

The Pursuit of Happiness

by Dafydd Thomas

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Lles Cymru Wellbeing Wales



United States Declaration of Independence

“We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.”

Adopted by the Continental Congress on July 4, 1776 in Philadelphia





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MarketingWeek

Profile: Stephen Smith

Asda CMO Stephen Smith on how the brand is moving beyond Every Day Low Pricing messages

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'Meaningful brands' perform better financially, says report

Wed, 12 Jun 2013 | By [Rosie Baker](#)

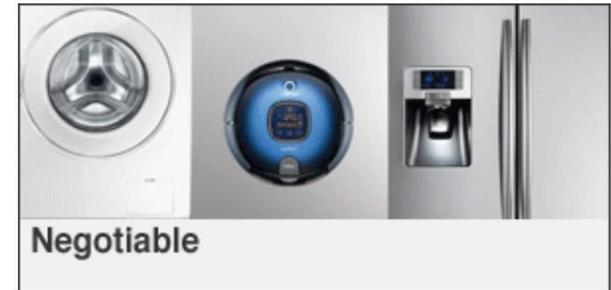
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"Meaningful brands" that contribute to consumers' health and wellbeing perform better financially than other brands, according to research.

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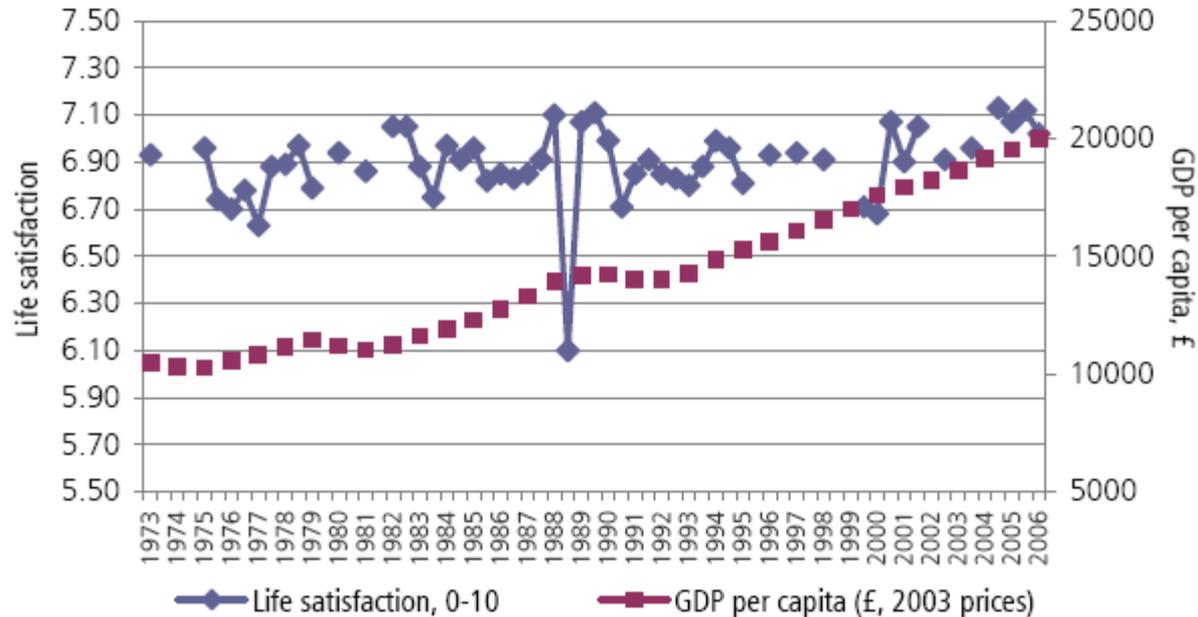
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job of the week



latest jobs

Easterlin Paradox



'The Gross National Product counts air pollution and cigarette advertising, and ... the destruction of the redwood and the loss of our natural wonder in chaotic sprawl... Yet [it] does not allow for the health of our children, the quality of their education, or the joy of their play... the beauty of our poetry or the strength of our marriages... it measures everything, in short, except that which makes life worthwhile.'

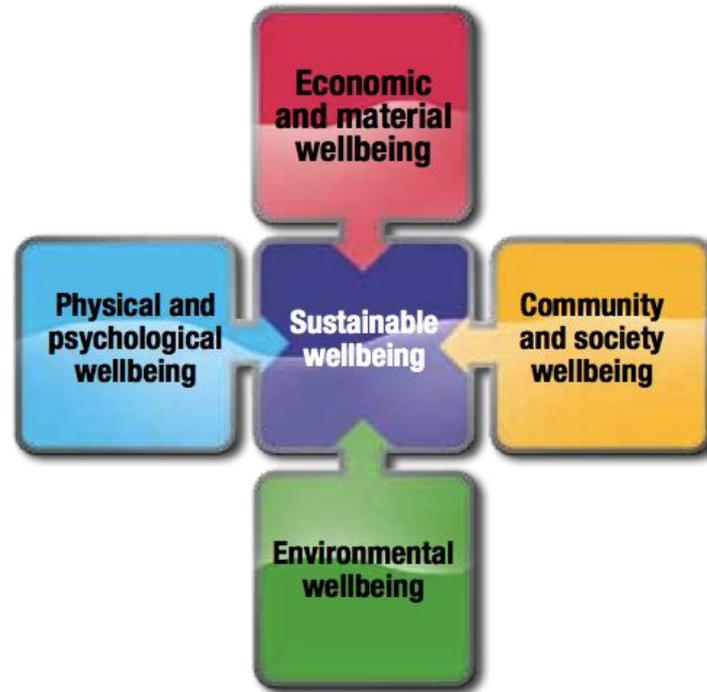
Robert Kennedy, 1968



Wellbeing and Poverty Pathway Project, Bath University



Sustainable Wellbeing



Connect...

Be active...

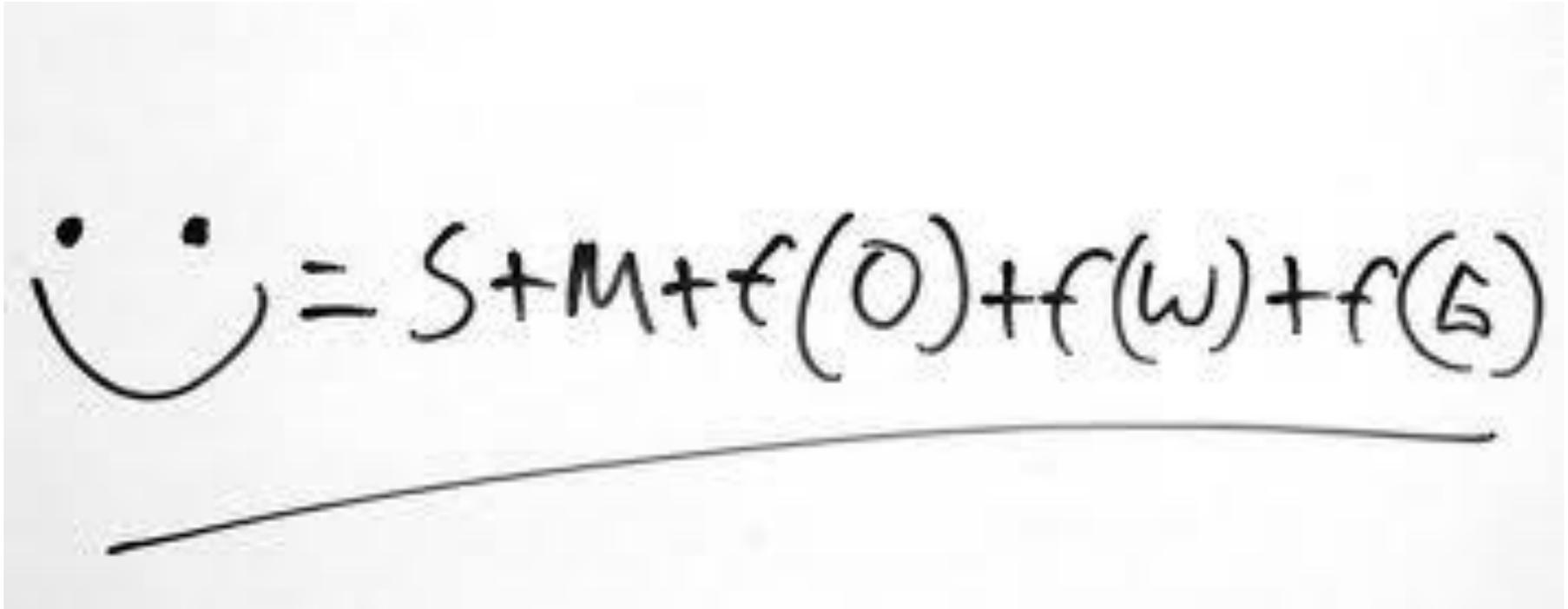
Take notice...

Keep learning...

Give...



Sketch out the territory



Connect...



Connect...
Be active...



Connect...

Be active...

Take notice...



Connect...

Be active...

Take notice...

Keep learning...



Connect...

Be active...

Take notice...

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Give...



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Connect...

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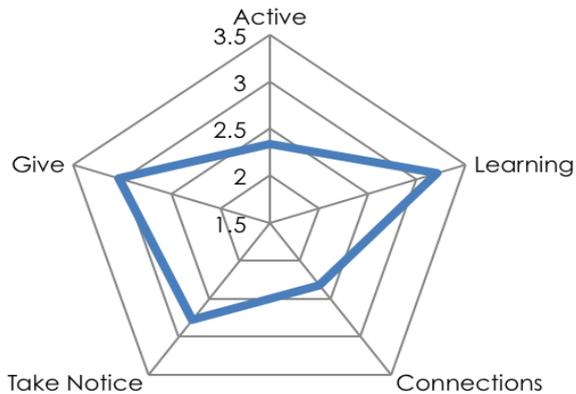
What is wellbeing?

Objective Wellbeing = the social and material attributes that contribute or detract from an individual or community's wellbeing

Subjective Wellbeing = an individual's assessment of their own circumstances, what they think and feel (harder to measure and influence) (Felce and Perry (1995))



Measuring Subjective Wellbeing



blinkered
 consultation cooperation environment equality
 exercise facilities gym heating honesty
 inconsistent job lack management meetings
 money opportunities pressure
 reorganisation resources restructuring
 security site skills stress support
 training verbal work workforce



Measuring Subjective Wellbeing

Co Producing an individual's assessment of their own circumstance



Connect...

Be active...

Take notice...

Keep learning...

Give...





Exploring Sustainable Wellbeing: Appraisal Table

Archwilio Lles Cynaliadwy: Bord Gwerthuso

Score Sgôr	Physical and psychological wellbeing Lles corfforol a seicolegol	Economic and material wellbeing Lles economaidd a materol	Community and society wellbeing Lles cymunedol a chymdeithasol	Environmental wellbeing Lles amgylcheddol
Important aspects (for us) Agweddau pwysig (i ni)				
High positive impact 3 Effaith cadarnhaol uchel				
Moderate positive impact 2 Effaith cadarnhaol cymedrol				
Small positive impact 1 Effaith cadarnhaol bach				
Negligible or neutral impact 0 Effaith dibwys neu niwtral				
Negative impact -1 Effaith negyddol				

Use
framework
to plan



“What we measure effects what we do. If we measure the wrong thing, we do the wrong thing.”

Professor Joseph Stiglitz October 2012, New Delhi
at the 4th OECD World Forum on "Statistics,
Knowledge and Policy"

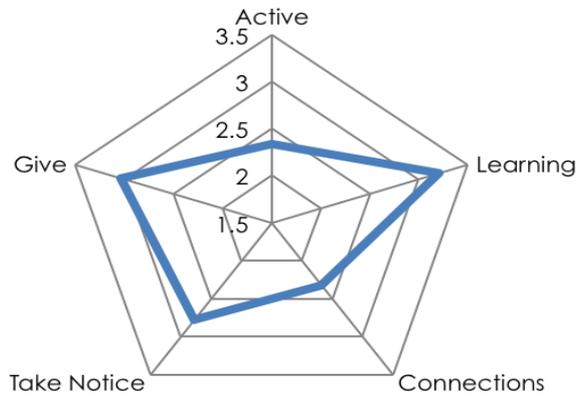
Professor of Economics at Colombia University

Author of The Price of Inequality: How Today's Divided
Society Endangers Our Future 2012

Former Chief Economist at the World Bank



Framework helps identify Wellbeing Indicators



blinkerer
 consultation cooperation environment equality
 exercise facilities gym heating honesty
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 reorganisation resources restructuring
 security site skills stress support
 training verbal work workforce



Connect...

Be active...

Take notice...

Keep learning...

Give...



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NEW 8

- SunVox
- Farcak
- Sun City
- Captain Crunch

SPORT

- Football
- Dream Team
- Crickets
- F1 & Motorsport

SHOWBIZ

- Drama
- Film
- Music
- Da Saalona

TV

- XFactor
- ImA celeb
- Strictly
- Soap

WOMAN

- Mum & Dad
- Gossip
- Fashion
- Health

FUN & GAMES

- Competitions
- Cartoons
- Puzzles
- Crosswords

VIRAL 8

- Pix of the week
- Superbabes
- Gabe Videos
- Random videos

PAGE 8

- Wallpaper
- Gifs A-Z
- Lolga
- Page 2 video

DEAR DEIDRE

- Photo Cookbook
- Worldwide
- Sex therapy
- Teen worries

MY STIC MEG

- Monthly Stars
- Dear Sir

How happy are you?

By KATE WRIGHTON
Published: 16 Nov 2010

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WHETHER you are a sunny soul or a bit of a saddy, David Cameron would like to know how you are feeling.

The Tories yesterday announced they are testing the mood of the nation and will ask loads of Brits how happy they really are. The PM wants the Office of National Statistics to devise a questionnaire to measure our wellbeing.

The move comes as international experts urge leaders to judge the success of their nation on the happiness and wellbeing of its people, instead of focusing on how rich it is.



Plan... David Cameron

To prepare for the quiz, take our test devised by psychologist Susan Quilliam. Marks for each answer are in brackets. Add them up and see how you rate on the right.

1. Are you in a relationship?
a) No I'm single and hate it. (1)
b) Yes but it's not working. (2) c) Yes, it's great OR No, but I'm happy being single. (3)

2. How do you spend most evenings?

- a) With a takeaway and the TV. (1) b) I'm busy with chores or looking after the kids. (2) c) I have quiet nights but also see pals and do my hobbies. (3)

3. How close are you to your family?



Feeling blue? ... Mr Grumpy

- a) Almost too close - I wish we saw less of each other. (2) b) We're not in touch. (1) c) We're there for each other whenever we're needed. (3)

4. Rate your achievements...

- a) I don't feel I achieve much. (1) b) I still have things I want to do. (2) c) I have most of what I want. (3)

5. How fit and healthy are you?

- a) Very fit for my age. (3) b) Could be healthier, I exercise. (2) c) I'm unfit and often ill. (1)



Mr Happy? ... take our test

How did you do?

10-16: Oh dear! Whether it's work, play, family or love, you are low, low, low. Face up to your dissatisfaction and take action. Maybe ditch that rotten relationship or job and check with the doc to make sure you are not depressed.

18-23: Your world is a mixture of ups and downs. Generally you are fine, but don't settle for average. Aim for real contentment. Get your nearest and dearest to help you turn around the areas of your life where you don't score well, step-by-step.

24-30: Yes! You are one contented person, just don't be smug about it. Why not see what you can do to help bring others up to your happiness levels?

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DOUBLE BUBBLE

“If public policy reduces or is neutral with regard to happiness, why go through all the trouble of designing and implementing all kinds of policies?”

Ng and Ho (2006)
Happiness and Public Policy
Palgrave Macmillan



1972 Bhutan starts to focus on Gross National Happiness

2011 United Nation's General Assembly adopts a resolution on happiness as "critical to advance economic growth and social progress."

2012 First UN Conference on Happiness – launched a report *Happiness: Towards a Holistic Approach to Development*





Health 2020 Headline Targets



Target 4

Enhance the wellbeing of the European Region Population





“Health influences overall wellbeing, but wellbeing also influences future health.”



“Important that the health community measures wellbeing, specifically subjective wellbeing, because health systems are a principal agency dealing with the consequences of poor wellbeing.”



Measurement of and target-setting for well-being: an initiative by the WHO Regional Office for Europe

Second meeting of the expert group
Paris, France, 25–26 June 2012



“Using the term wellbeing rather than health in all policies provides a shared common objective that can be agreed across government.”



World Health
Organization

“wellbeing avoids the perception that the health community is asking other sectors to act for health objectives rather than shared ones.”



*Better Health Better Wales
aims to “improve the
health and wellbeing of
the people of Wales”*

Welsh Office Green Paper 1998



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