Governning for health and equity: how health promoters have and can push the agenda

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

OUR POLITICIANS NEED TO ARDERN UP
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

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

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

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

Political Leadership: neo-liberal, pro-profit not health, privatising Declining trust
<table>
<thead>
<tr>
<th>Quote</th>
<th>Reference</th>
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<tbody>
<tr>
<td>“Climate change is the defining health issue of the 21st Century. . . . A ruined planet cannot sustain human lives in good health”</td>
<td>Dr. Margaret Chan, Former DG WHO, 2016</td>
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<tr>
<td>the odds “are no better than fifty-fifty that our present civilisation on Earth will survive to the end of the present century”</td>
<td>Prof Martin Rees, Former President of the UK Royal Society, 2003</td>
</tr>
<tr>
<td>&quot;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.“</td>
<td>David Attenborough, WEF, Davos, 2019</td>
</tr>
</tbody>
</table>

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
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

World Wealth and Life Expectancy maps

- 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

<table>
<thead>
<tr>
<th>Continent</th>
<th>Total wealth (trillions USD)</th>
<th>Share of wealth</th>
<th>Population (2018)</th>
<th>% of world Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>280.3</td>
<td>100%</td>
<td>7.6 Billion</td>
<td>100%</td>
</tr>
<tr>
<td>North America</td>
<td>101.0</td>
<td>36.0%</td>
<td>363.8 Million</td>
<td>4.77%</td>
</tr>
<tr>
<td>Europe</td>
<td>79.6</td>
<td>28.4%</td>
<td>741.4 Million</td>
<td>9.83%</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>55.0</td>
<td>19.6%</td>
<td>4.5 Billion</td>
<td>59.66%</td>
</tr>
<tr>
<td>Latin America</td>
<td>8.1</td>
<td>2.9%</td>
<td>654.2 Million</td>
<td>8.55%</td>
</tr>
<tr>
<td>Africa</td>
<td>2.5</td>
<td>0.9%</td>
<td>1.2 Billion</td>
<td>16.64%</td>
</tr>
</tbody>
</table>
Health depends on distribution not absolute wealth

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Costa Rica</th>
<th>Cuba</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life expectancy at birth (2016, WHO Data)</td>
<td>79.6</td>
<td>79.0</td>
<td>78.5</td>
</tr>
<tr>
<td>Infant mortality rate (per 1000 live births: 2015)</td>
<td>8.5</td>
<td>4</td>
<td>5.6</td>
</tr>
<tr>
<td>Happy Planet Index Score and Rank (out of 140) (2016)</td>
<td>44.7 (1st)</td>
<td>NA</td>
<td>20.7 (108th)</td>
</tr>
<tr>
<td>Total health expenditure per capita, PPP (constant 2011 Int.$: 2014)</td>
<td>1,390</td>
<td>2,470</td>
<td>9,400</td>
</tr>
<tr>
<td>CO² Emission (metric tonnes per capita: 2011)</td>
<td>1.7</td>
<td>3.17</td>
<td>17.0</td>
</tr>
</tbody>
</table>

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 CO₂ emissions by world population

<table>
<thead>
<tr>
<th>World population arranged by income (deciles)</th>
<th>Riches 10%</th>
<th>Poorest 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richest 10%</td>
<td>49%</td>
<td>3%</td>
</tr>
<tr>
<td>19%</td>
<td></td>
<td>2.5%</td>
</tr>
<tr>
<td>11%</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>7%</td>
<td></td>
<td>1.5%</td>
</tr>
<tr>
<td>4%</td>
<td></td>
<td>1%</td>
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</tbody>
</table>

Richest 10% responsible for almost half of total lifestyle consumption emissions

Poorest 50% responsible for only around 10% of total lifestyle consumption emissions

Source: Oxfam
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

Other keynote addresses will present key insights from these reports
Health Promotion Iceberg

Focus of medical and behavioural HP & health education and literacy

Focus of settings approach to HP

Need for new HP focus on underlying issues

Diseases
Lifestyle
risk factors

Daily living conditions
housing, employment, social support, crime & safety

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

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]

Baum (2019) G4H
How to improve daily living conditions

Basic message change policies and practice to provide health promoting environments and allocate budget to prevention
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
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
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

Quintile 1: Least disadvantaged
Quintile 2
Quintile 3
Quintile 4
Quintile 5: Most disadvantaged

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...”
“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
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
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.
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 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

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.

IMF calls for fiscal policies that tackle rising inequality

Lindsay Dunsmuir

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

Christine Lagarde says governments must address corporation taxation concerns

“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.
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.5
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

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.
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

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globalsecretariat@phmovement.org

Global Co-Chairs

David Sanders sandersdav5845@gmail.com
Sulakshana Nandi 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!

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