

# An Invitation to Thoughtful Action:

Help Create a Missing Health Enhancement Puzzle Piece



## *The Focus: Activating Personal Rights & Shared Responsibility for Our Health & Self-Care<sup>1</sup>*

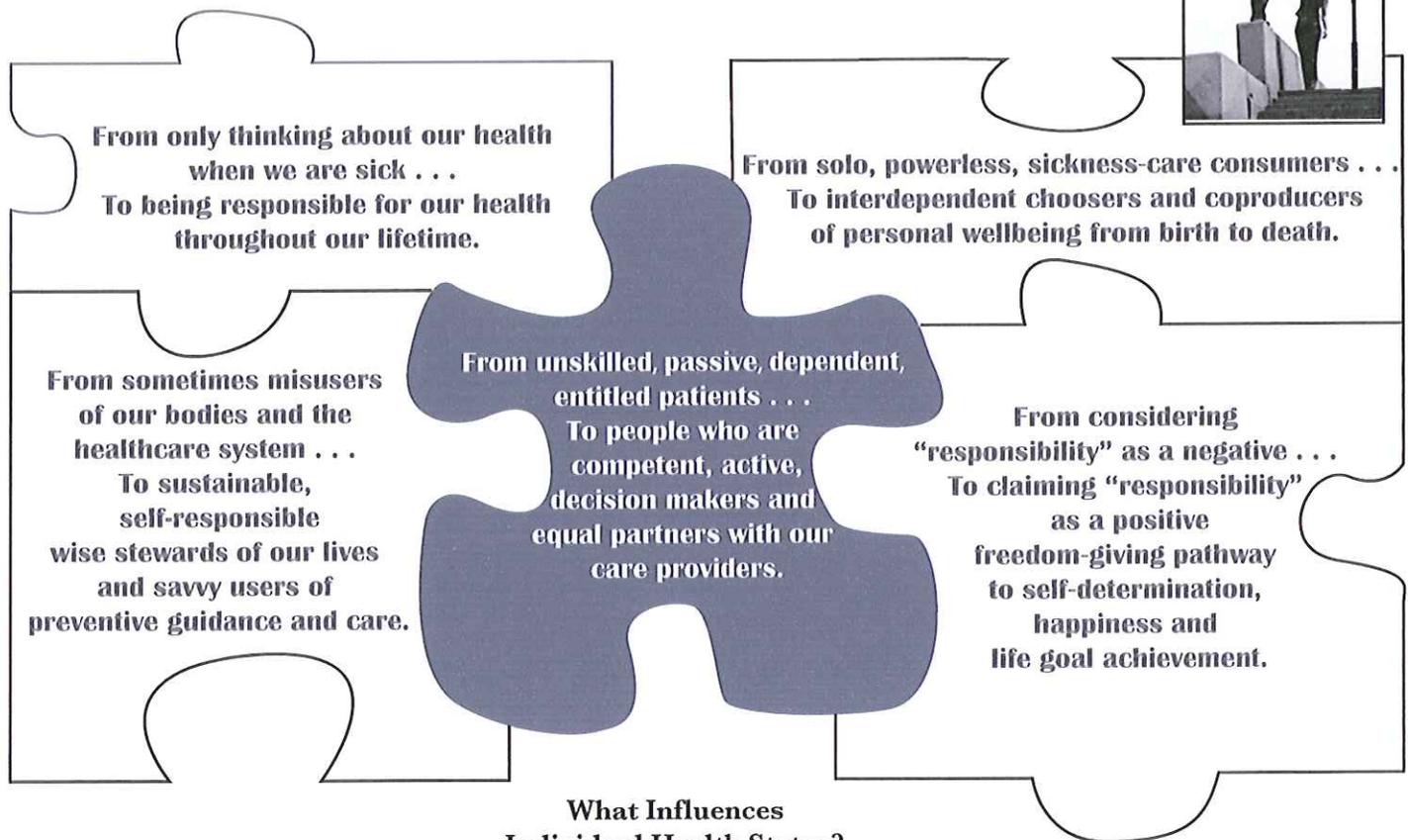
### Goal of this Inquiry:

“Empower people to claim their right to full-engagement in creating vibrant health through illness prevention and health maintenance. . . before they become patients.”<sup>2</sup>

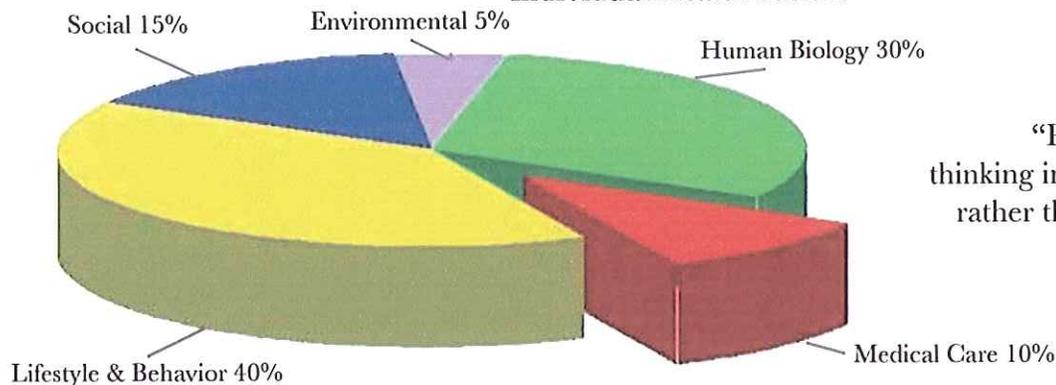


**The First Deliverables from this Action Research:** A high-value, widely disseminated compendium of what works in shifting the cultural norm and conversation to a climate of well-being. And a collaborating network of kindred advocates.

### Step Up to Accelerate These Shifts:<sup>3</sup>



### What Influences Individual Health Status?



“Policymakers need to begin thinking in terms of a health agenda rather than a health care agenda.”<sup>4</sup>

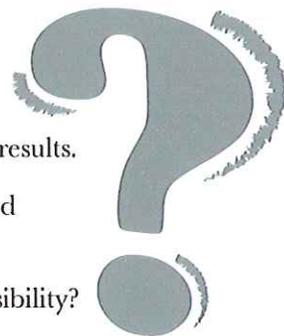
- J. Michael McGinnis et. al.

Please help identify resources to address this vital question:

**Core Question:** What are the scalable change models and practices that actually work in shifting behavior and the cultural norm around self-responsibility?

**Action One:** Conduct a rigorous search for answers to the Core Question and disseminate those results.

**Action Two:** To be determined by the findings from Action One, input from the collaborators and answers to questions asked during Action Two such as:



-  What are high leverage incentives, social deterrents and behavioral indicators of self-responsibility?
-  What are the forces that maximize and/or undermine self-responsibility for personal health?
-  What are the missing related metaphors, strategies, scenarios, apps and social good computer games that are essential to the goal achievement?
-  How do individuals, organizations and providers act and reach consensus when exploring the relationships between rights and responsibilities?
-  How can community peer navigators/advocates who themselves have health challenges, best assist others to make healthier choices with both parties advancing self care and healing?

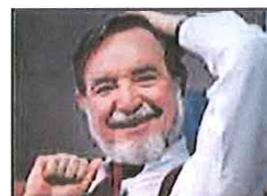
### Shared Responsibility

“Family and community relatedness are far more important than access to medical care, incentivizing efficient providers/ACOs-CCOs, technology use or economic status in determining how long and how well people live.”

Peter Block and John McKnight  
[www.abundantcommunity.com](http://www.abundantcommunity.com)



Peter Block



John McKnight

### Personal Responsibility

“We have a right to optimize, sustain and enhance the health we were born with and this requires self-care. Health care providers have a responsibility to assist in that process but the ultimate responsibility is ours.”

Susan Walenza,  
Author of *Nourishing Yin: Foods for Menopause and Beyond*, to be released in 2012.

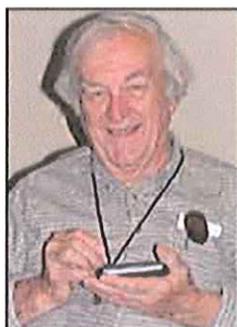


Susan Walenza

### Health Responsibility

“Health responsibility means acceptance of our innate human ability to respond to disruptions in functioning by tapping the body-mind’s natural restorative abilities. The care providers’ primary role is to nurture and support that restorative power and to help patients get on with their lives.”

Kenneth H. Hamilton, MD  
[www.hopehealing.org](http://www.hopehealing.org)



Kenneth H. Hamilton

## Final Perspective

“...we know our bodies better than anyone else....As our medical system becomes much more fragmented, we are going to have to be responsible for our own health, be our own advocates, take care and take responsibility of how we live, what we do and how we obtain our medical care and how we engage in seeking that care. It’s your life. It’s your body. It’s your decision.”<sup>5</sup>

<sup>1</sup> This “focus” was stimulated by comments from a responsible 20-yr-old facing health challenges. Shared responsibility means that each of us, our families, the larger community and our providers of care, partner to enhance well-being.

<sup>2</sup> See Trisha Torrey’s “The Wise Patient’s Guide to Rights and Responsibilities” <http://patients.about.com/od/empowermentbasics/a/patrr.htm?nl=1>

<sup>3</sup> Adapted in part from the work of the New Economics Foundation, a UK-based independent think-and-do tank that inspires and demonstrates real economic well-being. <http://neweconomics.org/projects/co-production>

<sup>4</sup> Michael McGinnis, Pamela Williams-Russo, and James R. Knickman, *The Case for more Active Policy Attention to Health Promotion*. Health Affairs, 21/2, March/April 2002, p. 89.

<sup>5</sup> J. Leonard Lichtenfeld, MD, MACP, deputy chief medial officer for the American Cancer Society, comment paraphrase from Talk of the Nation, National Public Radio, January 19, 2012. <http://www.npr.org/2012/01/19/145464697/when-and-how-to-aske-for-a-second-medical-opinion>

## Caveat

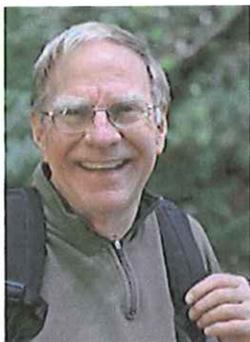
This Invitation to Action recognizes that the definition of health and well-being change for people at different stages of life. Citizens, patients, patient advocates, providers, politicians, insurers, hospitals, pharmaceutical companies and technology companies each have varying self-interests, values, perspectives and financial imperatives that drive how they relate to responsibility for health beyond health care. Those variances will be addressed in this inquiry.

## My Invitation to You:

-  Provide collaborative input to the inquiry
-  Consider writing an endorsement of the inquiry
-  Explore helping with partial underwriting of the inquiry or referral to potential funders
-  Please forward this call to action others who may be interested

Thank you for helping take this work to the next level.

*Charles Maclean*



Your Committed Listener  
This call to action championed by Charles B. Maclean, PhD  
Founder & Donor Advocate PhilanthropyNow  
[advocate@philanthropynow.com](mailto:advocate@philanthropynow.com) 503.297.1490



Dedication  
This resource is dedicated to cohousing neighbor,  
Louise Waitt, who passed December 17, 2011 at age 78.  
She was an advocate for health beyond health care.



Do you have \$5, \$10, \$25 or \$50 for the [tip jar](#), so that we can create an outbreak of health for all? We do this together. By the way, you will not be put on any list to give again – although we wouldn’t turn you down if you wanted to.