What is the role of housing associations in supporting wellbeing?

11th June 2019
Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.
The challenge of health inequalities  
- poverty or bad choices?

- We oversimplify the problem through inadequate analysis
- We apply inappropriate thinking to the search for solutions
- As a result, we use ineffective procedures to try to improve outcomes
UBI - US and Canada

- Mincome, Canada – reduced domestic violence, better mental health, hospitalisations down 8.5%
- New Jersey – high school graduations up 30%
- However, in Seattle divorces increased 50%! (apparently)
“Just give money to the poor”

- Malnutrition down from 42% to 10%
- Childhood illnesses significantly reduced
- School attendance up from 58% to 90%
- Crime down by 42%
- Possession of livestock up 58%
- Incomes up 38%

University of Manchester
UBI - Finland

- People were happier
- Increased trust in institutions
- No change in employment
“Hunger will tame the fiercest animals. “It will teach decency and civility, obedience and subjection … it is only hunger which can spur and goad the poor on to labour.”
Salutogenesis....

- Highlights factors which create and support human health rather than those which cause disease
- It focuses on resources and capacities which impact positively on health and aims to explain why, in adverse circumstances, some stay healthy and others don’t.
Aaron Antonovsky 1923-1994
For the creation of health....

....the social and physical environment must be:

- Comprehensible
- Manageable
- Meaningful
- ......or the individual will experience chronic stress
CSF CRF CONCENTRATIONS IN DIFFERENTIALLY-REAISED JUVENILE PRIMATES:

CRF IS A “FEAR” NEUROPEPTIDE

CSF CRF (pg/ml)

VFD  LFD  HFD

GROUP EFFECT; P < .0001

Coplan et al, 1996, PNAS, USA
The stressed brain
Maslow's Hierarchy of Needs:

- **Physiological**: breathing, food, water, sex, sleep, homeostasis, excretion
- **Safety**: security of body, employment, resources, morality, the family, health, property
- **Love/belonging**: friendship, family, sexual intimacy
- **Esteem**: self-esteem, confidence, achievement, respect of others, respect by others
- **Self-actualization**: morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts
Maslow 2.0

All that other stuff

Self actualisation
MASLOW’S HIERARCHY OF NEEDS (INFORMED BY BLACKFOOT NATION (ALTA))

Western Perspective

- Physiological needs
- Safety needs
- Belongingness and love needs
- Esteem needs
- Need to know and understand
- Aesthetic needs
- Self actualization
- Transcendence

First Nations Perspective

- Self Actualization
- Community Actualization
- Cultural perpetuity
- Expansive concept of time and multiple dimensions of reality

Individual rights privileged one lifetime scope of analysis

Huit, 2004; Blackstock, 2008; Wadsworth,
Reversing the effects of a difficult life

- The evidence supports
  - Physical activity
  - Mindfulness
  - Having strong social connections
The Broadway experiment

- City of London
- 13 rough sleepers with 4-45 year history
- Personalised budget (up to £3000)
- Personalised support
- “What do you need?”
- Build trust and sense of control and ability to make choices
The Broadway experiment

- “The most efficient way to spend money on the homeless might be to give it to them.”
- The Economist November 4th 2010
Workers in the 1950s
Better housing?
The circumstances in which we are raised and live determine the our ability to make positive choices and the outcomes we experience.
Wellbeing

Purpose and meaning
Sense of control
Self esteem
Supportive networks

= Wellbeing

Ability to choose

Behaviours
Smoking
Obesity
No exercise
Poor diet

Outcomes
Heart Disease
T2 Diabetes
COPD
Lung Cancer
An approach to wellbeing

- Predictive analytics to model the drivers of wellbeing in a community
- Let front line staff work on “what matters to you?” Do it at scale.
- Support citizens to solve their problems and so take control of their lives
- Repeat the analysis at regular intervals
Jimmy Reid 1971
“Let me right at the outset define what I mean by alienation. It is the cry of men who feel themselves the victims of blind economic forces beyond their control. It's the frustration of ordinary people excluded from the processes of decision making. The feeling of despair and hopelessness that pervades people who feel with justification that they have no real say in shaping or determining their own destinies....”