

# Health for All

## European Public Health Conference

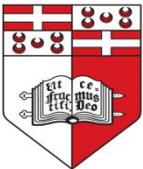
### Vienna November 2016

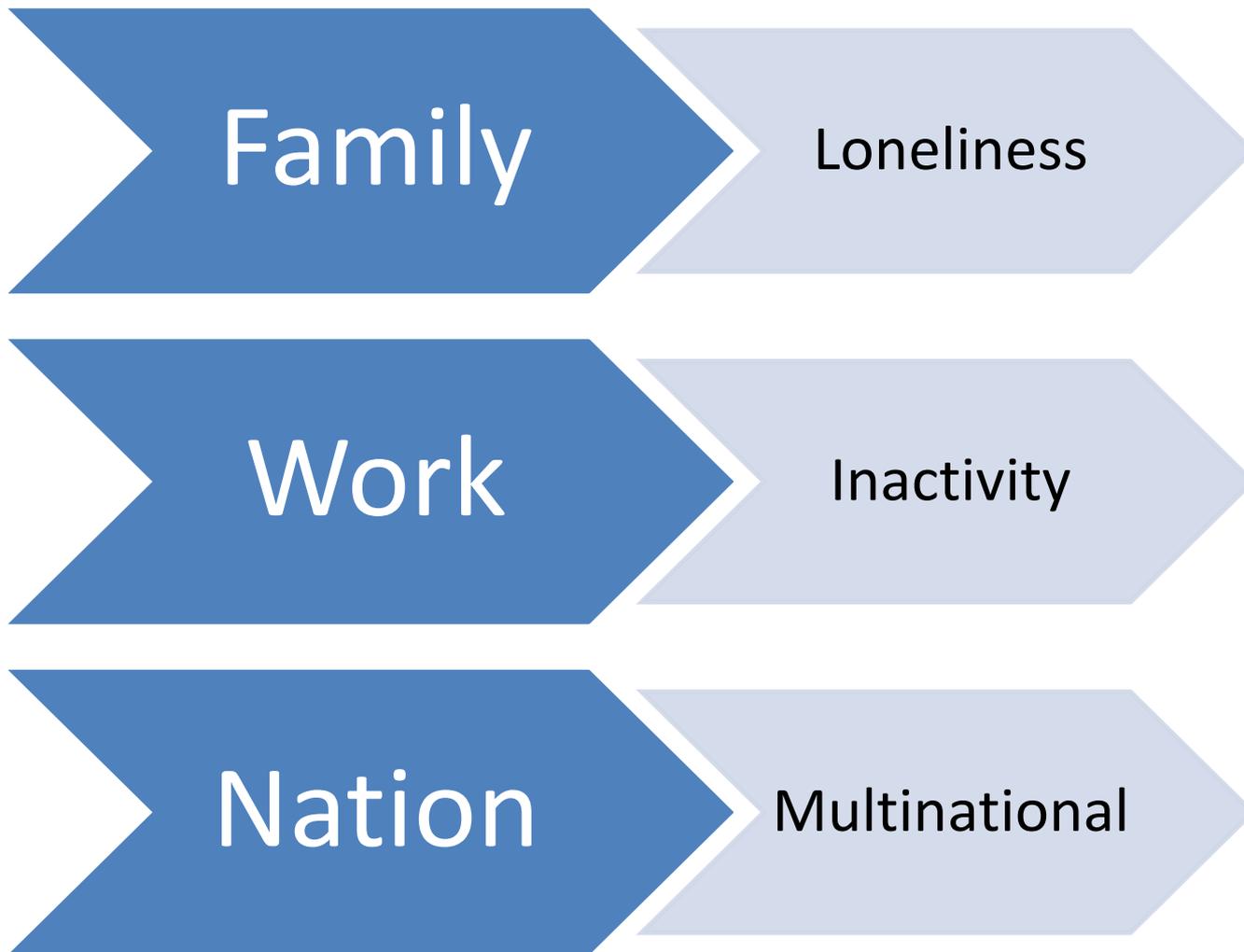
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When technology and society evolve faster than the ability to adapt....

We witness a form of natural selection in which systems and individuals must either invest in new traits to adapt to environmental pressures or die out...

*Digital Darwinism*



# SDGs – Leaving nobody behind

- People feel left out in their communities (NEETs, Elderly, Minorities)
- Regions/Localities feel abandoned in their countries
- Countries feel abandoned by larger powerful groups and International organisations





# Towards a new social pillar for Europe

Dominant Narrative

Only things that  
have monetary  
value have any  
value at all

Challenge the narrative

Relationships,  
wellbeing of  
individuals within  
society



# New narrative for public health

What worked in a post-war Europe to guarantee peace and human development is unlikely to work today

Rather than hankering nostalgically after this blissful era, we need to find a narrative and rhetoric for public health that will successfully engage today's citizens

