

GLOBALIZATION AND DIVERSITY: EMERGING CHALLENGES AND OPPORTUNITIES IN THE FIELD OF HEALTH AND PUBLIC HEALTH

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What is Globalization?

- An English princess with an Egyptian boyfriend, being driven in a German car with a Dutch engine by a Belgian chauffeur who is drunk on Scotch whisky, crashes in a French tunnel while being chased by Italian paparazzi on Japanese motor-bikes. She is treated by an American doctor with Brazilian medicines, but, alas, does not survive. This event is given headlines worldwide in newspapers owned by an Australian tycoon.

Brian Cooper

What is Globalization?



- Globalization is a system, which is dictated by an **ideology**.
- The ideology is that of “**Market Forces Economics**”, where the invisible hand of the market mechanism is allowed to operate unimpeded.

- **Globalization is a growing interconnectedness and interdependence of the human community.**
- **If one says that it is growing, one will ask from what point has it been growing and when was the human community not connected.**
- **So from the state of disconnection, connection begins.**
- **The four actors who have been the main players in this connection are: traders, preachers, adventurers and warriors/colonizers.**

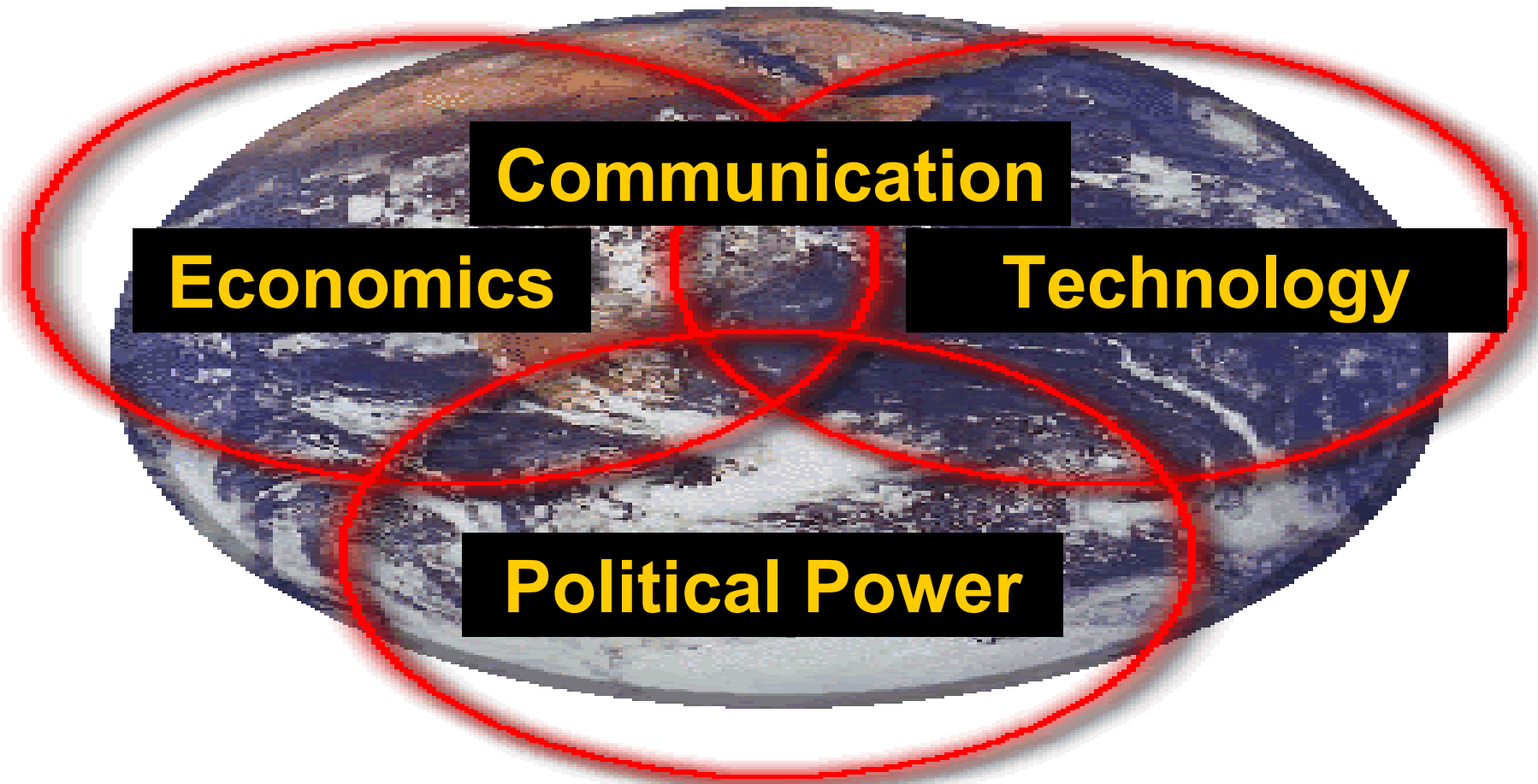
- **As a part of this ideology in theory all countries face new international trade rules and regulations.**
- **These rules are set jointly by the members of World trade organization (WTO) but documented by the interest of the Transnational corporation.**
- **The negative aspect is that the WTO is still run by the big boys.**

- **Today the phenomenon of globalization has attracted world attention in various ways and has emerged as perhaps the most dominant force in the global system of economics with significant ramification in all other spheres of contemporary human existence, including Health and Public Health.**

- **Public health is more than ever before a global issue.**
- **Rapid advances in communications and travel and an increasingly integrated global economy are defining new public health challenges and reviving earlier ones.**

WFPHA, May 2001

- **Globalization** has enhanced effectiveness and **efficiency** in economically integrated market places and has positively improved **connectivity**.
- The process of increasing inter-connectedness between societies such that events in one part of the world, increasing have effects on people and societies far away.



- **It is also a social process, to attain harmonization, where Economic and Technological power is used to control Political power.**

- As a result, over the past six decades; Governmental Organizations have multiplied over seven-fold. Foremost among them are the World Bank, I.M.F., W.T.O. plus regional and military alliances.
- Similarly the number of powerful N.G.O. have multiplied manifold.
- Many countries have willingly adopted “the ideology of globalization because of economic compulsions”. This has resulted in increasing synergy in global and national thinking.
- Accordingly national policy is modified and oriented towards privatization, where land liberalization, subsidization governmental regulation and protection of national enterprises public sector undertakings including **public Health Sector are fraud upon.**

- A future of contemporary globalization is the **growing importance of Multinational Corporations and Non-governmental organization on both global health problems and global governance.**
- It has certainly promised to grant the means of travel, a widened access to technology and globalized approach to environmental issues.
- The results of this connectivity are visible, where national development today is no longer a function of domestic resources and national policies alone but is greatly influenced by external forces. It is a process that is integrally linked to the International Economic environment.
- The noted noble laureate Dr. Amartya Sen (2002) has emphasized that “Global Interaction has been the basis of economic progress in the World but the rewards of globalized trade have come to some but not to others”.



- Certainly the rapid process of globalization has made **glaring gaps between rich and poor** greater, both within and between countries. This is causing serious consequences.
- The process of globalization has many facets, besides economics, political. There are in the field of Technology, Agriculture and Health and Socio-cultural field.

TECHNOLOGY

- The global impact of Technology on health has to be seen from two angles.
- It provides **New Tools for clinicians** in the field of diagnosis, treatment and aiding disability and **“New Hopes for the Patients by New Vaccines”**.
- However, irrational diffusion of technology has negative consequences.
- We must carefully examine **related cost benefits and ethical questions**.
- To grasp these aspects, it is essential to continuously assess growth of technology and its **appropriate use**.

TECHNOLOGY COMMUNICATION

- Negative impact
- Disrupted connections between the family and the society.
- Communication has caused deleterious aspects of rapid social change and adoption of the values of a technoculture e.g. in Japanese Society
 - Decreasing Patriarchal Power in the Japanese Families.
- Today – Family is a battered institution
- Weapons used against family are ‘technoculture, communication and consumerist’ driven values.

- **The process of increasing interconnected between societies such that events in one part of the world, increasing have effects on people and societies far away.**
- **This provides opportunities for some but incites the feeling of fear and threats to others.**
- **The process has both a negative and positive aspects and is likely to create both losers and winners.**

- Globalization is taking place in stages. **We are in its second: the age of mobility.**
- **In its first stage**, as flows of capital and goods were liberated, the benefits of globalization flowed primarily to the developed world and its principal trading partners, among them Brazil, China and India.
- The **newer age of mobility**, people will move across borders in ever-greater numbers. In their pursuit of opportunity and a better life,

- Migrants sent home \$264 billion in 2006, triple all international aid combined.
- In some countries, a third of families rely on these remittances to keep them out of **poverty**.
- Across the developing world, remittances underwrite **health care, education** and grass roots entrepreneurship.
- Until now, this flow of people mostly has benefited richer countries and generated worries about brain drain in poorer ones.
- The BASIC question is about how to make the migration equation work for everyone.

- **It is this fluid tableau that makes ours the age of mobility.**
- **Almost all of these changes can be harnessed to reduce poverty and inequality.**
- **Remittances are a case in point.**
- **In September 2006, for the first time in its history, the United Nations held a migration summit.**
- **Many predicted that developed and developing countries would come to blows – the latter would cry brain drain and the violation of migrant rights, and they would simply walk out of the room.**
- **Instead, more than a hundred countries engaged in a constructive exchange.**
- **The experience was so positive that they embraced a proposal championed U.N. Secretary General to create a Global Forum on Migration and Development.**

UN Secretary General

- Global Forum represents an important first step to harness the power of migration to advance development.
- We cannot hide from the fact that **migration can also have negative consequences.**
- The Global Migration Forum provides an opportunity to address these problems in a comprehensive and proactive way, so that the benefits of migration are fully realized both in developing and industrialized countries.
- The key to making this happen are fundamental to our shared global humanity: tolerance, social acceptance, education and mutual openness to cultural differences.
- Migration can be an enormous force for good.

TRAVEL

- Increasing all over the world
- People are moving in large numbers faster and further than any other time in History
- At least 1 million cross border every day.
- They carry with them, their harmful life style, High Risk Sexual Behaviour and also Diseases and Drugs for abuse.

IMPACT ON INDIVIDUALS

- Migration leads to uprooting and displacement
- Social Displacement Syndrome
- Ethnic and Civil conflicts increase

MIGRATION

- Migration traumatizing both the individual and family
- Physical and Emotional and Social Problems increase
- Devaluation of Values
- Migration leads to “**Care Drain**” in the countries of origin.
- Values guide human conduct, providing a road map for action.
- In Vedas. “Man can live individually, but can survive collectively”

GEOCULTURAL FAMILY SYSTEM

- **In transnational migration, migrants often interact and identify with multiple nation, states and localities and that contribute to the transnational communities or a new type of social formations within transnational social space including transnational family life.**
- **Care for the children of transnational families.**

- **What does globalization mean for health?**
- What are opportunities and challenges in the field of health and Public health in Developed and Developing world?
- The effect of globalization has to be seen at **both macro and micro level.**
- At macro level, globalization gives rise to certain changes in health policy and at micro level has implications for consumers and local level.
- There are also both competing and conflicting interest between rich and poor in each country and between countries of the North and the South.

- **The U.N. Human Development Report (UN, 1999) notes various trends in this area of globaliza-tion. More than 80 Countries still have per capita income lower than they were a decade ago. Some 1.3 billion people do not have access to clean water. At least one in seven child of primary school age is out of school. About 852 million are malnourished and about 1.3 billion people live on incomes of less than US \$ 1 per day leading to Higher Morbidity and Mortality.**

- According to a more recent report of FAO, 2005, the figure of 852 million people includes 815 million in the developing countries, 28 million in the countries in transition and nine million in the industrialized countries. Hunger and malnutrition are killing nearly six million children each year - a figure which roughly equals the entire preschool population of a large country such as Japan.

GLOBALIZATION AND HEALTH IN DEVELOPING COUNTRIES

- **Globalization is one of the major challenges for both Health Providers and Consumers with high cost of technology and Rising Expectation.**
- **There is direct relationship of health with wealth.**
- **Developing countries are getting dissatisfied with the changing health care systems and feel economical deprived.**

IMPACT OF ECONOMICS ON HEALTH AND PUBLIC HEALTH

- Today globalization is contributing social and economic changes in all countries.
- The **richest, one fifth of the World nations** today control over 80% of its wealth, while the poorest **one fifth have access to only around 1%.**
- There is reliable global evidence that health is closely related to social and economic condition.
- Poor countries and deprived societies, not only have scarce resources, but they also suffer from poor health.

- **Even in developed countries, there is dissatisfaction with current health care system and governments are facing challenges of providing health care to all sections of society.**
- **National Policy is the portal through which global and local policies formally interact.**
- **National policies remain responsible for the health of their people.**
- **Today, globalization has undermined each nations authority.**

- **This crisis has its roots in the market economics. At micro level, it has altered the local health system including care and cure to those who cannot afford.**
- **Globalization demands a global society that will be governed in ways that are akin to the national economics.**

- It must also take into consideration that market mechanism helps to provide optimal services to the poor and there is equity **in public health services**.
- The increasing trend of privatization of health and hospital services also make the poor suffer as services become more oriented towards those who can pay.

- Privatization and development of the private health sector may also result in relatively **fewer health promotion and preventive services.**
- Health insurance only stresses on Symptoms, Disease & Treatment and not on Health Promotion and Prevention
- The growth of privatized services mean more health providers are **directed profit motive.**
- In this process, preventive and health promotional services which are traditionally fall in the domain of the government sector suffer.

- **In addition, essential drug policies, which aim to reduce the cost of some, but restrict availability of other drugs, at a lesser rate.**
- **In this respect Multi Corporation Pharmaceutical Companies have a social responsibility to introduce differential pricing with a view to enhancing access to essential medicines for all.**

- **A good system, usually exist, which allows the poor to the right to free services but it does not work. As government funds and supplies to hospitals become more sporadic, public hospitals may have little option but to begin charging patients for drugs and services.**
- **Consequently user charges are introduced in an effort both to reduce government spending and to enhance the working of the market mechanism in health sector.**

- In theory, the charges increase efficiency and allow health costs to be shared with those who can afford to pay.
- In this context, it may be relevant to mention about **job insecurity** and unemployment, created by globalization presents its own health problems.
- Globalization has created highly unstable labour market over the past decade, some **30 million manufacturing jobs have disappeared from the Worlds major economics.**
- **CAPITALISM** can only survive when there is full employability and good distribution.
- Multinational Companies “Privatized Profits and Socialized Losses” This is not Capitalism.
- Globalization has failed because it was based on flawed economic ideology.
- Failure was a contagious in the present brand of globalization.

- **Unemployment means, living in poverty, and no work means no access to health service.**
- **Unemployment and poverty are associated with declining living conditions and rising incidence of illness, alcoholism and tuberculosis and sexually transmitted diseases & AIDS and Drug Abuse.**

- The prevalence and disability caused by illness is also related to social and economic status.
- As such, poverty, health and public health are closely interconnected.
- Further in the recent past the global reach of media and better connectivity makes the people **painfully aware in a time framework**, how far and how fast they are falling behind in their living conditions make them more miserable.

- **It is essential to grasp the different motivating forces that are impelling these developments aside from the purely economic forces, and also to recognize the different directions from which they are coming.**
- **Globalization and its potential impact on health and public health is vast and profound?**

GLOBALIZATION, POVERTY & HEALTH

- **Health can play an important role in developing social conscience at individual and collective level.**
- **There is direct relationship of health with wealth**
- **Ill health, means unemployment and unemployment means living in poverty and no work means no access to health care.**
- **Poverty, illness, alcoholism, drug abuse, tuberculosis and sexually transmitted diseases are closely interlinked.**

- Globalization of Health should have meant, **access to health care without restrictions** but this is **not the reality on the ground**.
- Globalization has to ensure **maximum good for the maximum numbers** and not just the privileged few.
- Globalization in Health means **Equity** availability and affordability in providing health services and outcome of research **work to all ill** patients.

- Globalization has certainly generated new challenges, it has also given new technologies to deal with these challenges.
- It is the responsibility of all of us to accept this challenge.

- **At a time when the pace of globalization has increased, international efforts to improve patterns of health and disease, to combat anti-health forces, and to cope with environmental risks have to be addressed.**

- **The international community must find ways to contracting the circles of exclusion of health.**
- **We need to find innovative resources of financing and access to appropriate technologies to those on the margins of globalization.**

- **Globalization has created Problems but problems exist in order to be solved.**
- **Problems can be the cutting edge, that distinguish between success and failure. They draw out innate courage and wisdom.**
- **For this, together we need to develop a collective but clear vision.**



Thank you

THE ROLE OF PUBLIC HEALTH MOVEMENT

- Therefore be it resolved that the World Federation of Public Health Associations (WFPHA), in direct cooperation with the agencies of the United Nations family, particularly with the World Health Organization, works to clarify areas of emerging public health risk associated with globalization, ranging from infectious and occupational diseases to diseases which are the product of the growing world-scale of anti-health forces.
- It resolved that in the light of many known links between globalization and health, the WFPHA urges its member associations to support actions which:
 - **Draw attention** to international and national disparities in health that are a **consequence of global economic change**.
 - **Draw attention to the new health challenges** posed by globalization and by the failure of the international community to implement effective interventions.