 YANG KUNSTJAJARA  
 PITJAN TJARA  
 MARUKU ARTS BY AMBY



# Double and Redouble Advocacy

- Nutcracker effect to force political will for planetary health, SDGs and health equity
- Advocacy required at multiple layers to put and keep the issues on the policy & political agenda
- Need to counter powerful voices in favour of neo-liberal regime





# The People's Health Movement



Global Network for Health Activists with focus on social, economic and environmental determinants of health and advocating against practice of TNCs which damage health especially in Extractive and Food industries

[www.phmovement.org](http://www.phmovement.org)

Global Co-ordinator Bridget Lloyd – South Africa

[globalsecretariat@phmovement.org](mailto:globalsecretariat@phmovement.org)

Global Co-Chairs

David Sanders [sandersdav5845@gmail.com](mailto:sandersdav5845@gmail.com)

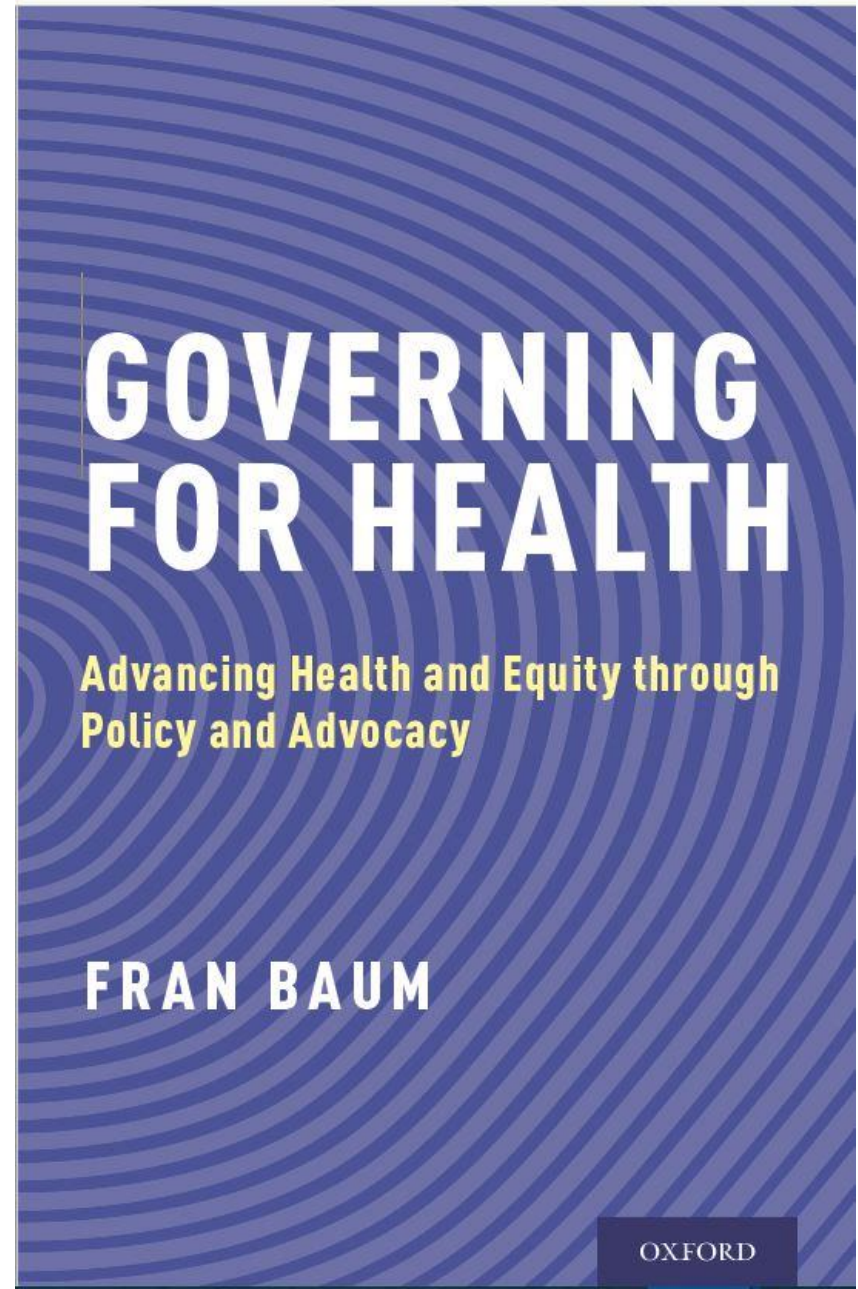
Sulakshana Nandi [sulakshana.nandi@gmail.com](mailto:sulakshana.nandi@gmail.com)





# Health Promotion - The Road Less travelled

*Two roads diverged in a wood, and I –  
I took the one less travelled by,  
And that has made all the difference*  
- Robert Frost



Thank you for listening!



[Fran.baum@flinders.edu.au](mailto:Fran.baum@flinders.edu.au)

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