



Health: What Is It? How Can You Get it? And Why Doesn't Everyone Have It?

Jon Robison, Ph.D., M.A., M.S., CIC[®]
jon@salveopartners.com



SALVEO
PARTNERS
Building Thriving Workplace Cultures



Health

What is it Anyway?

Health Defined



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

Health Defined



Infirmity:

1. A bodily ailment or weakness, especially one brought on by old age.
2. A failing or defect in a person's character.



Health Defined



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

Health Defined



“Health is a state of complete physical,
mental and social well-being and not
merely

the absence of disease or infirmity.”



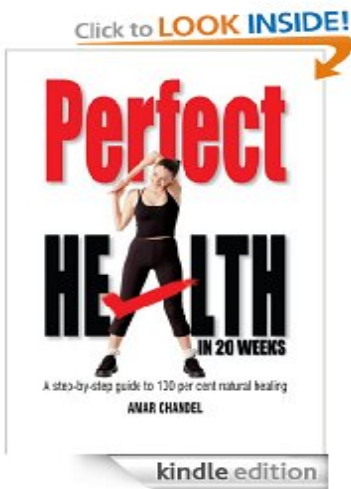


PERFECT HEALTH

Acai Berry Optimum is that perfect calorie and fat burner you need to effectively lose weight and keep it away. Because Acai Berry Optimum speeds up the weight loss process, you can be guaranteed of fast and effective weight loss.



20 weeks



12 weeks

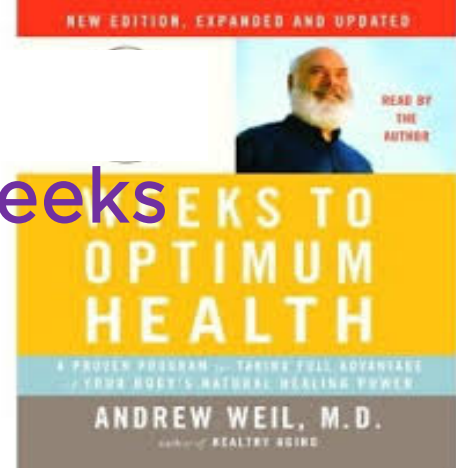
The essentials to reach your goal have been organized in a 12-week program for YOU.



The ultimate personal growth plan. Giving you the framework to succeed.

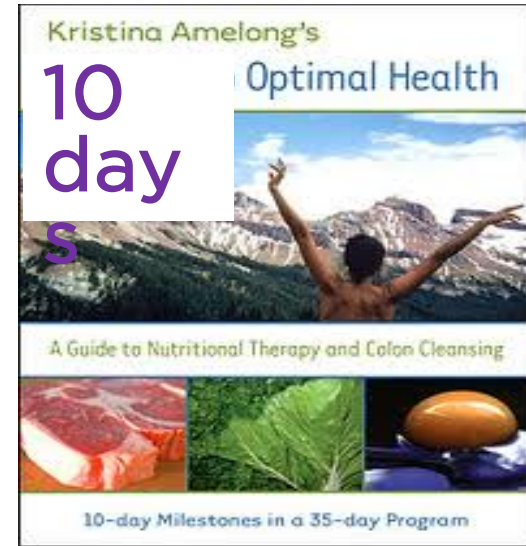
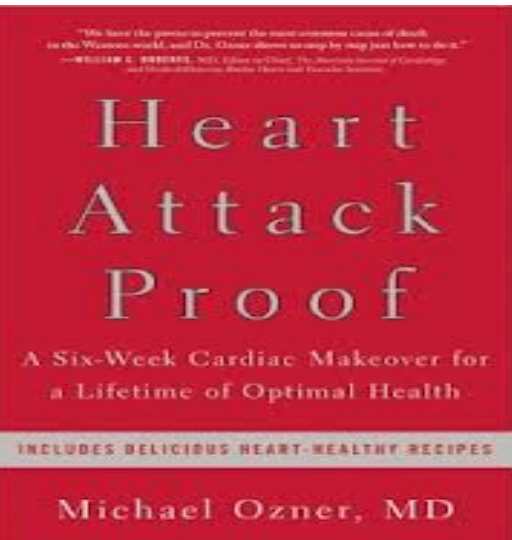
LEARN MORE

8 weeks

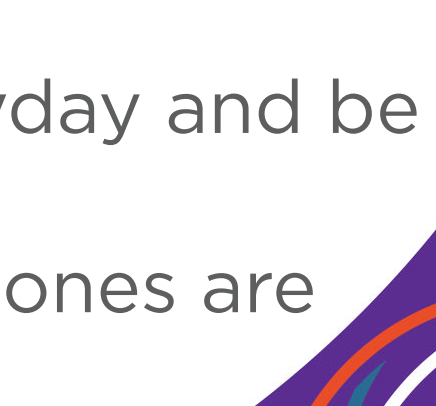


30 days

6 weeks



Complete, Optimal, Perfect Health?

- If you can start the day without caffeine,
 - If you can be cheerful, ignoring aches & pains,
 - If you can resist complaining and boring people with your troubles,
 - If you can eat the same food everyday and be grateful for it,
 - If you can understand when loved ones are too busy to give you time,
- 

Complete, Optimal, Perfect Health?

If you can overlook when people take things out on you when, through no fault of yours something goes wrong,

If you can take criticism and blame without resentment,

If you can face the world without lies and deceit,

If you can conquer tension without medical help,

If you can relax without liquor



Complete, Optimal, Perfect Health?

Then You Probably Have The Essential Dog



198 2 18

Complete, Optimal, Perfect Health?

“Complete well-being is a far
health is something that has
not so much in the absence
illness as in its presence.”



Redefining Health

“Health is not freedom from the inevitability of death, disease, unhappiness and stress but rather the ability to cope with them in a competent way.”





Health Wellness & Wellbeing

What's In A
Word?

What's In A Word?



- Emotional
- Physical
- Financial
- Intellectual
- Occupational
- Environmental
- Social
- Spiritual



What's In A Word?

Proto-Indo-European
(2500 - 4500 BC) (*kailo*)
"whole, uninjured, of good omen"

Middle English
(1150 – 1500 AD) (*health*)
physical health and "prosperity,
happiness, welfare; preservation,
safety."

Health





Health

Where Can You Get It?



Achieve Optimal Health!
(913) 825-2550



Optimal Health
218-745-6655

Providing Chiropractic and Alternative care for all ages

The Perfect Health Program

No matter how old you are...
 No matter where you live...
 Or how fit or healthy you are...

Perfect Health is your birth right!

Find out **RIGHT NOW** how you can double your vitality and energy levels and achieve...

PERFECT HEALTH!

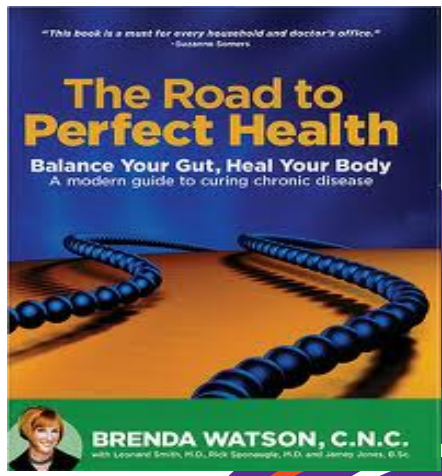



Healthy Life
 NEXT EXIT →

*"This book is a must for every household and doctor's office."
 -Suzanne Somers*

The Road to Perfect Health

Balance Your Gut, Heal Your Body
 A modern guide to curing chronic disease



BRENDA WATSON, C.N.C.
 with Leonard Smith, M.D., Rick Spoonagle, M.D. and James Jones, D.Sc.



THE 10 COMMANDMENTS
 For Optimal Health & Fat Loss!

JUICE-DIET FOR PERFECT HEALTH

Dr. D. R. Gala ✦ Dr. Dhiren Gala ✦ Dr. Sanjay Gala



NAVNEET



The Livin La Vida Low-Carb Show
With Jimmy Moore Episode 453 Paul Jaminet



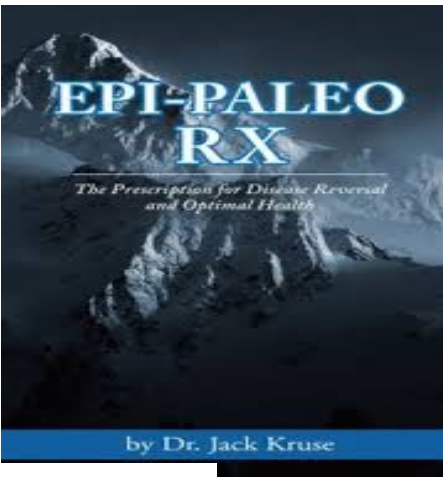
Perfect Health Diet

Regain Health and Lose Weight by Eating the Way You Were Meant to Eat

Paul Jaminet, Ph.D.
Shou-Ching Jaminet, Ph.D.

Foreword by Mark Sisson, author of *The Primal Blueprint*

READ BY JOHN PRUDEN



Optimal Health USA
Where Healing Comes Naturally



www.optimalhealthusa.com
415-328-8356

Optimal Health Biscuits



Dr. Bob's

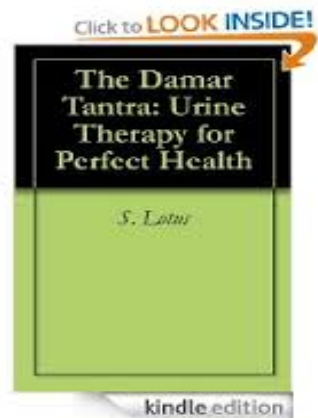
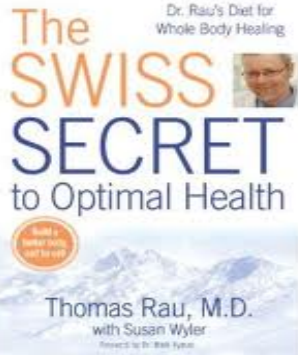
GUIDE TO

OPTIMAL HEALTH



A God-Inspired, Biblically-Based, 12 Month Devotional to Natural Health Restoration.

Dr. Robert DeMaria



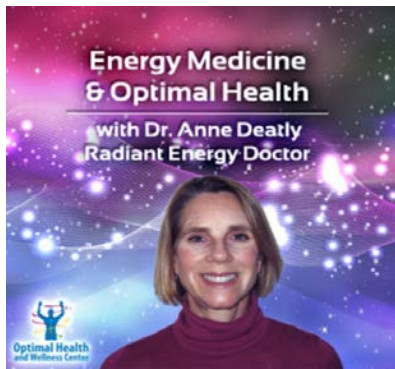
HORMONE THERAPIES

FOR MEN & WOMEN IN YOUR 40's, 50's & 60's
TAKE CONTROL OF YOUR OWN HEALTH

- Restore Sex Drive • Improve Energy
- Increase Muscle Tone & Strength • Strengthen Bones
- Decrease Hot Flashes & Night Sweats
- Improve Mental Clarity
- Sleep Improvements
- Reduces Vaginal Dryness
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Christie C. Yerby, Naturopathic Physician

An Optimal Health Resource
Medical Researchers and Consultants

The Healing Power Of Nature

2012



AAPI'S NUTRITION GUIDE TO

OPTIMAL HEALTH:
USING PRINCIPLES OF
FUNCTIONAL MEDICINE
AND
NUTRITIONAL GENOMICS

SUCCESS IN THE CLEAN BEDROOM

A Path to Optimal Health

When you read the food section you will know why Dr. Doris Rapp calls this "The Best Book On Food Allergy And There is No Second Best"

By

Natalie Golas

William J. Rea, M.D.

Foreword by Doris Rapp, M.D.
author of the Best Seller "Is This Your Child?"



Health

How Is It Promoted?

Healthism

Fearmongering

Disease

Mongering

Healthism

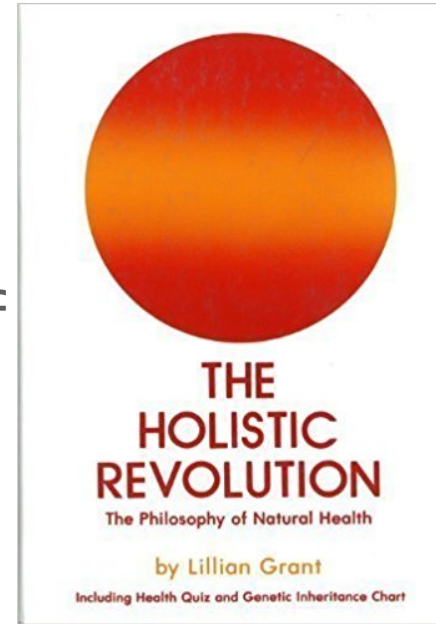
- Healthism is a set of assumptions based on the belief that health is solely an individual responsibility. It includes the concept of the body as a machine that is influenced only by physical factors.
- *(Health and Physical Education. The curriculum in action. Making meaning: Making a difference. (2004)*



“Healthism”

Health and Morality

“The gift of health, then, is the gift of happiness, of completeness, of love, and of being. To abuse it or to fail to seek it out with all our power is a denial of the value of self. **Anyone who disregards the magnificence of life deserves only pity.**”

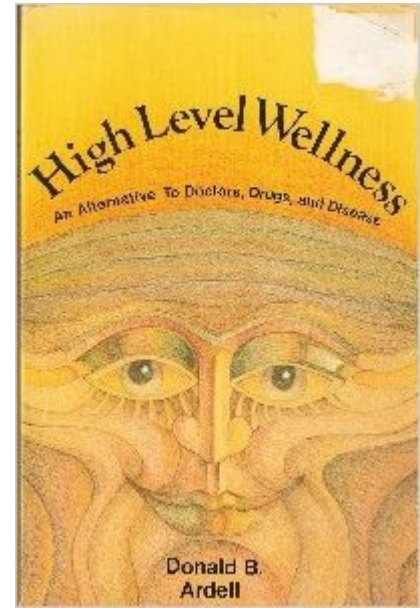


“Healthism”

Health and Morality

“The only tyrant you face is your own inertia and absence of will - your belief that you are too busy to take your own well being into your own hands and that the pursuit of self-health through a wellness-promotive lifestyle is too hard, complicated or inconvenient.”

Don Ardell, 1977



“Healthism”

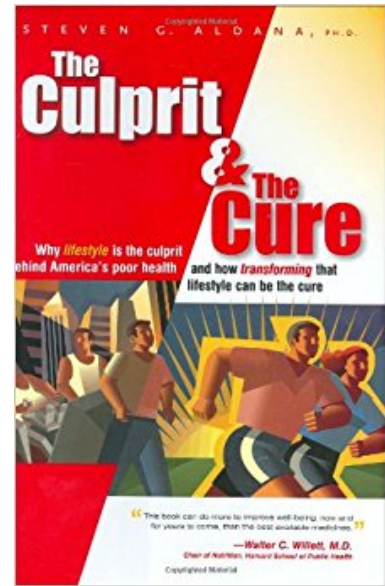
Health and Morality

Most Common Health Problem in the U.S.?

“I-Don’t-Care-It is”

- “A common condition in which an individual has no interest in adopting a healthy lifestyle.”
- Poverty rates double for Blacks & Hispanics
- 200,000-400,000 preventable

(US Census Bureau 2010)



Steve Aldana, 2009

“Healthism”

Health and Morality

“Our role as wellness professionals is not to try to get people to do something they do not want to do. After all, **it is fun to get fat. It is fun to be lazy.**”

Not everyone likes the taste of fresh fruits and vegetables, they would prefer chocolate, soda, and



“Fear Mongering”

Blame and Shame

“The deliberate use of **fear based tactics** including exaggeration and usually repetition to influence the public in order to achieve a desired outcome.”

<https://www.linkedin.com/pulse/fear-mongering-5-stages-hyper-prevention-jon-robison/>



“Fear Mongering”- NHLBI - USA

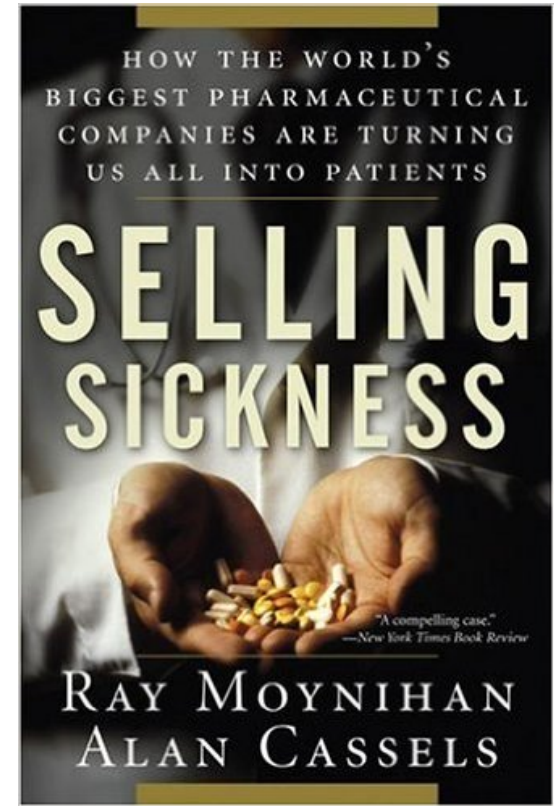
Public Service Announcement:

Working Together to Lower High Blood Pressure

It'll be a warm sunny afternoon at the stadium; the skies are just screaming blue. The beer man is flying up and down the stairs, the crowd is wild 'cause everybody's favorite guy is up to bat, up to knocking his umpteenth career homer. The pitch comes, you hear a big loud smack as the ball sails away over that silly embarrassed pitcher, way over left field, high into the sky section, and look, it's headed right to your seat. You heard me, your seat. But you know what, you quit treating your blood pressure so you had a stroke and you're dead. And somebody else is in your seat screaming and jumping and waving their glove and guess what, that bozo got your ball. Don't lose a minute of life. Exercise, eat right, cut the salt, treat your high blood pressure. For more information, call . . .

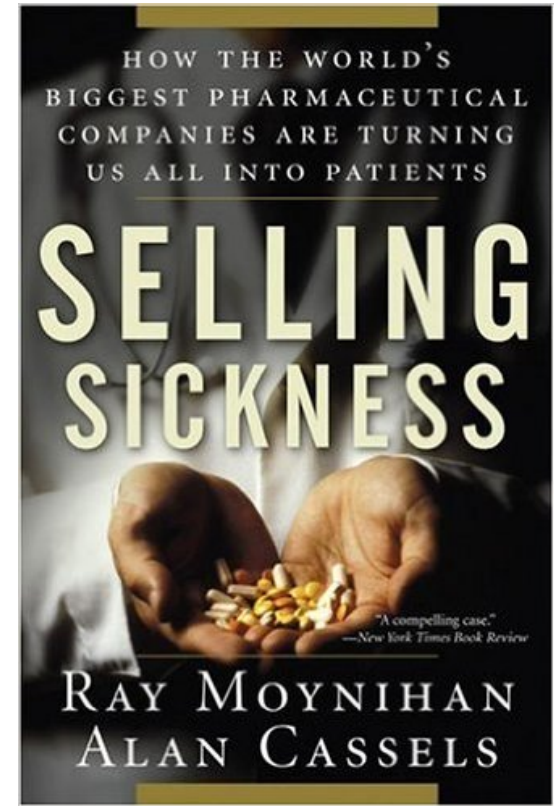
“Disease Mongering”

“The selling of sickness that widens the boundaries of illness and grows the markets for those who sell and deliver treatments.”



“Disease Mongering”

- Mild problems cast as serious
- Causes are found in people’s biology
- Can be “fixed” with bio-medical interventions
- **Corporate sponsorship of disease**



<https://www.cchr.org/videos/marketing-of-madness/disease-mongering.html>

• **Less and less diversity is**

Moynihan, PLoS Medicine, April, 2006;3(4):0425-0428

“Disease Mongering”

- Shyness = **social anxiety disorder**
- Pre-menstrual stress redefined as **pre-menstrual dysphoric disorder**
- **Everyday sexual difficulties = female sexual dysfunction**
- Menopause = **hormonal**

Alan Cassels - drug policy researcher at the University of Victoria in



“Disease Mongering”

“We salute our heroes. Our mothers, grandmothers, sisters and daughters. Every women who has ever overcome **heart disease, cancer, osteoporosis, menopause and depression.**

Survivors ...remind us to take care of ourselves and **make lifestyle choices that can protect us from disease.”**





Health

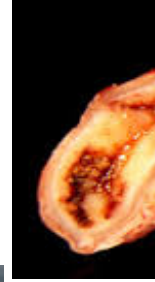
Why Doesn't Everyone Have It?

Shocking News!

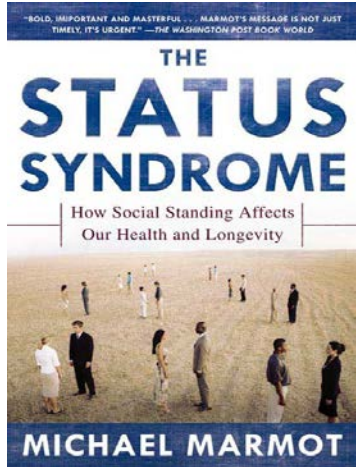
CDC and WHO



Chronic Diseases Cause
7 out of 10 deaths
each year in the U.S.!

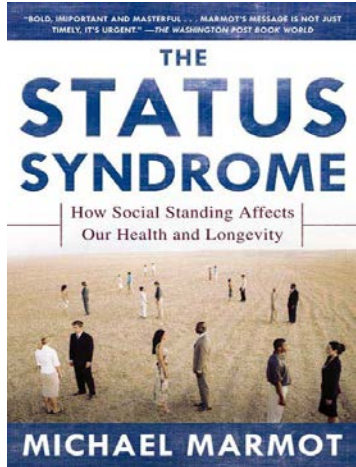


The Real Causes of Poor Health



“For people above a certain threshold of material well-being, another kind of well-being is central. **Autonomy** - how much control you have over your life - and the opportunities you have for full social engagement and **participation** are crucial for health, well-being and longevity.”

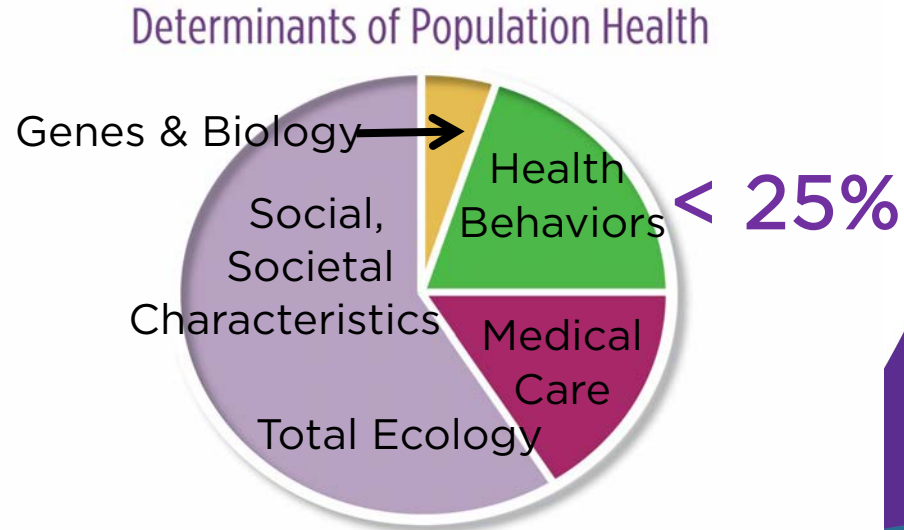
The Real Causes of Poor Health



57 yrs.
at the
start and
77 yrs.
at the
end

<https://www.youtube.com/watch?v=h-2bf205upQ>

If you travel
the **12 miles**
from
downtown
Washington
DC to the
suburbs of
Maryland, **life
expectancy
increases**

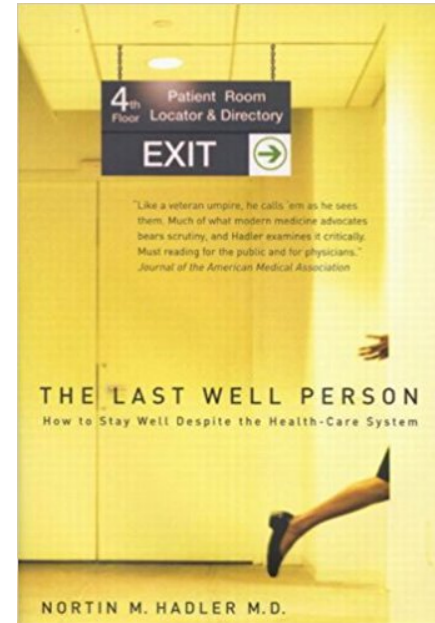


Tarlov, A.R., Public Policy Frameworks for Improving Population Health.
Annals of the New York Academy of Sciences, 1999. 896(SOCIOECONOMIC STATUS AND HEALTH
IN INDUSTRIAL NATIONS: SOCIAL, PSYCHOLOGICAL, AND BIOLOGICAL PATHWAYS): p. 281-293.

The Real Causes of Poor Health

“At least **75%** of the hazard to longevity can be captured with measures of **socioeconomic status and job satisfaction**. Socioeconomic status **overwhelms and subsumes all the measured biological risk factors** for all-cause mortality as well as most other mortal and illness end-

Norton Hadler, 2004



The Real Causes of Poor Health

The Social Determinants of Health (SDOH)

“Conditions in the place where people live, learn, work, and play that affect a wide range of health and outcomes.”

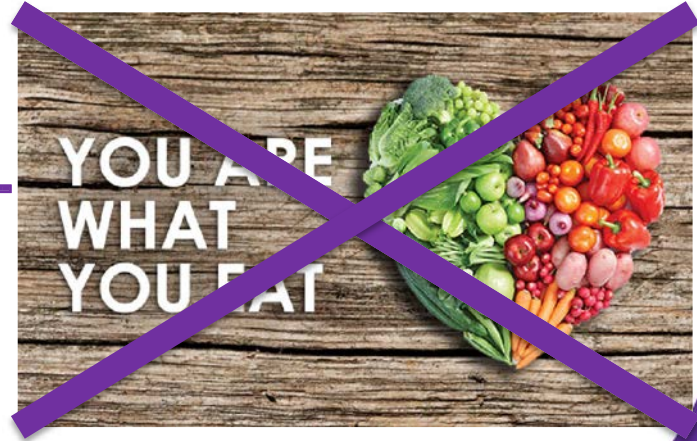


http://www.osae.org/aws/OSAE/pt/sd/news_article/162752/PARENT/layout_details/false

<https://www.cdc.gov/socialdeterminants/>

The Real Causes of Poor Health

You Are Where You Live



The Real Causes of Poor Health

“Dr. Jon - Are you for real, or are you teasing when you write, “**You are where you live**” being more appropriate and accurate than “You are what you eat?” Is one to then believe that **the nutrition of someone** who lives in rich quarters, like a 5 star hotel, (or the White House) is healthier





**Solutions:
The Wealth & Health
Connection**

Wealth Inequality in The U.S.

THE WEALTHIEST 20 PEOPLE IN THE U.S.

THE NUMBER THAT COULD FIT INTO ONE GULFSTREAM G650 LUXURY JET

NOW OWN MORE WEALTH
THAN

HALF OF THE ENTIRE
POPULATION

IN THE UNITED STATES.



Wealth Inequality in The U.S.

THE FORBES 400

OWN AS MUCH WEALTH AS
THE ENTIRE
AFRICAN-AMERICAN
POPULATION AND MORE
THAN A THIRD OF THE
HISPANIC
POPULATION
IN THE U.S.
COMBINED.



READ THE REPORT:
IPS-DC.ORG/BILLIONAIRE-BONANZA



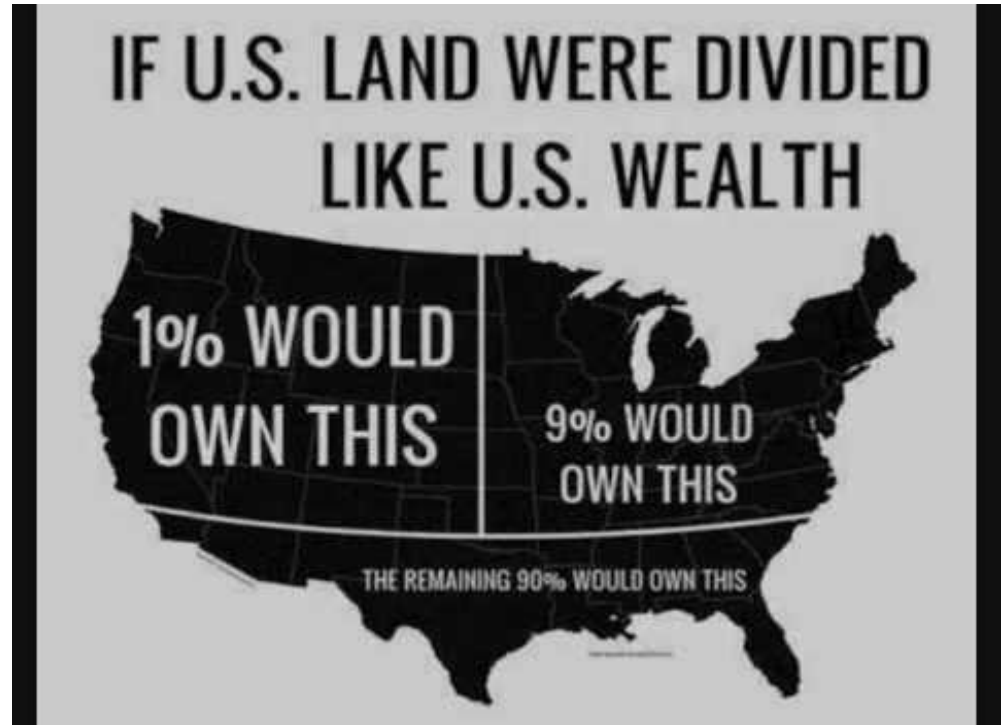
Institute for
Policy Studies

Wealth Inequality in The U.S.

- Richest 10%...
own 75.4% of
wealth
- Bottom 90%...
own 24.6% of
wealth

Top 1/10th of 1%
own:

- 1975 - 7% wealth
- 2000 - 15%



Wealth Inequality in United States

- 78% of full-time workers live paycheck to paycheck
- 40% of adults cannot cover a \$400 emergency expense
- 40 million people live in poverty (“highest income inequality in the Western world”)



<https://www.cnn.com/2018/05/22/fed/survey/40-percent-of-adults-cant-cover-400-emergency-expense.html>

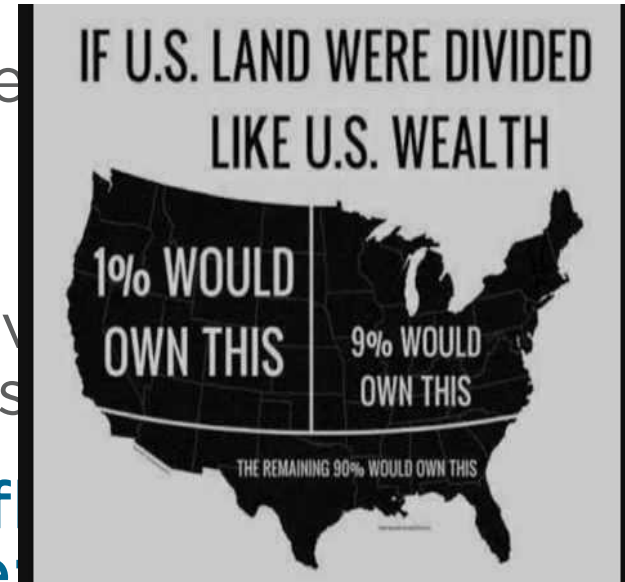
<https://www.forbes.com/sites/zackfriedman/2019/01/11/live-paycheck-to-paycheck-government-shutdown/#529d0be74f10>

<https://www.un.org/News/Press/docs/2018/08/20180814.unreport.world-poverty.html>

Wealth Inequality in The U.S.

Impact on Health

- Mortality among white middle-aged Americans with limited education increasing
- Mortality in every other group & every other advanced country is decreasing
- “An epidemic of suicides and afflictions stemming from substance abuse, alcoholic liver disease and overdoses of heroin and prescription opioids.”



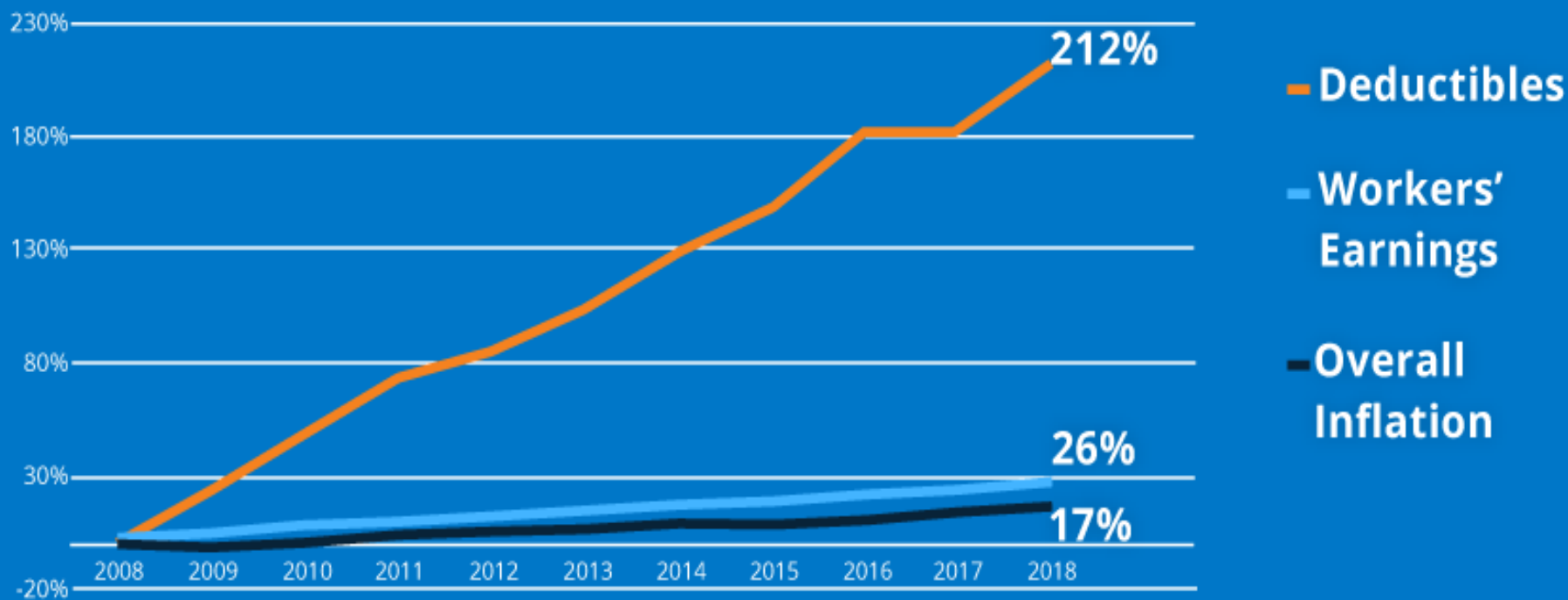
HEALTHCARE STOLE THE AMERICAN DREAM



*Here's how
we take it
back!*

You Run a Health Care Business Whether You Like It or Not. Here's How to Make It Thrive.

Since 2008, General Annual Deductibles for Covered Workers Have Increased Eight Times As Fast As Wages



Source: KFF and KFF/HRET Employer Health Benefits Surveys. Consumer Price Index, U.S. City Average of Annual Inflation (April to April); Seasonally Adjusted Data from the Current Employment Statistics Survey (April to April).



CATASTROPHIC MISALLOCATION OF RESOURCES DEVASTATES SOCIAL

DETERMINANTS OF HEALTH

+37% - HEALTHCARE

SPENDING

- 50% - LOCAL AID
- 31% - PUBLIC HEALTH
- 22% - MENTAL HEALTH
- 14% - INFRASTRUCTURE,
HOUSING/ECON. DEV.
- 13% - LAW & PUBLIC SAFETY
- 12% - EDUCATION
- 11% - HUMAN SERVICES

(FY01 - FY14 - STATE OF MASSACHUSETTS)

THE CEO'S GUIDE TO
Restoring



The
American Dream

**How to Deliver World Class Health Care
to Your Employees at Half the Cost**

Dave Chase

Foreword by
BRIAN KLEPPER

Twitter/LinkedIn/Gmail:
[@chasedave](#)

Health Rosetta Institute:
www.healthrosetta.org

Free book download:
healthrosetta.org/friends

Health Rosetta Certified
Advisors:
healthrosetta.org/who-we-are/#certified-advisors



**Solutions:
Health For Every Body
In Every Community**

Health: Equality vs. Equity

Everyone
Gets
The Same
Treatment

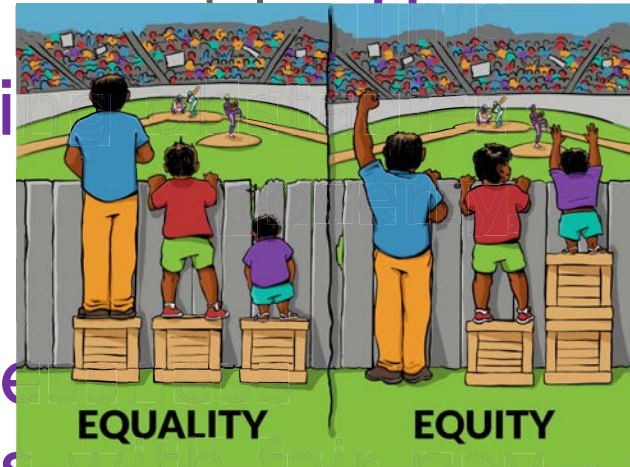


Everyone
Gets The
Same
Outcome

Health Equity

(SDOH)

“ Everyone has a fair and just opportunity
opportunity to be as healthy as
requires **removing**
to health such as
discrimination, and their
consequences, including **powerless**
and lack of access to good jobs with fair pay,
quality education and housing, safe
environments, and health care.



Tip of The Iceberg

Diabetes
Cancer
Hypertension
STD's

Heart Disease
Stroke
Lipid Problems
Infectious Disease



Behavioral Coping

Smoking, Drinking, Drugs, Overeating, Overworking, Gambling, Sedentary lifestyle,



Suffering

Anxiety, Anger, Fear, Hopelessness, Depression



Root Causes of Behavior

Poverty, Abuse, Violence, Isolation, Oppression

Tip of The Iceberg

Diabetes
Cancer
Hypertension
STD's

Heart Disease
Stroke
Lipid Problems
Infectious Disease

Behavioral Coping

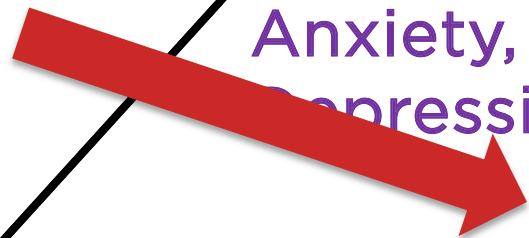
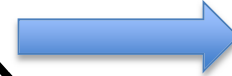
Smoking, Drinking, Drugs, Overeating, Overworking, Gambling, Sedentary lifestyle,

Suffering

Anxiety, Anger, Fear, Hopelessness, Depression

Root Causes of Behavior

Poverty, Abuse, Violence, Isolation, Oppression

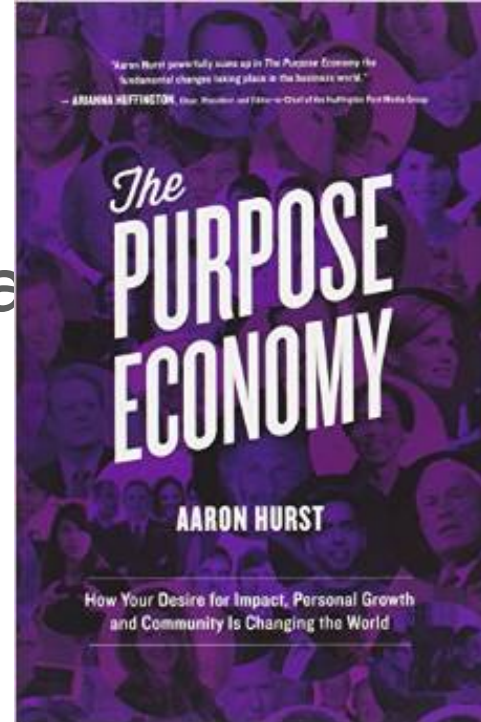




**Solutions:
Why Organizational Health
Is So Critical**

The Evolution of Human Economies

- Hunters & Gatherers (1,000,000 ago)
- Agrarian Economy (12,000 yrs. ago)
- Industrial Economy (1750)
- Information Economy (1950)
- Purpose Economy - present --->



https://www.youtube.com/watch?v=bZf-BZk_9ic

The Evolution of Human Economies

- Hunters & Gatherers

- Agrarian

Economy

- Industrial

Economy

- Information

Employee Value

Proposition

Survival

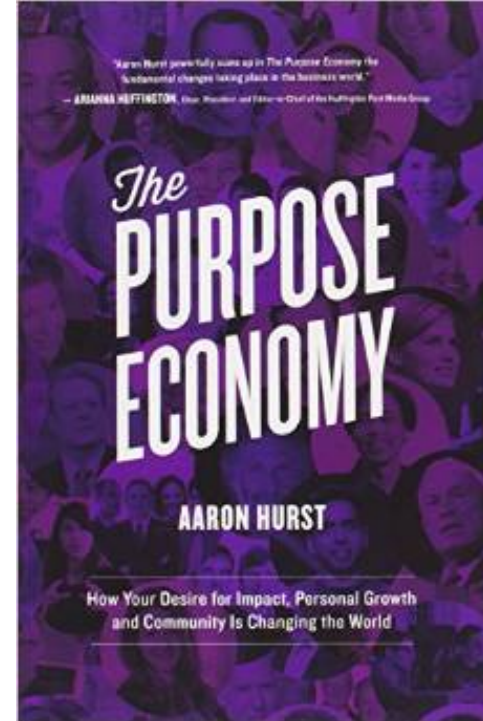
Satisfactio

n

Engageme

nt

Fulfillment



(compliance)

PARTICIPATION

ENGAGEMENT

FULFILLMENT

People Clearly Differentiate

ENGAGEMENT



FULFILLMENT



People Clearly Differentiate

ENGAGEMENT

Busy T
Active
Interest
Hard
Like
Challenges

FULLFILLMENT

Happy T
Love
Enjoy
Difference
Achieve
Goals

Prefer Fulfilling Over Engaging Work

Fulfilling

64
%

Engaging

28
%

Sources of Fulfillment

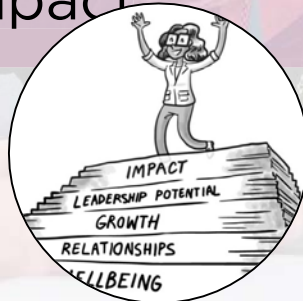
Relationships

1% chance of being fulfilled without meaningful relationships



Impact

2% chance of being fulfilled without meaningful impact



Growth

1% chance of being fulfilled without personal and professional growth



Meaning and Purpose



Meaning and Purpose

“The Energy Project”

14,000+ global respondents, 24+ industries

“No single factor in our study comes close to influencing people’s job satisfaction and likelihood to stay at an organization as much as the sense that **their work gives them a sense**



Meaning and Purpose

University Hospital Cleaning Crew Study

1. Described their jobs as not particularly satisfying and not highly skilled. There for the benefits of the work.
2. Found their jobs deeply meaningful & highly skilled and talked about the meaning and relationships of the work very differently.



The University Hospital
Cleaning Crew

Sources: Amy Wrzesniewski. Crafting a Job. Academy of Management Review 2001, Vol. 26, No. 2, 179-201.

and

Berg, J. M., Wrzesniewski, A., & Dutton, J. E. (2010). *Journal of Organizational Behavior*, 31, 158-186

Meaning and Purpose

Job Crafting

- “What employees do to redesign their own jobs in ways that foster engagement at work, job satisfaction, resilience and thriving.”
- “Employees craft their jobs by changing cognitive, task, and/or relational boundaries to shape interactions and relationships with others at work.”



The University Hospital
Cleaning Crew

Sources: Amy Wrzesniewski. Crafting a Job: Academy of Management Review 2001, Vol. 26, No. 2, 179-201.

and

Berg, J. M., Wrzesniewski, A., & Dutton, J. E. (2010). *Journal of Organizational Behavior*, 31, 158-186

Meaning and Purpose

Job Crafting

- **Observational Research** - *Job crafting* is positively associated with increased satisfaction, commitment, and attachment to job and organization.
- **Experimental Research** - Random assignment to *job crafting* leads to improved happiness, performance, and mobility to new roles.



The University Hospital
Cleaning Crew

Sources: Amy Wrzesniewski. Crafting a Job. *Academy of Management Review* 2001, Vol. 26, No. 2, 179-201.

and Berg, J. M., Wrzesniewski, A., & Dutton, J. E. (2010). *Journal of Organizational Behavior*, 31, 158-186



**Solutions:
Rethinking Health**

Sudbury & District Health Unit

Health = A rewarding job with a living wage

Health = Food on the table and a place to call home

Health = Having options and opportunities

Health = A good start in life

Health = Community

The most important things you need to know about *your* health may not be as obvious as you think.

Health = A rewarding job with a living wage

Little control at work, high stress, low pay, or unemployment all contribute to poor health.

Your job makes a difference.

Health = Food on the table and a place to call home

Having access to healthy, safe, and affordable food and housing is essential to being healthy.

Access to food and shelter makes a difference.

Health = Having options and opportunities

The thing that contributes most to your health is how much money you have. More money means having more opportunities to be healthy.

Money makes a difference.

Health = A good start in life

Prenatal and childhood experiences set the stage for lifelong health and well-being.

Your childhood makes a difference.

Health = Community belonging

A community that offers support, respect, and opportunities to participate helps us all be healthy.

Feeling included makes a difference.

How can you make a difference?

Action to improve the things that make ALL of us healthy depends on ALL of our support.

**Start a conversation.
Share what you know.**



To learn more, call the Sudbury & District Health Unit at (705) 522-9200, ext. 515 or visit www.sdhu.com.

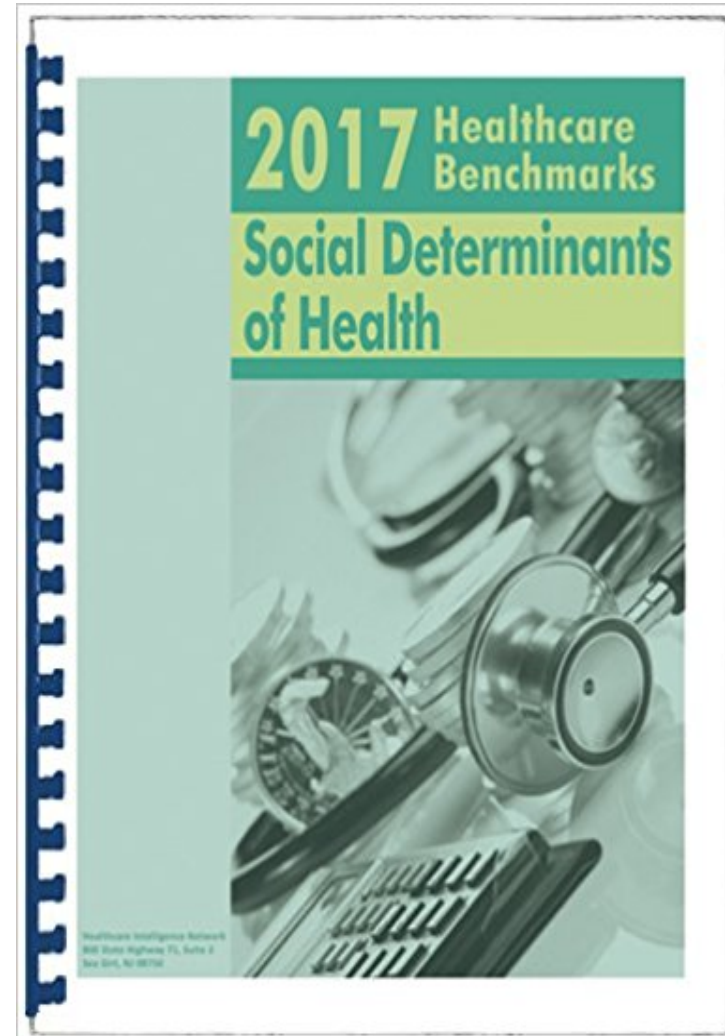


SDOH

Healthcare Intelligence Network

- 140 healthcare organizations (hospitals, health plans, disease management, behavioral health providers, etc.
- hundreds of metrics on social determinants of

http://www.hin.com/infographics/DuringAnnualWellnessVisitScreen4SHD.html#.WZm_HCiGNPY



Ötzi The Iceman

- Lived in Italy - 5300 years
- Very active, lean, nonsmoker
- 5'3" tall - 110 lbs.
- Killed at 45
- **Significant atherosclerosis**



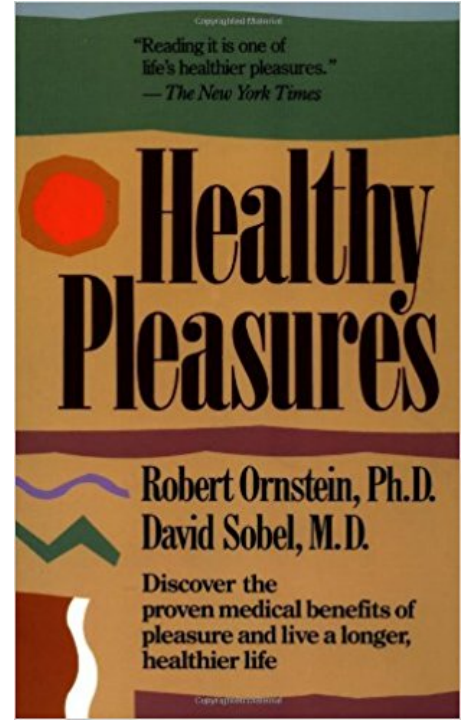
Ötzi The Iceman

“Heart disease & atherosclerosis were prevalent throughout antiquity, in people who had



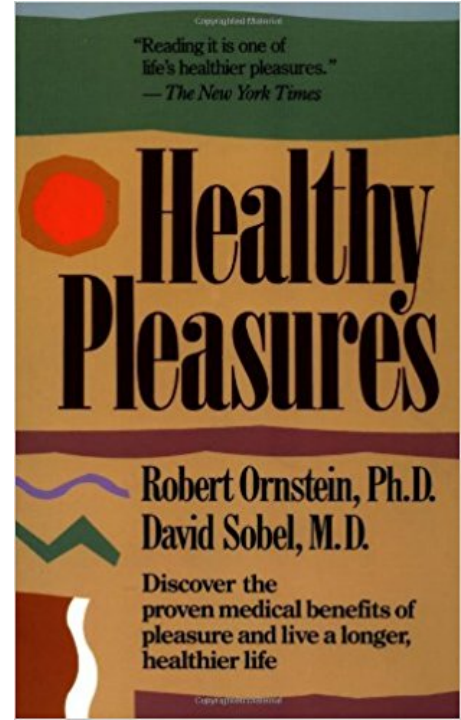
Healthy Pleasures

“Many of us increasingly view ourselves as fragile and vulnerable, ready to develop cancer, heart disease or some other dreaded disease at the slightest provocation. **In the name of health we give up many of our enjoyments...**



Healthy Pleasures

...The point is that worrying too much about anything - be it calories, salt, cancer, or cholesterol - is bad for you, and that **living optimistically, with pleasure, zest, and commitment, is good.** Medical terrorism shouldn't attack life's pleasures.



THE "FOOD FOR THOUGHT" PYRAMID

How to REALLY enhance your health - Laura McKibbin, LICSW

www.food-for-thought-pyramid.com

Nutritional advice

Use Sparingly
{instead, rely on
internal cues}

*Humor,
Optimism, Play*
2-3 Servings

*Relationships &
Social Support*
(people, pets)
3-5 Servings

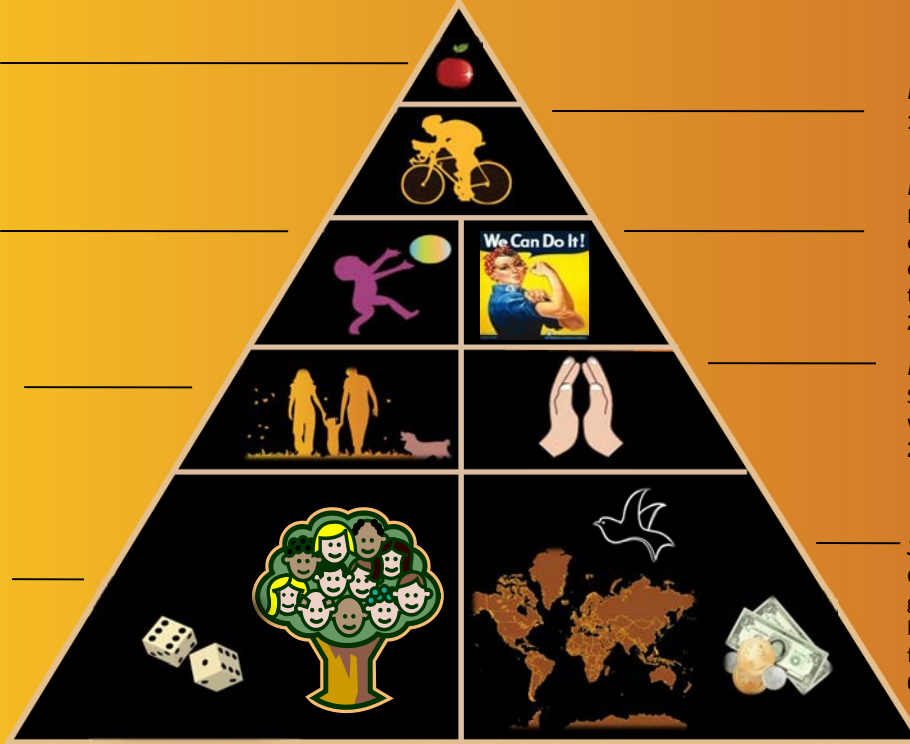
Genetics, Luck
6-11 Servings

Exercise
1 Serving

Emotional Resilience
Healthy management and
expression of anger and
other emotions, ability to
take action
2-3 Servings

Purpose & Meaning
Spirituality, altruism, contact
with nature, forgiveness
2-4 Servings

Socioeconomic Factors
Country of birth, race,
gender, income, access to
healthcare, Freedom
from violence
6-11 Servings



Sources: Dean Ornish, Jon Kabat-Zinn, Bernie Siegel, The Buddha, Gloria Steinem, Viktor Frankl, Glenn Gaesser, Mother Teresa, Martin Seligman, Jesus of Nazareth, Jon Robison, Larry Dossey, Jean Baker-Miller, the World Health Organization, my Mom, your gut intuition.

