I argue that we now live in a health society which is characterized by two major social processes: the expansion of the territory of health and the expansion of the reflexivity of health. The boundaries of what we call the «health system» are becoming increasingly fluid and health has become integral to how we live our everyday life. Health itself has become a major economic and social driving force in society. This shifts the pressure for policy innovation from a focus on the existing health system to a reorganization of how we approach health in 21st century societies. The dynamics of the health society challenge the way we conceptualize and locate health in the policy arena, the mechanisms through which we conduct health policy and they redefine who should be involved in the policy process. This concern is beginning to be addressed within government through joined up government approaches, beyond government through making health everybody’s business and beyond nation states as a new interface between domestic and foreign policy.
novation in health gains a larger dimension. In my view the issue at stake is not just another reorganization of the health system but a reorganization of how we approach health in 21st century societies. The dynamics of the health society are challenging not only the way we conceptualize and locate health and conduct health policy but they also redefine who should be involved in policy making.

Conceptualizing and locating health

The creation of the health society of the 21st century has been a process long in the making, beginning from about the mid 17th century onwards. Health is integral to modernity and our modern societies would not be possible without the health gains achieved in this 250 year period. During this time the balance of power between the four domains of the health system—personal health, public health, medical health and the health market– has shifted continuously. The systems of personal health and public health dominated the 18th and 19th centuries, while during the 20th century the medical health system gained increasing strength both in terms of its power over the social construction of health and its governance structures; this process of dominance has been referred to as medicalization. As a consequence in both political and public perceptions the social organization of health resides in the health care system and concerns over how to ensure the long term sustainability of these systems in view of the major demographic shifts and technological development dominate the health policy debate.

In general this debate is still focused on costs rather than health outcomes. In some countries the fear generated by this relentless growth has led to proposals—such for example by the Wanless report in England– to embark on an organizational shift within the system. It is suggested that more money needs to be invested in prevention, health promotion and public health. Within the health sector itself so far very few policies, institutions, organizations and funding streams have differentiated between investing in health and the expenditures for providing health care. Where such an accounting is attempted, countries rarely reach more than a 2.9% average of the overall ‘health’ budget for prevention, health promotion and public health, as OECD data tell us. Every penny of this paltry amount is subject to critical evidence reviews while to this day most health service organizations are not accountable for their health outcomes and demonstrate a severe lack of transparency for patients and consumers. It is high time that a European minimum standard for national public health expenditure be set which should take as its starting point not to fall below the 5.5% invested by the Netherlands in 2003. But even such a shift would not be sufficient to address the challenges at hand as it is becoming increasingly clear that policy innovation must reach beyond the health system and its present form of organization. It is specific to the health society that all four domains of the health system—personal health, public health, medical health and the health market—not only continue to expand but that the balance between the systems is shifting. As health has become both a major factor in 21st century economies and a critical component of citizen’s expectations we witness the ascendancy of the health market and a newly defined role of the citizen in personal health. Many investors see health as ‘the next big thing’ and recent global happiness surveys have identified health next to wealth and education as one of the three key factors for societal wellbeing. The dominant issue at stake no longer is ‘medicalization’ and the power of the medical profession, rather the debate evolves around social inclusion and exclusion, public and private, privatization and commercialization, health and wealth and empowerment and participation. The health debate has again become fervently ideological seeking to redefine the historically evolved division of responsibilities between the citizen, the state and the market in health. This in itself is a sign that the present form of organization has reached its limits.

It is one of the characteristics of the health society that the do-ability of health has expanded far beyond the ever rising expectations of the curative medical care and repair system. Health is considered a right and its do-ability is driven also by the promise that health can be created, managed and produced by addressing the determinants of health as well as by influencing behavior and lifestyles. More health is always possible, Health governance is now challenged by a conceptualization of health as ‘well-being beyond the absence of disease’ as first defined by the World Health Organization in its constitution.

Reconsidering the territory of health

While the territory of the medical system can be relatively clearly circumscribed and framed in terms of delivery and utilization of health care services the territory of health becomes ever less tangible and increasingly virtual. Disease has boundaries; health does not. This infinite nature of health has consequences for all four domains of the health system. While the health care system struggles to include more health, the expansion proceeds elsewhere, heralding the new social organization. Health becomes more central for the aspiration of personal goals in life and social inequalities are increasingly measured in health terms, highlighting differences in health and life expectancy. A rapidly growing health mar-
In the 21st century, health is no longer in the control of national states. Global and regional agreements of an economic and political nature can seriously endanger health, as experienced in rising alcohol rates in Finland and Sweden when they joined the European Union—or they can move the health agenda forward through transnational and global health agreements. The last five years have seen the acceptance by the WHO Member States of both the International Health Regulations and the Framework Convention on Tobacco Control. But other less binding approaches such as the forceful move on smoking in public places— including restaurants and bars as in Ireland? The health society not only means that health is present in every dimension of life; it also implies that risk is everywhere. As every place, setting, product or message in society can support or endanger health, the potential stakeholders in any health policy decision expand exponentially; transport policies relate to the obesity epidemic, the beer tax influences young people’s alcohol consumption and low literacy increases health inequalities.

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for example the ministries of transport, education, agriculture, trade and consumer affairs. Outside of government the producers of unhealthy food and drink products are as much in focus as are the settings of everyday life where they are consumed (such as canteens), global marketing and advertising practices, the media messages and the role model celebrities to name but a few. Smoking acts regulate not only who can buy tobacco products, where and at what price but they delineate where it is permitted to smoke, in consequence owners of bars and restaurants, retailers, the management of airports and railway lines to name but a few, all need to be concerned with health in ways they were not before. Consumers and voters as well as a wide array of health action groups and patient organizations make their preferences heard.

One approach to overcome the political and organizational impasse is the ever increasing number of platforms, coalitions, alliances and networks built around health issues. A good example is the European Platform on Diet, Physical Activity and Health initiated in 2005 by the DG Sanco of the European Commission, which allows the Commission to work with a wide range of players across the public, private and non-governmental sectors. The stated intent is to create a platform for concrete actions designed to contain or reverse current trends, platform members must commit to action and be willing to be monitored. The visibility and legitimacy conferred through such alliances is gaining increasing importance as a policy mechanism as are a myriad of public private partnerships. Actors and issues gain prominence through media presentation and public debate as the health society is a media dependent society. This trend, as the health society expands. The very presence of health in all areas of everyday life can also lead to a variety of reactions and campaigns rather than on the ground long term community action programs.

The broadening of actors is further exemplified by the wellness revolution which translates health into a product that promises wellbeing. These health goods and services include health tourism, the fitness market, cosmetic surgery, lifestyle drugs such as Viagra and the market for vitamins, minerals and health foods. They also include new types of health insurance, which pay for health not sickness services and which in turn reimburse the tools and services the new industry has to offer. For many existing industries health has become an «active added value» either as a sales pitch or in the form of supplements and product enhancements. Providing access to information on health and new health products and services including e-health becomes one of the greatest business opportunities of the foreseeable future.

A number of governments have realized that their economic future could lie in the growth of these new health products and services. In Germany a group of Länder have established working groups and developed governmental plans for the expansion of the health industry. This means developing the synergies of their academic institutions with industries such as bio technology, food and medical devices, creating centers of medical excellence, supporting the growth of a wellness market and health tourism and attracting the insurance industry. For example the government of Berlin in October 2004 decided to establish a health care cluster in Berlin Brandenburg and developed a Masterplan «Health Region Berlin 2005-2015» with the declared aim of establishing the city as a «health care metropolis».

In doing so the city is competing with other German regions which also see their future potential in health-related industries, indeed given the economic potential of such developments in terms of job creation some German authors have called for a ministerial position that focuses on the development of a globally competitive German health industry. The Swiss health minister has also recently commissioned a study on the future of the health market in Switzerland.

Strengthen the role of citizens in health

In the health society health expands its territory and its expands reflexivity. Health is no longer a given, it is produced, maintained, enhanced. The results of health research are rapidly transported through the media: a new cure, a new method of prevention, a new confirmation of old behaviors, all have high currency in the health society. What is considered healthy today might not be so tomorrow, new risks continuously emerge. As a consequence health literacy plays a crucial role. Risks are frequently not visible or seem intangible and they need to be well communicated and above all understood and translated into action. As more and new health information becomes available this can become a difficult challenge for ordinary citizens in particular of they are not well educated or even functionally illiterate, as about 20% of all citizens in the OECD countries are.

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The expansion of health choices and the complexity of health systems demand an ever higher degree of sophistication and participation and in consequence there is a growing offer and demand not only for health information, but for advice and knowledge brokering. To be a passive and compliant patient who follows the physician’s instructions is no longer sufficient –indeed the emerging model is one of active and critical consumers, an ideal that only few members of the population can aspire to achieve. Already today –despite the universal access to health care– health inequalities abound even in the richest countries and there is a clear danger that they will widen even further as the health society expands. The very presence of health in all areas of everyday life can also lead to a variety of reactions.
–either to attempts to reach an unrealistic body image, or to conscious risk taking in opposition to an overpowering set of health messages and expectations. While the health society offers many opportunities of empowerment it can also be prescriptive and exert social control through health. Within a health society there has to be constant democratic dialogue about the societal value we attach to health, a debate that has barely begun. There is in general a big democratic deficit in relation to health and health policy which needs to be addressed with urgency. Both in health and in medical care the reorientation towards participation and user involvement will be one of the most important governance shifts.

To sum up

What will innovation in health policy imply in the 21st century? If innovation means a reorganization of how we approach health in 21st century societies I propose that the following five dynamic processes will be critical. Our societies will need to: a) develop a new understanding of health as an investment and productive force in society; b) develop separate governance mechanisms for health and for health care, with a strong focus on accountability for health gain; c) augment the concern for ethics and values with respect to health through a broad dialogue with citizens in order to increase democratic legitimacy and ensure solidarity; d) move beyond a narrow understanding of health outcomes in terms of only physical health measures to those that aim to include or even prioritize broader measures of well-being, and e) engage in network governance, partnership and multi-stakeholder approaches in order to achieve health goals.

The big 21st century health challenges call for more courageous policy approaches than applied so far. While our societies have now learned to recognize the urgency of the environmental challenge in terms of long term sustainability we are only just beginning to grasp the consequences that our way of life has in terms of health sustainability. Epidemiologists warn that due to the rapid growth in child obesity the next generation of children might be the first in the last 250 years to have a lower health and life expectancy than their parents. What a historical failure we would face if societies as wealthy and as technologically advanced as ours cannot ensure the health of the generations to come.

References