



International Futures Forum

The Future Public Health

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What's on your mind?

Discuss in pairs or threes what is pressing on your mind at the moment.

5 minutes

What might be the underlying causes of these thoughts?

Discuss in pairs or threes what changes are taking place – in the world, in people, in public health practice that might be contributing to us thinking about these things

5 minutes



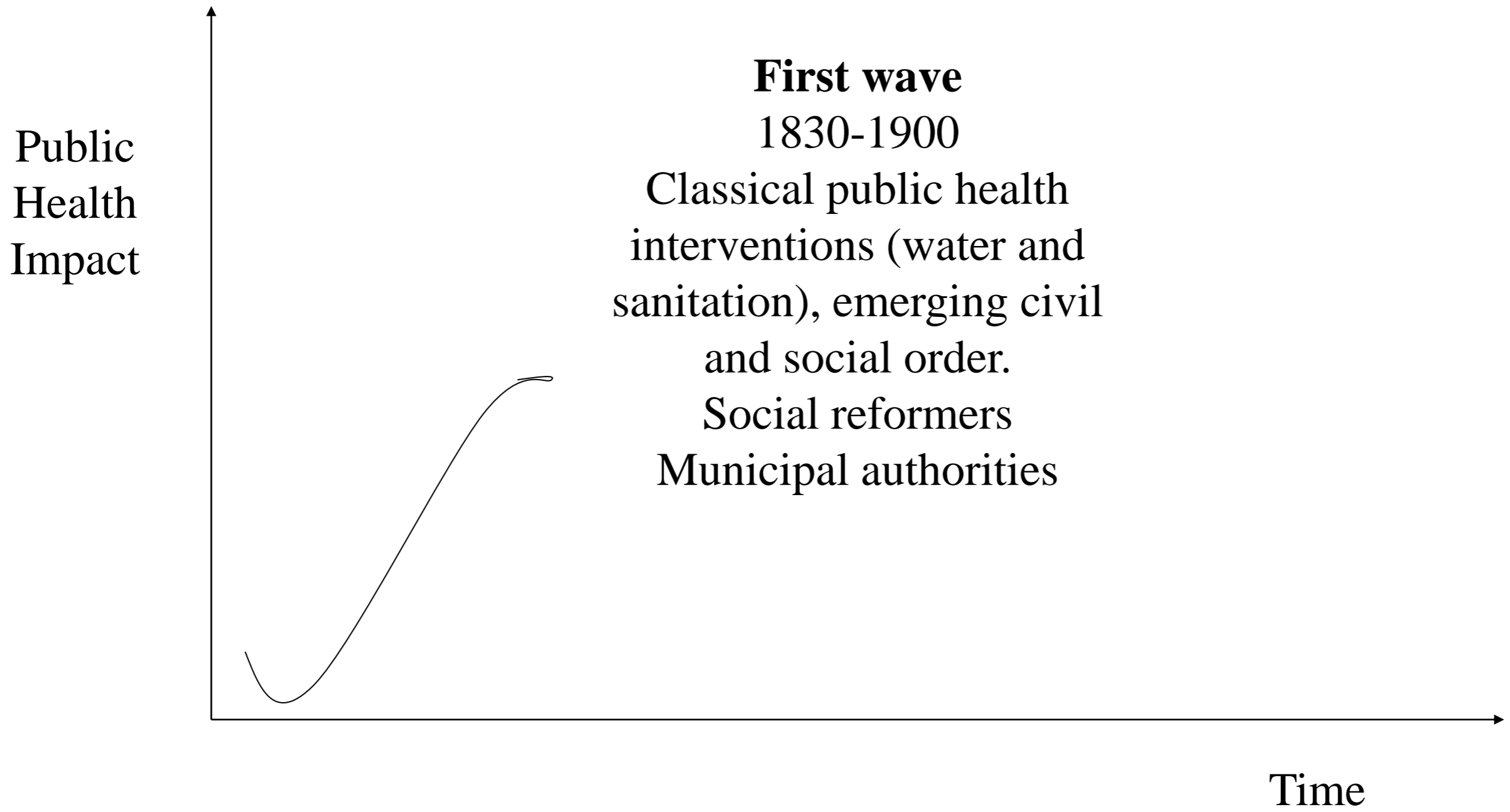
The Future Public

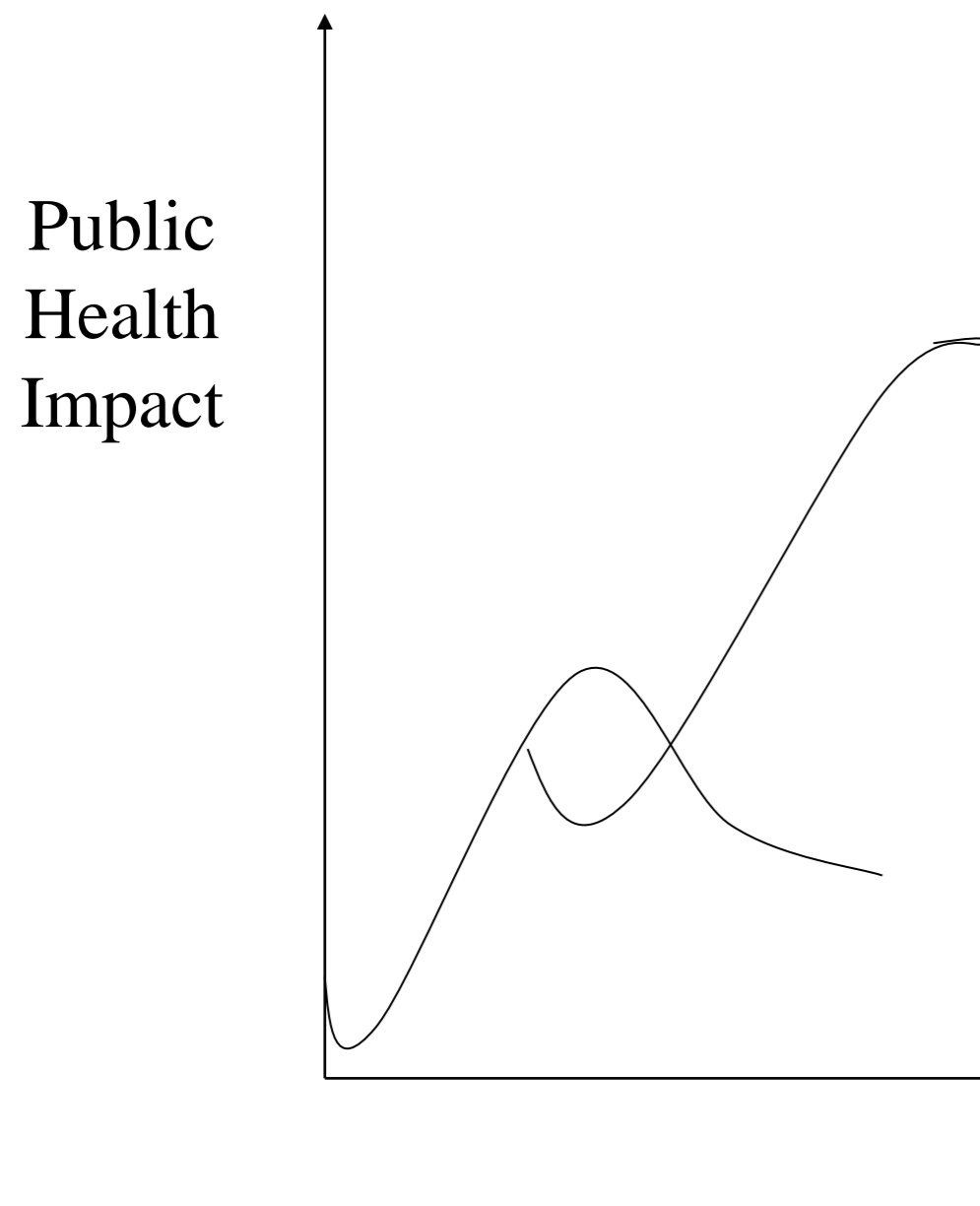
Health: the main features

Public health responds to societal health concerns

Informed by a worldview prevailing at the time –
science, ethics, aesthetics

Led in different eras by different types of leaders
and organisational forms





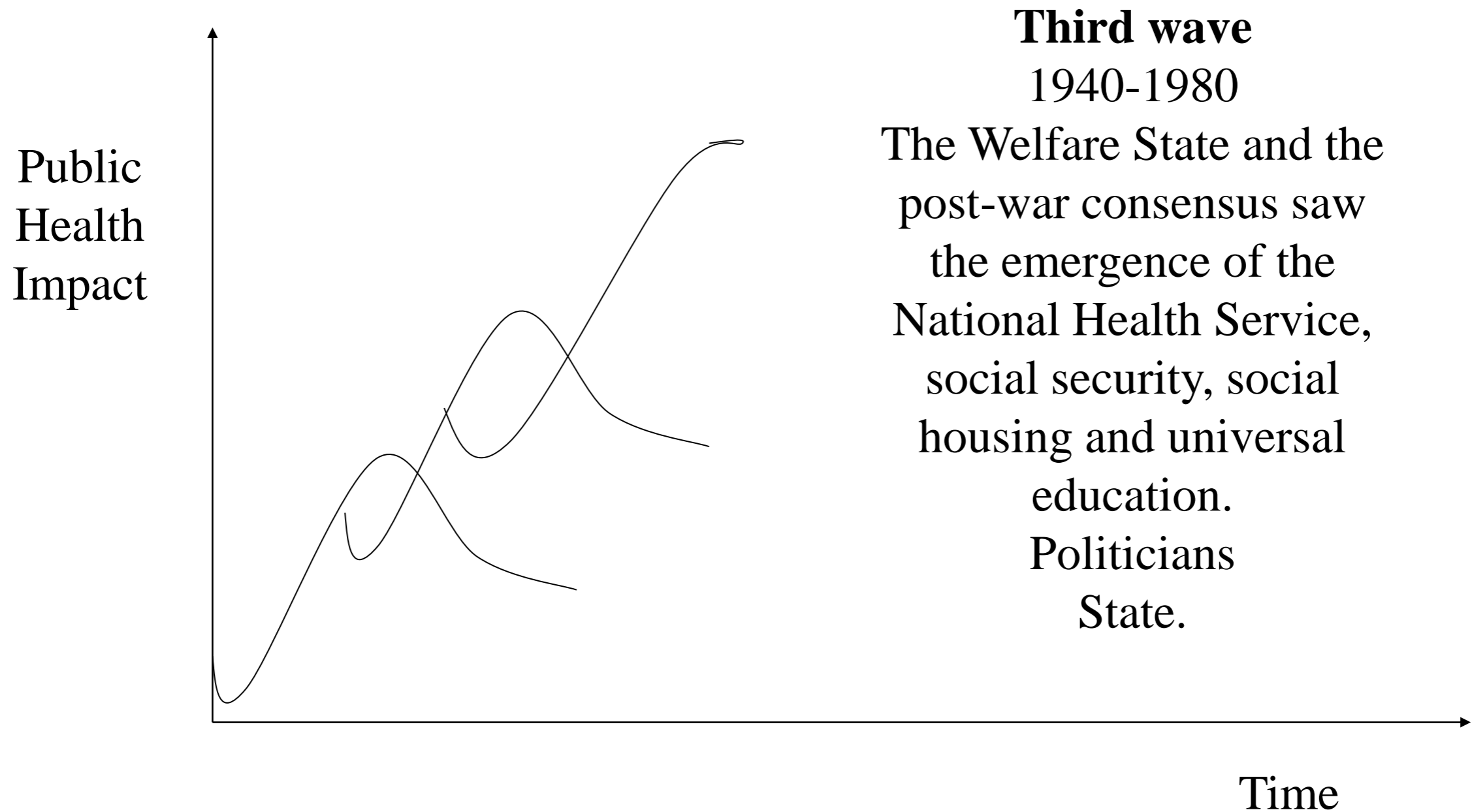
Second wave

1890-1950

Scientific rationalism provides breakthroughs in many fields including manufacturing, medicine, engineering, transport, communications.

Scientists

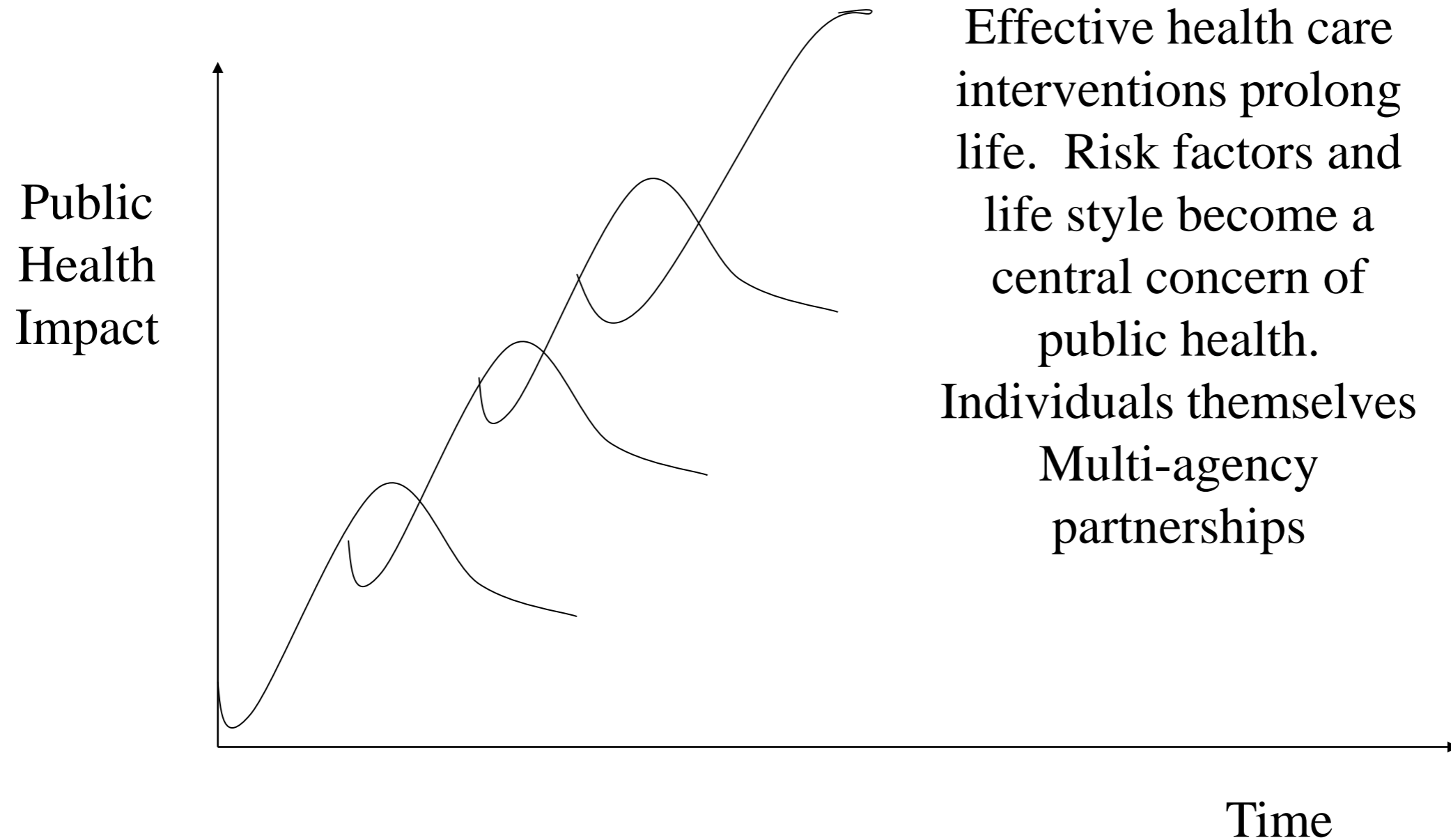
Professional organisations and municipalities

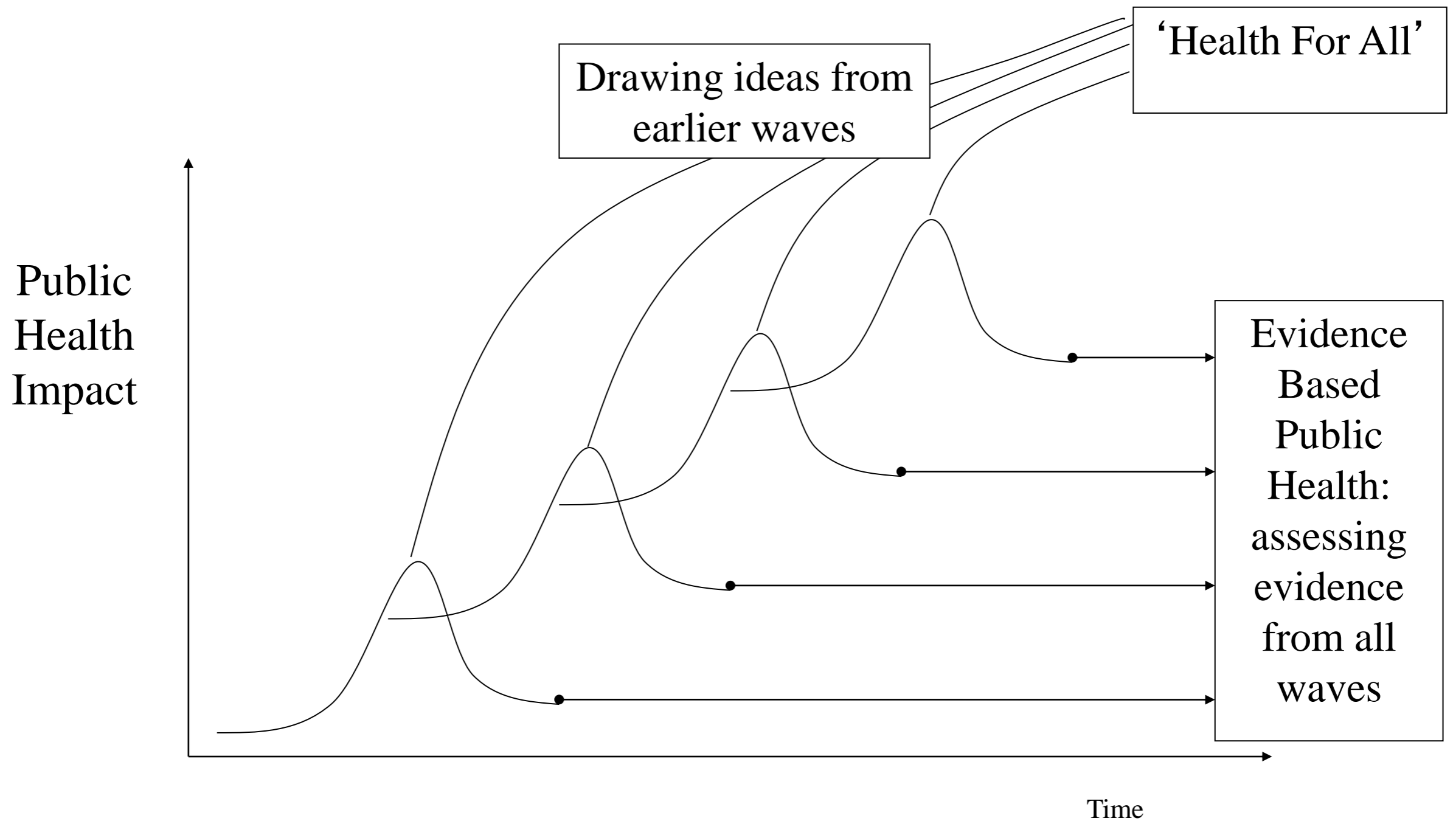


Third wave

1940-1980

The Welfare State and the post-war consensus saw the emergence of the National Health Service, social security, social housing and universal education. Politicians State.





What do you make of it so far?

Discuss in twos or threes your reflections on the
four waves of public health

Will a Health for All approach and/or Evidence-
based Public Health be sufficient to meet the
public health challenges we face?

Do you think there may be a need for fresh
thinking?



The Future Public Health: case for fresh thinking

Health concerns we face today

Health inequalities

Obesity

Population growth and ageing demographic

Impacts on planet's life support systems

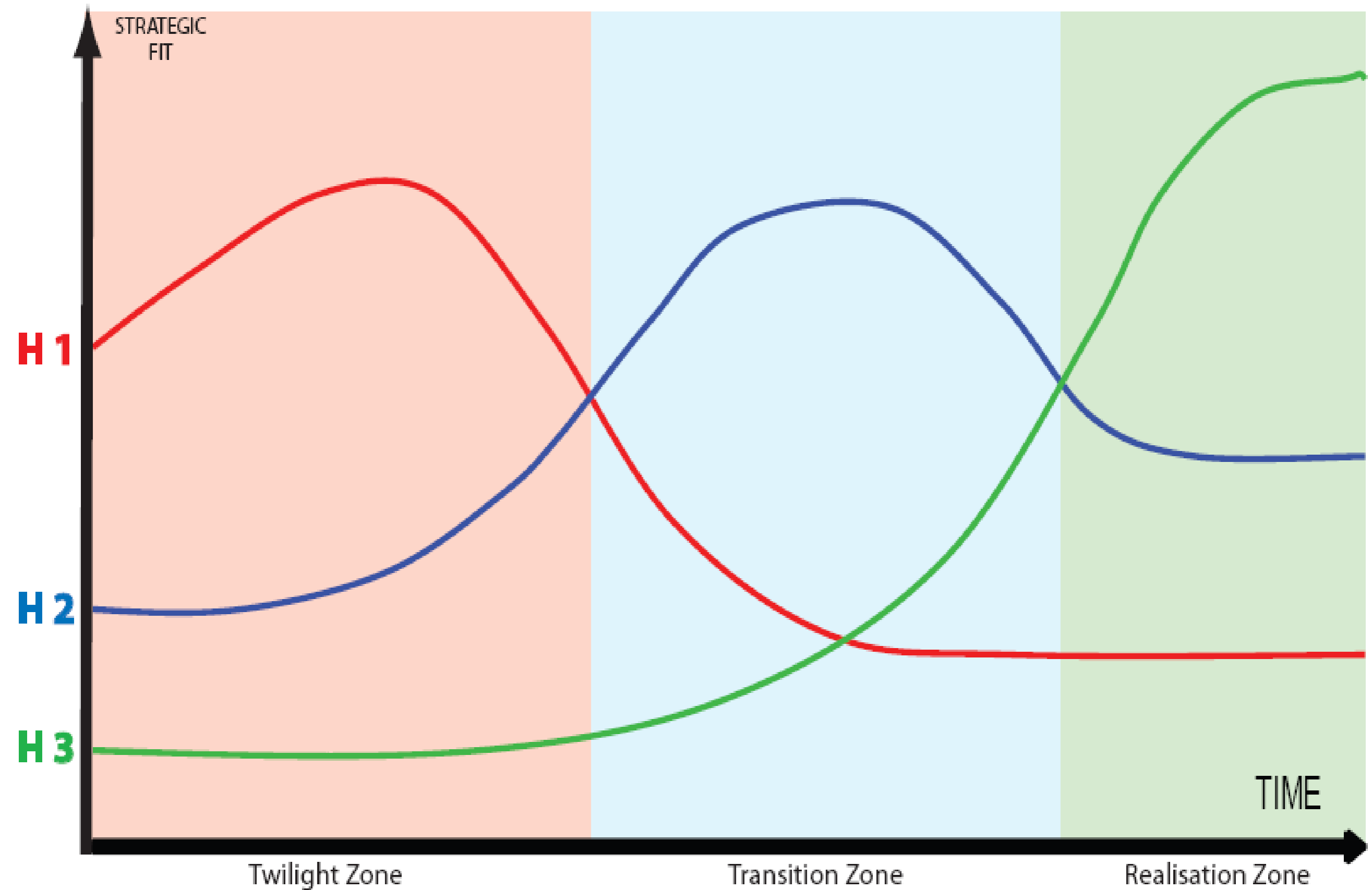
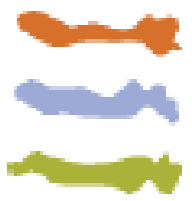
A "Fifth Wave" is needed which does more than
accumulate gains from previous four wave – it
transcends them

Globalization...





Three Horizons



H1 concerns

What are your concerns about the current health trends in the North of Scotland and the public health response to these trends?

H3 aspirations

What are your aspirations for the future health of people in the North of Scotland?

What kind of culture would they be living in to achieve this?

How would public health be contributing?

H3 in the present

Do you know of any culture, country, organisations, places where this is happening already?

H2

What innovations are you involved in that show promise or are making a difference?

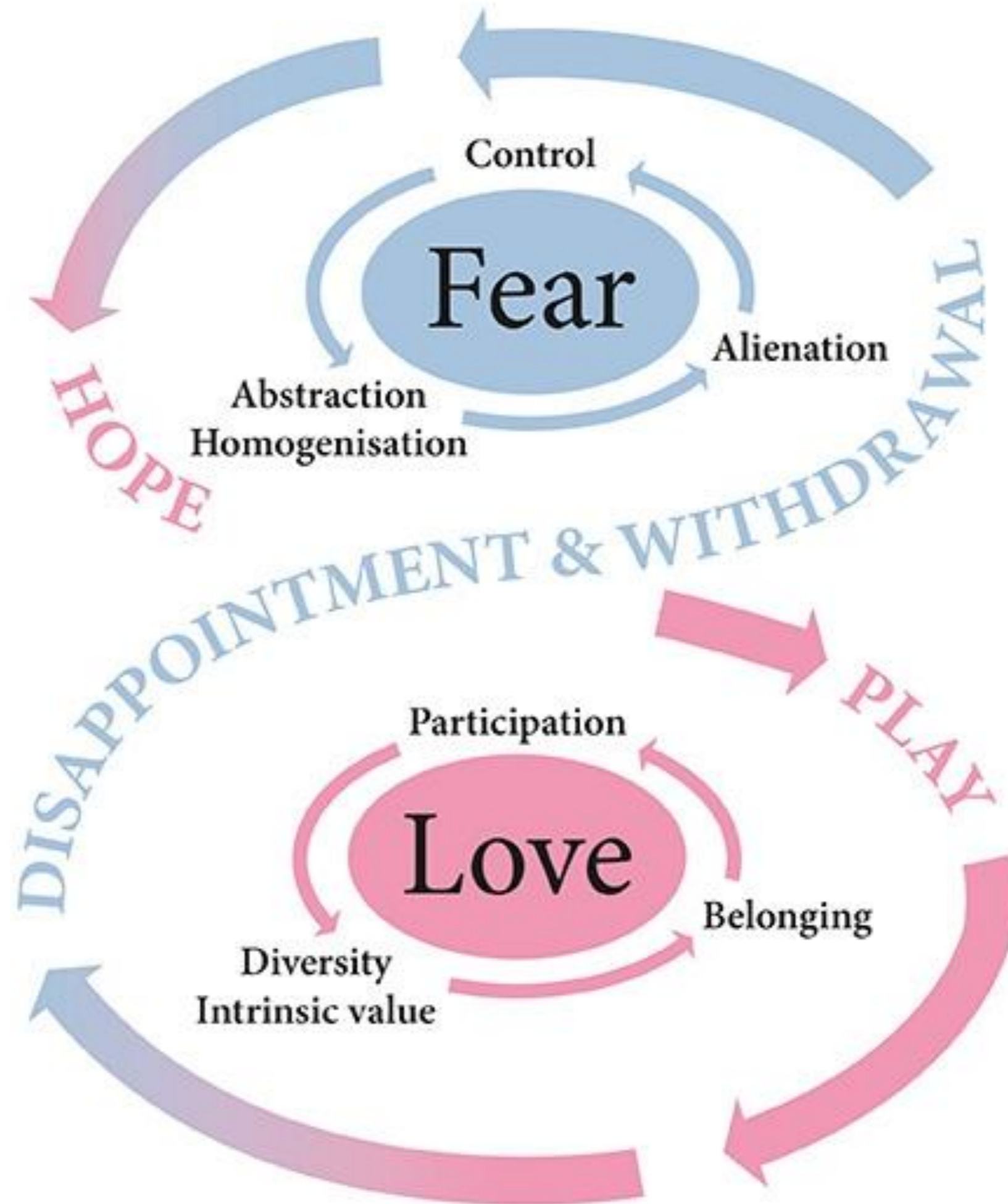
H2

Enablers?

Disablers?

Prompt Cards

Fear and Love loops





Industrial

Creative

Consumer

D
E
L
I
V
E
R
Y

Customised

Community/Personal

Compassionate Nation

O
W
N
E
R
S
H
I
P

Segmented

Public/private

Big Society

Battery Human

Asset based approach
 Recovery - focussed

State

Mass

Diagnostic approach
 Task - focussed

Health & Social Care Styles

Relationship Approach
 Uniquely - focussed

