



SDG 3: Good Health and Well-Being

University of Applied Sciences Burgenland

3 GOOD HEALTH AND WELL-BEING



**Interpretation
of good health and
well-being**

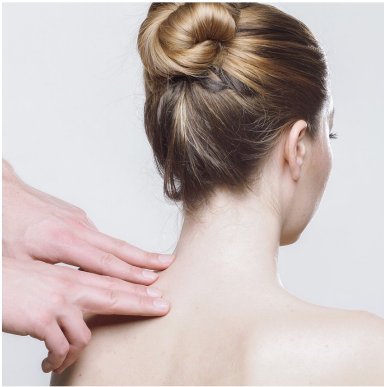


Main goal: to ensure healthy lives and promote well-being for all at all ages

The advances in medicine are remarkable and yet many people around the world do not have access to basic medical care. Millions die every year from preventable diseases such as malaria and tuberculosis. That is why the UN promotes a worldwide improvement of the health system. In the countries of the Global South, access to medicines, vaccinations, sexual education and basic medical care is to be improved. Investments should flow into medical training, research and development. The UN wants to curb the abuse of tobacco and other addictive substances such as alcohol and reduce the number of traffic accidents — because a good health system is a prerequisite for a stable society.



What does health mean?



Health:

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

Source: euro.who.int



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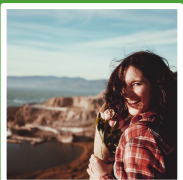
Did you know that research of the economics of disease prevention shows how health costs can be contained, but only if they also address inequalities across the social gradient and support the most vulnerable people.

Source: euro.who.int

"I wonder what would happen if we turned the traditional health system upside down, focusing on promoting wellness rather than on treating illness."



What does well-being mean?



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Objective well-being:

...people's living conditions and their opportunities to realize their potential through health, education, jobs, social relationships, environment, security, civic engagement and governance, housing and leisure

Source: euro.who.int

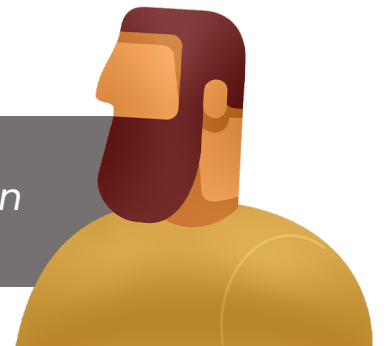


Did you know that building resilience is a key factor in protecting and promoting health and well-being at both the individual and community levels.

Source: euro.who.int

"A friend from the USA called me recently to find out what Austria is doing differently, so that Vienna has been named the most livable city in the world yet again?"

Source: mobilityexchange.mercer.com



What does well-being mean?

Subjective well-being:

...people's experience of their lives,... multi-dimensional and difficult to capture with one measure,... often treated as synonymous with the quality of life and happiness

Source: euro.who.int



Did you know that the Fins have been ranking #1 on the World Happiness Report for years?

Source: worldhappiness.report

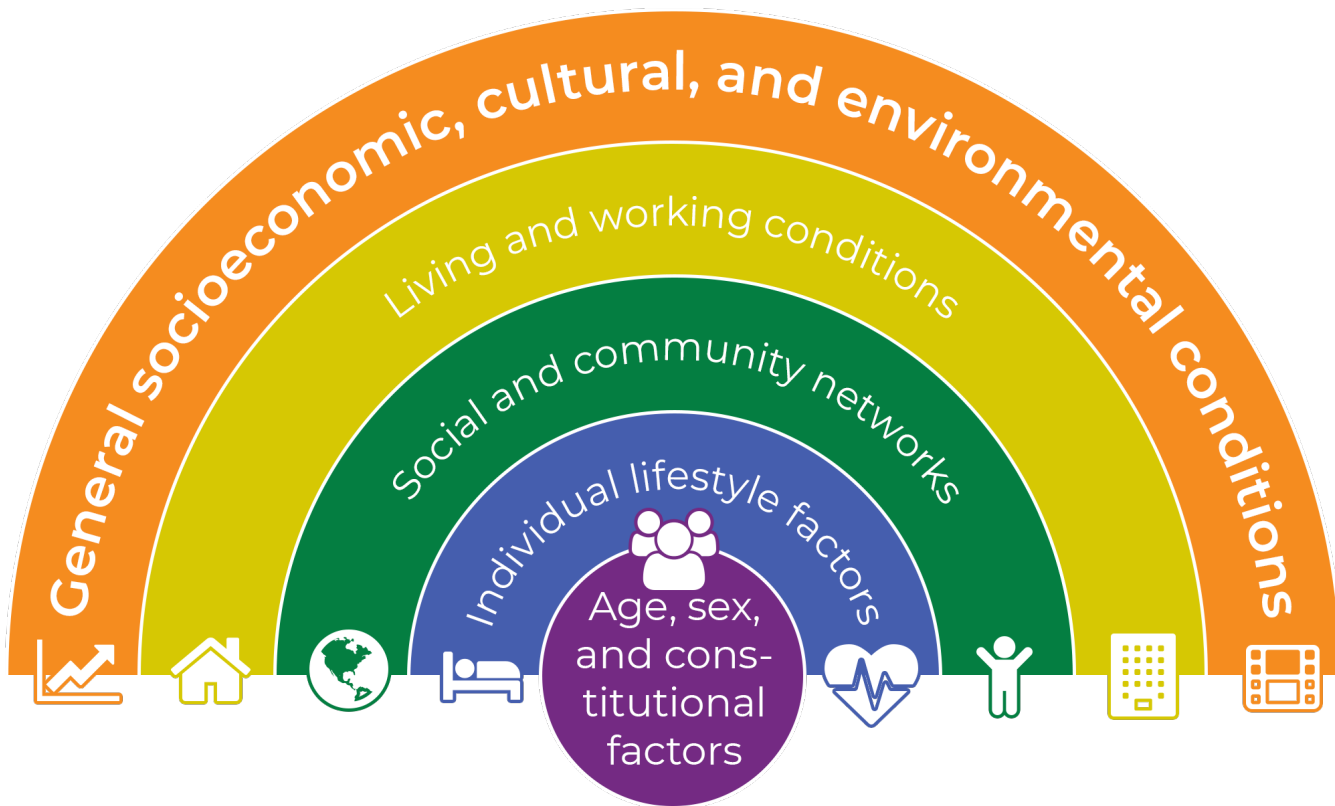
"What makes the Northern European countries the happiest in the world? What are they doing differently?"



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Model: the rainbow of health



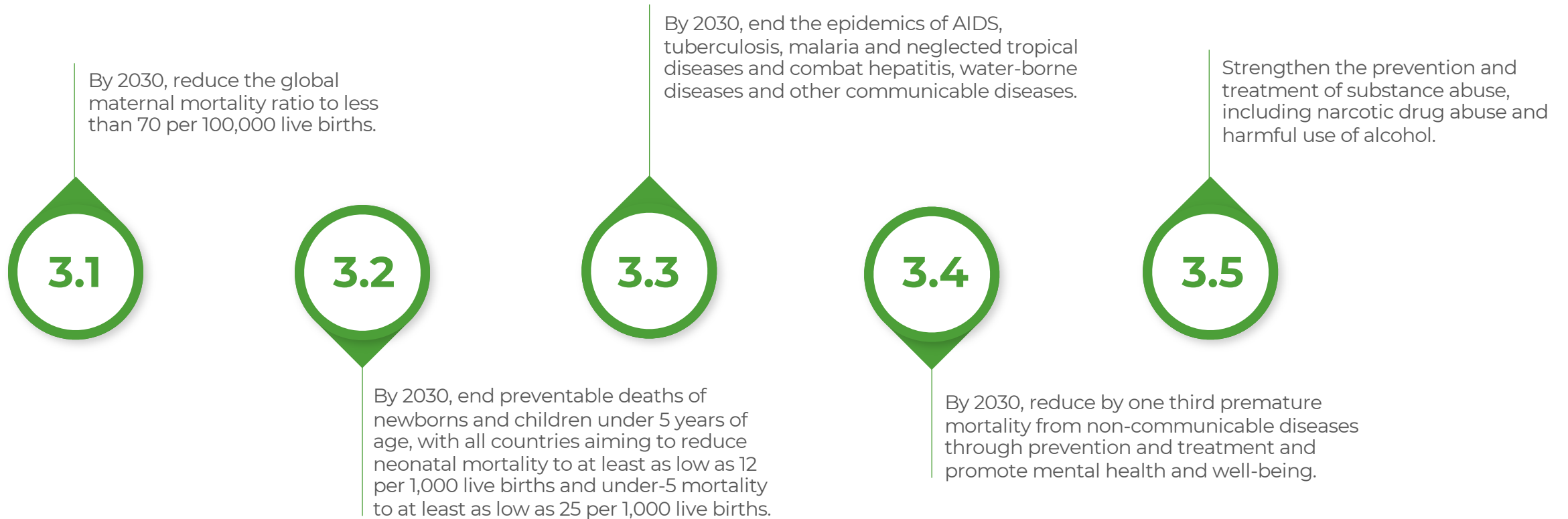
Sources: adapted from fgoe.org, ncbi.nlm.nih.gov and scholar.google.at



Did you know that in 2019, the average of healthy life years (disability-free life expectancy) was 65.1 years for women and 64.2 years for men in the EU. In that year, Malta and Sweden shared the top positions with Malta leading with 73,5 for women, and Sweden with 73,8 for men, while Austria, for instance, was ranking rather low with 58 for women and 56.7 for men, and Slovakia with 56,3 for women and 56 for men.

Source: ec.europa.eu

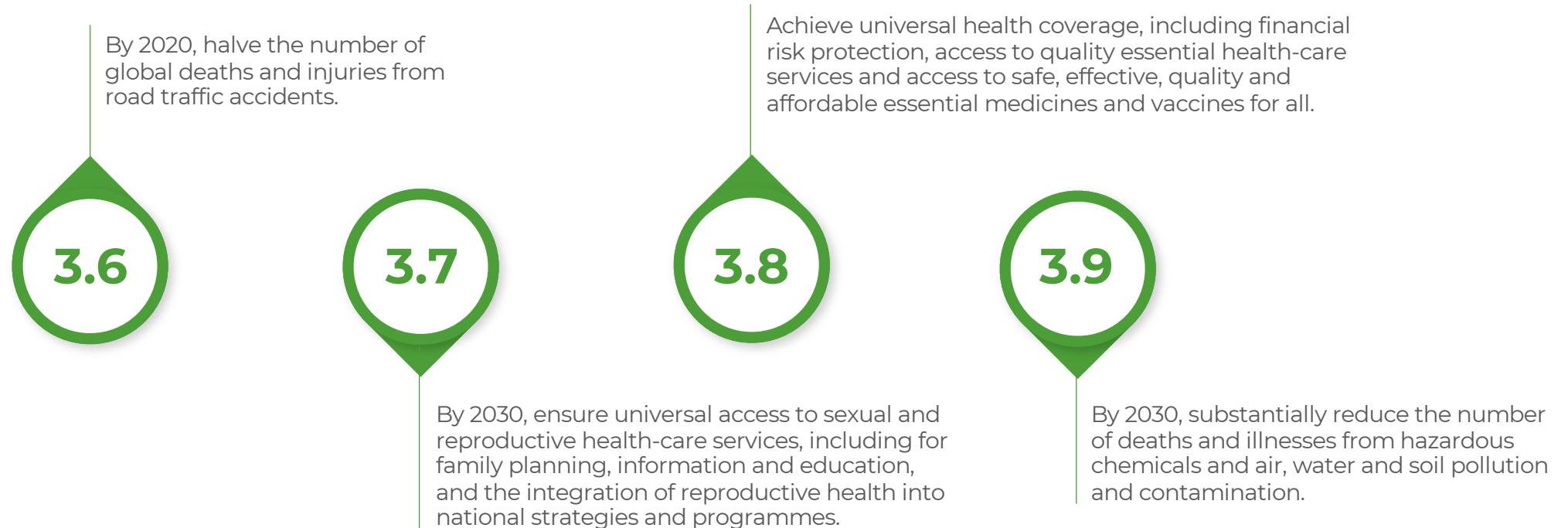
Subgoals: targets and measures



Source: [bundeskanzleramt.gv.at](https://www.bundeskanzleramt.gv.at) and un.org

Targets = Numbers, Measures = Letters

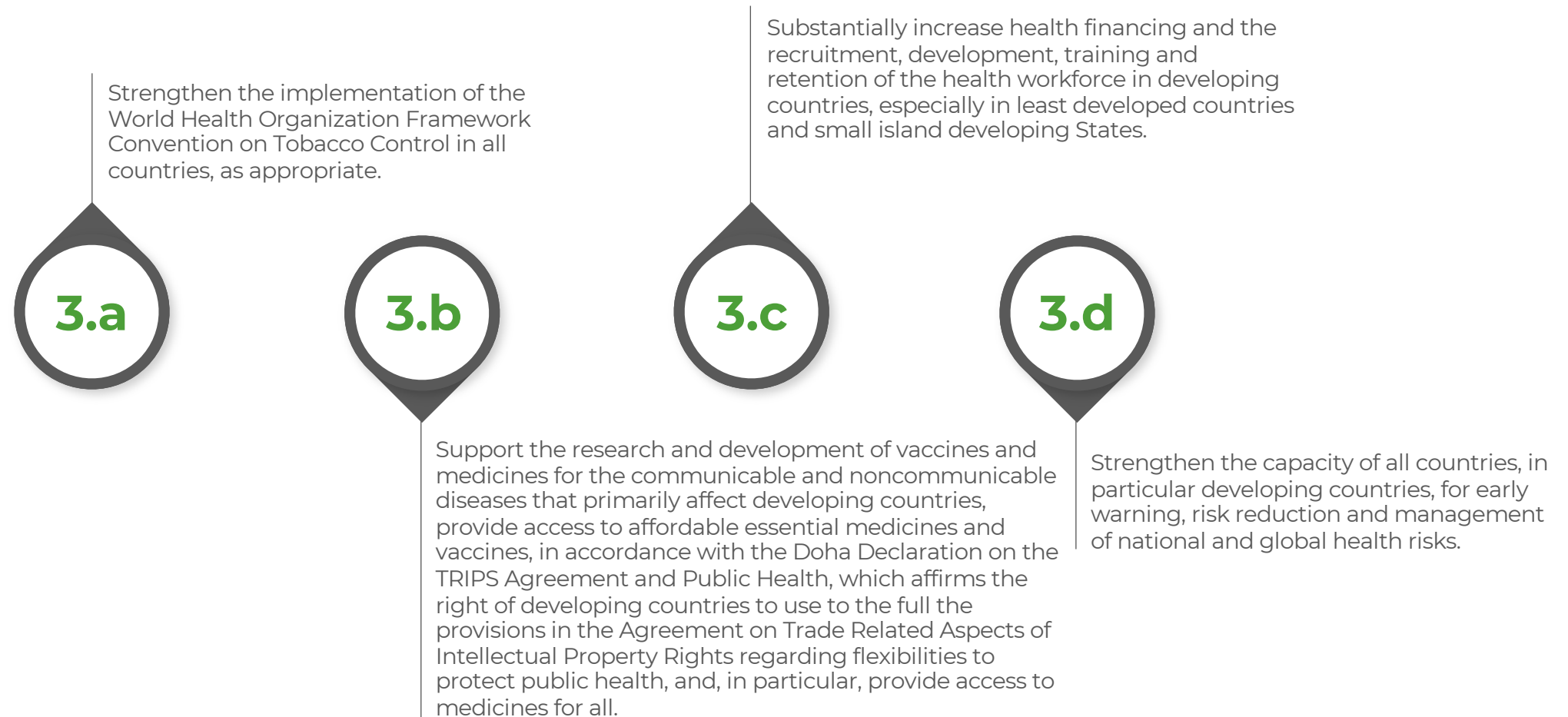
Subgoals: targets and measures



Source: [bundeskanzleramt.gv.at](https://www.bundeskanzleramt.gv.at) and un.org

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Source: [bundeskanzleramt.gv.at](https://www.bundeskanzleramt.gv.at) and un.org

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**Current state of
health and well-
being**

Report 2020

The Sustainable Development Goals Report 2020



Source: un.org

The Sustainable Development Goals Report 2021



Source: un.org

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ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

BEFORE COVID-19

PROGRESS IN MANY HEALTH AREAS CONTINUED, BUT NEEDS ACCELERATION



THE PANDEMIC HAS INTERRUPTED CHILDHOOD IMMUNIZATION PROGRAMMES IN AROUND 70 COUNTRIES



COVID-19 IMPLICATIONS

HEALTHCARE DISRUPTIONS COULD REVERSE DECADES OF IMPROVEMENTS



HUNDREDS OF THOUSANDS OF ADDITIONAL UNDER-5 DEATHS MAY BE EXPECTED IN 2020

ILLNESS AND DEATHS FROM COMMUNICABLE DISEASES WILL SPIKE



SERVICE CANCELLATIONS WILL LEAD TO 100% INCREASE IN MALARIA DEATHS IN SUB-SAHARAN AFRICA

LESS THAN HALF OF THE GLOBAL POPULATION



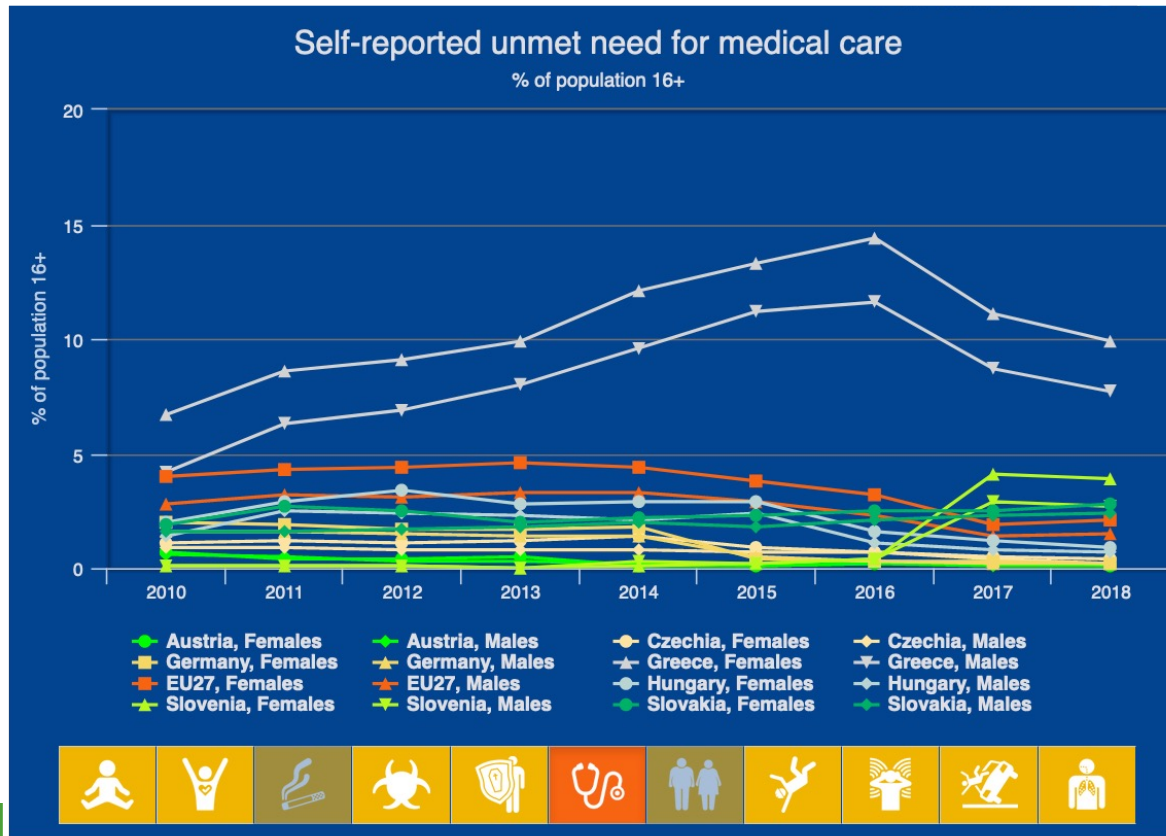
IS COVERED BY ESSENTIAL HEALTH SERVICES

[2017]



Source: un.org

Some European statistics



Source: ec.europa.eu

Did you know that almost everyone in the EU feels that they enjoy good medical care? However, 50% of women in Hungary feel that they are ill for example.

Source: ec.europa.eu



"Last year, I observed a young female tourist in dire need for immediate medical care in downtown Athens, Greece. The ambulance did not arrive for 120 minutes (in spite of repeated calls to the emergency authorities by other tourists who wanted to help). When the ambulance did finally arrive, the two emergency caretakers took their time (while the patient was choking) and they stood around and smoked a cigarette on site before caring for the sick tourist. I was shocked. I cannot imagine this happening in my country."



Implementation in Austria as of 2020

Target	National indicators (selected)	Trend
3.1	TARGET: Low maternal mortality	✓
3.3	New HIV infections	↑
	Hepatitis B incidence	↓
3.4	Premature mortality	↑
	Suicide rate	↑
3.5	Alcohol-related deaths and suicides	↘
3.6	Deaths from road traffic accidents	↑
3.8	TARGET: Access to essential health care	✓
3.a	Average daily consumption of cigarettes in persons aged 15+ years	↑
	Deaths due to lung cancer / bronchial carcinoma	↘

Source: Statistics Austria. 8-year trend 2010–2018 (if figures missing, at least 7-year trend) in 4 categories (↑↘↙↓) if there is a clear target (quantitative/normative); ✓ (part of the) indicator target achieved; : calculation of trend not possible. More information about methodological questions can be found in the National Indicator Report 2020.

- > Maternal, neonatal and under-5 mortality is extremely low in Austria.
- > Austria reduced premature mortality from non-communicable diseases by 15% between 2010 and 2018.
- > There is a downward trend in the suicide rate.
- > Deaths from lung cancer have decreased slightly.
- > There is a high level of alcohol-related deaths and suicides (3,030 in 2018).



Did you know that Austria reduced premature mortality from non-communicable diseases by 15% from 2010 to 2018?



Main issues to solve in Austria as of 2020



Lack of healthy environmental conditions
(constant exposure to unhealthy substances,
such as fine dust or tobacco smoke)



Malnutrition and
lack of exercise



Stress, noise,
poor working
conditions



Did you know that in Austria
boys are more prone to
obesity and challenges
with overweight than girls
of the same age?

Source: euro.who.int



"Austrians used to make fun of the obesity situation in the USA? Nowadays, there is a similar trend happening in Austria – and nobody is talking about it. What's up with that?"



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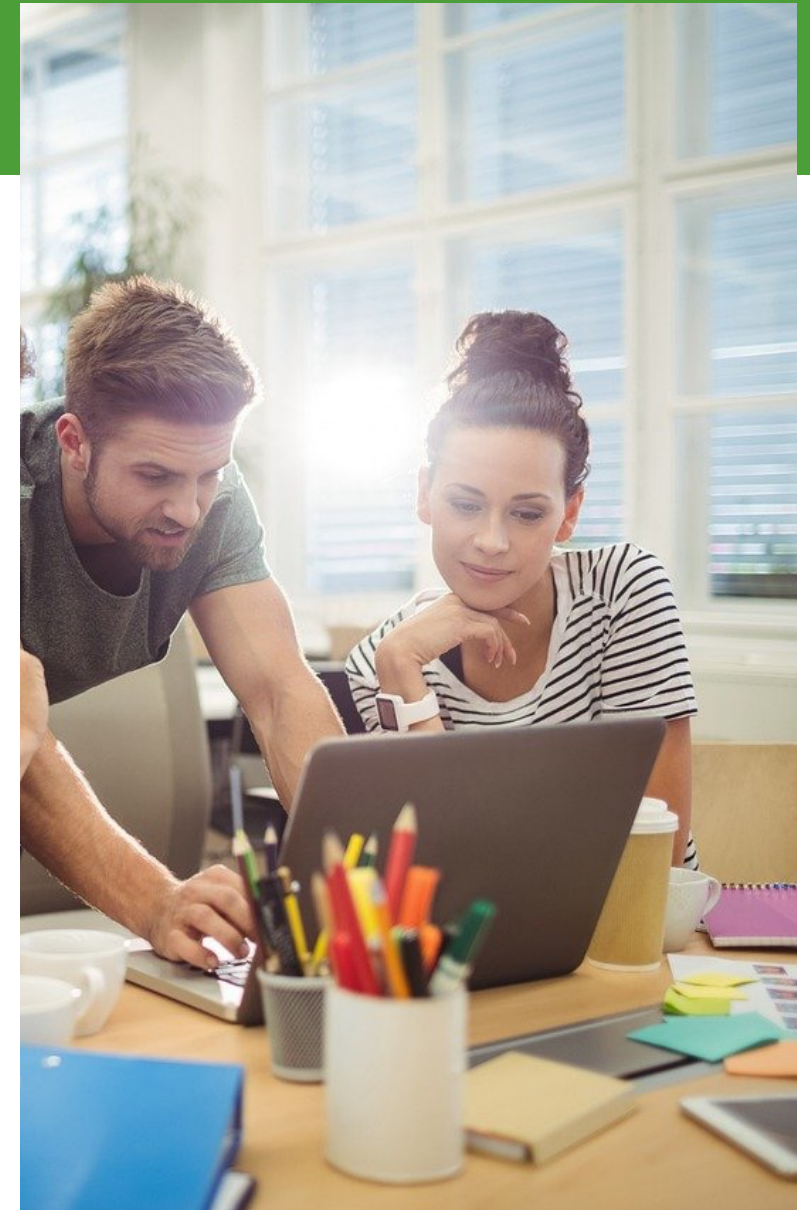
**Potential
contributions
Learning activity**

Before thinking about potential contributions...

- Imagine an organization (business).
What is the core purpose of this organization*?
- Who are this organization's internal and external stakeholders?
- How do trends (or lack thereof) regarding "good health" and "well-being" impact this organization (its purpose, its stakeholders, its operation, its viability)?
- What challenges and/or costs emerge from this "impact of health issues" upon this organization?
- On the other hand, what opportunities and/or benefits arise?
- With all this in mind, what contributions** might this organization make to reach SDG 3 within its sphere of influence via inward and outward actions?

* Meant here are all sizes, all types

** Consider contributions inside the organization (referring to everything that is a resource to the organization and is directly or indirectly controlled by the organization, for instance, human resources, know how, monetary and material resources) and the outside of the organization (referring to everything outside of the organization that it can influence but lies outside of its control, for instance, policy change, partnering with other organizations, etc...)



Potential contributions by educational institutions

The purpose of educational institutions is to educate and train for life and for particular professional interests.

In terms of SDG 3, the tasks lie in increasing health consciousness, offering a drug- and smoke-free environment, healthy food options and exercise programs on campus, and teaching good health and well-being strategies across curricula.



Did you know that around 34% of the students in Austria smoke, compared with 50% who have never smoked and 16% who are former smokers. Medical students smoke the least, while students with at least one parent who is a smoker smoke more often. The major reasons given for smoking are habit and relaxation, reasons for not smoking are mainly health and cost of cigarettes.

Source: eric.ed.gov



Potential contributions by educational institutions, cont.

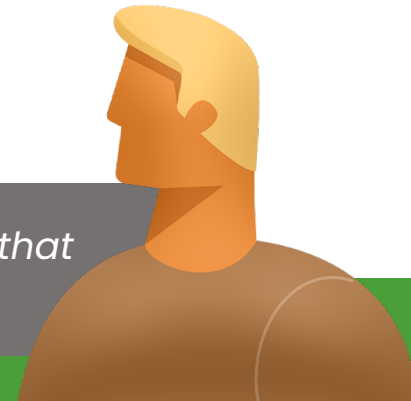
Potential inward actions:

- join and follow Okanagan Charter principles for health-promoting universities and colleges
- address health issues through campaigns (alcohol and other drugs, smoking, violence, eating, sports etc...)
- Include health and well-being studies in all program types

Potential outward actions:

- negotiate discounted memberships in sports facilities for students
- co-organize competitions between schools in the fields of sports and nutrition
- partner with other institutions to reach agreement across schools for moving to completely smoke-free campuses

"I wish we had sport facilities on campus and a student club that focuses on staying healthy, agile, and in high performance."



Potential contributions by municipalities

The purpose of municipalities is to plan, manage, and improve public work and services to the community. In terms of SDG 3, the task lies in increasing the desire in the community for a shared healthy lifestyle.

Potential inward actions:

- promote sustainability-oriented diets (plant-based, wholesome, ...)
- create volunteer- and community-based support systems for the elderly administered by the municipality
- engage nutrition specialists in kindergartens and schools to train the young ones early on

Potential outward actions:

- consider cooperations with neighboring towns for sharing health-related programs in the region ("Gesundes Dorf")
- promote and fund sports and health lifestyle competitions in the region
- co-develop regional policies that assist the establishment of healthy, organic, local food supply chains



"I volunteer in the kindergarten in our village, so that I can introduce our little ones to healthy habits at an early age (nature trips, growing vegetables, having fun outdoors together, etc...)"



Potential contributions by corporations and other organizations

The purpose of for-profit organizations (ie business) is to provide a service in exchange for resources (ie money). The purpose of non-profit organizations is to impact society in a certain way. Both need to generate and/or collect adequate resources to pay for their operations and activities and/or make profit.

In terms of SDG 3, the opportunities for contribution may vary greatly between different types or sizes of organizations, but their core contributions to society for reaching SDG 3 are to impact their staff's experience of good health and well-being with workplace health promotion and activities, and to pay attention to signs of stress and overwhelm and mitigate their causes.



Did you know that an additional 18 million healthcare workers, particularly in low and lower middle-income countries, would be needed to achieve universal health care and health coverage by 2030?

Source: [who.int](https://www.who.int)



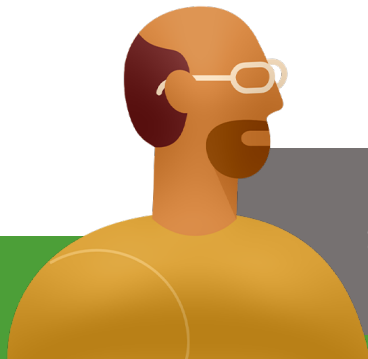
Potential contributions by corporations and other organizations, cont.

Potential inward actions:

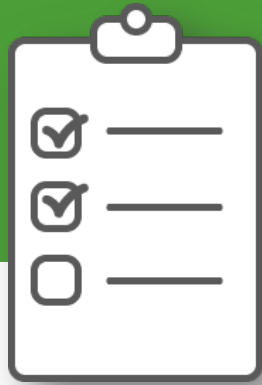
- establish and maintain a company health management system and promote workplace health programs
- support a culture of open communication about pressures at work
- offer flexible work time models adaptable to diverse living conditions of staff members

Potential outward actions:

- coordinate shared resources for good health and well-being with other companies
- lobby for policies that promote good health and well-being (ie 30-hour work week, tax reduced sports and health promotion costs)
- co-create sports or cooking competitions across the industry



"In my job search, I pay attention to how the company is responding to health challenges. I want to enjoy working a job that also allows for being available to my family and taking care of my own health."



Activity: potential contributions by an organization of your choice

The purpose of xyz organization is to...

In terms of SDG 3, potential contributions by xyz organization might be:

Potential inward actions:

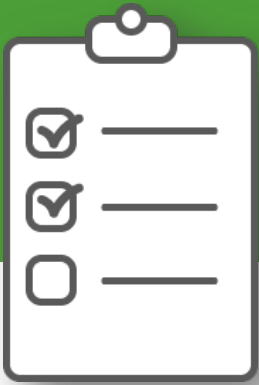
Potential outward actions:

How do inward and outward actions interact and impact each other?

Are partnerships necessary for the desired impact?



Activity: checking design of potential contributions



Returning to the opening questions:

- In which ways do the designed actions support the core purpose of xyz organization?
- In which ways do the designed actions serve the internal and external stakeholders of xyz organization?
- What balance between costs vs. benefits (or challenge vs. opportunity) can be noticed for xyz organization in terms of “health issues” upon this type of organization?
- How do the designed inward and outward actions cohere and create synergy for xyz impact?



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**Reflection and
resources
Learning activity**

Reflection and some resources

- How do you estimate your own health status?
- If at all, what exactly would you want to change/improve in this respect in your own behavior and/or personal circumstances?
- What are your favorite outdoor activities? How much time do you spend doing them during any week?
- How does the organization where you work or that you support, or the officials of your city or village, initiate and/or support health and well-being in their circle of influence and/or with their stakeholders?

Further Infos:

- [SDG definition of the UN](#)
- [Health goals Austria](#)
- [BMI calculator](#)
- [Quality of life statistics](#)
- [Well being index Austria](#)
- [OECD Better Life Index Austria](#)
- [OECD Better Life Index Slovakia](#)
- [SDG Report 2021](#)
- [Information about the SDGs of the WHO](#)

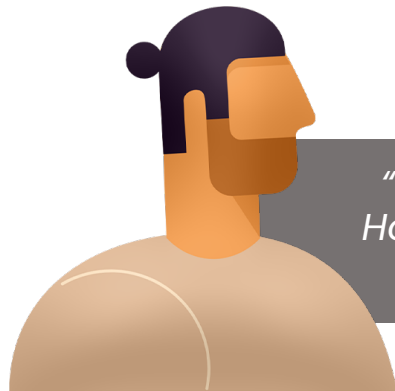




Activity: SDG journey

- > Put your SDG glasses on and observe your environment under the SDG 3 Umbrella for a week and find evidence for good health and well-being and measures to enforce it. Reflect upon what would be needed in the traditional health system in your country to move away from the understanding of health as the absence of illness and towards a focus on promoting good health instead.
- > If appropriate and allowed, take pictures of the found circumstances and catalogue the photos (begin making a scrapbook) — they will lead to a final assignment at the end of the series. Before you venture out, it might be a good idea to inform yourself about legal responsibilities when taking photos of people: [oesterreich.gv.at](https://www.oesterreich.gv.at) (If you are not in Austria, look for the regulations of the respective country!)

Possible resource for online scrapbook (free for classrooms and non-profits): [canva.com](https://www.canva.com)



“Do you have family members or friends who suffer from overweight? How do you think they ended up this way? What might be the variables that create such circumstances?”

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Sources

Slide 3:

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Slide 4:

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Slide 18:

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Slide 21:

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Slide 26:

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