



UNIVERSITY of STRATHCLYDE  
**INTERNATIONAL PUBLIC  
POLICY INSTITUTE**

# Prof. Sir Harry Burns

## Digital Society and Health



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# The Digital Society and health inequalities

Rugby Skills Master Cl...  
JS900

£4.99 ▼



Teach Yourself The Pil...  
Tony Walsh

£2.99 ▼



Learn Krav Maga Tech...  
Anthony Walsh

£4.99 ▼



Inner Kung Fu App  
Kevin Wacknow

GET ▼

100 Cardio Workouts  
Tony Walsh

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Rugby Skills Clinic  
Anthony Walsh

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Full Body Pilates Work...  
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Reflexology Techniqu...  
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Bosu Ball Fitness Traini...  
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Pilates Gym Ball Maste...  
JS900

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Kettlebell Fat Burning  
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Weight Lifting Motion  
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Fun Pilates  
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Ketogenic Diet Recipes  
Anthony Walsh

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Tony Walsh

£4.99 ▼



Discover The Atkins D...  
Anthony Walsh

£2.99 ▼

# Faebook IQ on health and digital

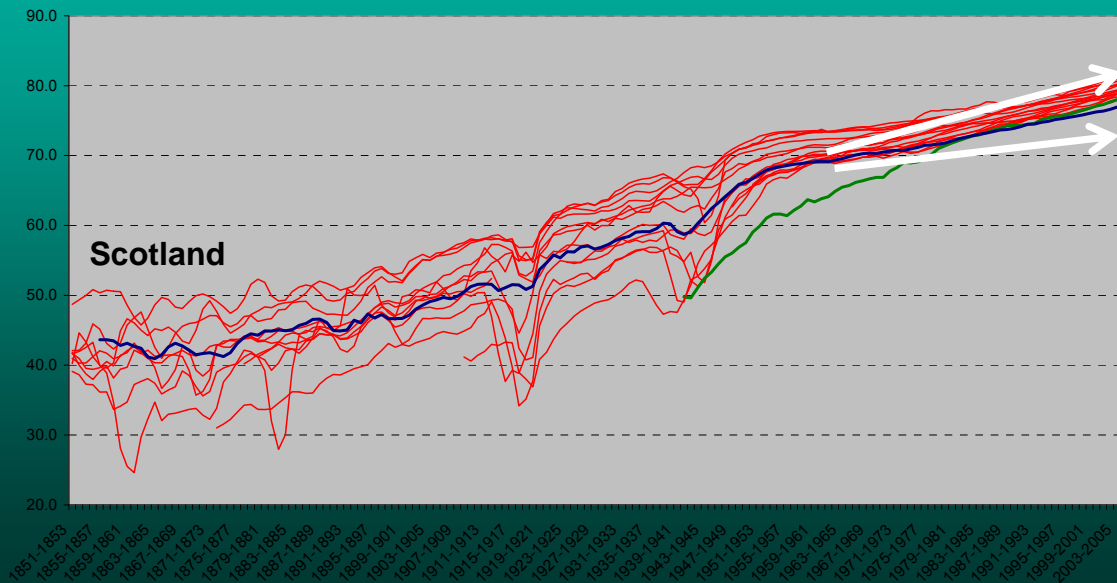
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- u 57% “It helps me keep track of goals”
- u 55% “I feel more in control of my health”
- u 52% “It tells me more about myself”
- u 40% “I like to try new gadgets”
- u 37% “I think it makes me a better person”

# Life expectancy trends

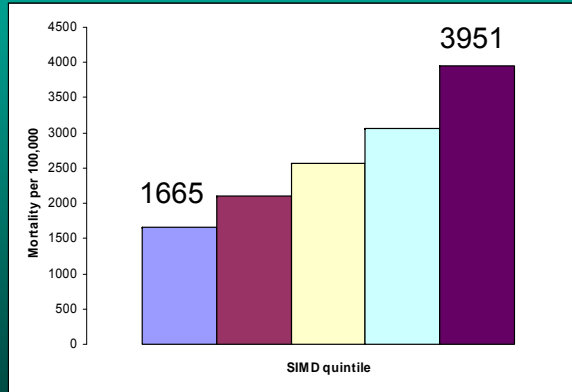
Life expectancy: Scotland & other Western European Countries, 1851-2005

Source: Human Mortality Database

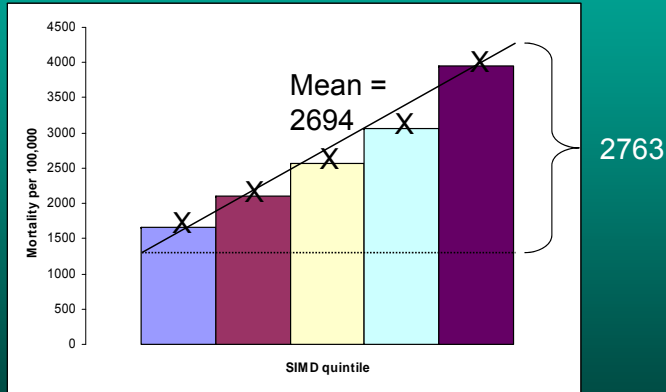


# Slope index of inequality

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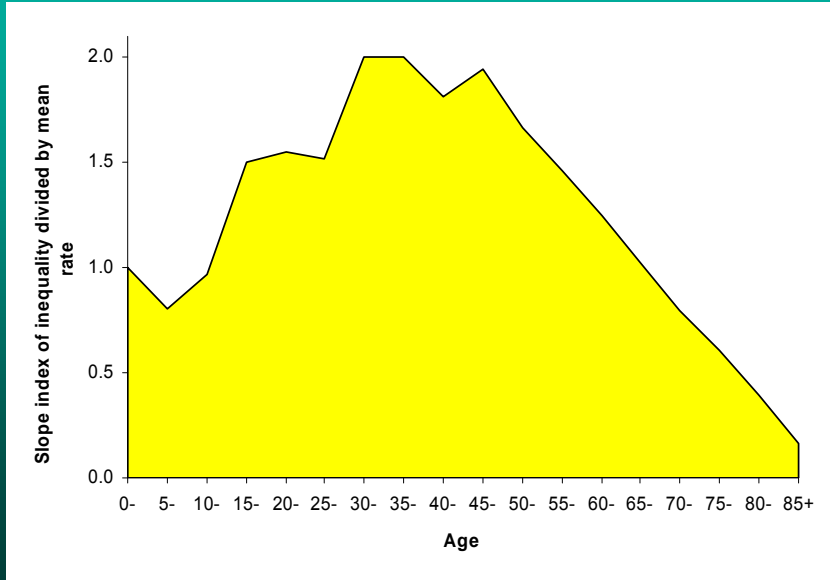
# All cause mortality, men 65-69



All cause, M65-69  
 $2763/2694 = 1.025$

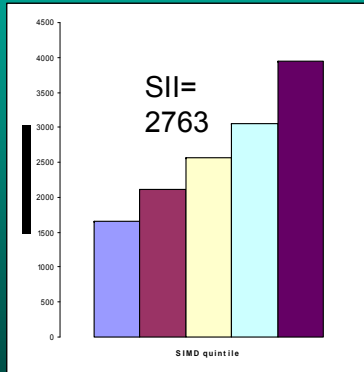
# Male inequalities, all causes, all ages

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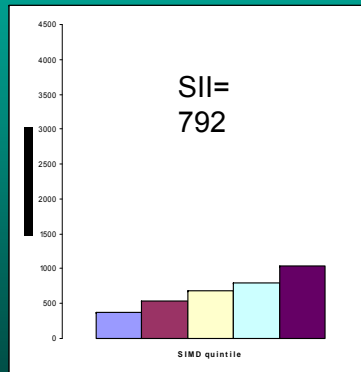




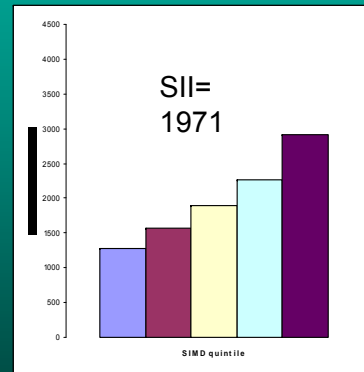
# Slope index of inequality breakdown by cause of death



All cause

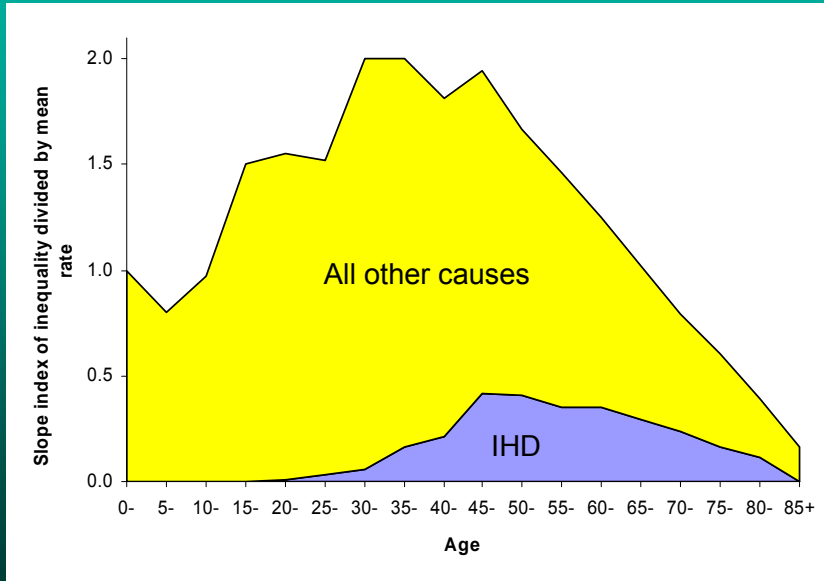


IHD



Other causes

# Male inequalities, all ages, by cause





# The pathogenesis paradigm

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- u “Health is a complete state of physical, mental and social wellbeing and not merely the absence of disease or infirmity”

WHO 1948

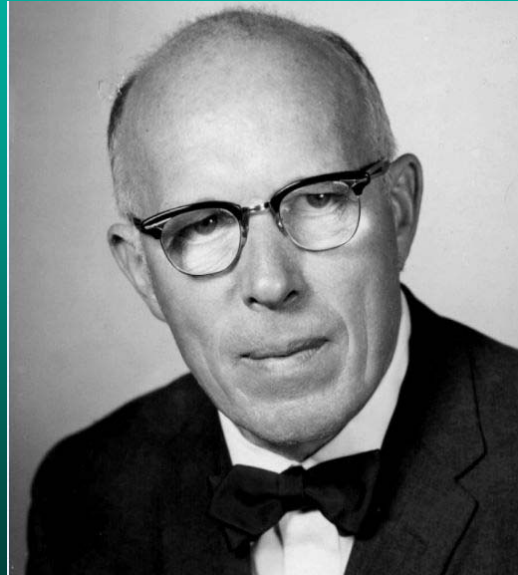
# Rene Dubos 1901-1982

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## **Man Adapting 1966**

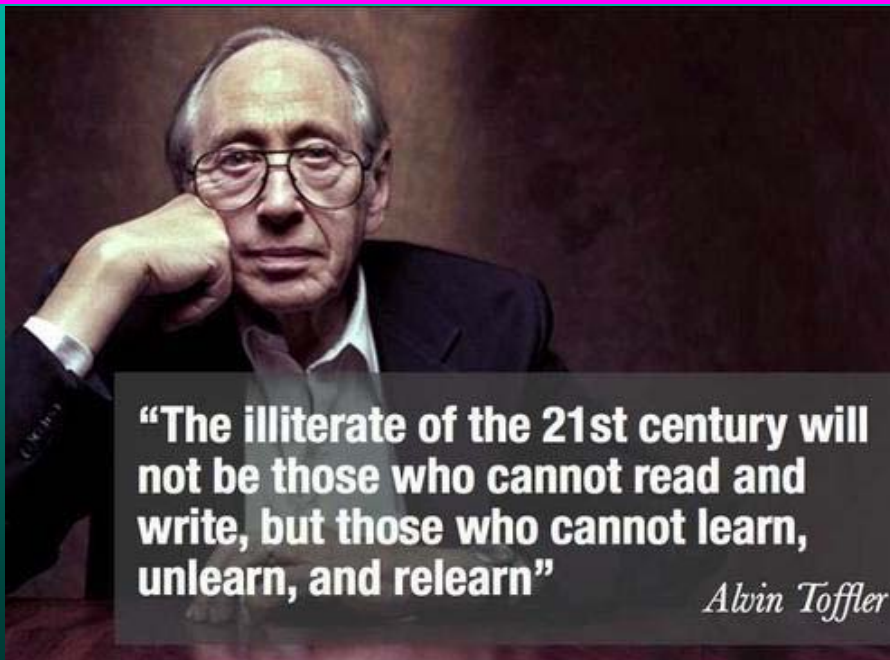
“Each period and each type of civilization will continue to have its burden of diseases created by the unavoidable failure of biological and social adaptation to counter new environmental threats.”

“Think globally. Act locally”



# Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century

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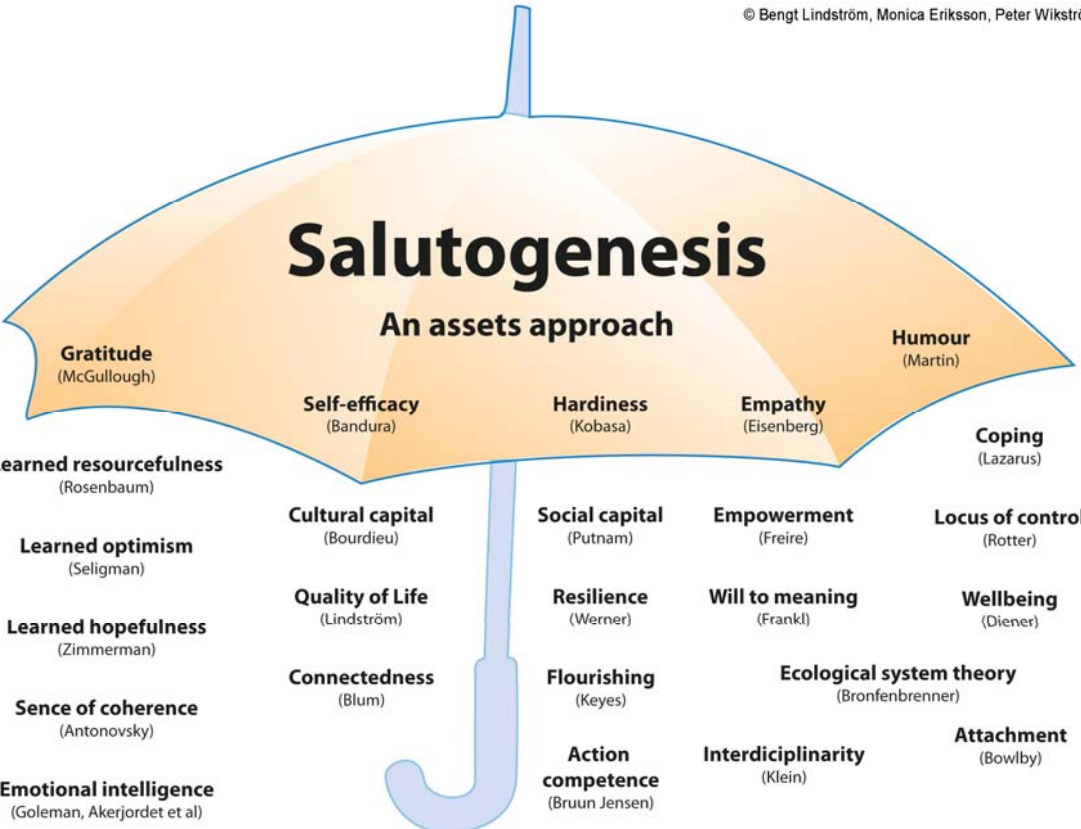
**“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”**

*Alvin Toffler*

# A new definition of health

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- u Just as environmental scientists describe the health of the earth as the capacity of a complex system to maintain a stable environment within a relatively narrow range, we propose the formulation of health as the ability to adapt and to self manage.





# The causes of wellness?

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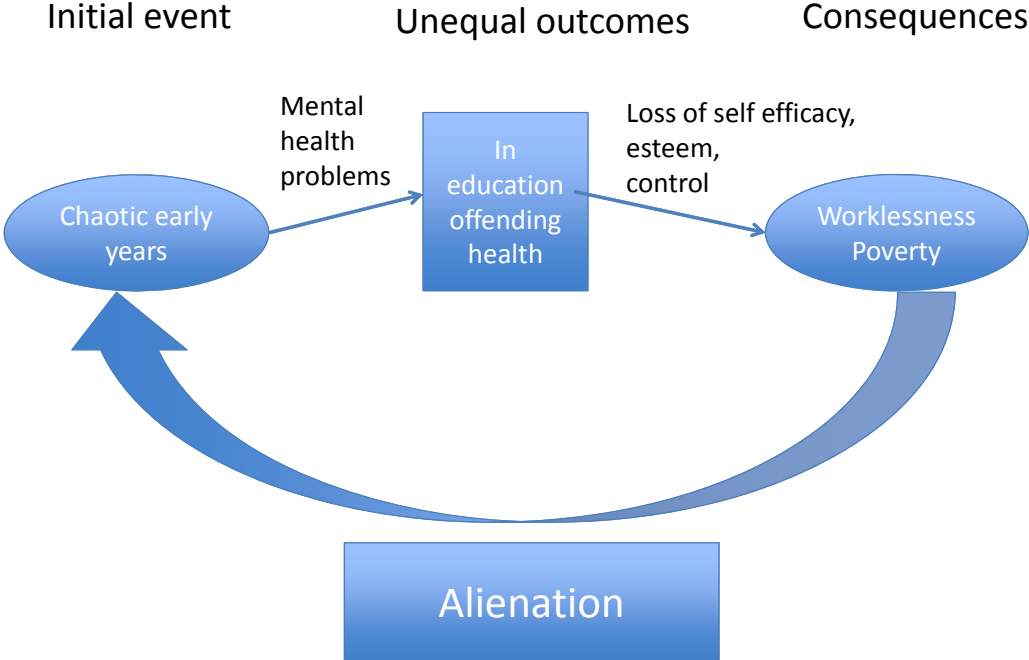
- u Sense of control and internal locus of control
- u Sense of purpose and meaning in life
- u Confidence in ability to deal with problems
- u Nurturing family
- u Supportive network of people
- u Optimistic outlook

# Screen time and children's health

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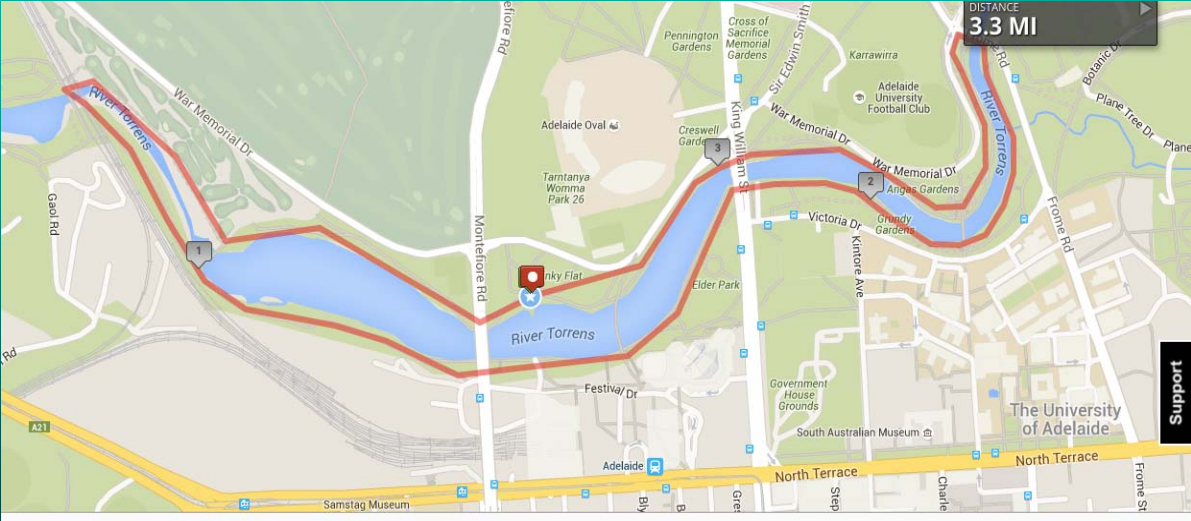
- u “Higher levels of TV viewing are having a negative effect on children’s well-being, including lower self-worth, lower self-esteem and lower levels of self-reported happiness.”
- u Children who spend more time on computers, watching TV and playing video games tend to experience higher levels of emotional distress, anxiety and depression. This relationship is particularly negative among those who engage in high levels of screen use (more than four hours a day).

# The cycle of alienation



# Children's mental health and weekly income





# The need for innovation

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“Faced with increasing healthcare costs, some politicians seem to be convinced that the NHS will soon become unaffordable and requires privatising. This is an intellectually feeble response. It is time for innovation and creativity, at scale and across the whole of society, in the pursuit of well-being.”