

# Citizens or Consumers

## Health vs. the “Economy”

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# Credentials

- Human Being
- Grandfather
- Homesteader
- Physician
- Medical Health Officer
- Canadian citizen

# Characteristics of the Global “Economy”

◆ Out-dated

◆ Irrational

INVISIBLE  
(Virtual  
Reality)

◆ Faith Based

◆ Massively wasteful

# Oh Ye of great Faith



# Where is Wally?









# What makes us healthy?

- ◆ Good parents (genetics)
- ◆ Social Determinants (education, status and relative income)
- ◆ **Locus of control** (ability to participate actively in one's own life)
- ◆ Relationships and social networks
- ◆ The Environment (water, air, food, spiritual home )
- ◆ Equity (fairness, equal access to opportunity, small gap between rich and poor)

# Locus of control: What I learned in Elsa





# Upstream : The Classic public health analogy





# Upstream and Downstream

Type 2 Diabetes: a place in the stream

- Disease and disability
- High personal and social cost
- Unaffordable health care



# Upstream and Downstream

Unhealthy eating and sedentary lifestyle: Upstream

- mass marketing of food with “hooks”: sugar, salt, fat
- Passive transport: cars, elevators, subsidized fossil fuel and “unlimited” electricity
- Screen based entertainment



GOLD CARD

INTERNATIONAL CREDIT

6179 500 0574 692

317

EXP 01/2015



# Upstream and Downstream

Global Economy: The Upstream headwaters

- Waste and overuse of fossil fuels are “good”
- Local production overthrown by global trading..loss of biological diversity in favour of monocultures.
- Manufactured craving built into entertainment, advertising and media.

# Upstream and Downstream

Many levels to this analogy  
which is ultimately grounded in  
the physical world

“Upstream is a Place”







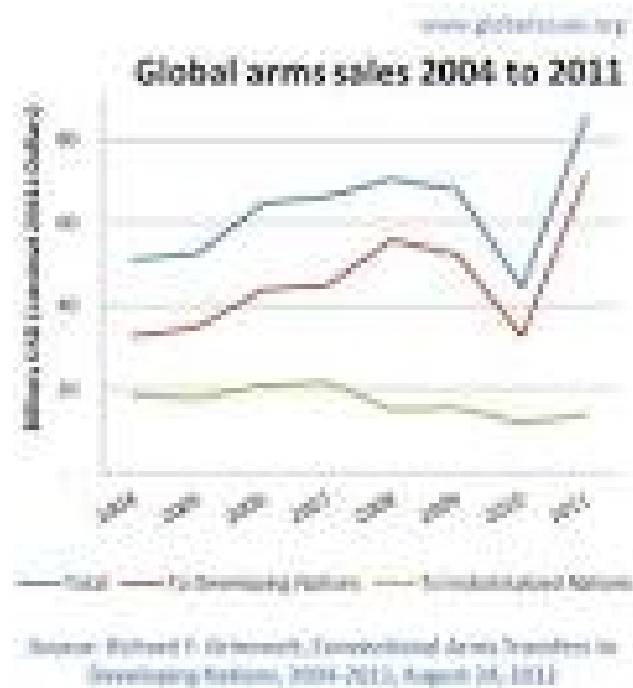
# If you Believe in the Economic Creed:

- ◆ Endless growth is both possible and necessary
- ◆ Resources are inexhaustible
- ◆ Consumption of anything at all is good
- ◆ Profiteering in weapons is morally neutral (the rich arms dealer is just as successful as the rich vaccine manufacturer)
- ◆ Environmental degradation and Climate Change are acceptable collateral damage and their costs are irrelevant.
- ◆ Cheap trumps local

# One Trillion Dollars (2003)!

- ◆ From 1998 to 2001, the USA, the UK, and France earned more income from arms sales to developing countries than they gave in aid.
- ◆ The arms industry is unlike any other. It operates without regulation. It suffers from widespread corruption and bribes. And it makes its profits on the back of machines designed to kill and maim human beings.
- ◆ So who profits most from this murderous trade? The five permanent members of the UN Security Council—the USA, UK, France, Russia, and China. Together, they are responsible for eighty eight per cent of reported conventional arms exports.
- ◆ “We can’t have it both ways. We can’t be both the world’s leading champion of peace and the world’s leading supplier of arms.” Former US President Jimmy Carter, presidential campaign, 1976 (Note Canada’s recent sale of tanks and armaments to Saudi Arabia)

..and Growing fast.. Great news  
for the “Economy”





# Good Health vs Good “Economy”

- ◆ Life supporting environment
- ◆ Diverse locally produced sustainable food supply
- ◆ Equitable opportunities
- ◆ Active engagement with community
- ◆ Participatory democracy
- ◆ Creative and critical thinking
- ◆ As toxic and dirty an environment as possible
- ◆ Dependence on cheaply produced homogenous, distant, chemically supported food
- ◆ Opportunities linked to wealth
- ◆ Passive acceptance of corporate largesse and pacifiers
- ◆ Apathy and repression

# Deregulated infrastructure: Good for the “Economy” bad for Health



# What can I do?????



- 💧 **Look at the world with fresh eyes**
- 💧 **Be aware of conditioning**



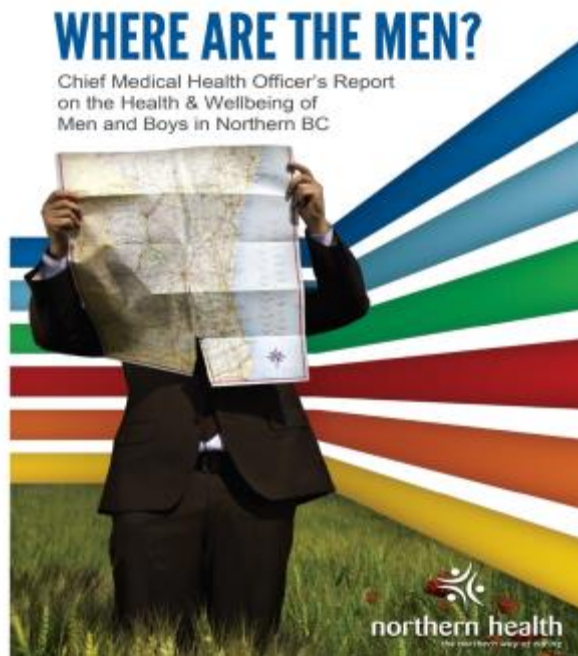
# What can I do?



- ◆ Is this good for me and my community?
- ◆ Who is selling it and why?
- ◆ Is this really the best we can do?
- ◆ Am I being manipulated?
- ◆ What am I really afraid of?
- ◆ Is there more to “freedom” than Free Trade?

# What If?

## Men's Health and RoadHealth



# What works

- ◆ Fresh look at the issue
- ◆ Who else cares?
- ◆ Collaborate, Engage, Persist, Have Fun
- ◆ Keep Learning



This one is BIG!!  
And if we look “upstream”?





# Health and Happiness



# Back to me and Jack



- What is important?
- Who should I vote for?
- How much stuff do I need to be happy?
- What makes me healthy?
- Am I a citizen or a consumer?

# Health vs. the “Economy”

## Over to you....

