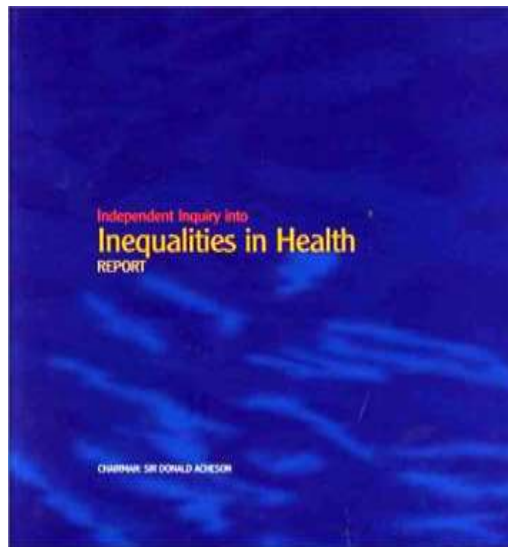
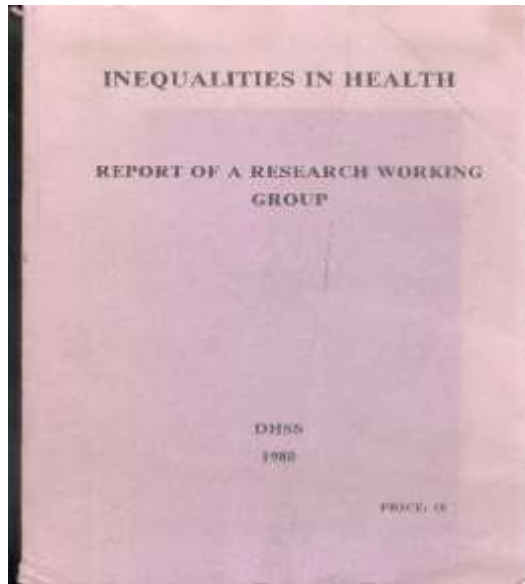


The long view: understanding (and reducing?) health inequalities through longitudinal studies

Kate Pickett, FFPH FRSA





Children

Poverty in the UK jeopardising children's health, warns landmark report

'Stark inequalities' and high rates of child death, obesity and ill-health highlighted amid calls on government to prioritise child health



5064 1,236

Sarah Boseley
Health editor

Wednesday 25 January
2017 22:30 GMT



Advertisement

Memory Loss Worrying You?

5 min Free Brain Health Test

Poverty

Child poverty in Britain set to soar to new record, says thinktank

IFS forecast that 37% of children will be in relative poverty by 2022 would see all progress made in the last 20 years undone



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2344

Larry Elliott

Thursday 2 November
2017 00:01 GMT



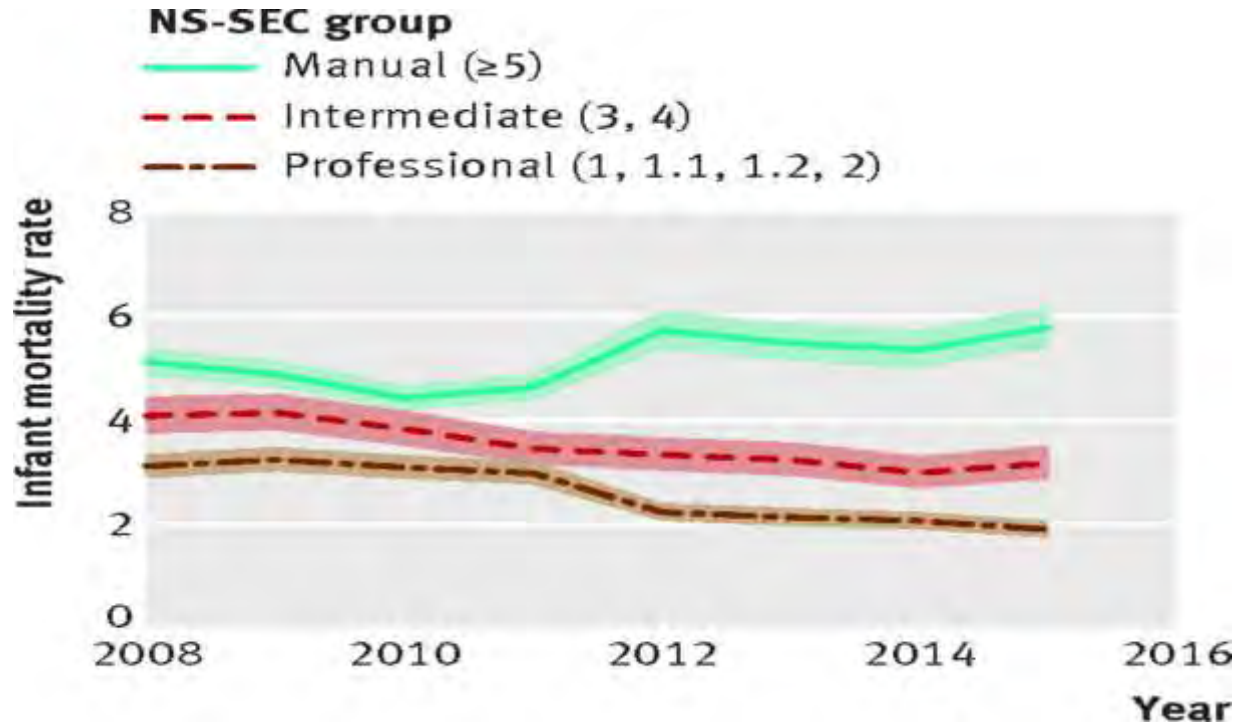
A young girl walking through a housing estate in Skelmersdale, Lancashire. Photograph: Alamy



At What Age Can You Retire?

If you have a £250,000 portfolio, download the must-read guide by money manager Ken Fisher's firm.

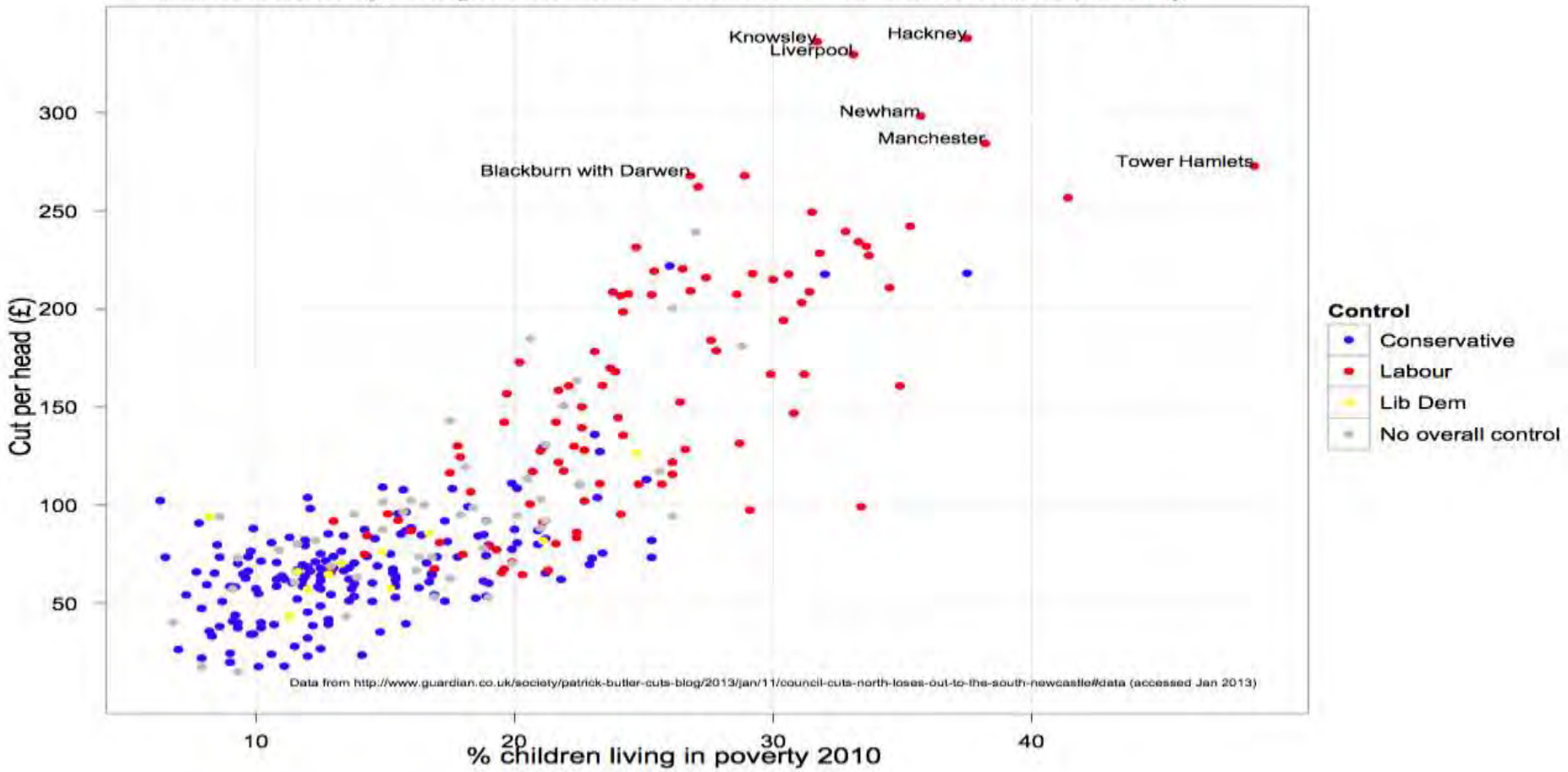
Fig 1 Infant mortality rate (95% confidence interval) by socioeconomic classification, 2008-15.



David Taylor-Robinson, and Ben Barr *BMJ* 2017;357:bmj.j2258



Local authority budget cut 2010-11 to 2014-15 versus child poverty



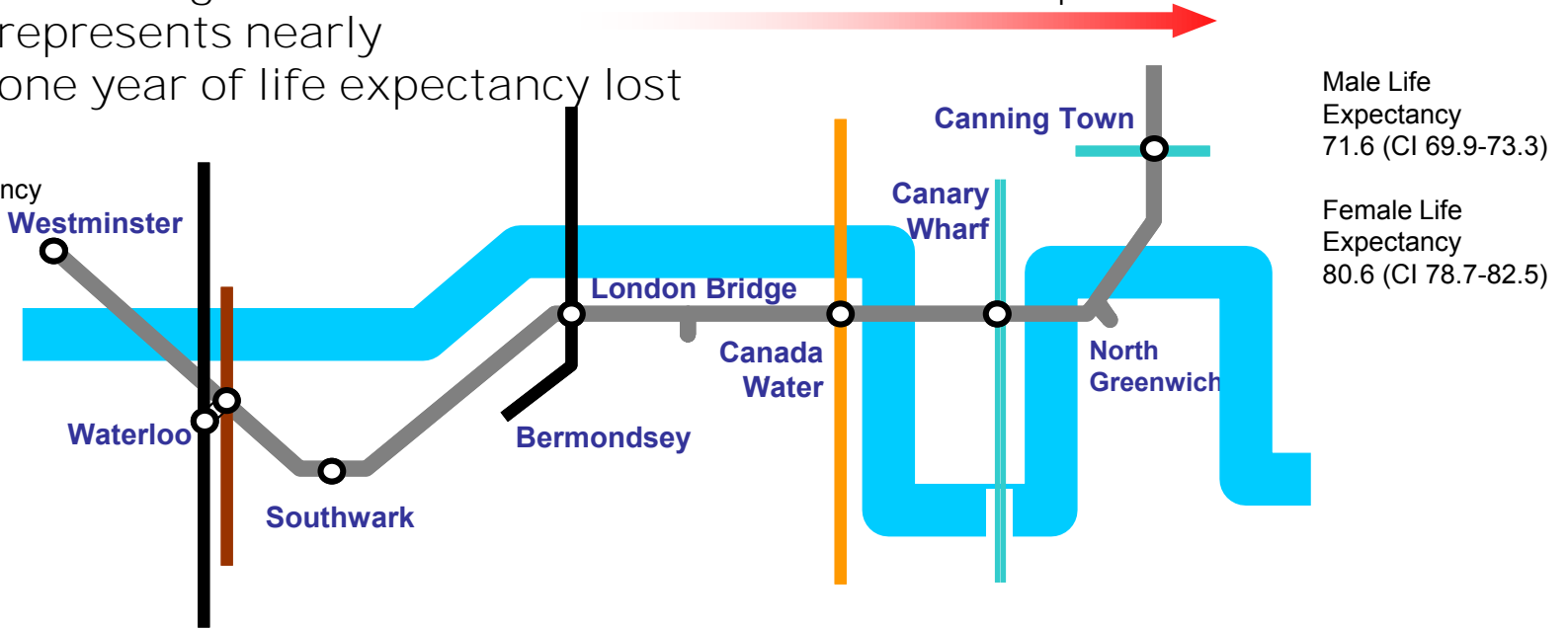
Data from <http://www.guardian.co.uk/society/patrick-butter-cuts-blog/2013/jan/11/council-cuts-north-loses-out-to-the-south-newcastle#data> (accessed Jan 2013)

Differences in Life Expectancy within a small area in London

Travelling east from Westminster, each tube stop represents nearly one year of life expectancy lost

Male Life Expectancy
77.7 (CI 75.6-79.7)

Female Life Expectancy
84.2 (CI 81.7-86.6)



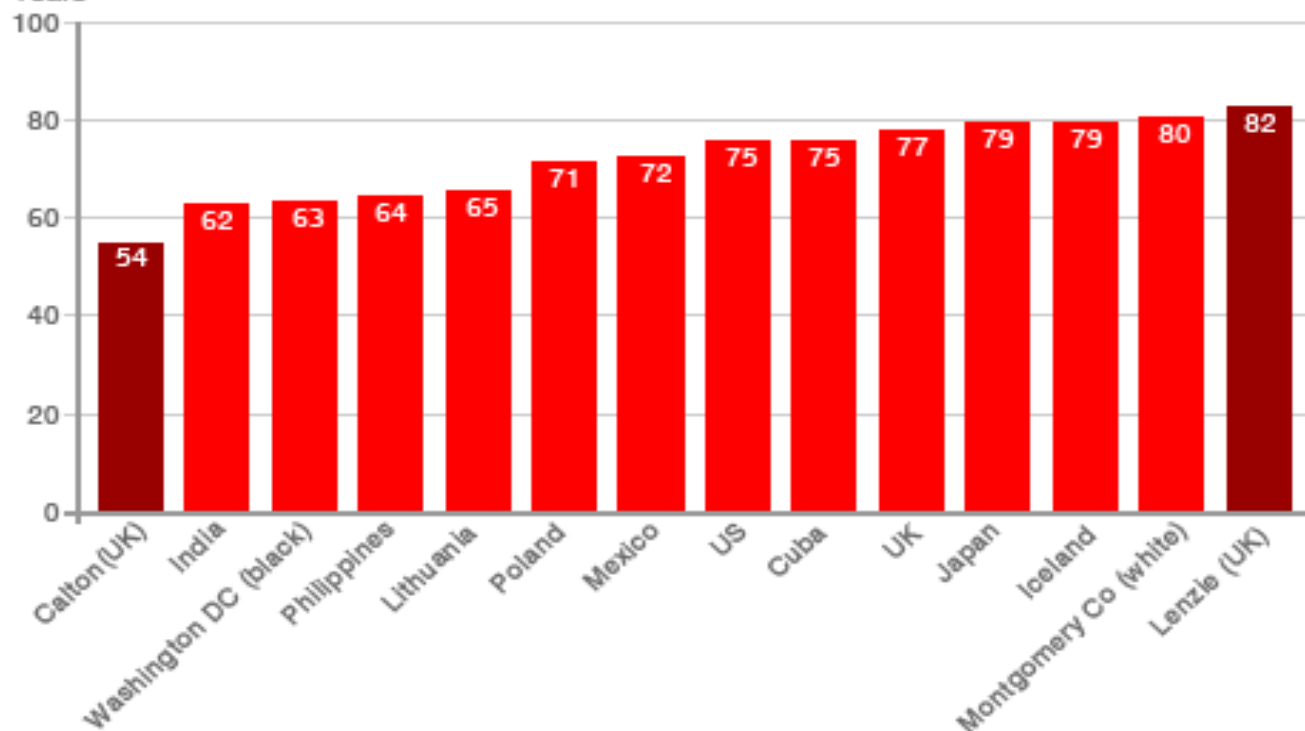
London Underground Jubilee Line

Electoral wards just a few miles apart geographically have life expectancy spans varying by years. For instance, there are eight stops between Westminster and Canning Town on the Jubilee Line – so as one travels east, each stop, on average, marks nearly a year of shortened lifespan.¹

¹ Source: Analysis by London Health Observatory using Office for National Statistics data. Diagram produced by Department of Health

MALE LIFE EXPECTANCY AT BIRTH

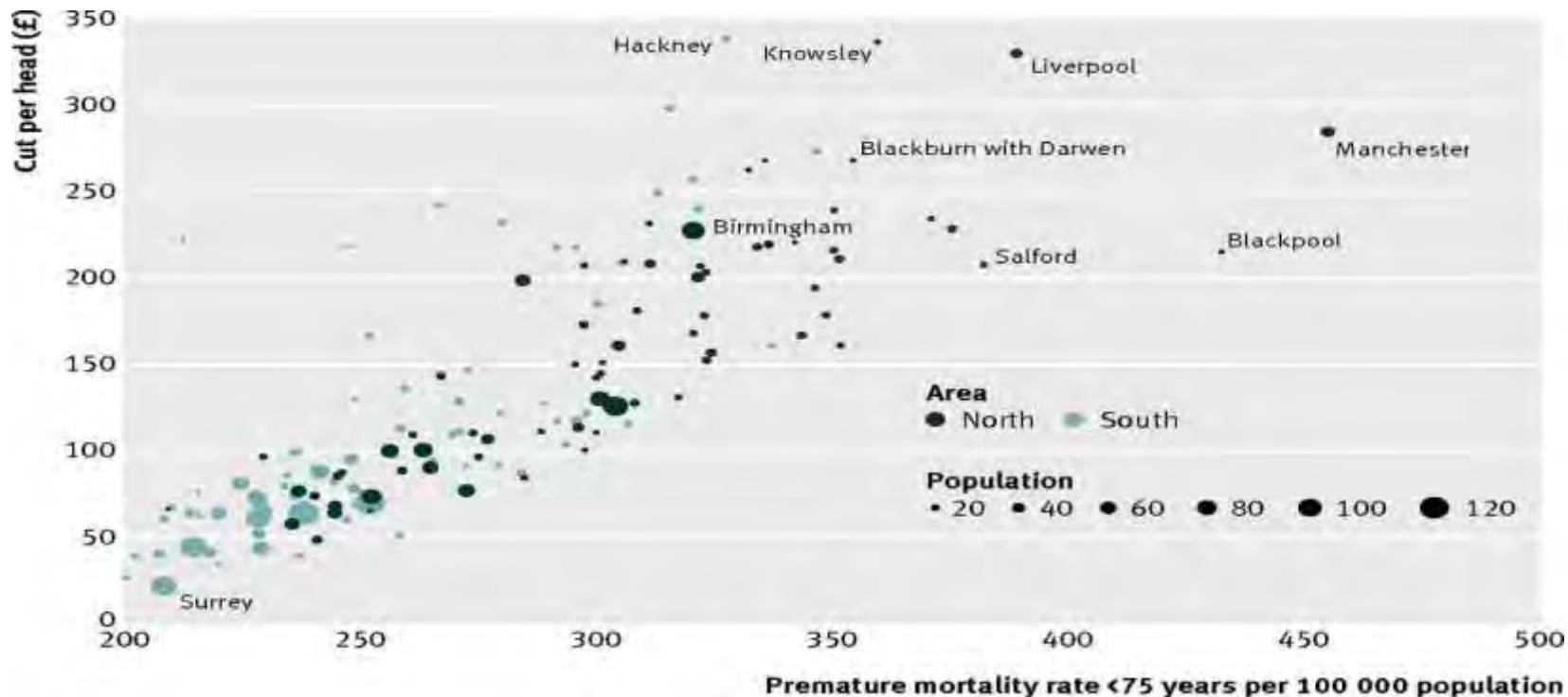
Years



Footnote: Calton, Lenzie both Glasgow (Scotland); Washington DC, Montgomery Co both US

SOURCE: WHO 2008

Local authority budget cut 2010-11 to 2014-15 versus premature mortality.



Taylor-Robinson D et al. *BMJ* 2013;347:bmj.f4208



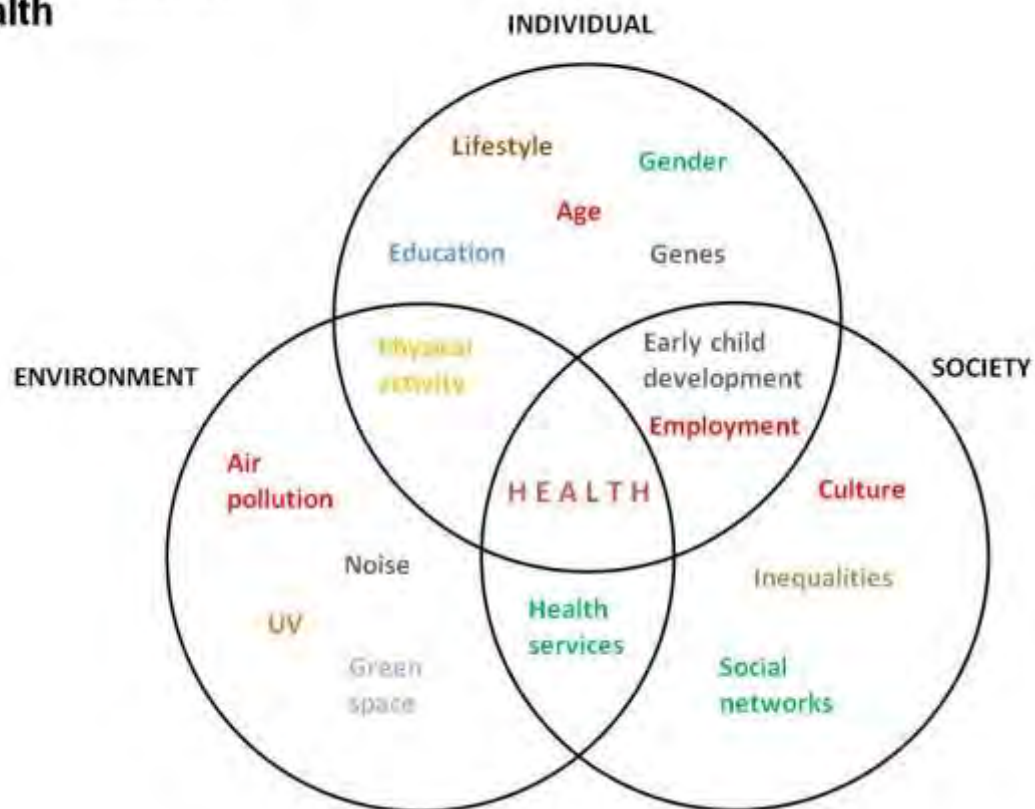


Growing up in Bradford



- High infant mortality
- High rates of disability
- High rates of asthma
- Impending diabetes epidemic
- Childhood obesity
- Social change

Determinants of Health



Exposure

MOTHER	INFANT	CHILD	ADULT
LIFESTYLE <ul style="list-style-type: none"> • Nutrition/diet • Smoking • Alcohol 	LIFESTYLE <ul style="list-style-type: none"> • Breastfeeding • Diet • Physical activity • Infant feeding/weaning • Infant care practices 	LIFESTYLE <ul style="list-style-type: none"> • Diet • Physical activity • Screen viewing 	LIFESTYLE
ENVIRONMENT <ul style="list-style-type: none"> • Air pollution • Chemical exposures • Water 	ENVIRONMENT <ul style="list-style-type: none"> • Housing • Recreation facilities • Shops 	ENVIRONMENT <ul style="list-style-type: none"> • Housing • Recreation facilities • Green spaces 	ENVIRONMENT
ETHNICITY	ETHNICITY	ETHNICITY	ETHNICITY
MEDICAL <ul style="list-style-type: none"> • Depression/anxiety • Diabetes • Hypertension • Infections • Obesity 	MEDICAL <ul style="list-style-type: none"> • Hospital/GP attendance • Infections 	MEDICAL	MEDICAL
SOCIO-ECONOMIC <ul style="list-style-type: none"> • Deprivation • Social capital • Education 	SOCIO-ECONOMIC	SOCIO-ECONOMIC	SOCIO-ECONOMIC
GENETIC <ul style="list-style-type: none"> • Consanguinity 	GENETIC		
BIOLOGICAL <ul style="list-style-type: none"> • Nutritional biomarkers • Metabolic biomarkers • Vitamin D 	BIOLOGICAL		



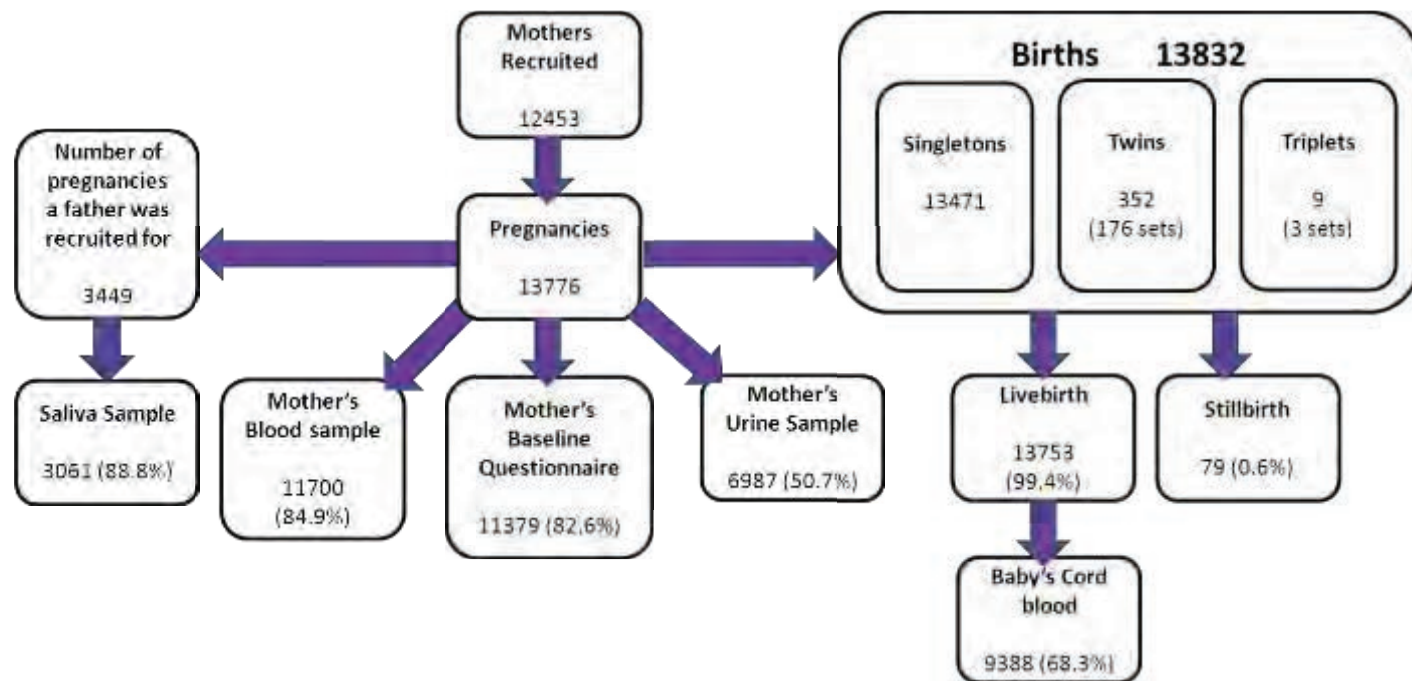
Outcomes

Birth weight Anthropometry Pre-eclampsia/diabetes Congenital anomalies Kidney volume	Growth Obesity/Overweight Anthropometry Immune function	Growth Obesity/Overweight Allergy Well-being Education attainment	CHD Diabetes Hypertension Obesity
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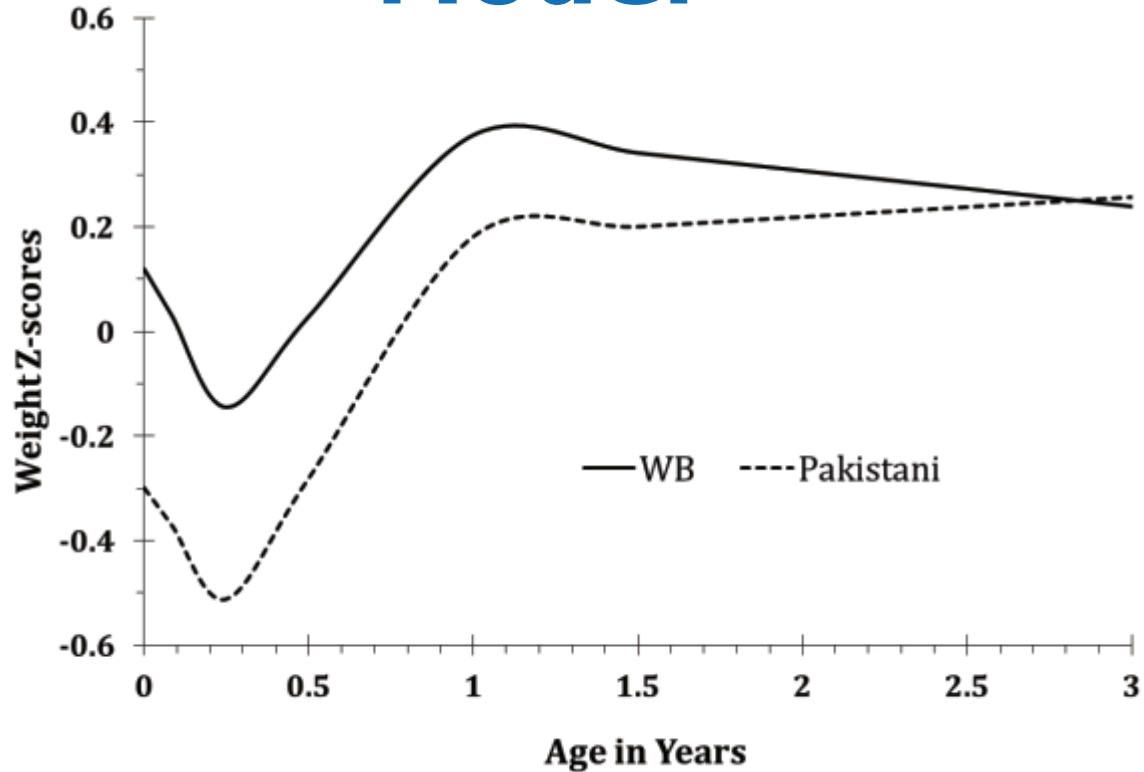
Birth

Life course

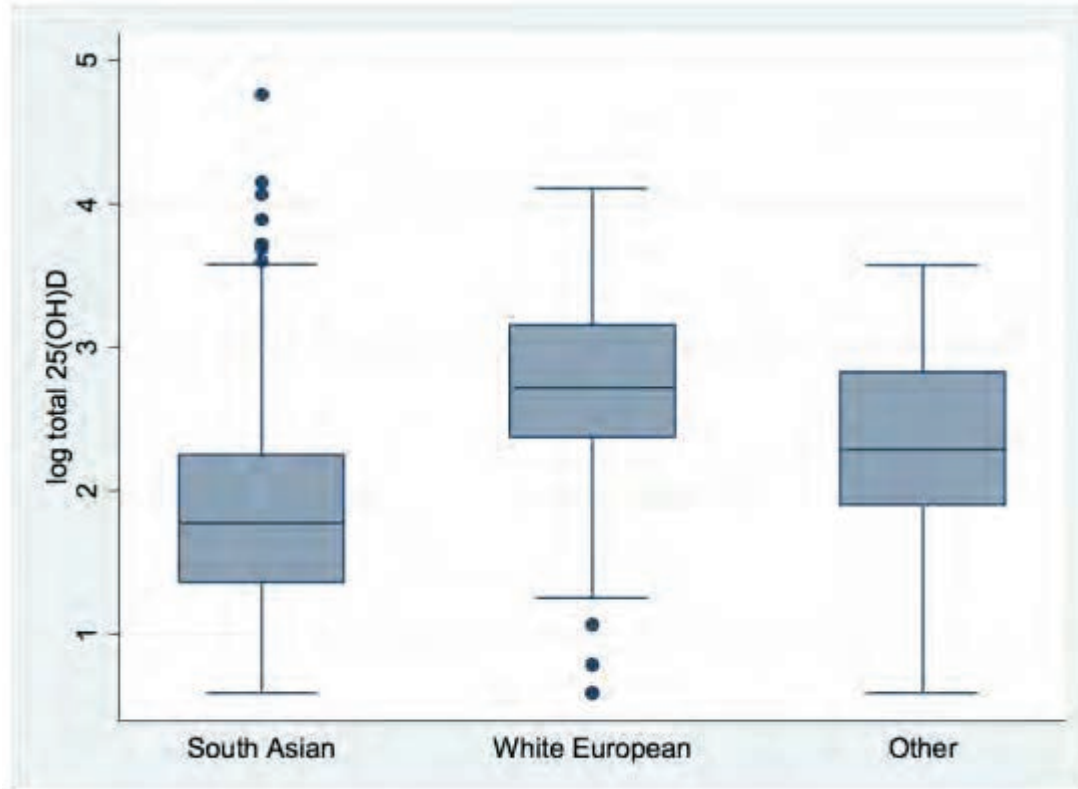
Recruitment Statistics



Latent growth Curve Model



Vitamin D status and ethnic origin



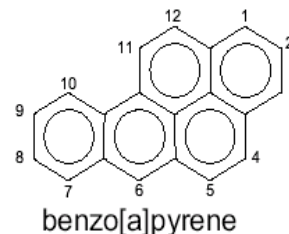
Dietary exposures of interest



- Polycyclic hydrocarbons
- Heterocyclic amines
- Acrylamides
- Nitrosamines



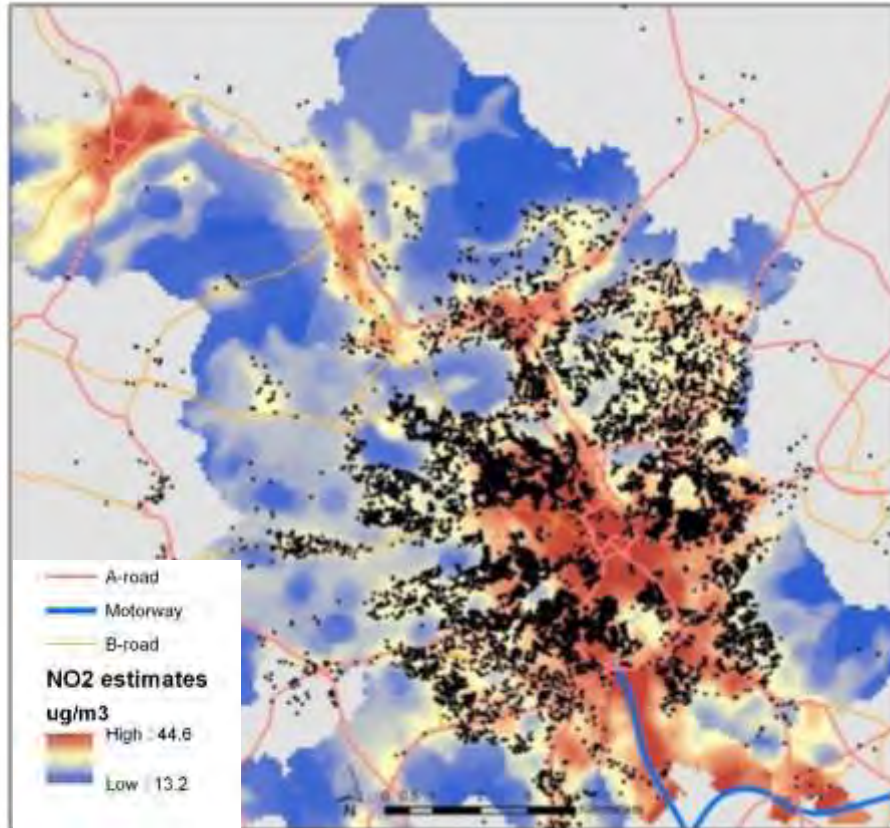
- Mycotoxins (Deoxynivalenol)
- Organochlorins (PCBs, dioxin)
- DNA reactive aldehydes
- Alcohols



Air pollution in pregnancy

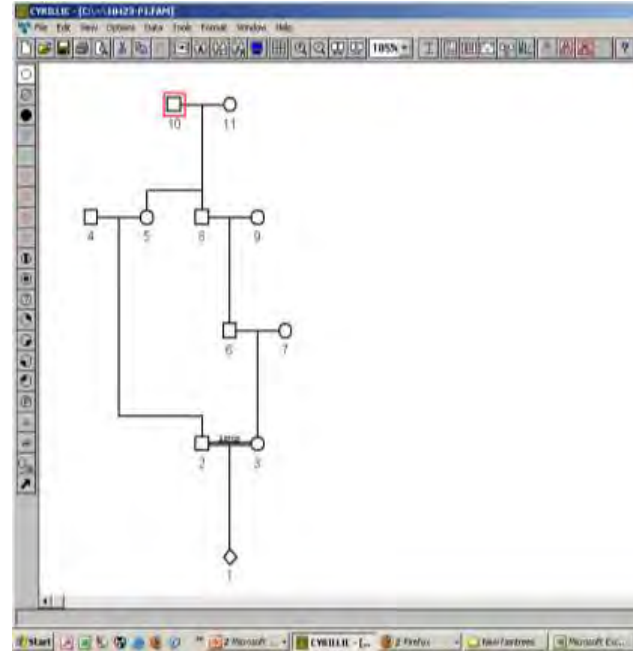
18% increase
risk of low birth
weight per $5_{\mu\text{g}/\text{m}^3}$
increase in $\text{PM}_{2.5}$

Association with
smaller head
circumference
and birth weight



Congenital anomalies

- Cousin marriage and age (34 years) double risk of having baby with congenital anomaly
- PAR 30%
- But cousin marriage has some positive benefits for wellbeing



Sudden Infant Death Syndrome

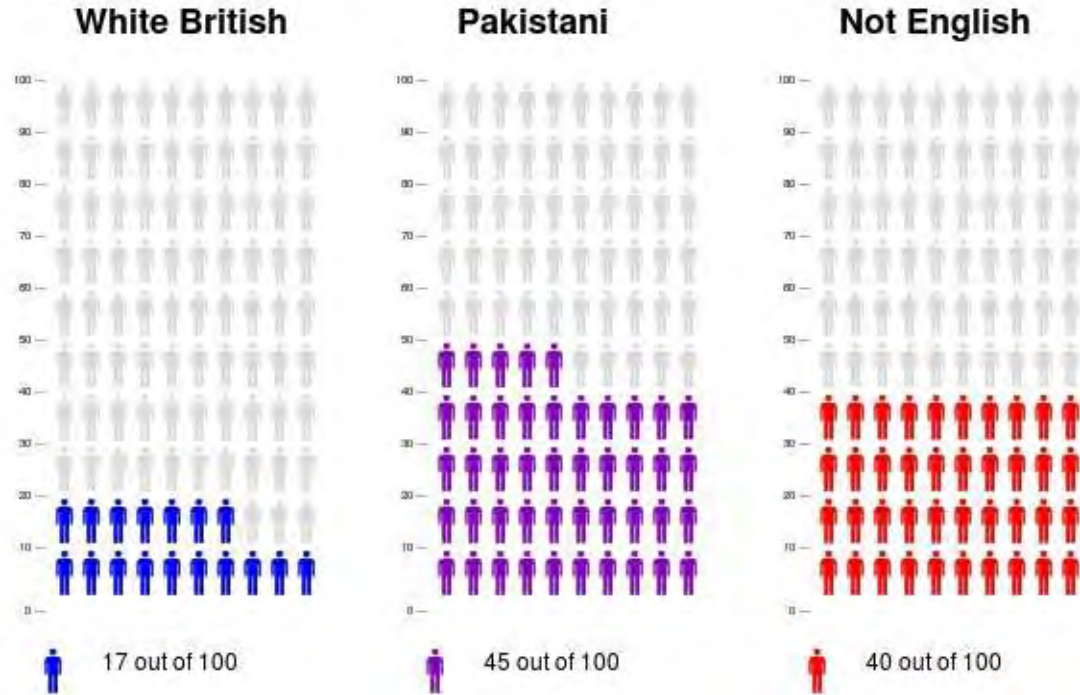


- Infants of Pakistani origin are less likely to be exposed to risk factors for SIDS (smoking, alcohol, solitary sleep) than White British infants
- Pakistani families avoided sofa-sharing and hazardous bed-sharing, whereas White British parents were more likely to sofa-share with their baby

So what more do we need?

- More detailed information than we can get from a cohort
- More evidence that we can intervene successfully
- More evidence that there are alternatives

Variation in unrecorded disorder



What is Better Start Bradford?



Big Lottery: £49 million over 10 years

Bradford Trident: Community led partnership

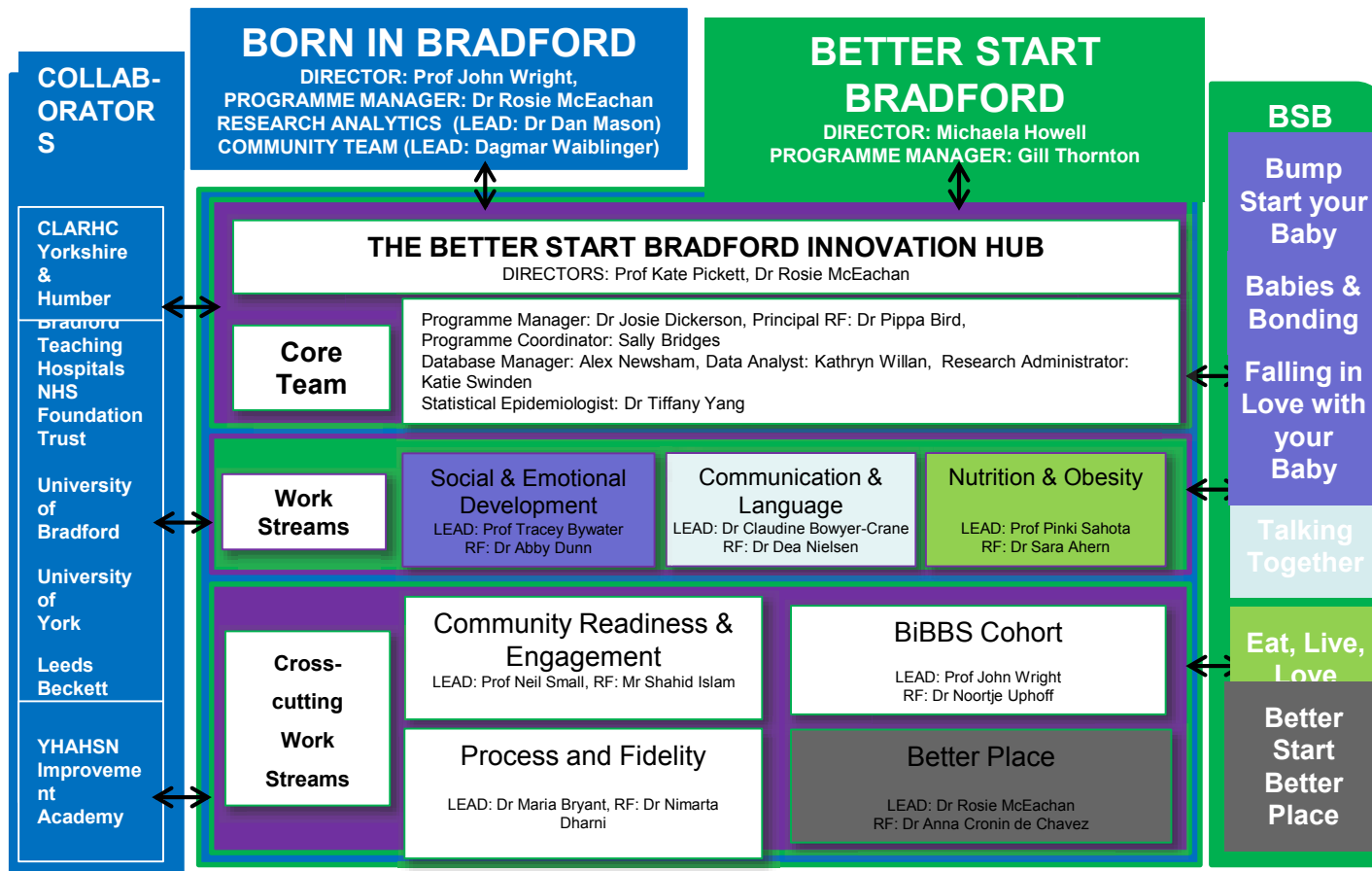
Pregnant mums, and 0-3 years

- Bowling & Barkerend, Bradford Moor, Little Horton

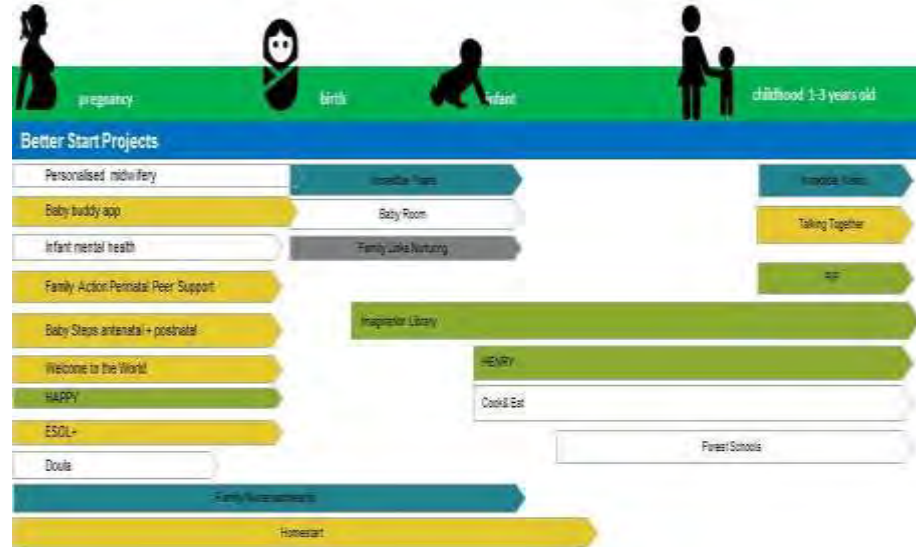
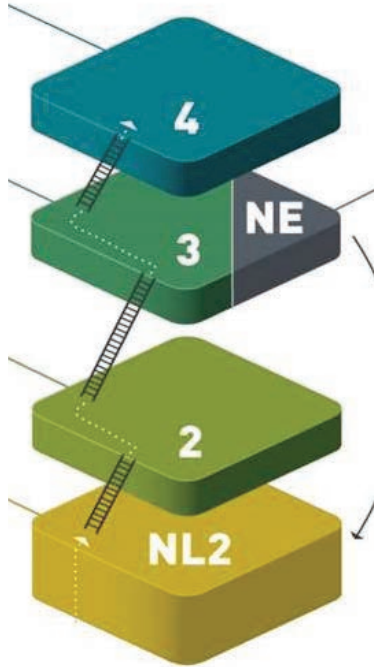
Evidenced based interventions for key outcomes:

- Nutrition & obesity, language & communication, socio-emotional well-being

BETTER START BRADFORD INNOVATION HUB

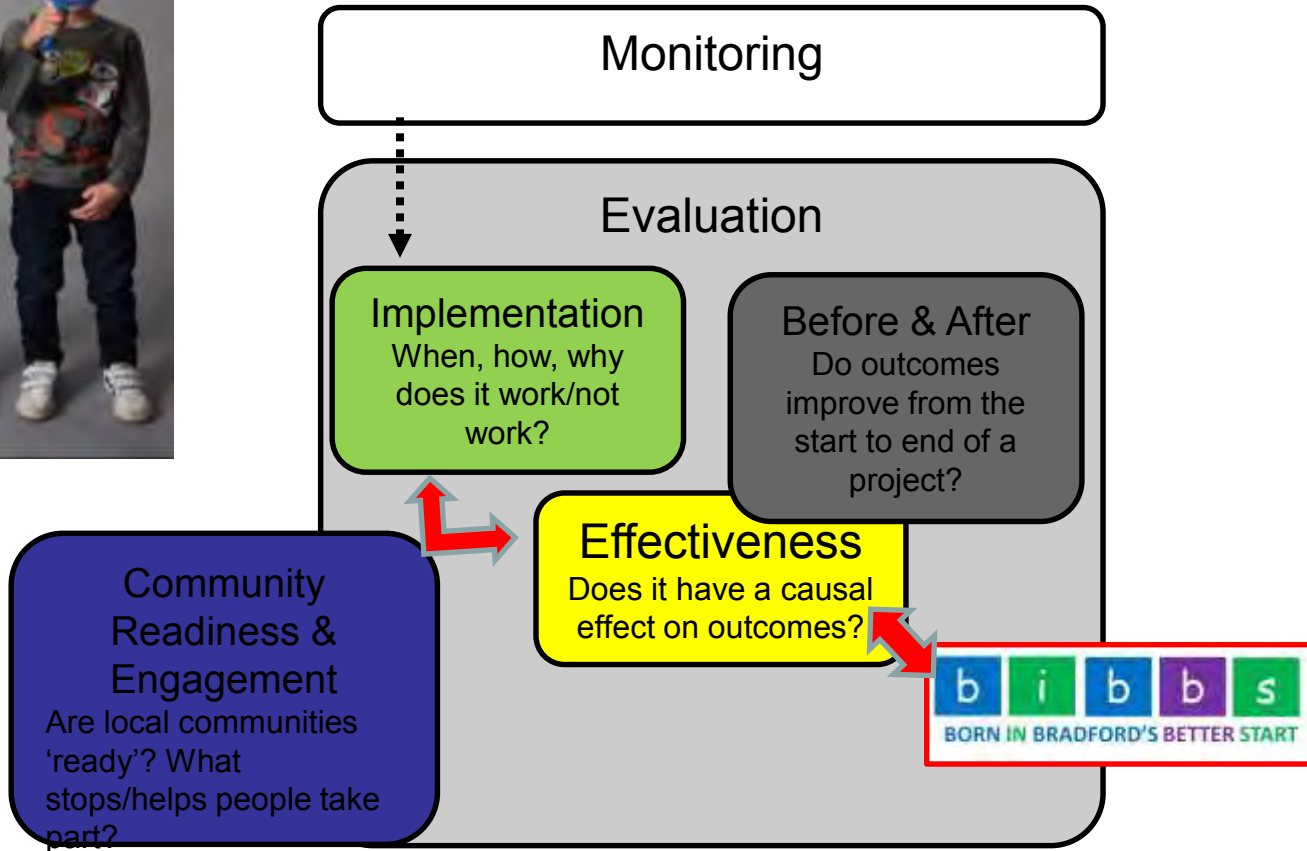


Early Intervention Foundation Ratings





Evaluation

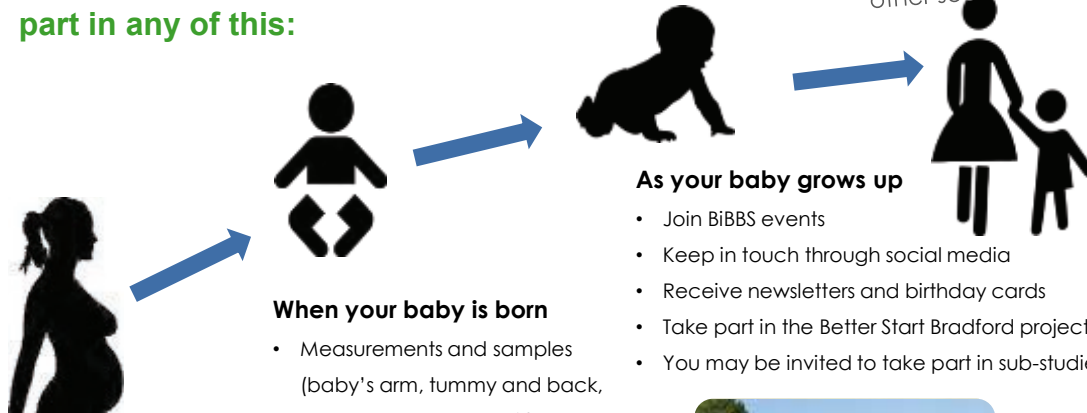


Your journey through our study



During your pregnancy, you join the study and complete a questionnaire. After that, you could choose to take part in any of this:

We collect information from Better Start Bradford projects you may take part in and other sources



When your baby is born

- Measurements and samples (baby's arm, tummy and back, cord blood, mum's hair)

As your baby grows up

- Join BiBBS events
- Keep in touch through social media
- Receive newsletters and birthday cards
- Take part in the Better Start Bradford projects
- You may be invited to take part in sub-studies

In pregnancy

- Measurements and samples (height, weight, arm, vitamin levels, blood and urine)
- Questionnaire and measures taken of your partner (height, weight, waist, saliva)

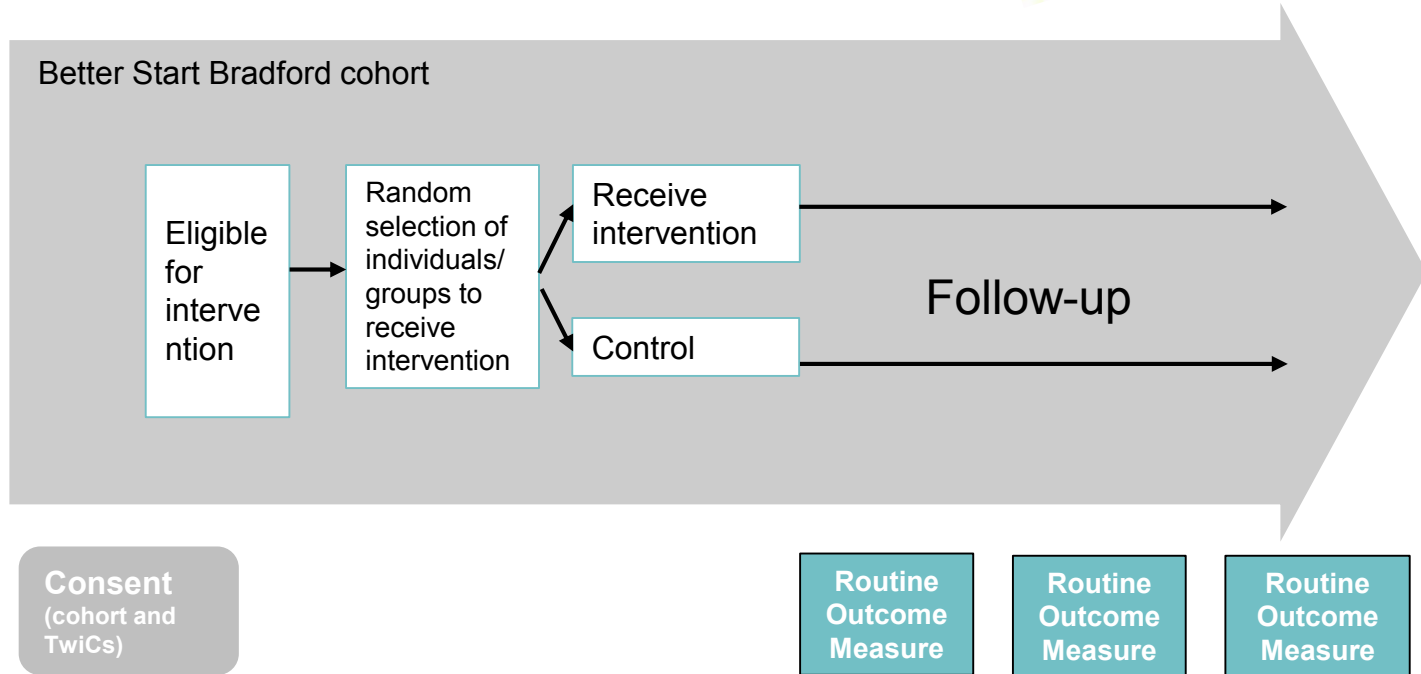


Born in Bradford's Better Start

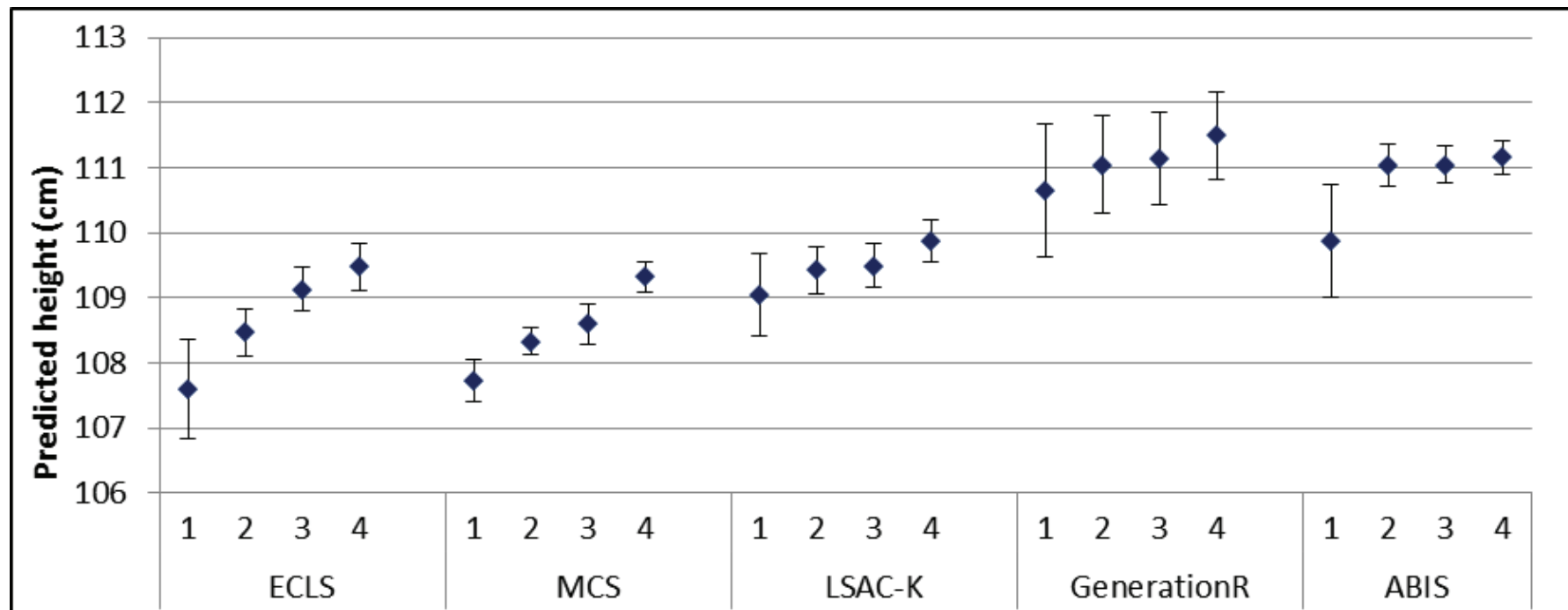


@BiBBSParents

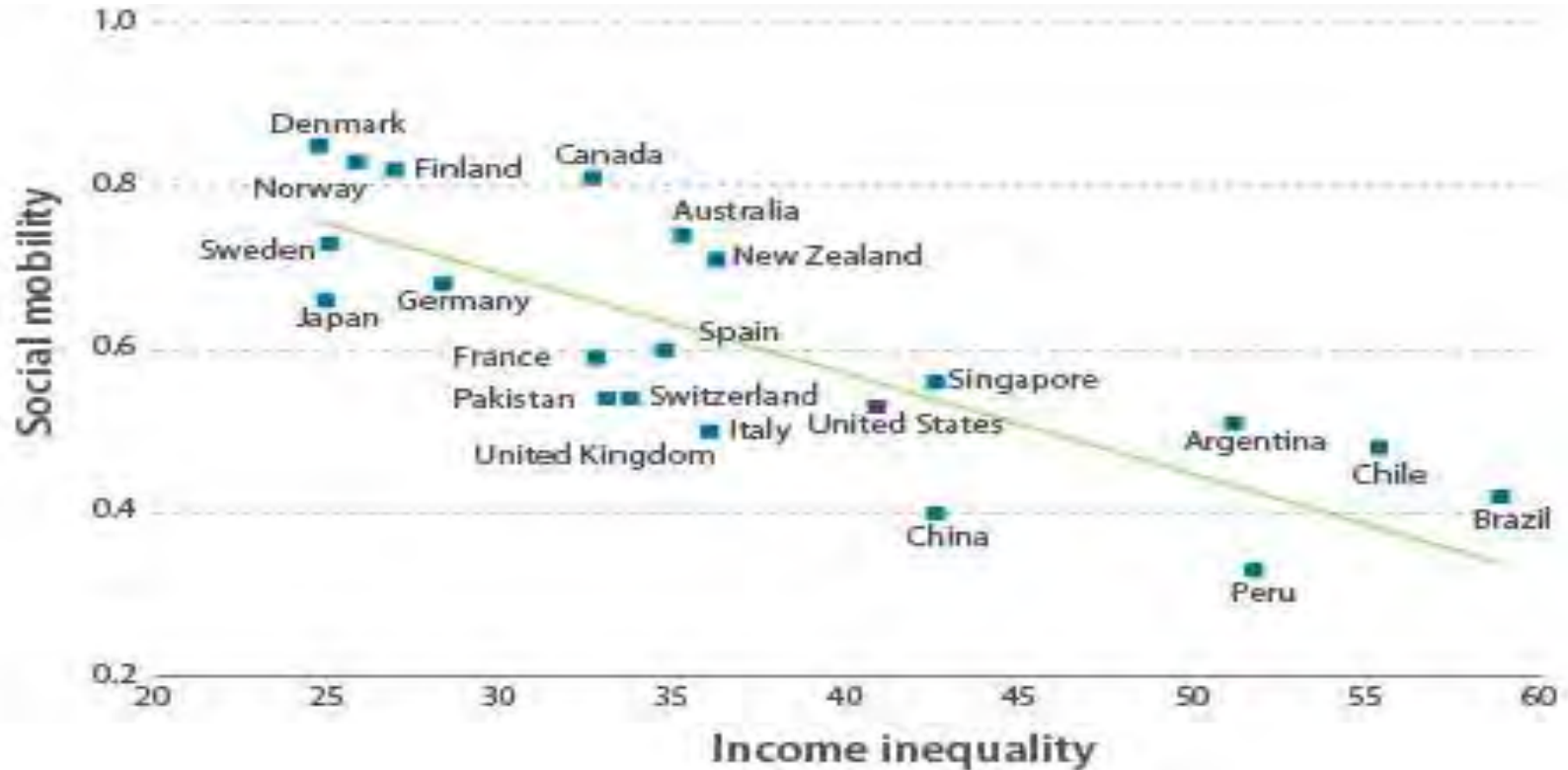
Trials within cohorts (TwiCs)



Predicted gradients in child height for girls aged exactly 5 years, by parent education level



There is less social mobility in countries with bigger income difference



Corak (2013); World Bank 2013. The Hamilton Project, Brookings Institution

So we need:

- More data linkage of cohorts, more big data
- More interventions and evaluations within longitudinal studies
- More comparative cross-cohort studies

Local health outcomes predict Trumpward swings

Nov 19th 2018 | NEW YORK | From this print edition

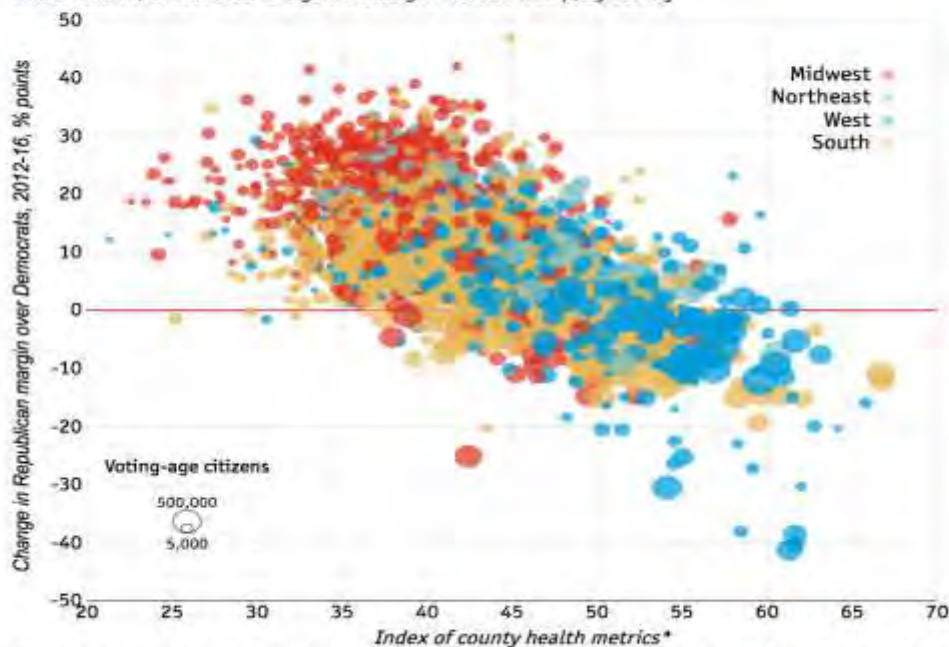


1.8K



Vitality and the vote

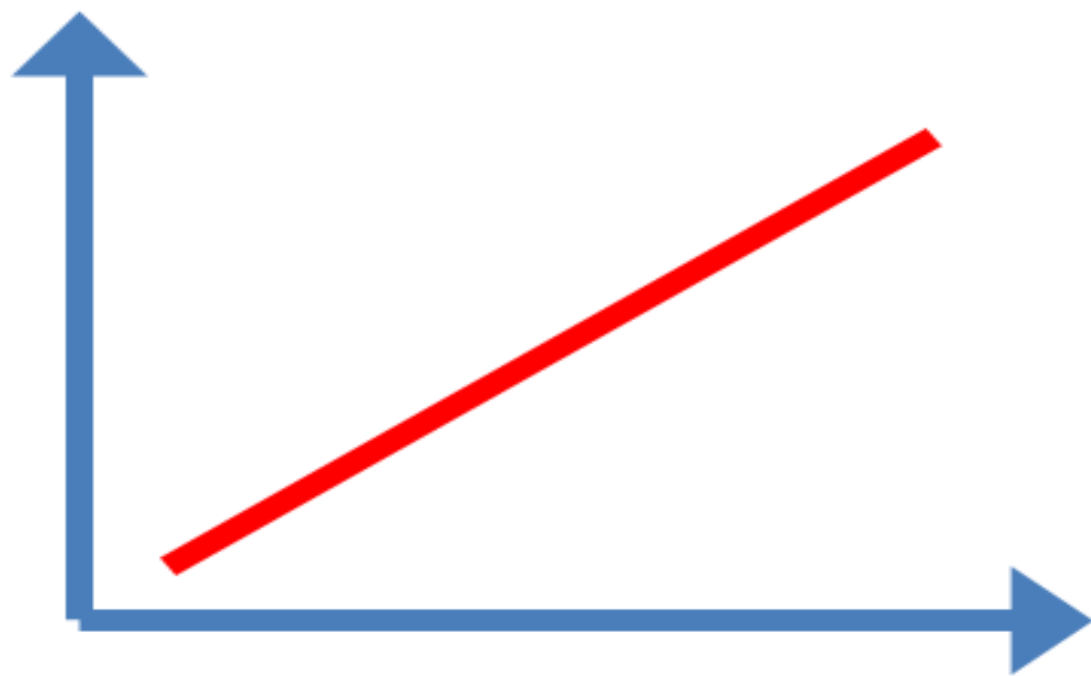
United States, health metrics against swing to Donald Trump, by county



Sources: Atlas of US Presidential Elections; Census Bureau; IPUMS; Institute for Health Metrics and Evaluation; *The Economist*

*Weighted index of obesity, diabetes, heavy drinking, physical exercise and life expectancy, 2010-12

Problems

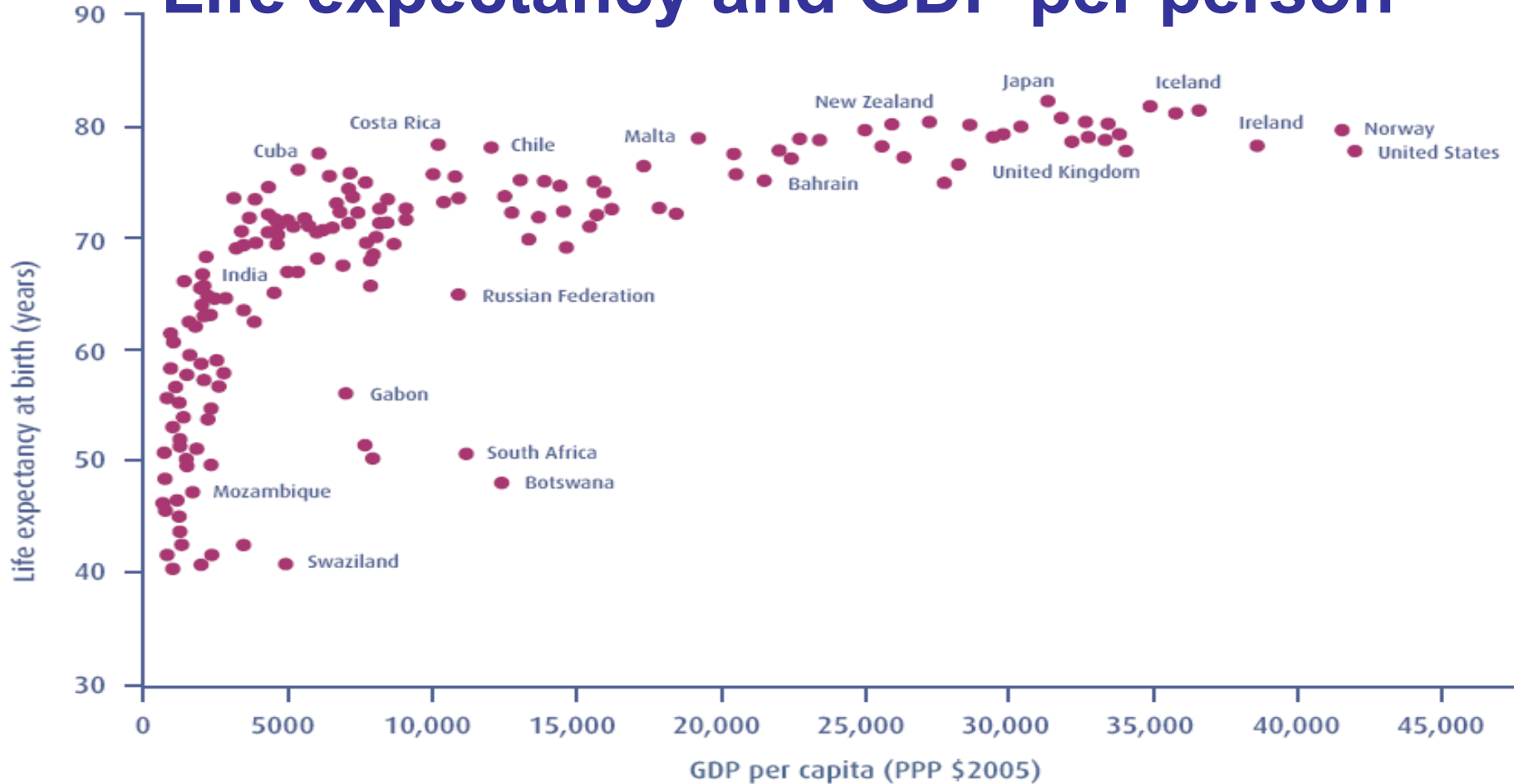


**Income
inequality**

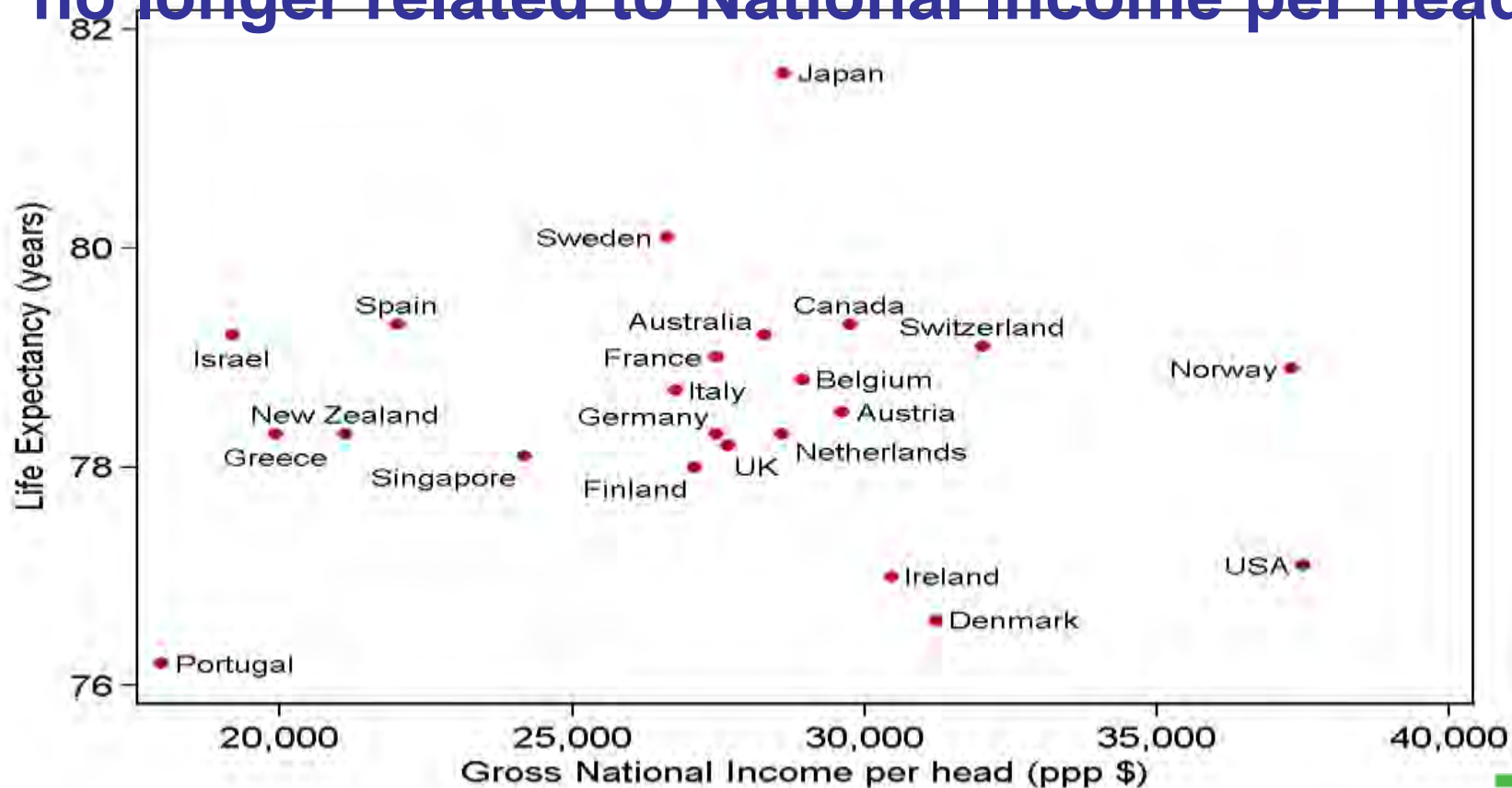


Photo by kind permission of Matt Stuart

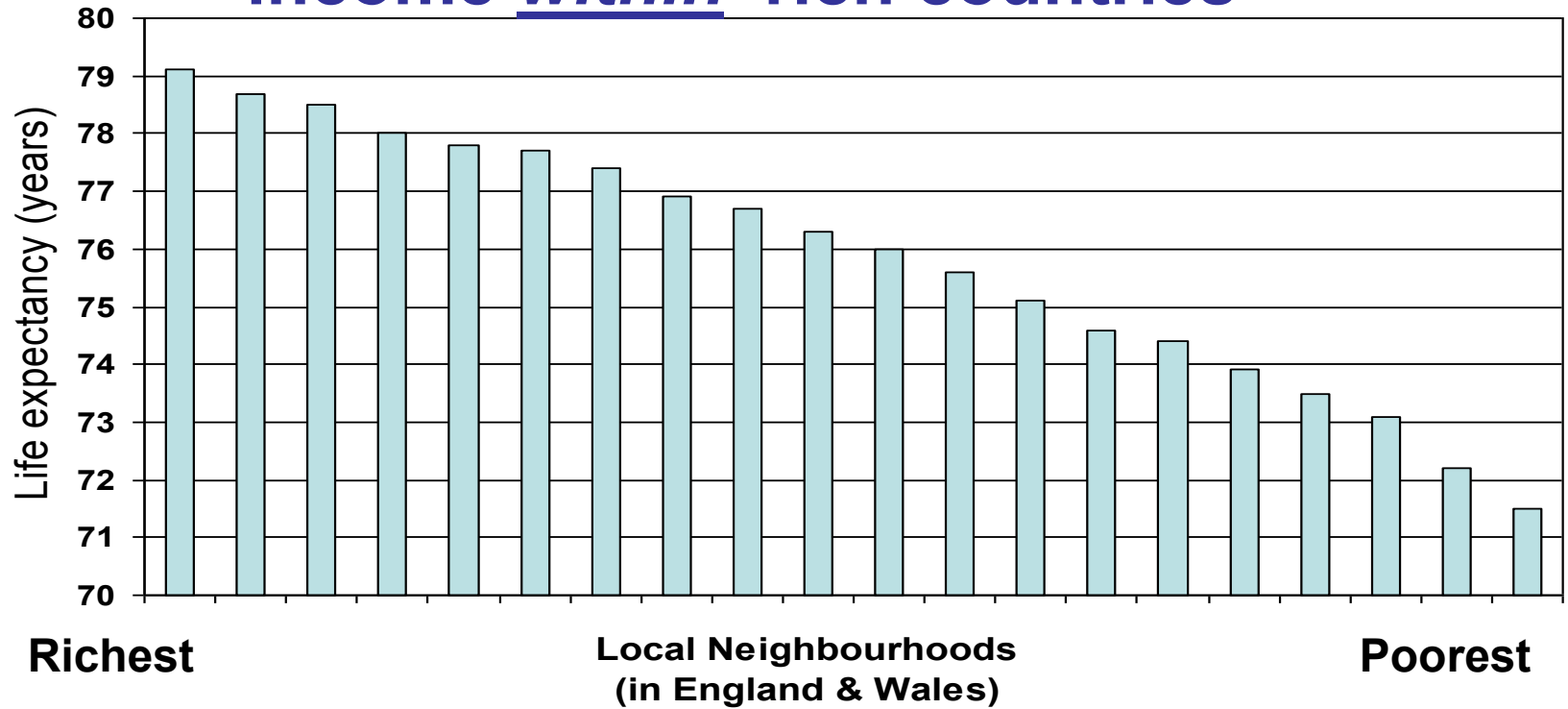
Life expectancy and GDP per person



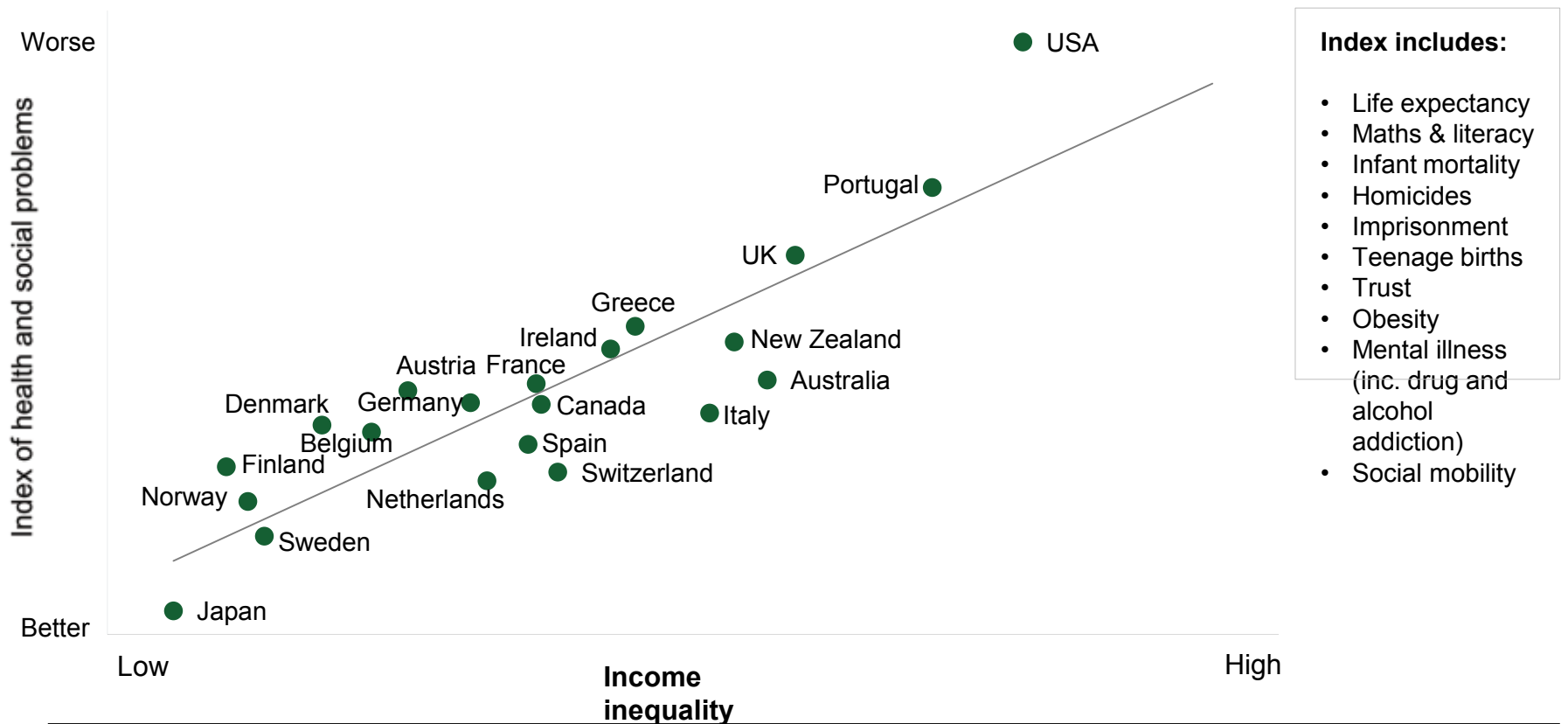
Life expectancy in rich countries is no longer related to National Income per head



Life expectancy is strongly related to income within rich countries



Health and social problems are worse in more unequal countries



Child Well-being is Better in More Equal Rich Countries



Children

Poverty in the UK jeopardising children's health, warns landmark report

'Stark inequalities' and high rates of child death, obesity and ill-health highlighted amid calls on government to prioritise child health



5064 1,236

Sarah Boseley
Health editor

Wednesday 25 January
2017 22:30 GMT



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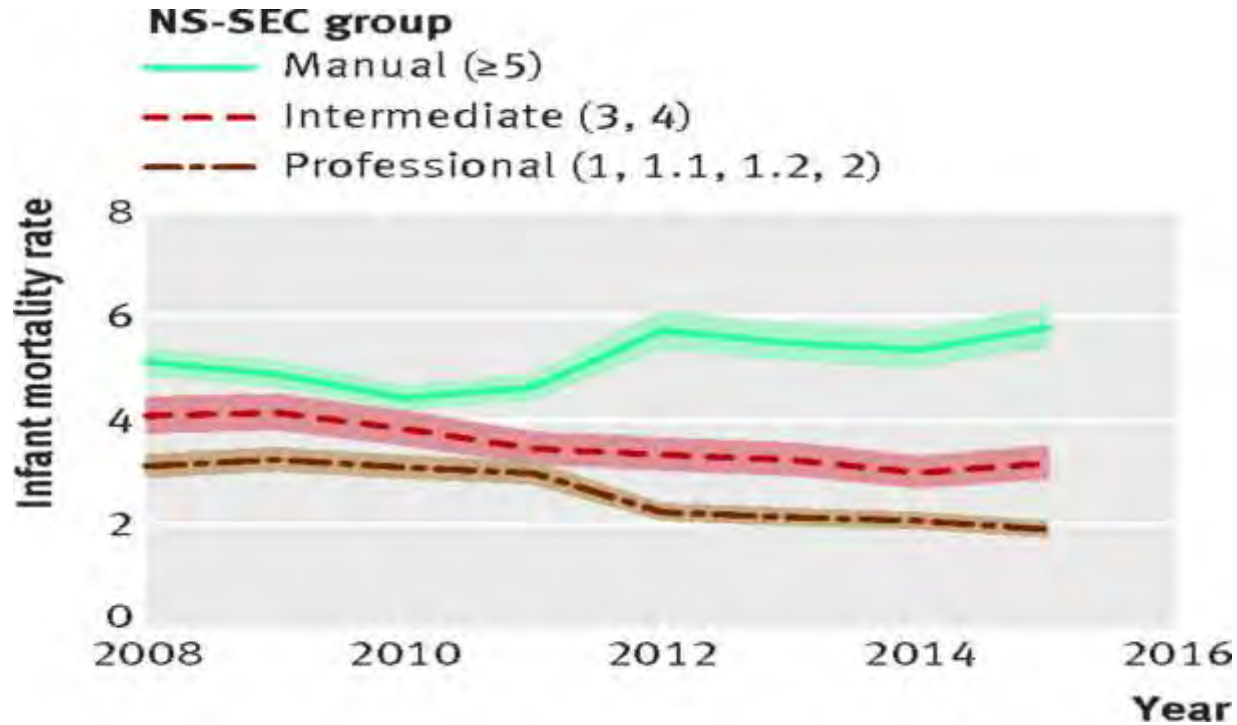
Memory Loss Worrying You?



5 min Free Brain Health Test



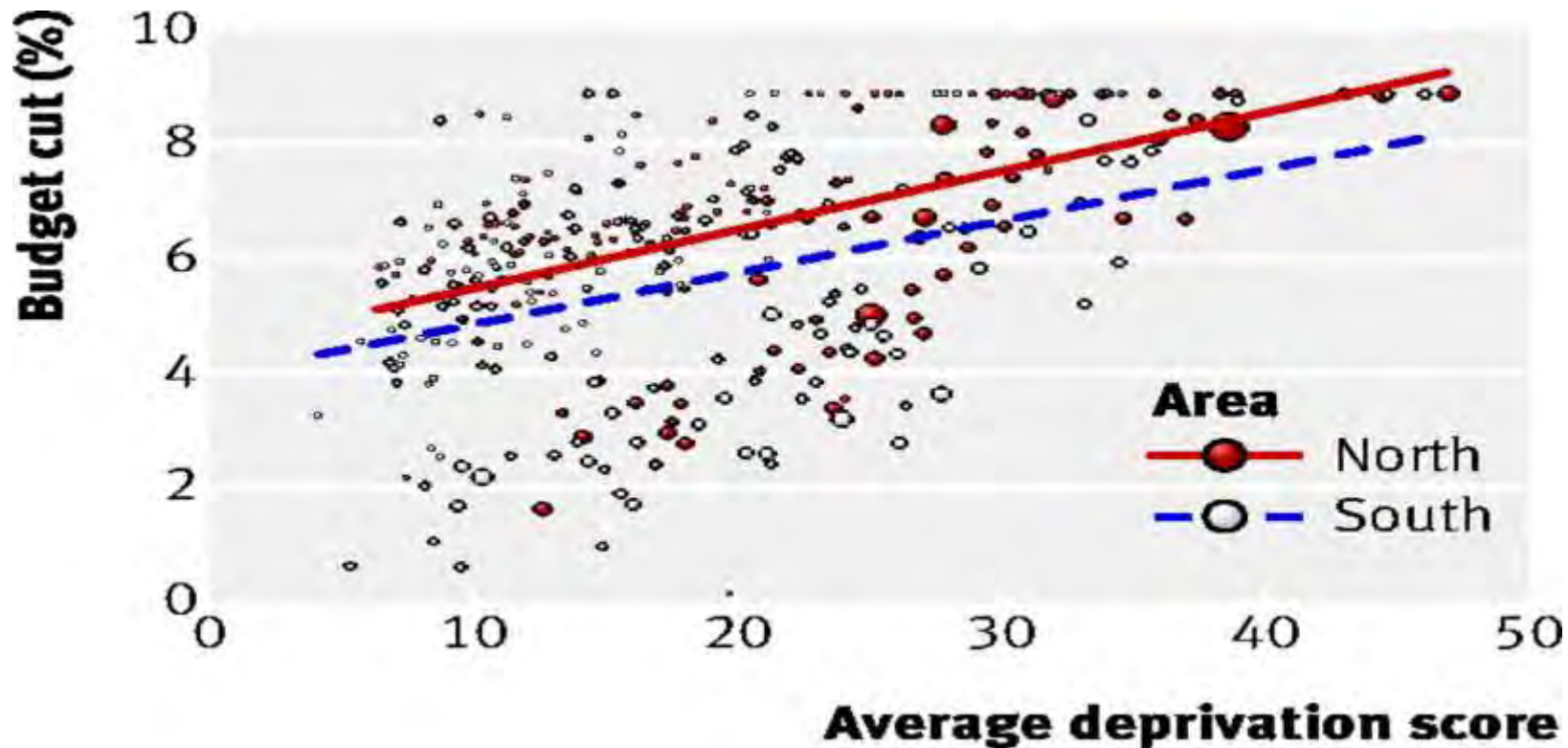
Fig 1 Infant mortality rate (95% confidence interval) by socioeconomic classification, 2008-15.



David Taylor-Robinson, and Ben Barr *BMJ* 2017;357:bmj.j2258



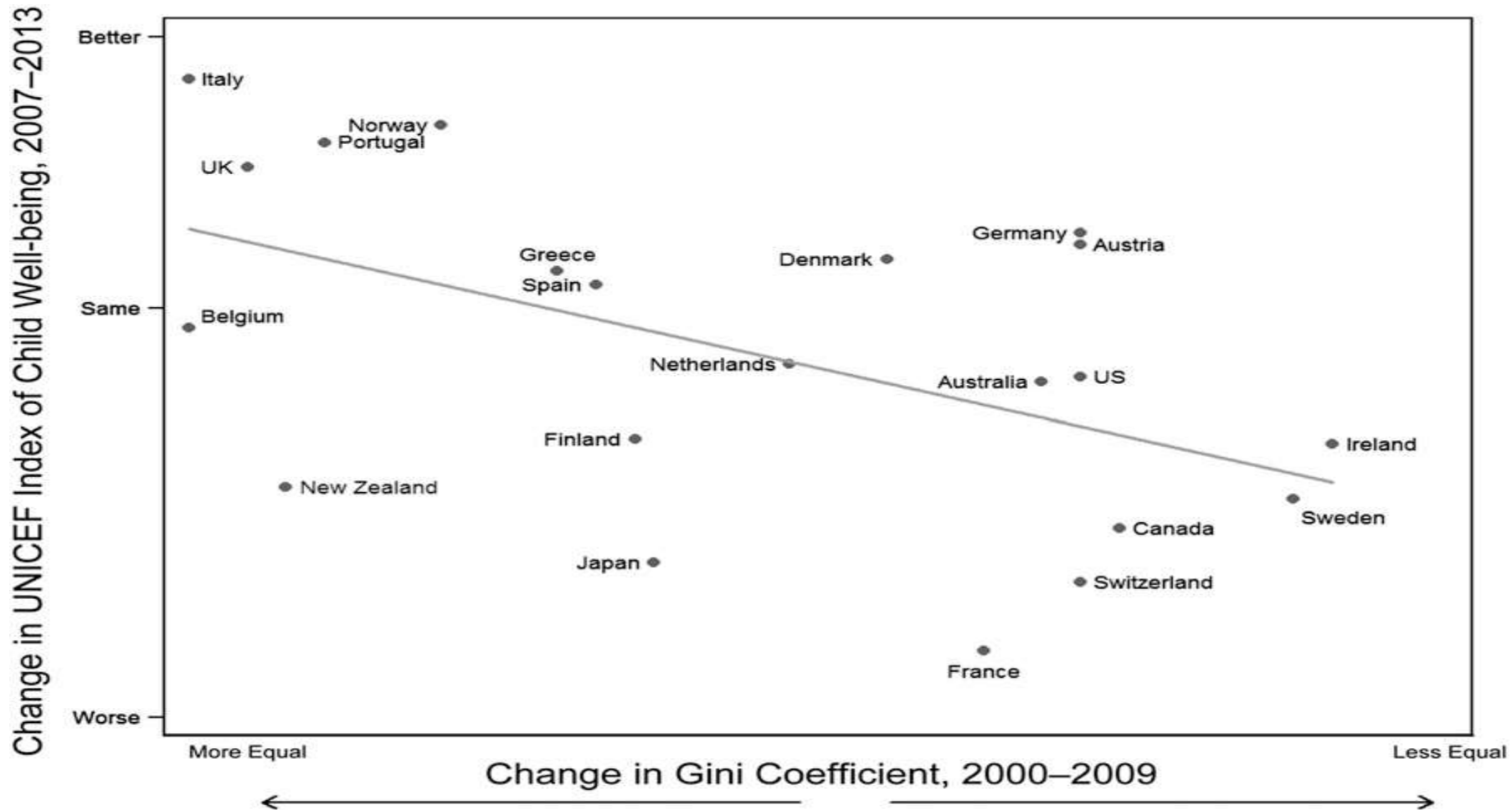
Cut in local authority budget by average deprivation score in north and south of England.



Taylor-Robinson D , Gosling R BMJ 2011;342:bmj.d1487



Just last year's increased wealth gained by UK's richest 1000 would pay the adult social care bill for 4 years



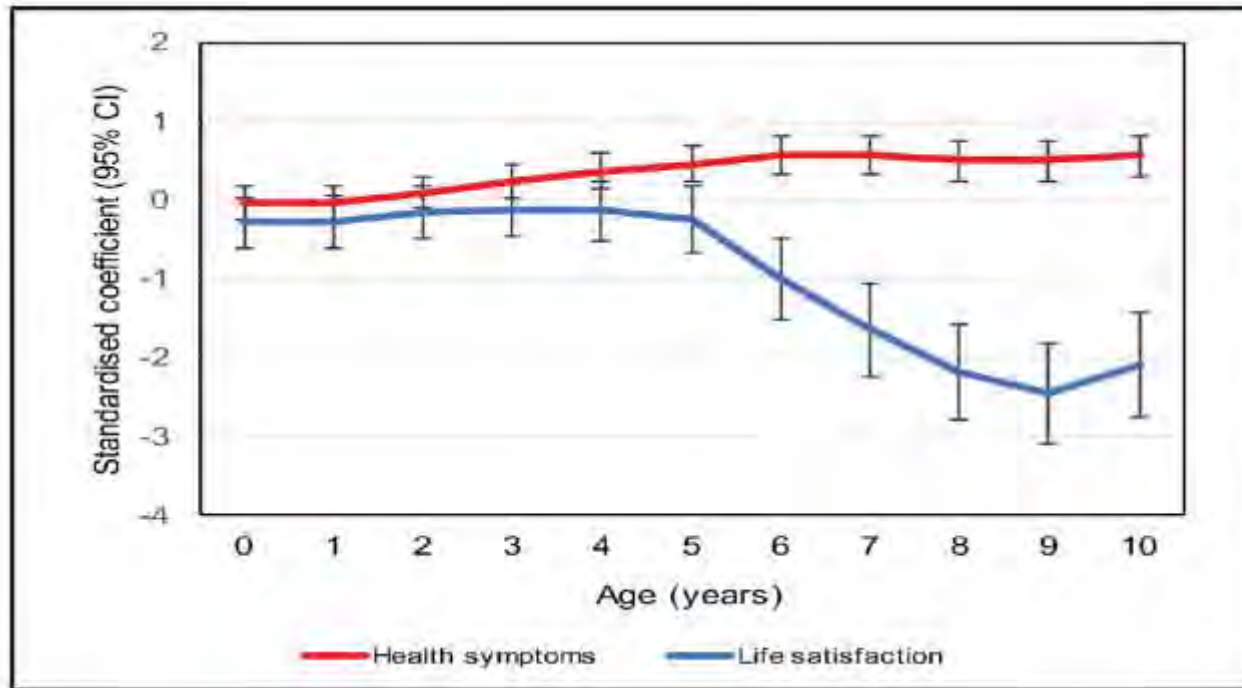


Figure 2 - Association between early life exposure to income inequality each year from birth to age 10, and later health symptoms and life satisfaction in adolescence (11 to 15 years).

Shown are standardised beta coefficients (β) and 95% confidence intervals of the lagged effects, adjusted for concurrent income inequality and country wealth, historical period (survey year), and individual differences in gender, age, and family affluence, and birth year (cohort). The data correspond to the results shown in Table 4.

* $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

Early-life Exposure to Income Inequality and Adolescent Health and Well-being: Evidence from the Health Behaviour in School-aged Children Study
 Frank J. Elgar and Candace Currie

Improving Schools in
Sweden:
An OECD Perspective





What can be done?

Income differences before tax

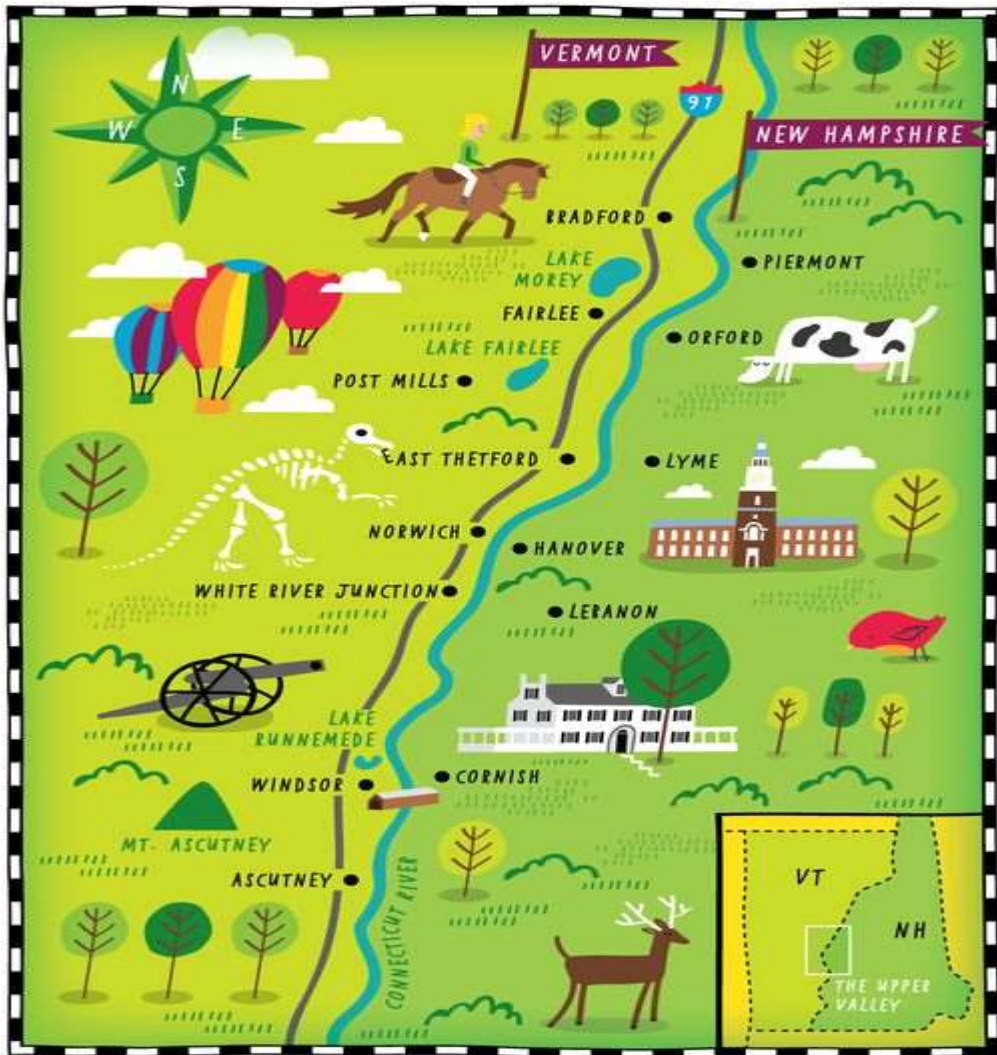
- Increase economic democracy - employee ownership etc
- Strengthen



Taxes & benefits

- Stop tax avoidance
- End tax havens
- Make taxation progressive





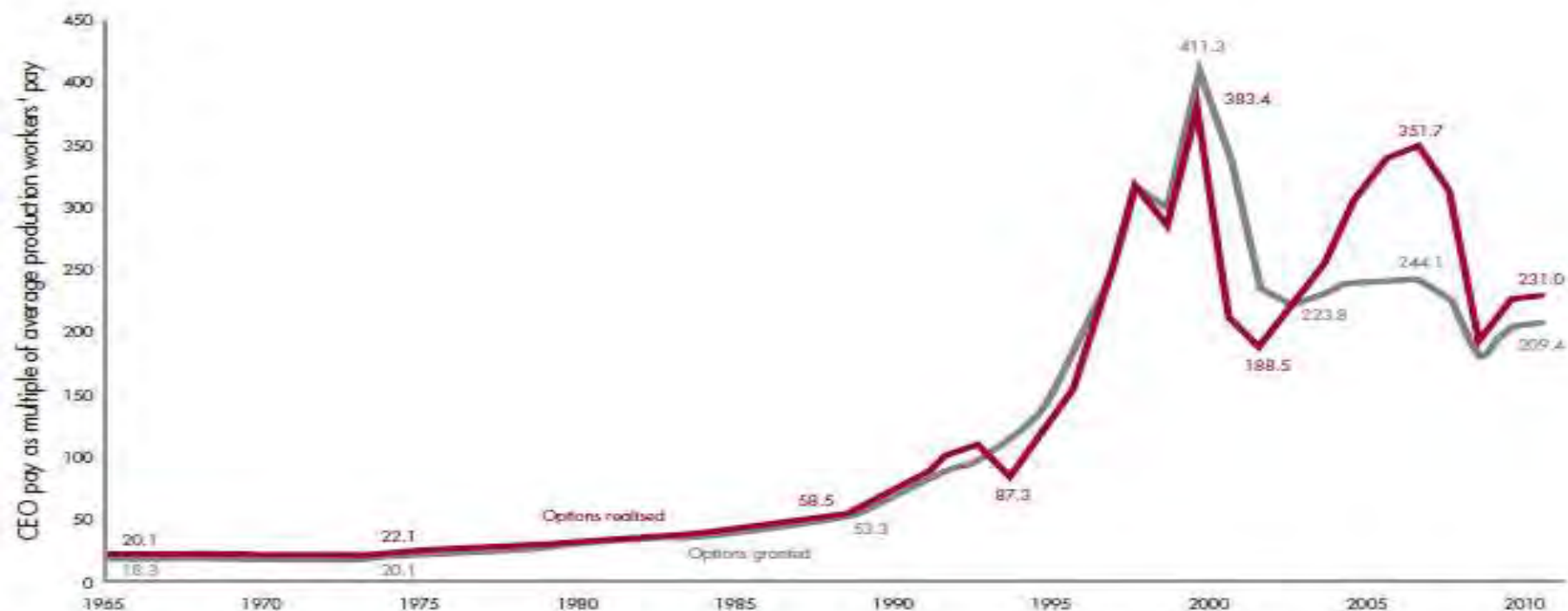


Figure 9: Changing ratio of CEO pay to average pay of production workers in top 50 US companies.

Source: Source: Mishel L, Sabadish N. Economic Policy Institute Brief #331. Washington, 2012

Companies paying CEOs above the median performed less well than those paying below the median

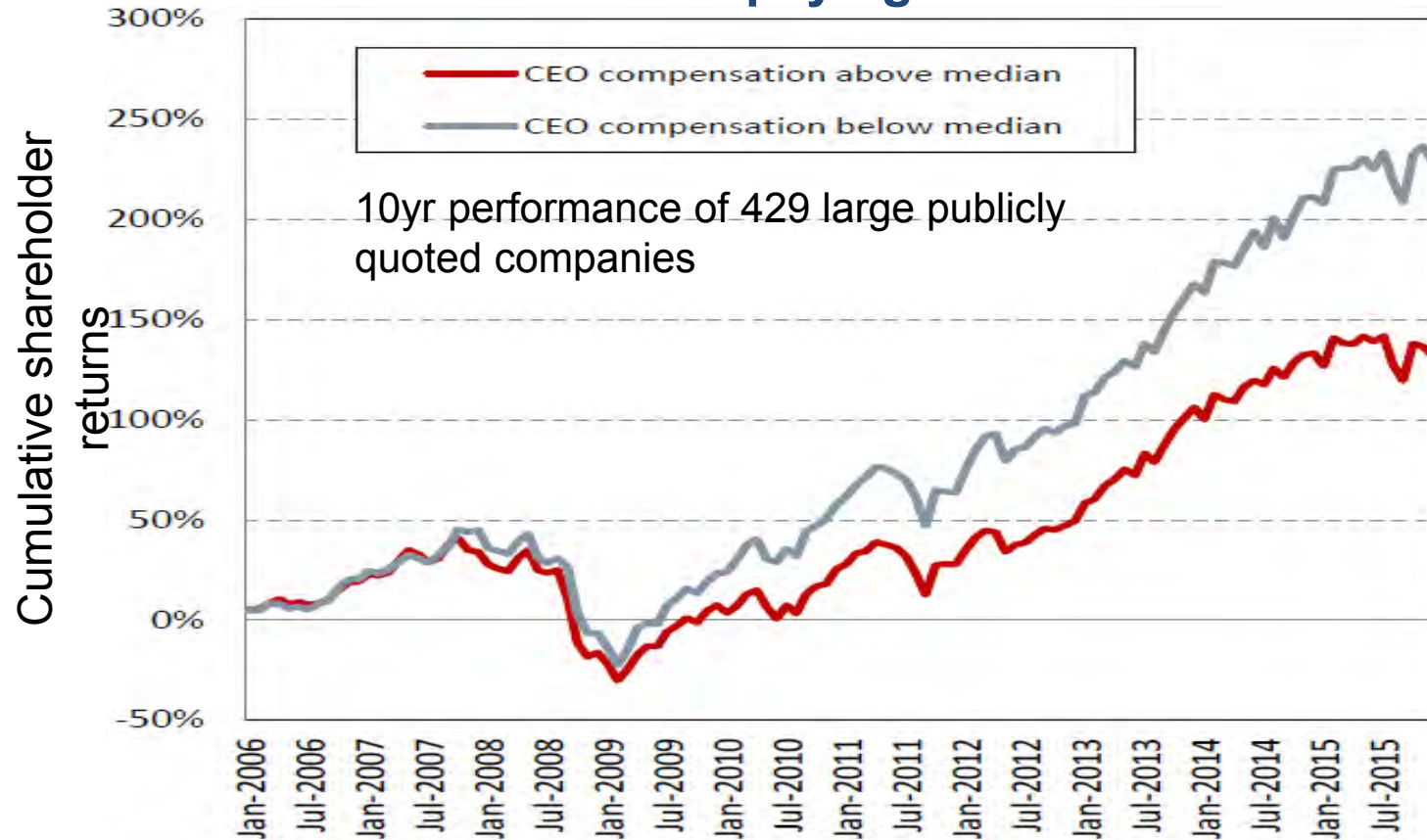




Figure 8: Changes in trade union strength and inequality in the USA 1918–2008

Source: Eisenbrey, R and Gordon, C. Economic Snapshot—unions and labor standards (2012).

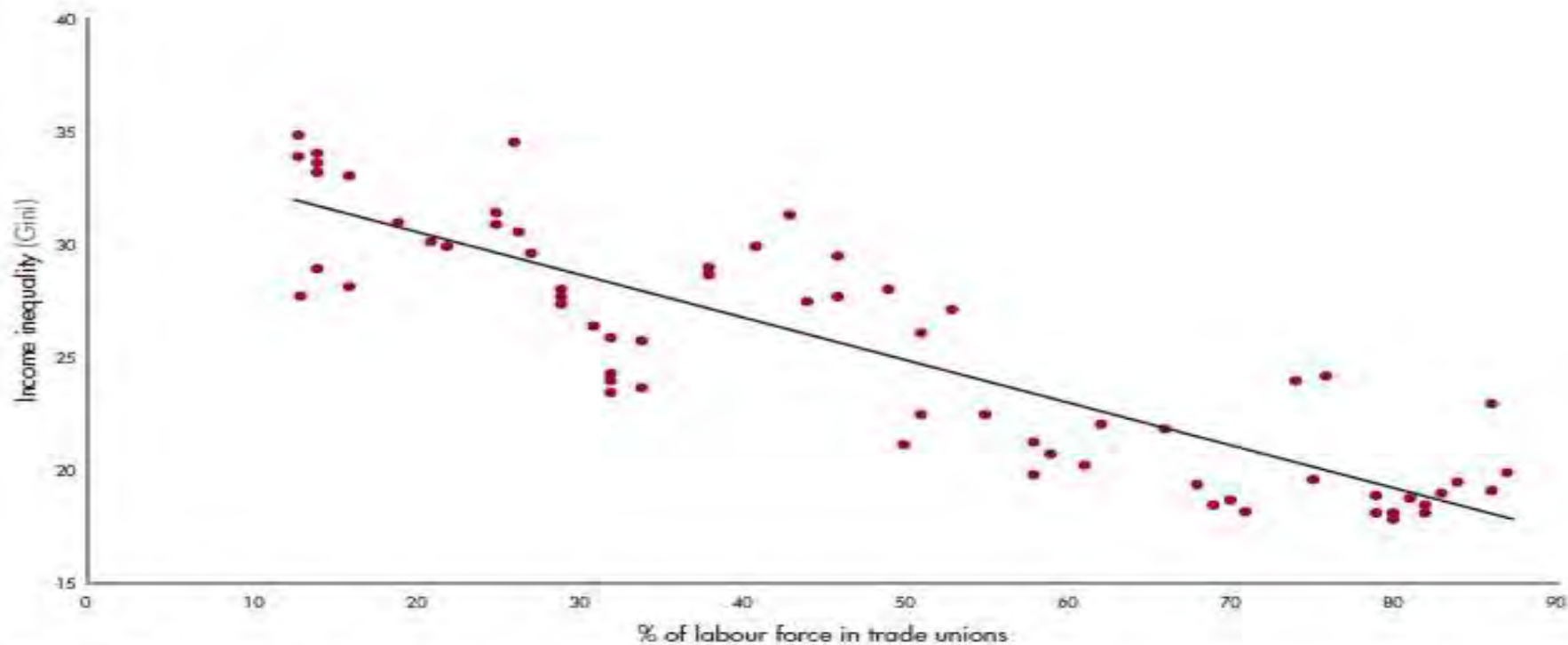


Figure 7: Inequality is greater where Trade Unions are weaker.
 (16 OECD countries 1966–94)

Source: Gustafsson B, Johansson M. US Working Paper 172, 1997.

Economic democracy:-

- **“turns companies from being pieces of property into communities”**
- **reduces pay ratios within companies**
- **transforms the experience of work**
- **redistributes wealth & reduces unearned income**
- **improves productivity**
- **makes companies more**



The voice of co-owned business



COOPERATIVA ITALIA
L'IMPRESA IN ARMONIA
CON IL FUTURO



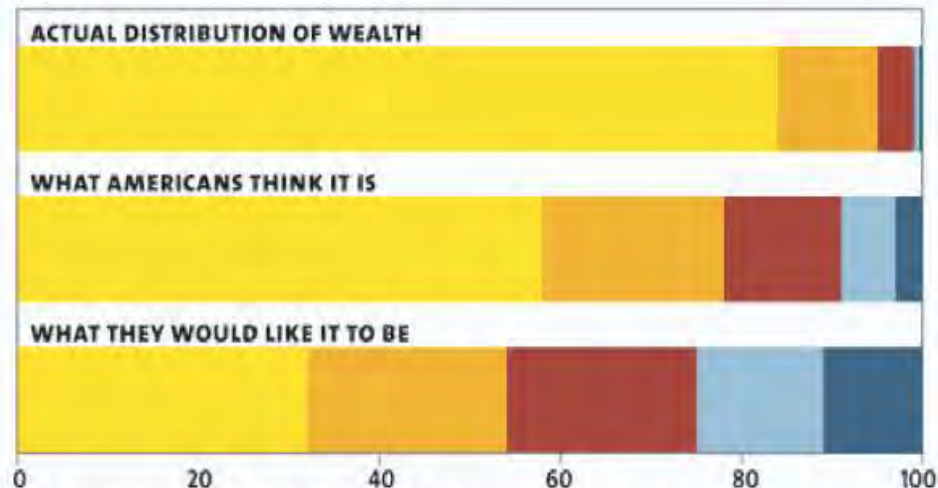
2012
International
Year of

Cooperatives

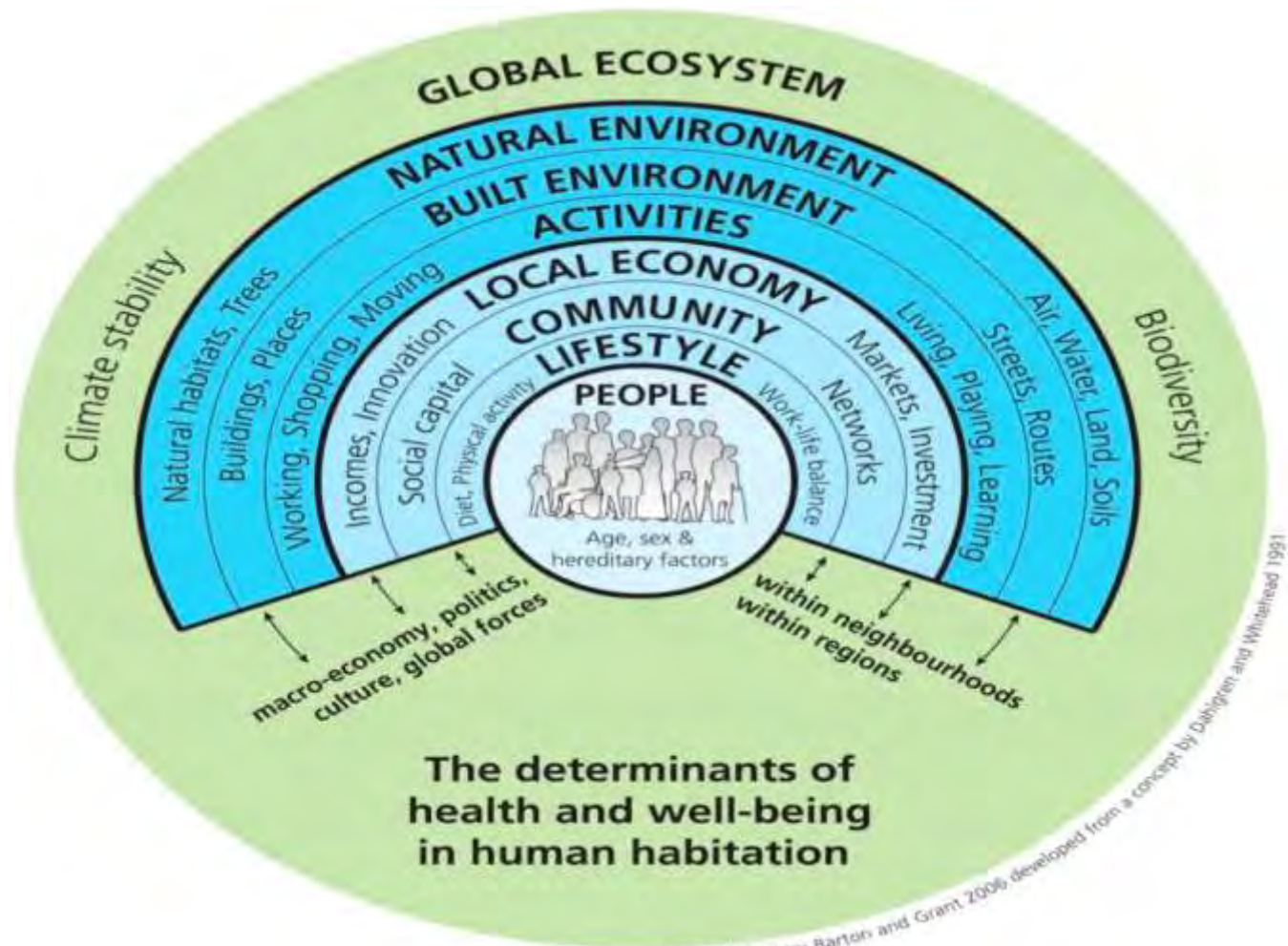


OUT OF BALANCE

A Harvard business prof and a behavioral economist recently asked more than 5,000 Americans how they thought wealth is distributed in the United States. Most thought that it's more balanced than it actually is. Asked to choose their ideal distribution of wealth, 92% picked one that was even more equitable.



Source: Michael I. Norton, Harvard Business School; Dan Ariely, Duke University



The health map: Barton and Grant 2006, developed from a concept by Dahlgren and Whitehead 1991

JUST

8

BILLIONAIRES OWN THE SAME
WEALTH AS THE POOREST
3.6 BILLION PEOPLE

(SO FEW THEY'D FIT IN THIS GOLF BUGGY)



DEMAND AN ECONOMY THAT WORKS
FOR EVERYONE, NOT JUST THE FEW

EVEN
IT UP



OXFAM

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



THE GLOBAL GOALS

For Sustainable Development

7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



The prevalence of mental illness is higher in more unequal rich countries



Changes in income inequality and the health of immigrants

Tod G. Hamilton^{a,*}, Ichiro Kawachi^b

^a Department of Sociology, Office of Population Research, Princeton University, 245 Wallace Hall, Princeton, NJ 08544, USA

^b Department of Social and Behavioral Sciences, Harvard School of Public Health, Harvard University, 677 Huntington Avenue, Boston, MA 02115, USA

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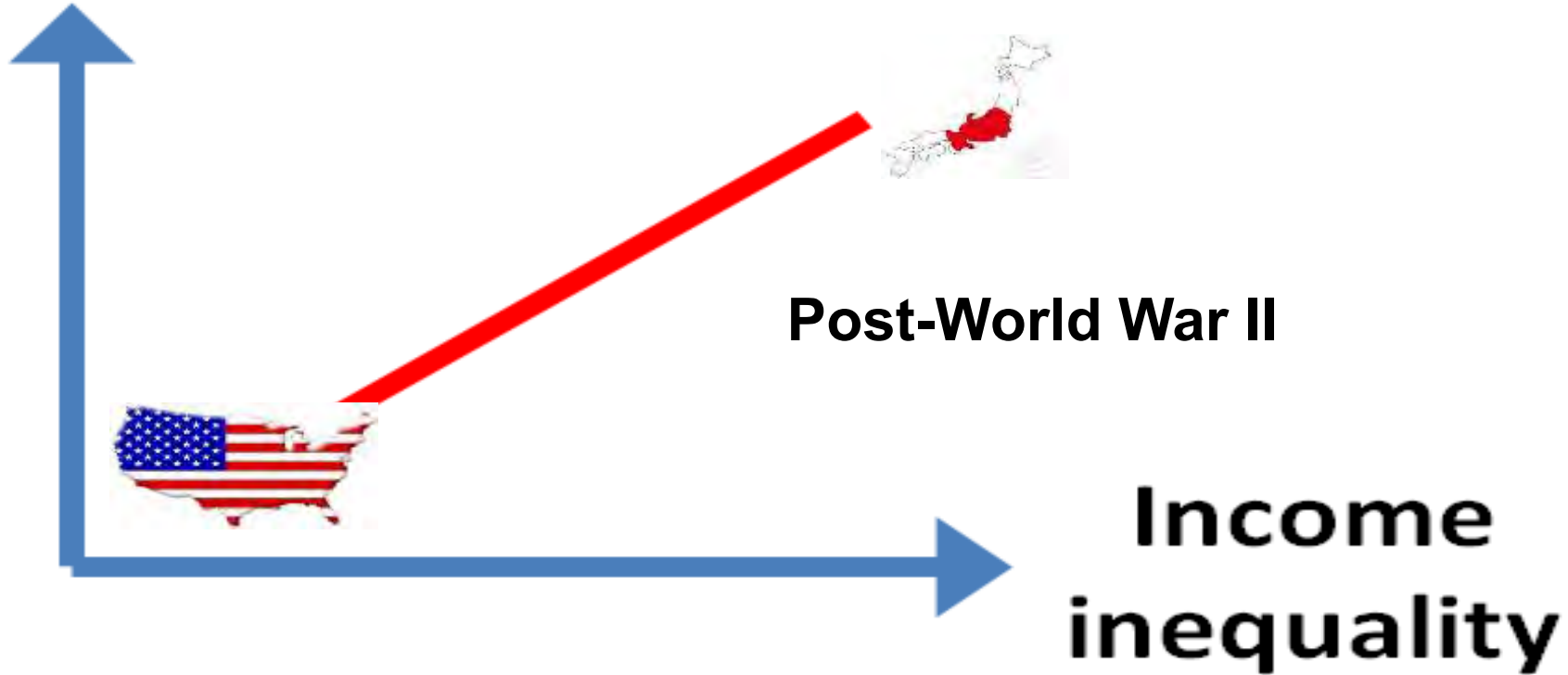
ABSTRACT

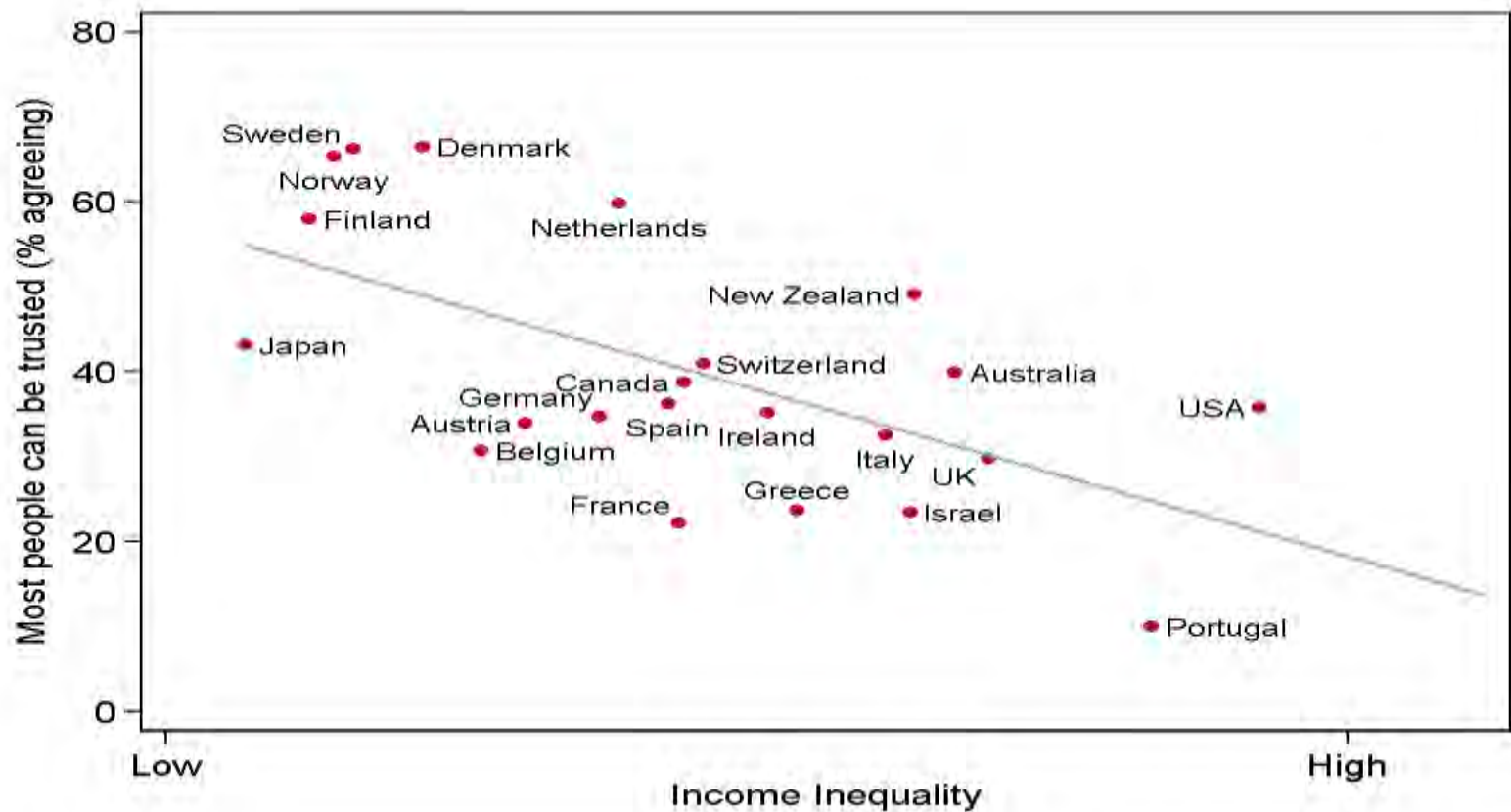
Research suggests that income inequality is inversely associated with health. This association has been documented in studies that utilize variation in income inequality across countries or across time from a single country. The primary criticism of these approaches is their inability to account for potential confounders that are associated with income inequality. This paper uses variation in individual experiences of income inequality among immigrants within the United States (U.S.) to evaluate whether individuals who moved from countries with greater income inequality than the U.S. have better health than those who migrated from countries with less income inequality than the U.S. Utilizing individual-level (March Current Population Survey) and country-level data (the United Nations Human Development Reports), we show that among immigrants who have resided in the U.S. between 6 and 20 years, self-reported health is more favorable for the immigrants in the former category (i.e., greater income inequality) than those in the latter (i.e., lower income inequality). Results also show that self-reported health is better among immigrants from more developed countries and those who have more years of education, are male, and are married.

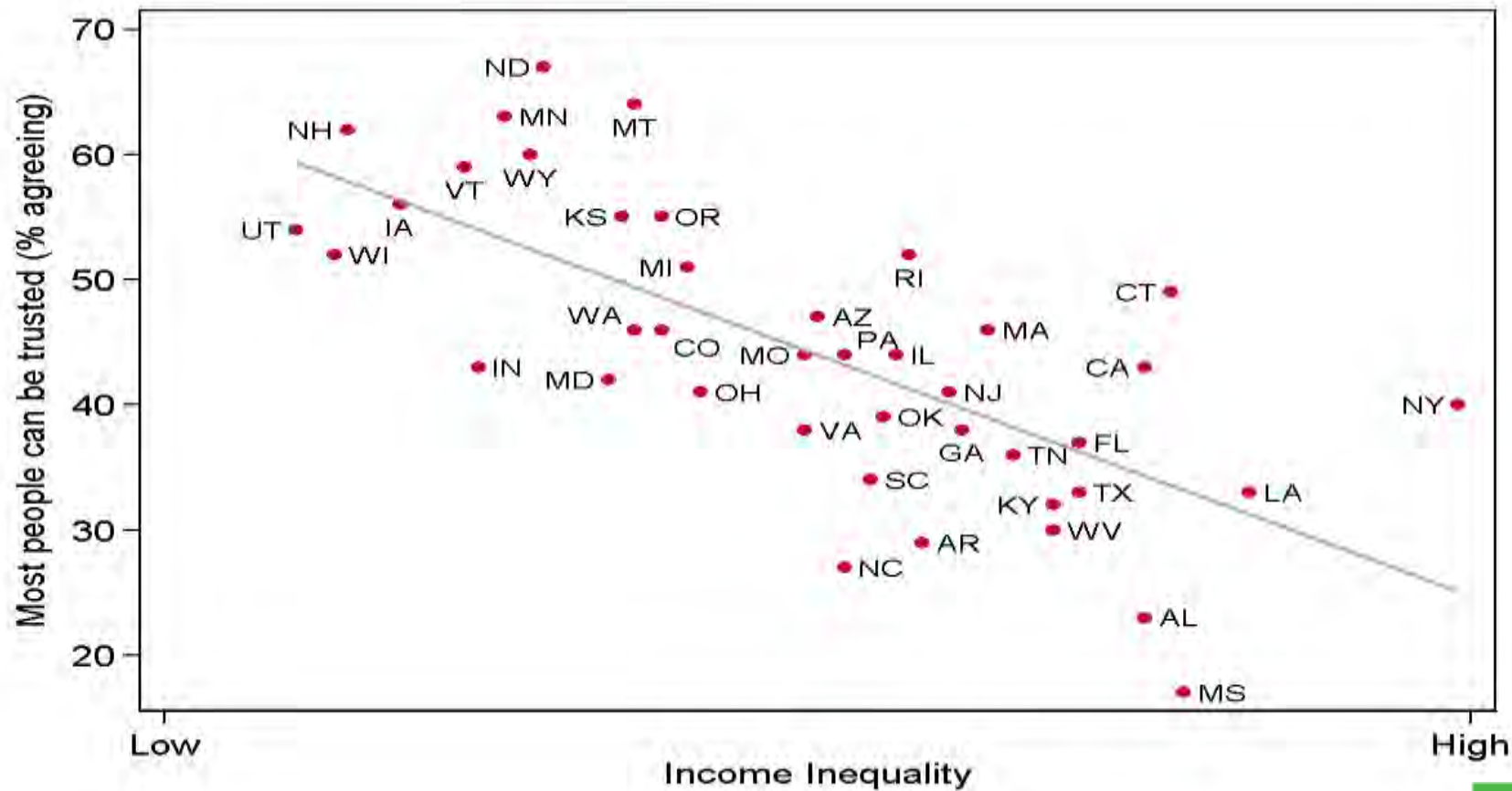
© 2012 Published by Elsevier Ltd.

Cessation of Exposure

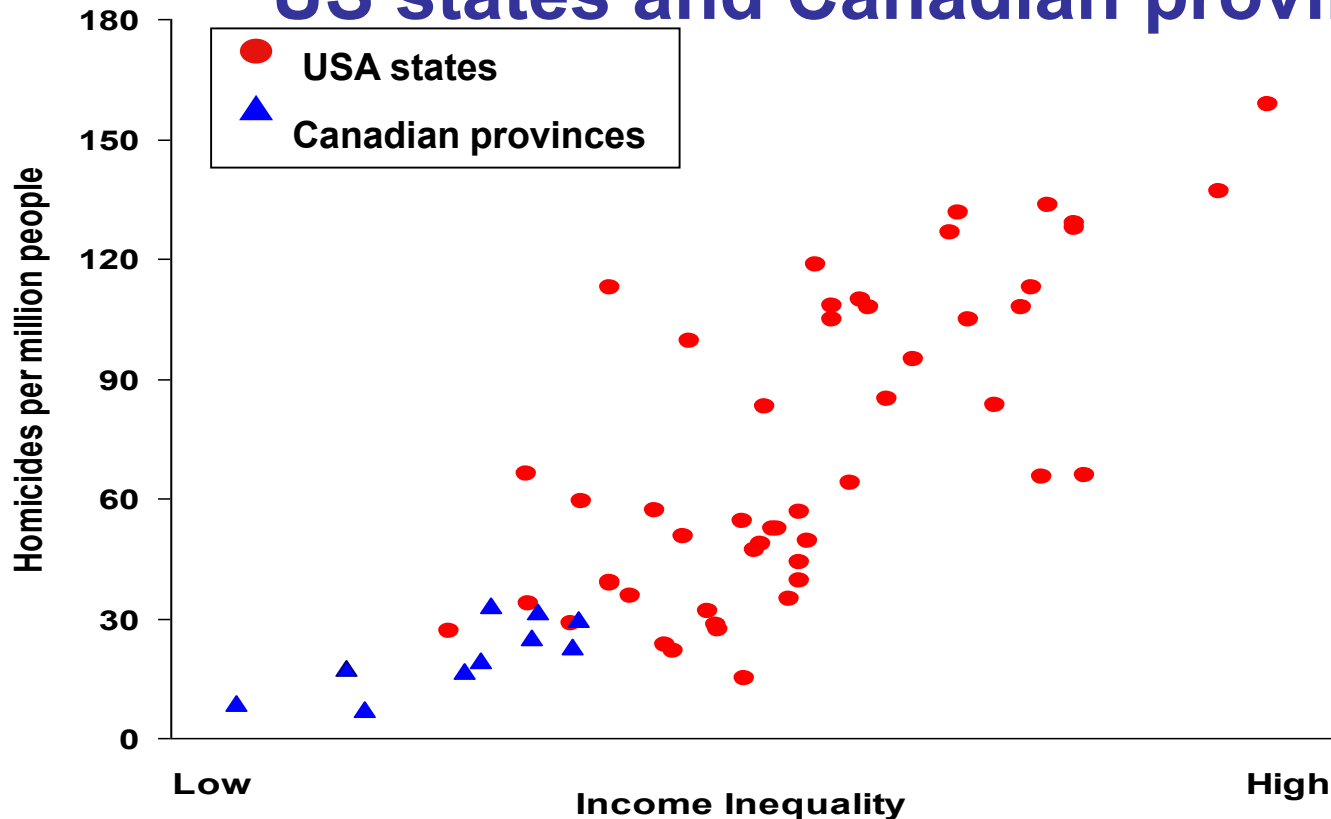
Problems



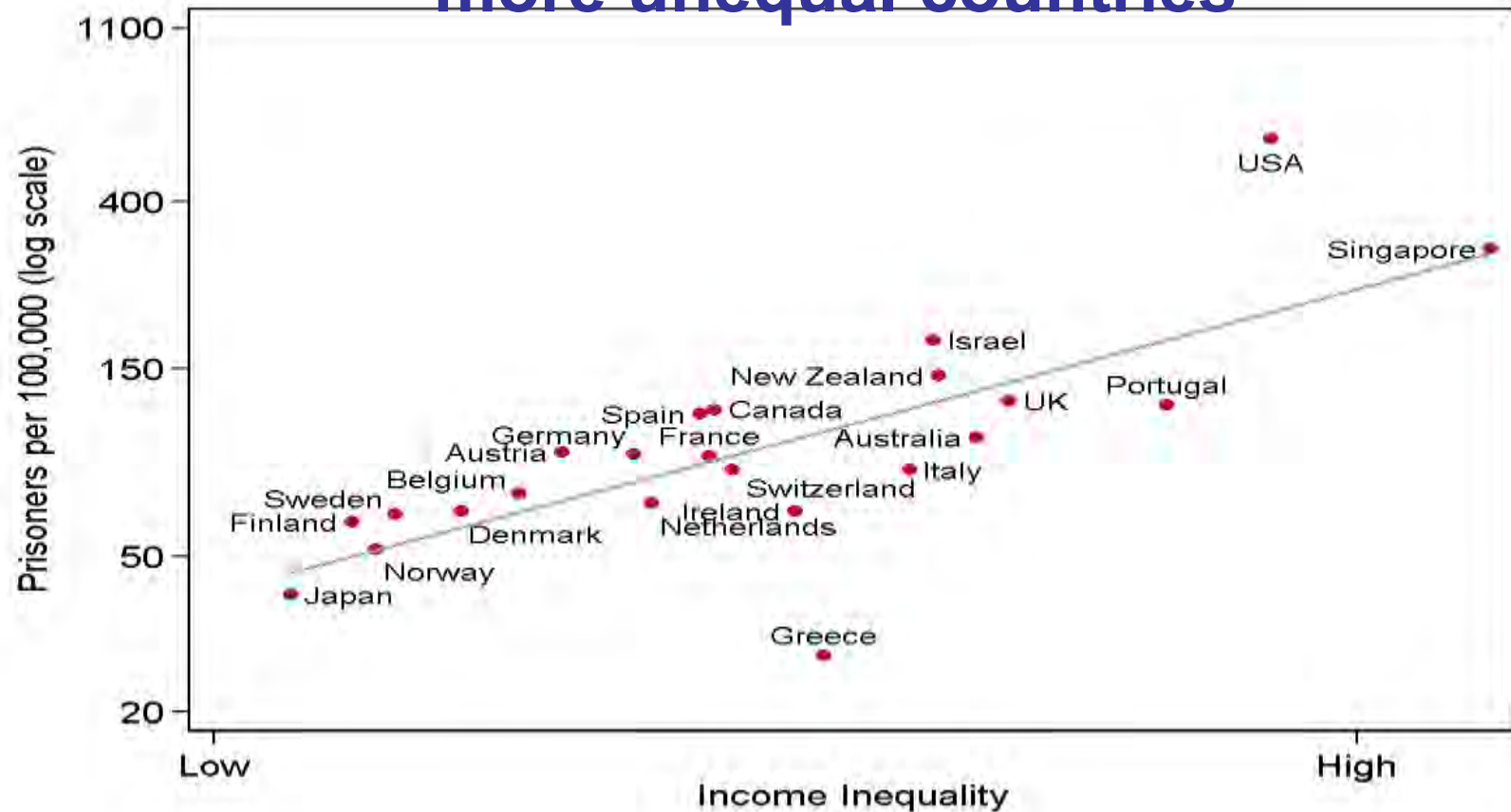




Homicide rates are higher in more unequal US states and Canadian provinces



Imprisonment rates are higher in more unequal countries



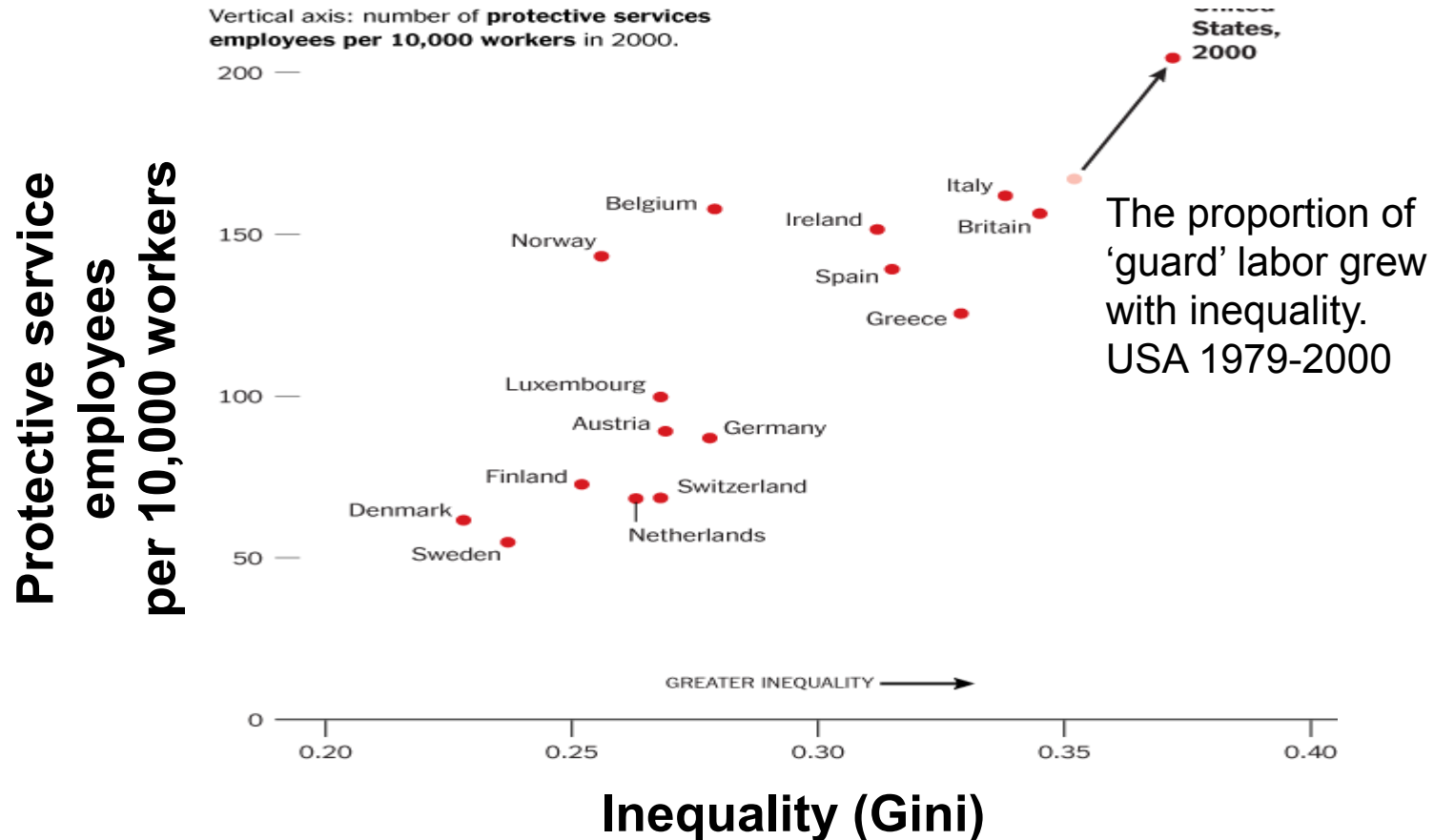
Cuernavaca, Mexico



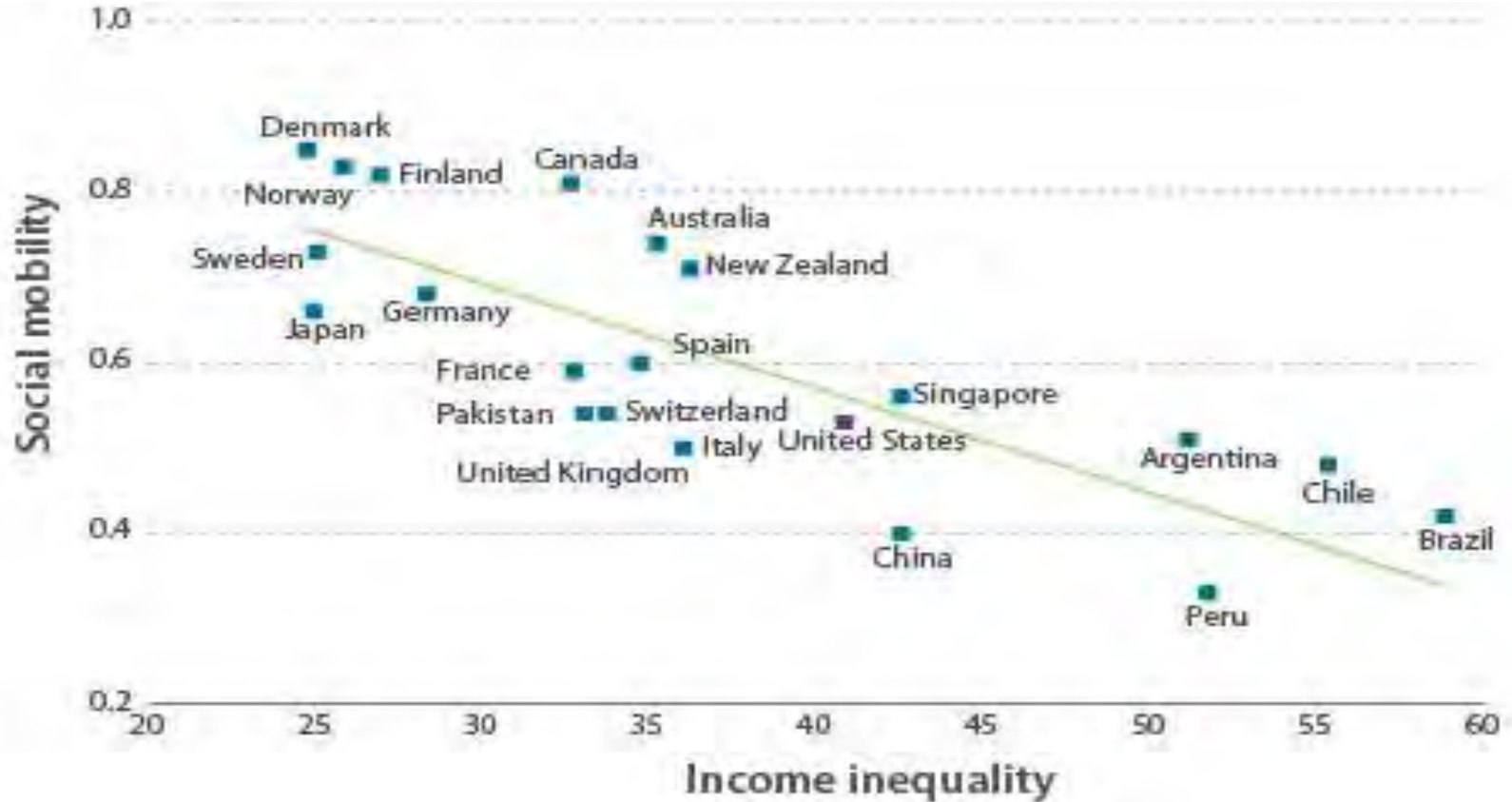
'Armed Response' - Pretoria, South Africa.



Societies with wider Income differences need more “guard labor”

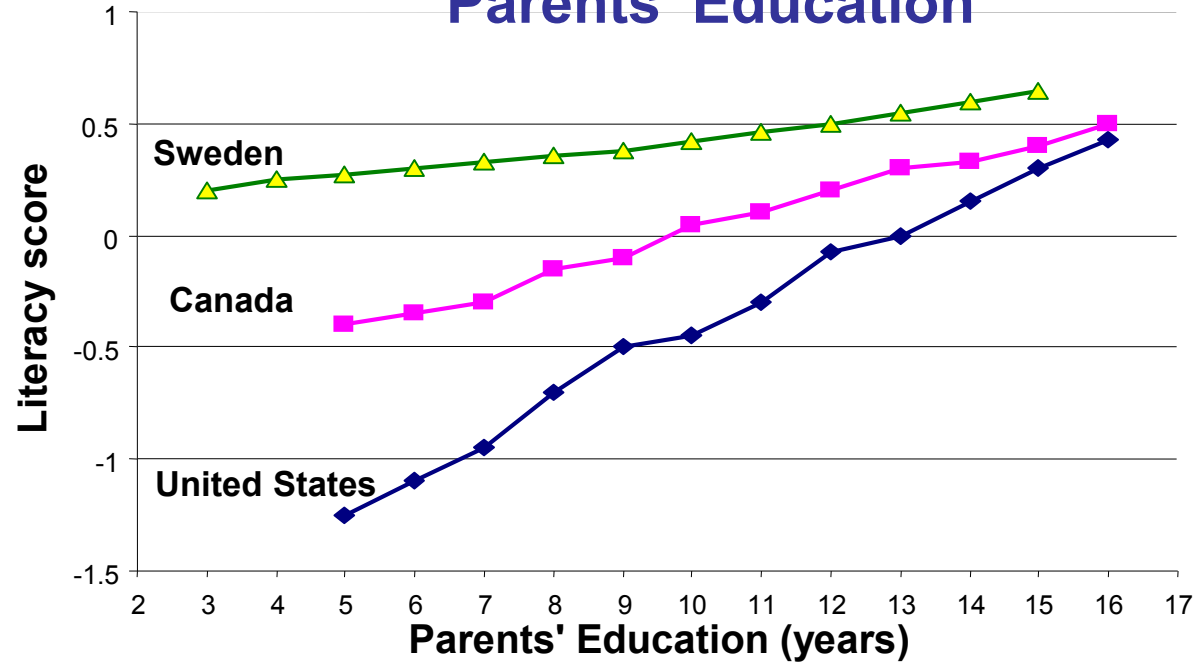


There is less social mobility in countries with bigger income difference



Corak (2013); World Bank 2013. The Hamilton Project, Brookings Institution

Literacy Scores of 16-25 year olds by Parents' Education



Walker, R. et al.
Poverty in global perspective.
Journal of Social Policy
2013; 42, 215-233

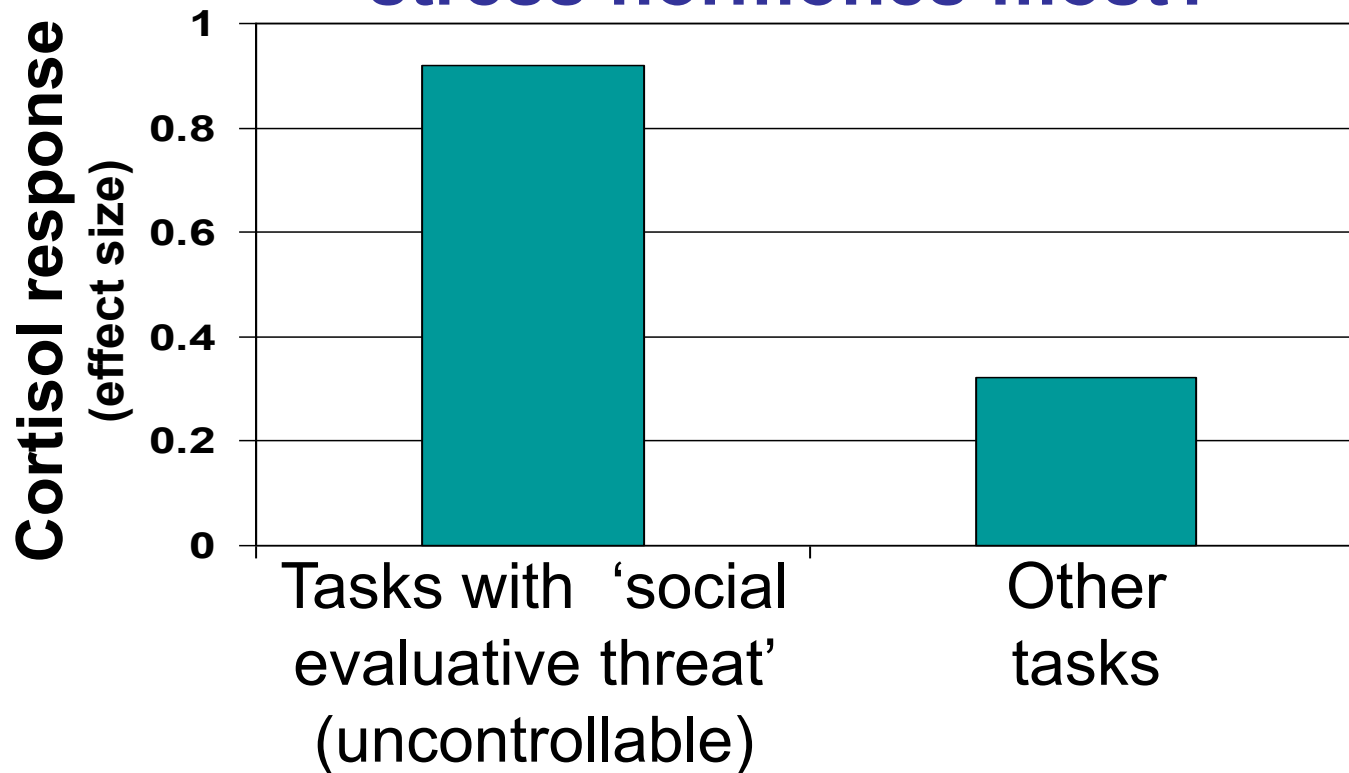
The experience of poverty in rural Uganda and India;
urban China, Pakistan, Korea, United Kingdom and Norway.

“Respondents universally despised poverty and frequently despised themselves for being poor. Parents were often despised by their children, women despised their men-folk and some men were reported to take out their self-loathing on their partners and children. Despite respondents generally believing that they had done their best against all odds, they mostly considered that they had both failed themselves by being poor and that others saw them as failures. This internalisation of shame was further externally reinforced in the family, the workplace and in their dealings with officialdom. Even children could not escape this shaming for, with the possible exception of Pakistan, school was an engine of social grading, a place of humiliation for those without the possessions that guaranteed social acceptance.

No parent was able to escape the shame of failing to provide for their children even when children were prepared to stop asking for things – the latter itself being a further source of shame.

...For men, relying on others or on welfare benefits was perceived as a challenge to their sense of masculinity: a British father to two children admitted that he felt 'like shit ... I'm the man in this relationship. I am meant to be the man ... to take care of the missus and my kids. And I don't.'

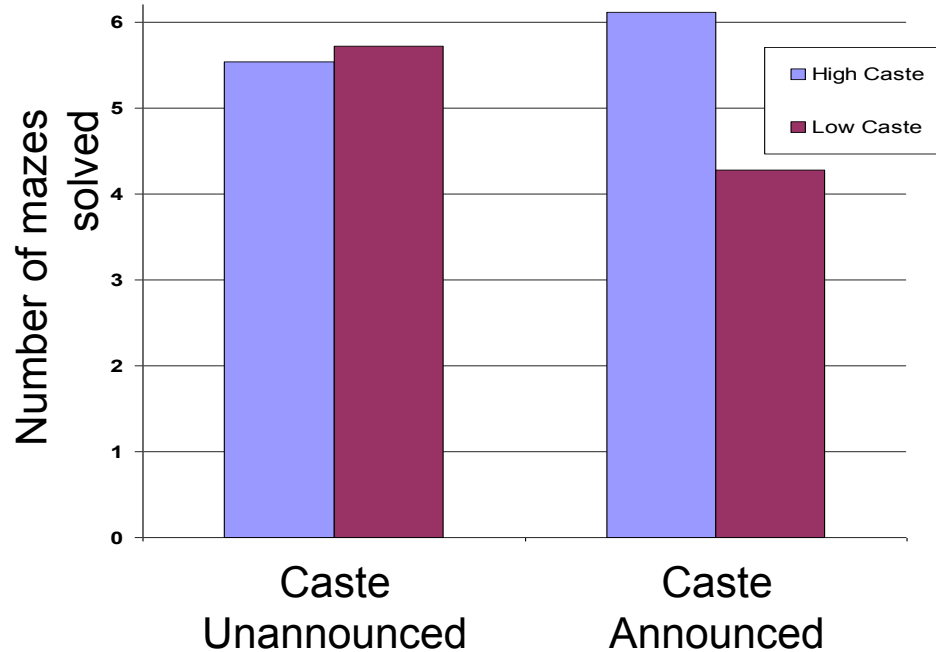
What kind of stressful tasks raise stress hormones most?



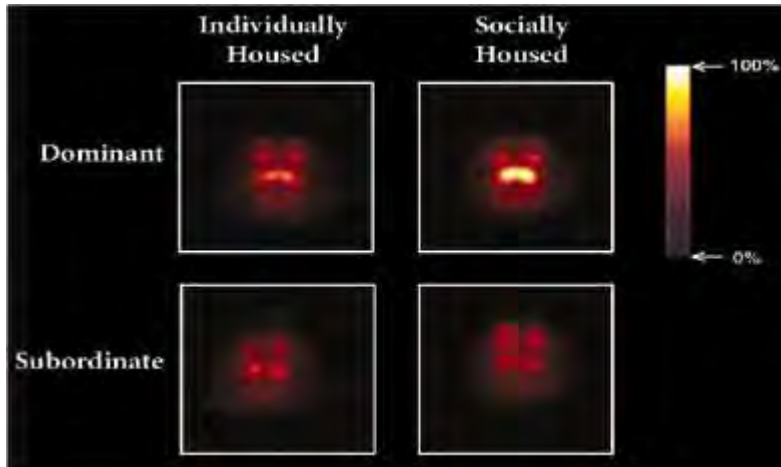
Dickerson SS, Kemeny ME. Acute stressors and cortisol responses. *Psychological Bulletin* 2004; 130(3): 355-91.

Stereotype Threat

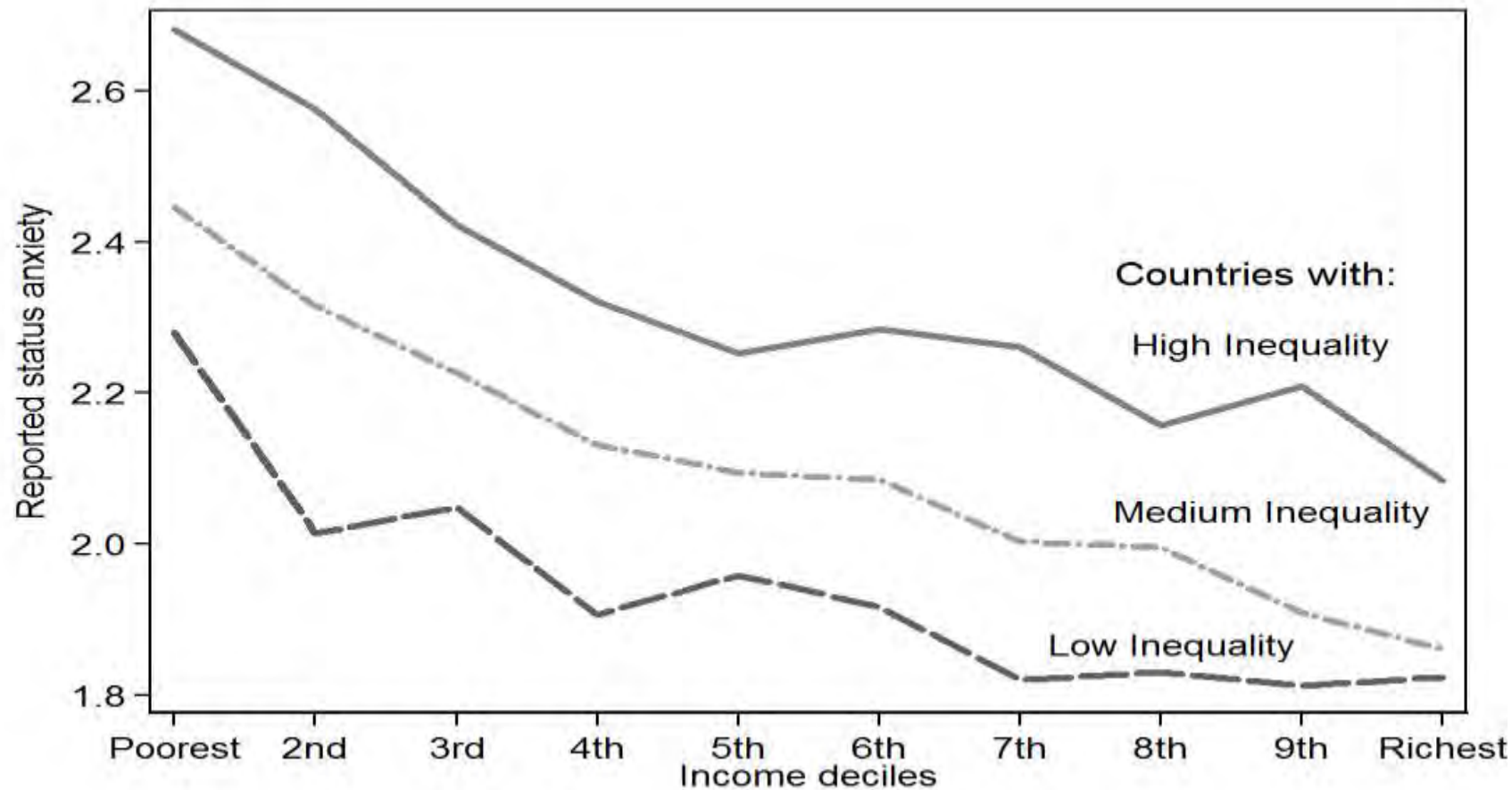
The effect of caste identity on children's performance



Social status affects brain chemistry and behaviour in monkeys



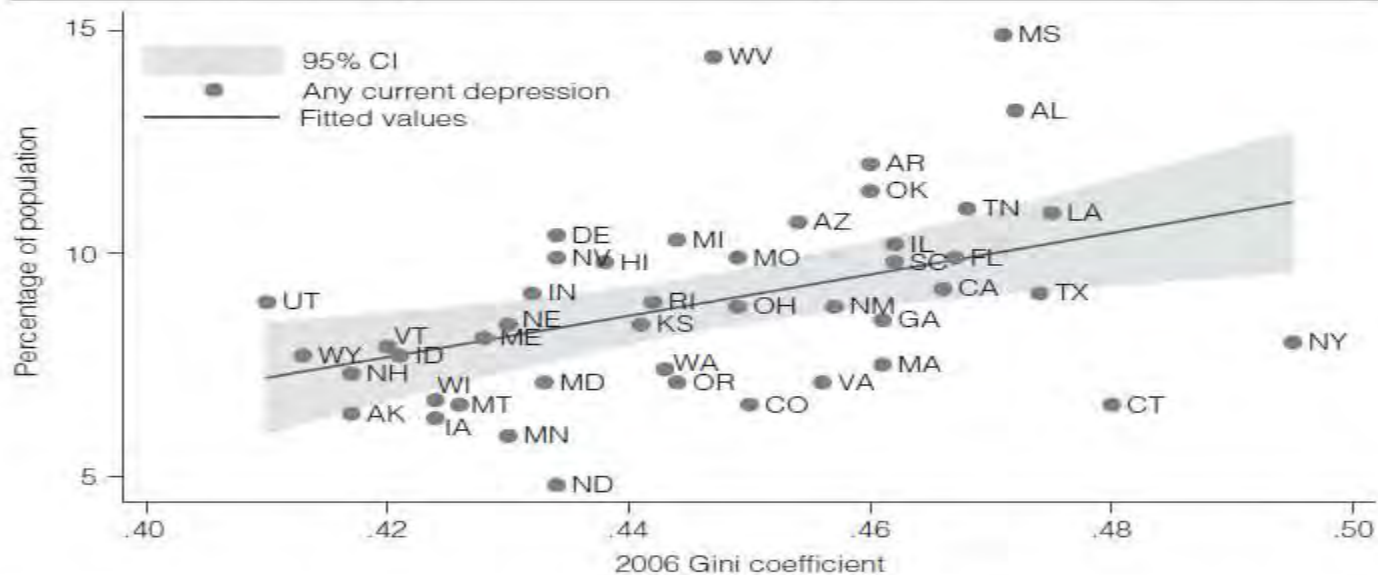
- Living in social groups increased “happy” brain chemicals in dominant monkeys but produced no change in subordinate monkeys.
- These neurobiological changes had an important behavioural influence
- When given access to cocaine, dominant



Status anxiety is higher at all levels of income in more unequal countries. Redrawn from Layte and Whelan (2014) data kindly provided by Richard Layte

Figure 1

Income inequality and prevalence of current depression across 45 states^a



^a Kentucky, New Jersey, North Carolina, Pennsylvania, and South Dakota did not participate in the Behavioral Risk Factor Surveillance System survey in the years for which data were analyzed (2006 and 2008). Possible Gini values range from 0, complete equality, to 1, maximum inequality.

Messias, E., W. W. Eaton, et al. (2011). "Economic grand rounds: Income inequality and depression prevalence across the United States: an ecological study." *Psychiatr Serv* **62(7): 710-2**.

“Health” is good where life expectancy is low...

Country	% with “good” self-rated health	Life expectancy (yrs)
Japan	54	82
Australia	76	81
Italy	74	81
Sweden	78	81
Switzerland	83	81
France	72	80
Spain	80	80
Britain	73	79
Finland	66	79
Germany	67	79
Netherlands	71	79
New Zealand	82	79
USA	80	77

Correlation : $r = -0.24$

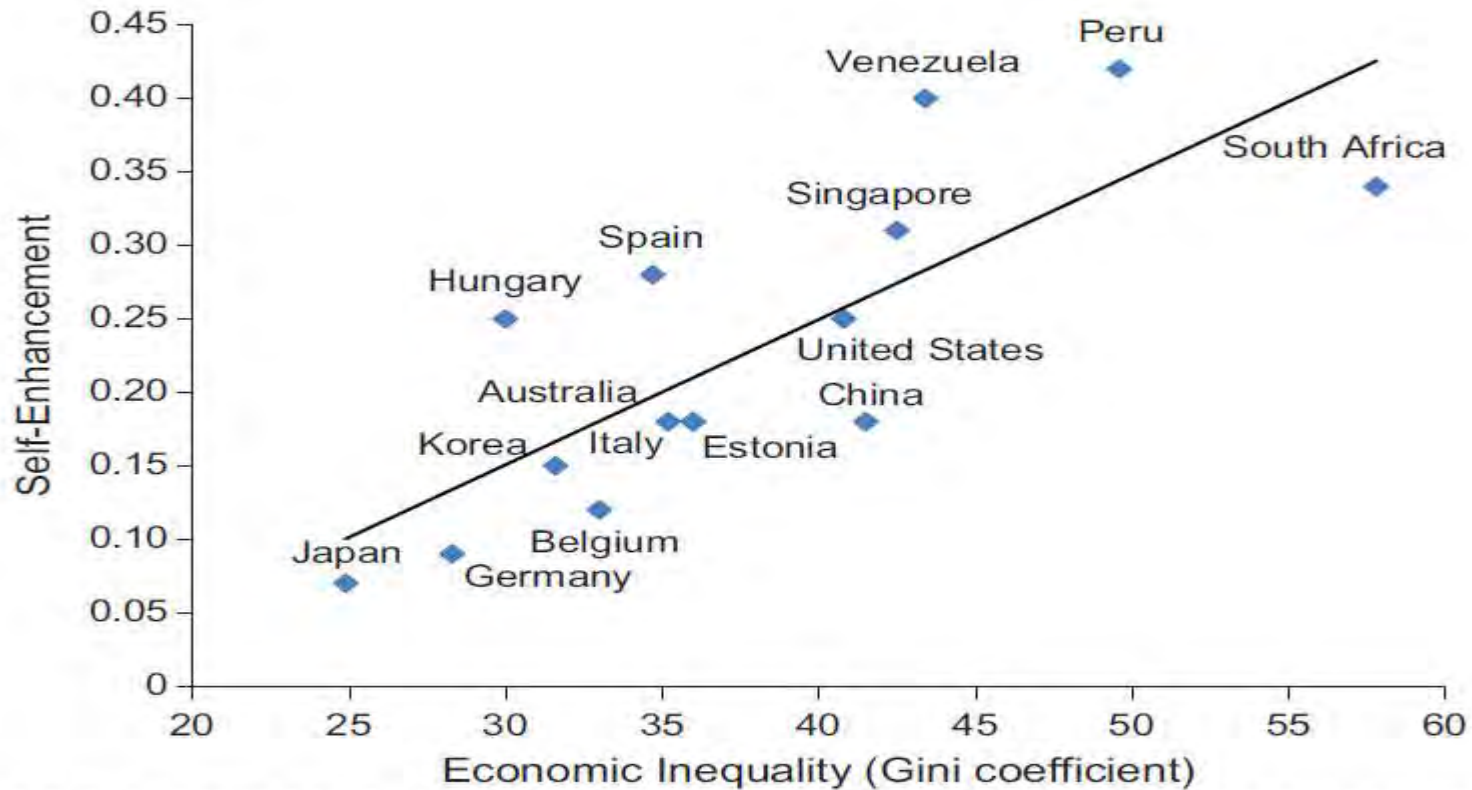
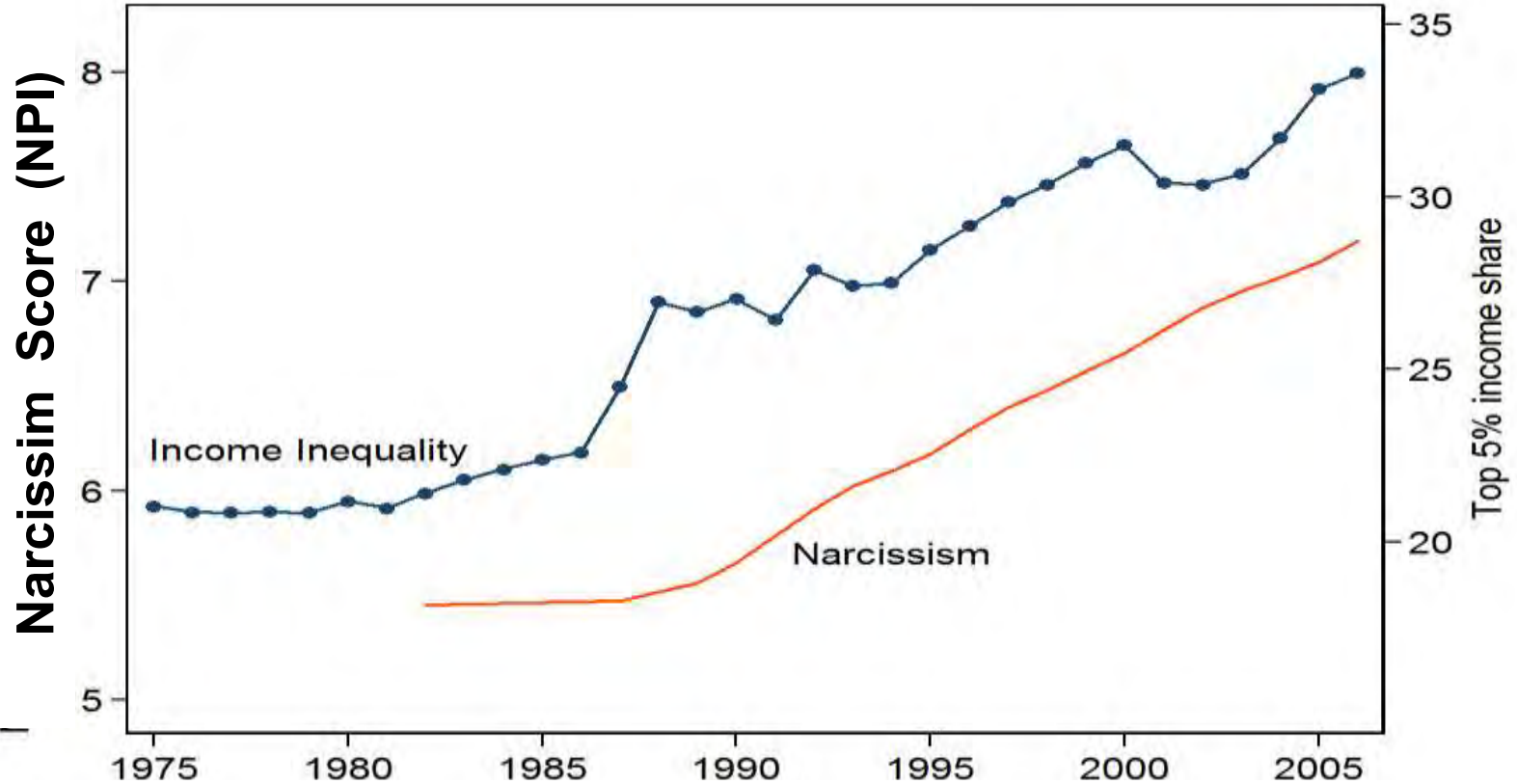


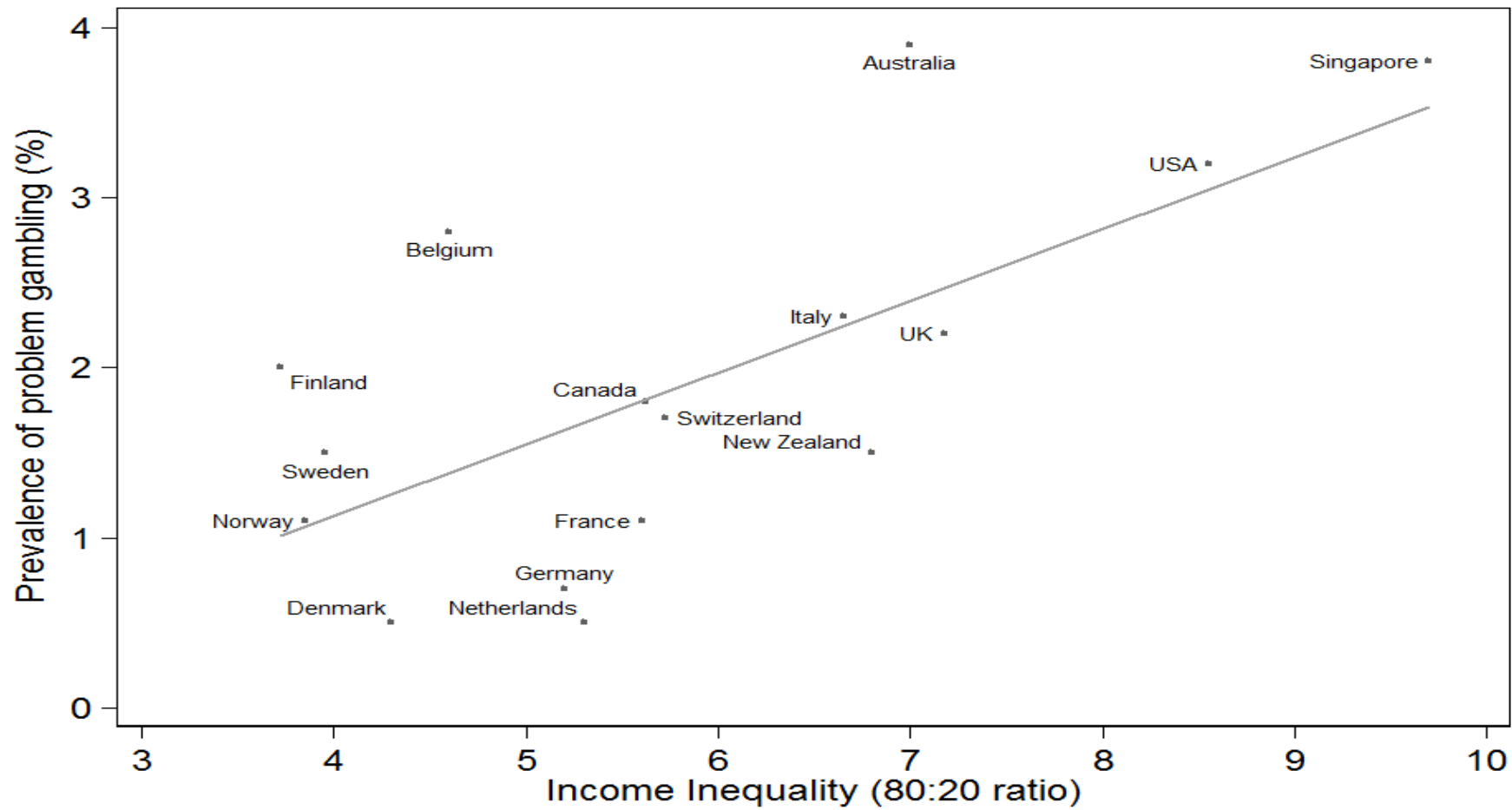
Fig. 1. Scatter plot (with best-fitting regression line) showing self-enhancement (as indexed by beta weights from a two-level model) as a function of economic inequality (as indexed by the Gini coefficient) across nations. The data points for Australia and Italy are very close and overlap on the graph.

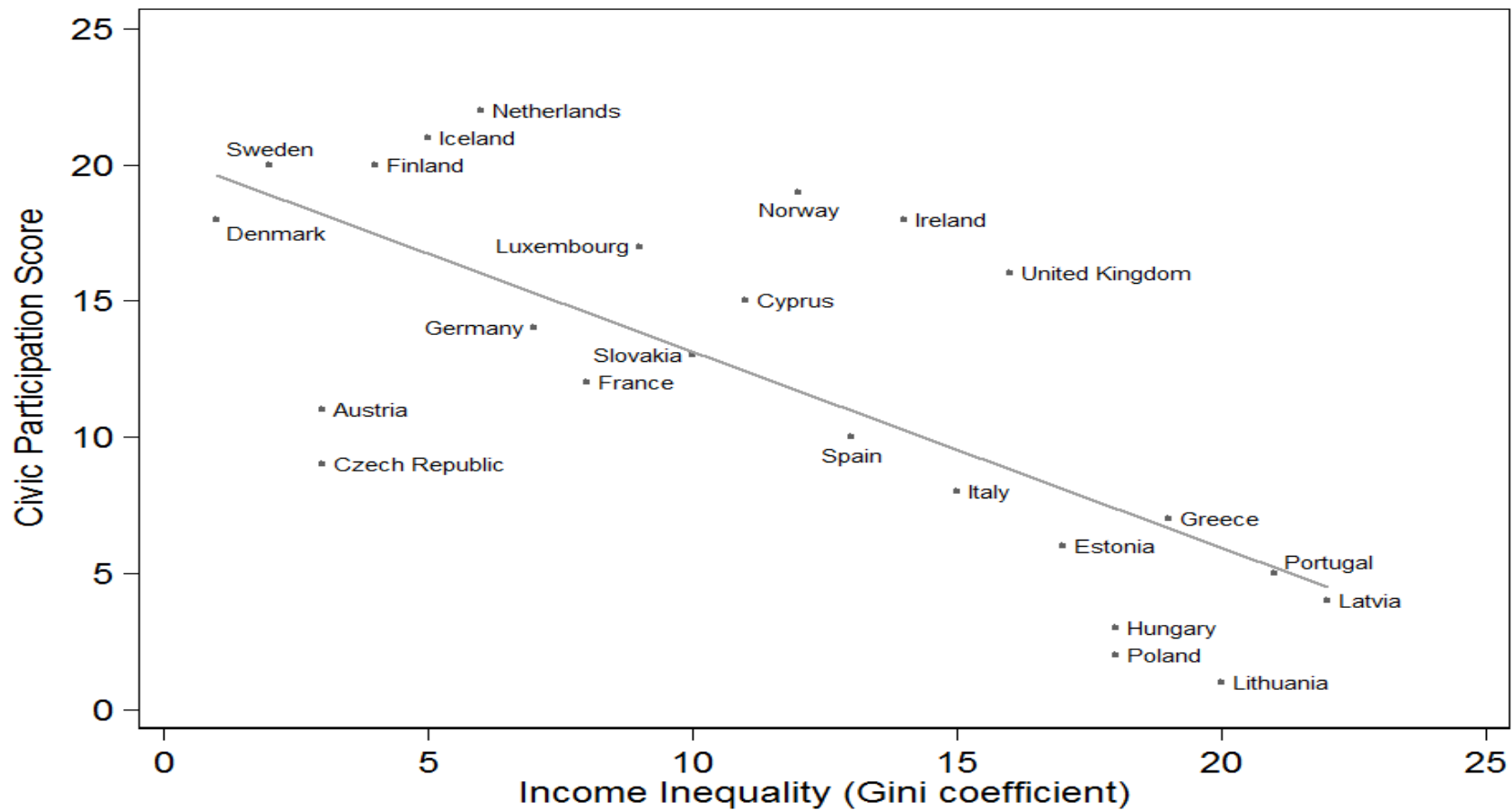
Rising Narcissism & Income Inequality in the USA



Inequality data from World Top Incomes Database

Narcissism data from Twenge, JM, et al. Journal of Personality 2008; 76(4): 875-901







What else happens when societies become more materialistic and individualistic?



**WE BUY THINGS WE DON'T NEED
WITH MONEY WE DON'T HAVE
TO IMPRESS PEOPLE WE DON'T LIKE.**



LOUIS VUITTON

MAISON FONDÉE EN 1854
PARIS



CHANEL

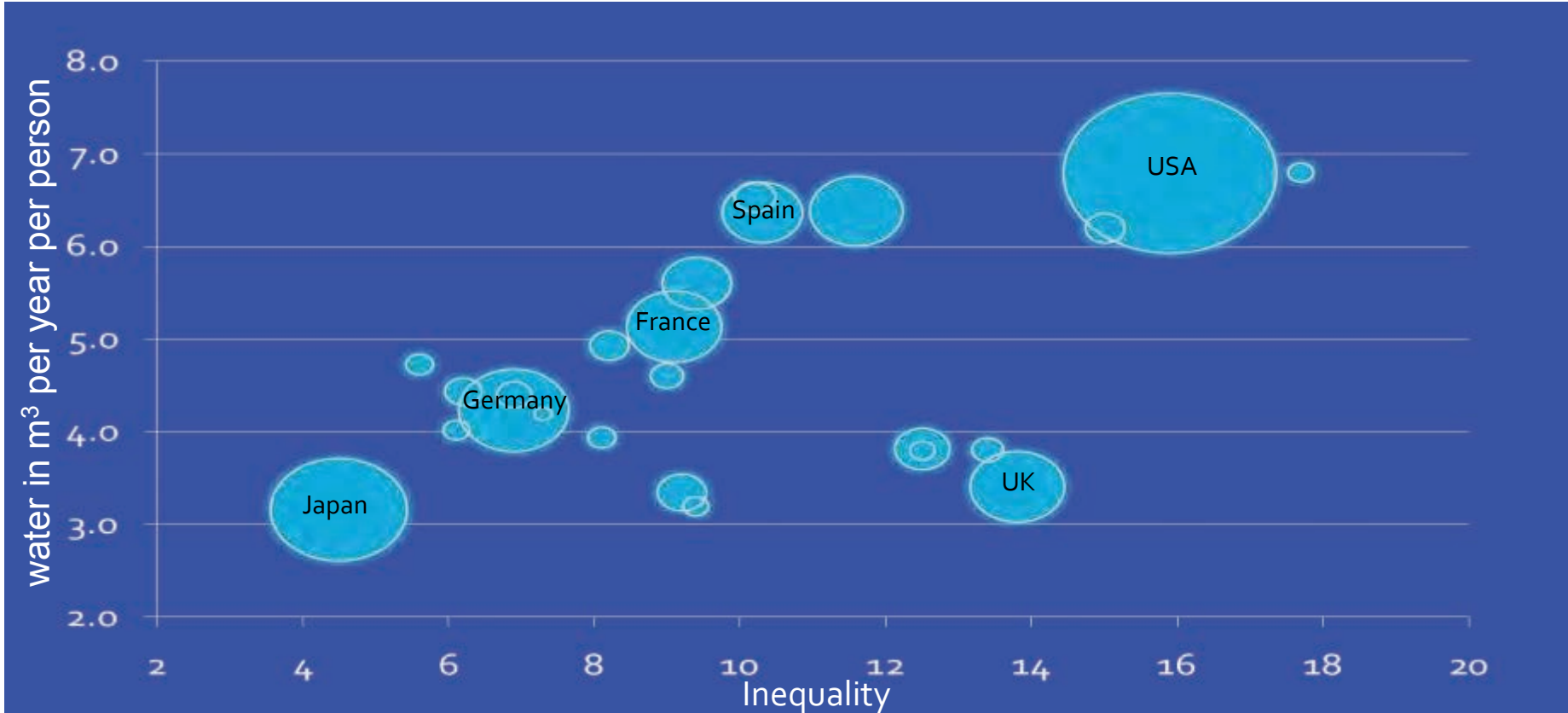
GUCCI

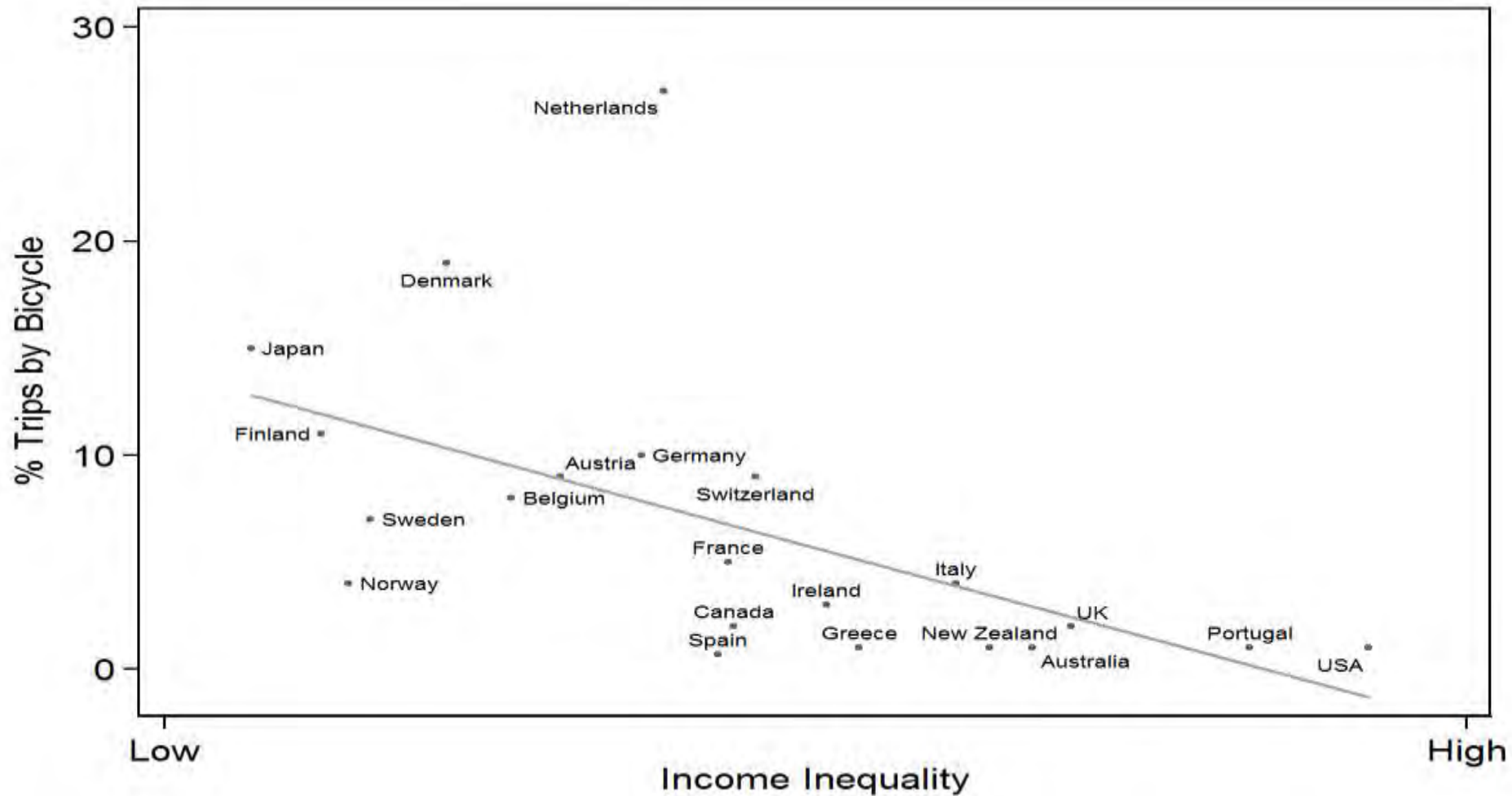
BROW THOMAS

Two recent studies show that inequality increases conspicuous consumption and consumerism

- People in more unequal areas of the USA are more likely to buy high status cars
- Data from internet searches shows that people in more unequal states are more likely to search for status goods

Inequality and water



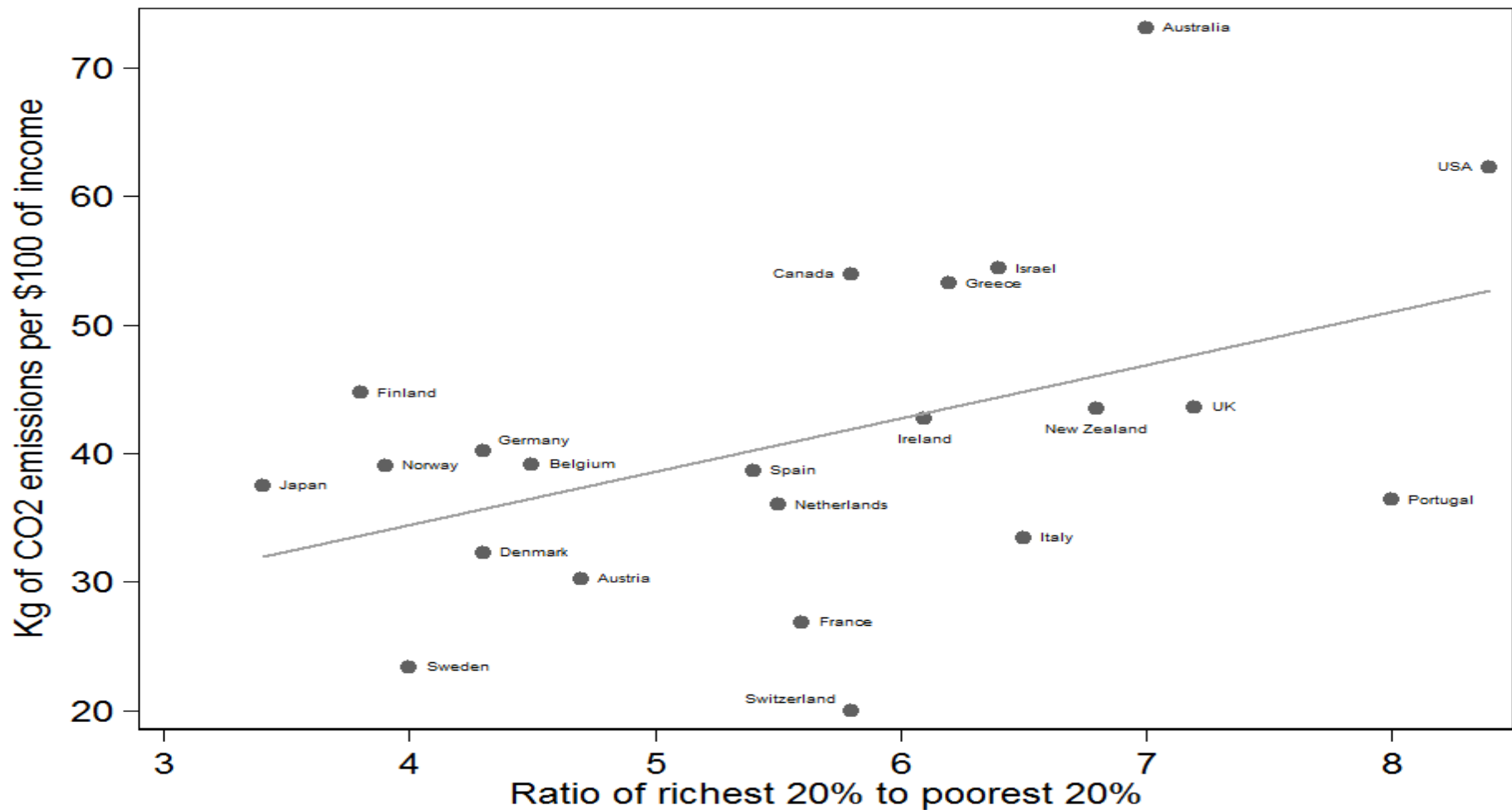


More equal countries rank better (1 is best) on recycling

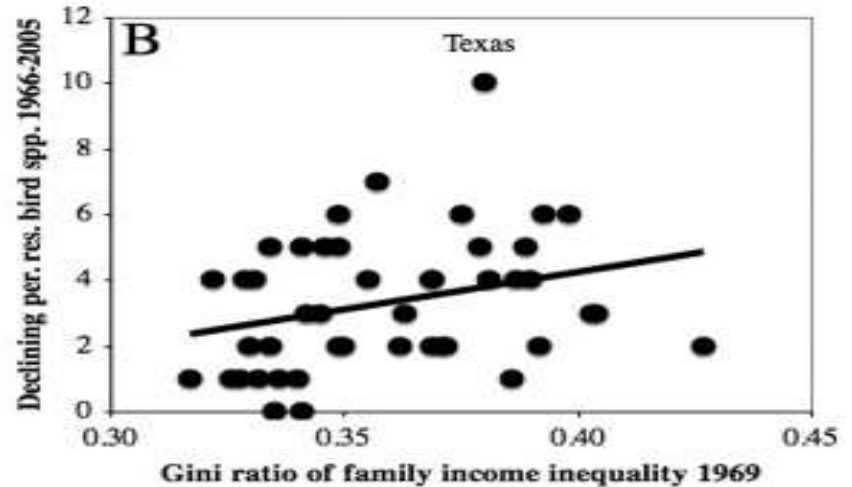
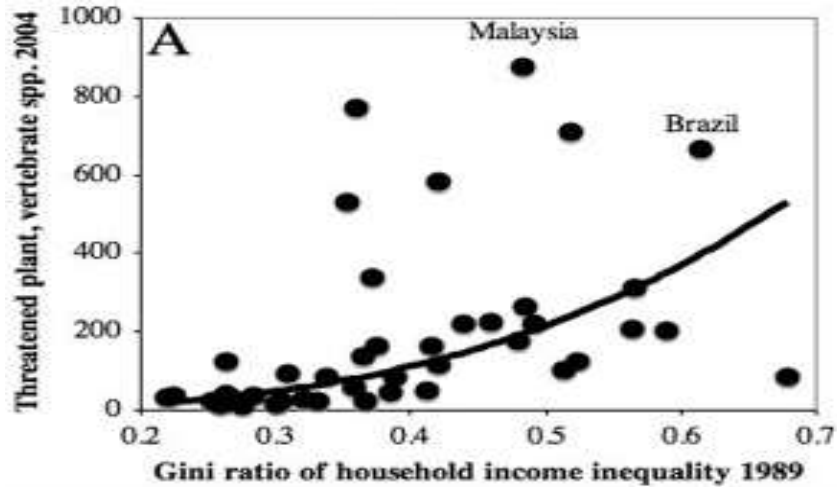




Fig 2 | Relation between environmental compliance score (importance business leaders give to their governments complying with international environmental agreements) and equality of income¹



Inequality and Biodiversity



Solutions to Inequality

Kate Pickett, FFPH FRSA



NEW ECONOMY

CAPITALISM

BAILOUT PLAN

BAILOUT
PLAN

DO CRISIS

FINANCIAL
SOCIALISM

Inequality

is **bad for business**, bad for the economy, bad for our democracies, and bad for society. It is **a political choice**, not an economic necessity.

Things cannot go on like this.

JOSEPH **STIGLITZ**
NOBEL-WINNING ECONOMIST

a new kind of economics



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Inequality Is Not Inevitable: Our New Guide for Activists

December 2016

We are proud to launch our new activist pack: *Inequality Is Not Inevitable*. This guide aims to help inequality activists target key decision-makers, and those who influence them, so that action is taken to reduce inequality.

In addition to our compelling and growing evidence base in favour of more equal societies, we have always believed in the necessity of a large social movement demanding a fairer, better UK. This guide aims to help people join that movement and to then take concrete action to tackle inequality.

Please do read and share the guide with all the people and organisations that you know and work with!



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What is ASAP?

Alliance for Sustainability and Prosperity is dedicated to creating a pragmatic approach to bring genuine prosperity and well being to everyone on the planet.

We believe that it is possible to transform the global economy into one that delivers greater human wellbeing and happiness, while nestling gracefully into the larger ecosystem that sustains all life.

Why should this matter to me?

Doing this is key to ending the global economic crisis; we can't achieve one without doing the other. We have all of the technologies we need to solve all of the crises facing us. Why aren't we doing it? How do we overcome the

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Health, intellect, sociability and productivity are all by-products of happiness. It's also known as 'the quality ...

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WHAT HAPPENS WHEN THE RICH GET RICHER?



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



THE GLOBAL GOALS

For Sustainable Development

7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



An Economic Inequality Framework for Social Justice

Kate Pickett, FFPH FRSA

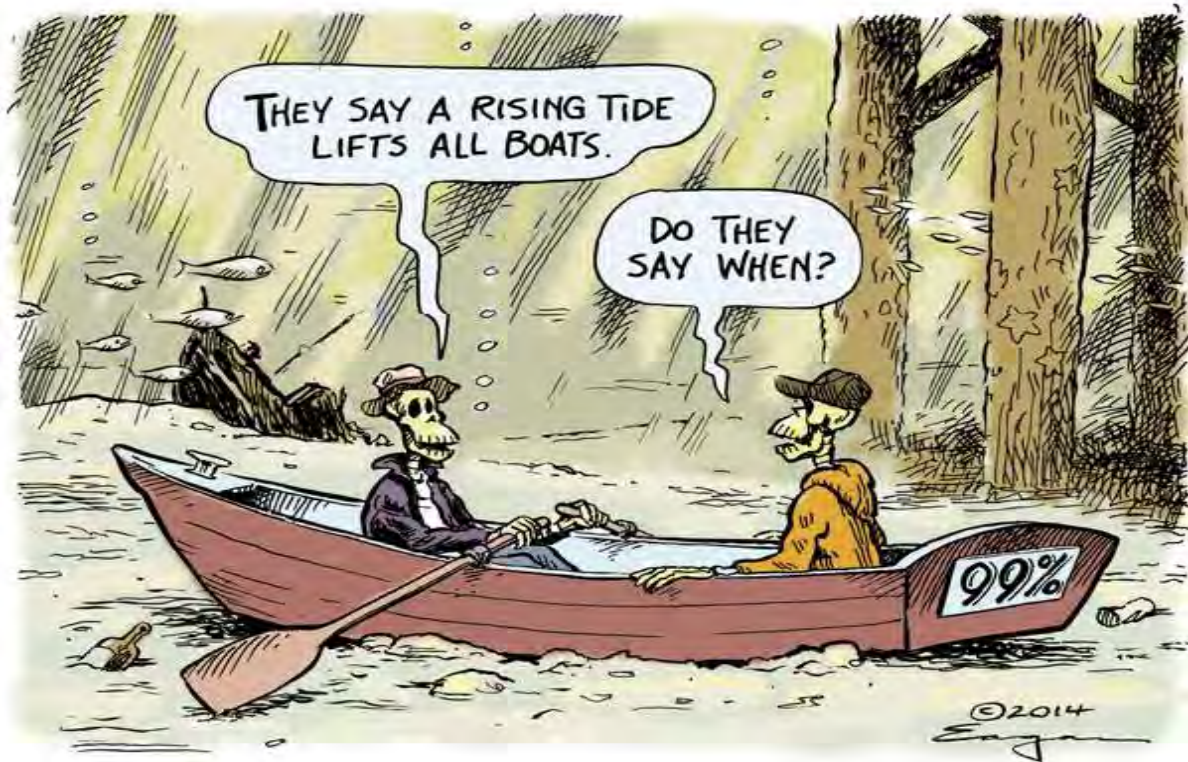


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THE UNIVERSITY *of York*



THEY SAY A RISING TIDE
LIFTS ALL BOATS.

DO THEY
SAY WHEN?

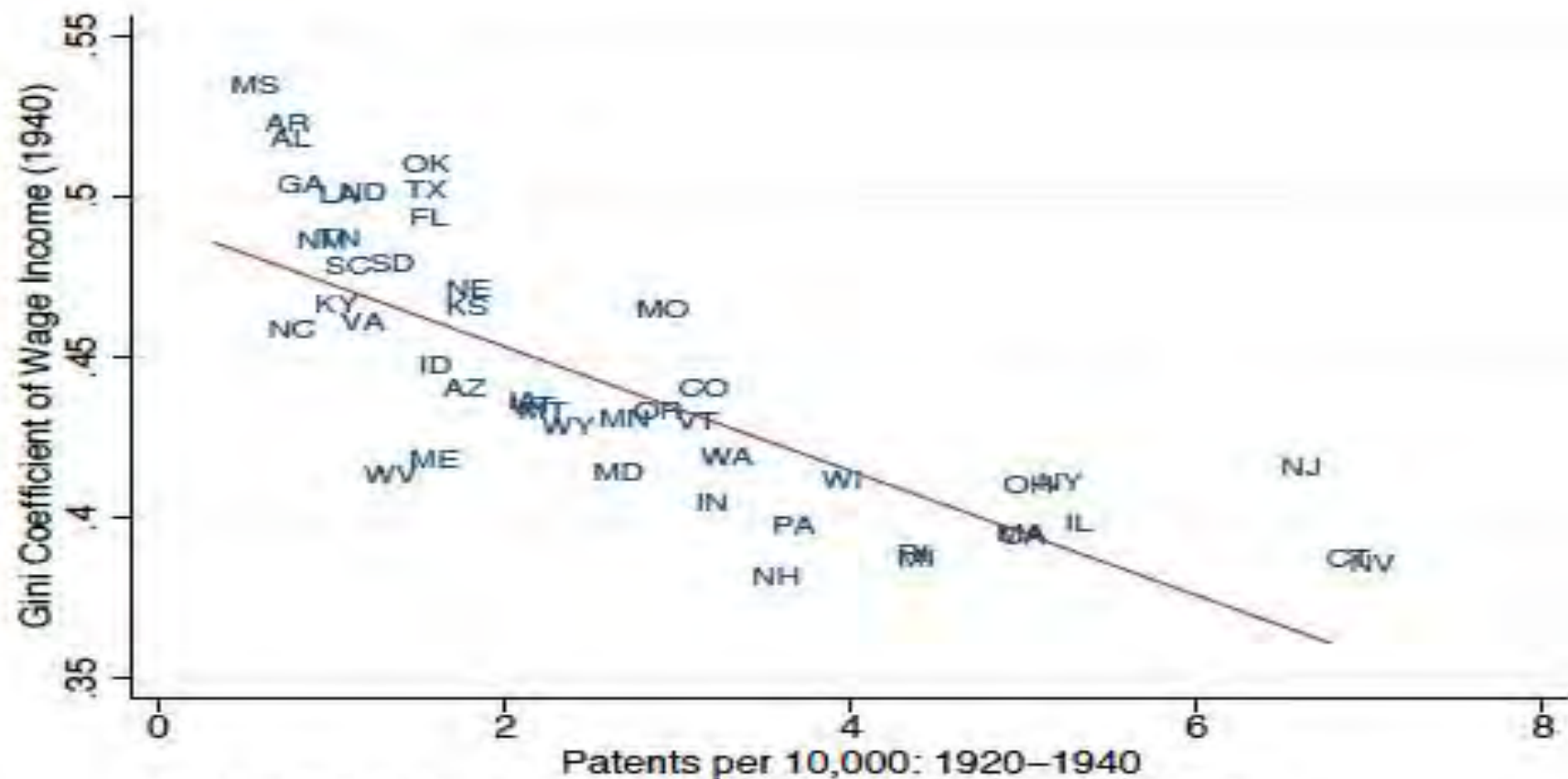
99%

©2014
Engel

Chart 1: Developed countries show no correlation between income redistribution and growth

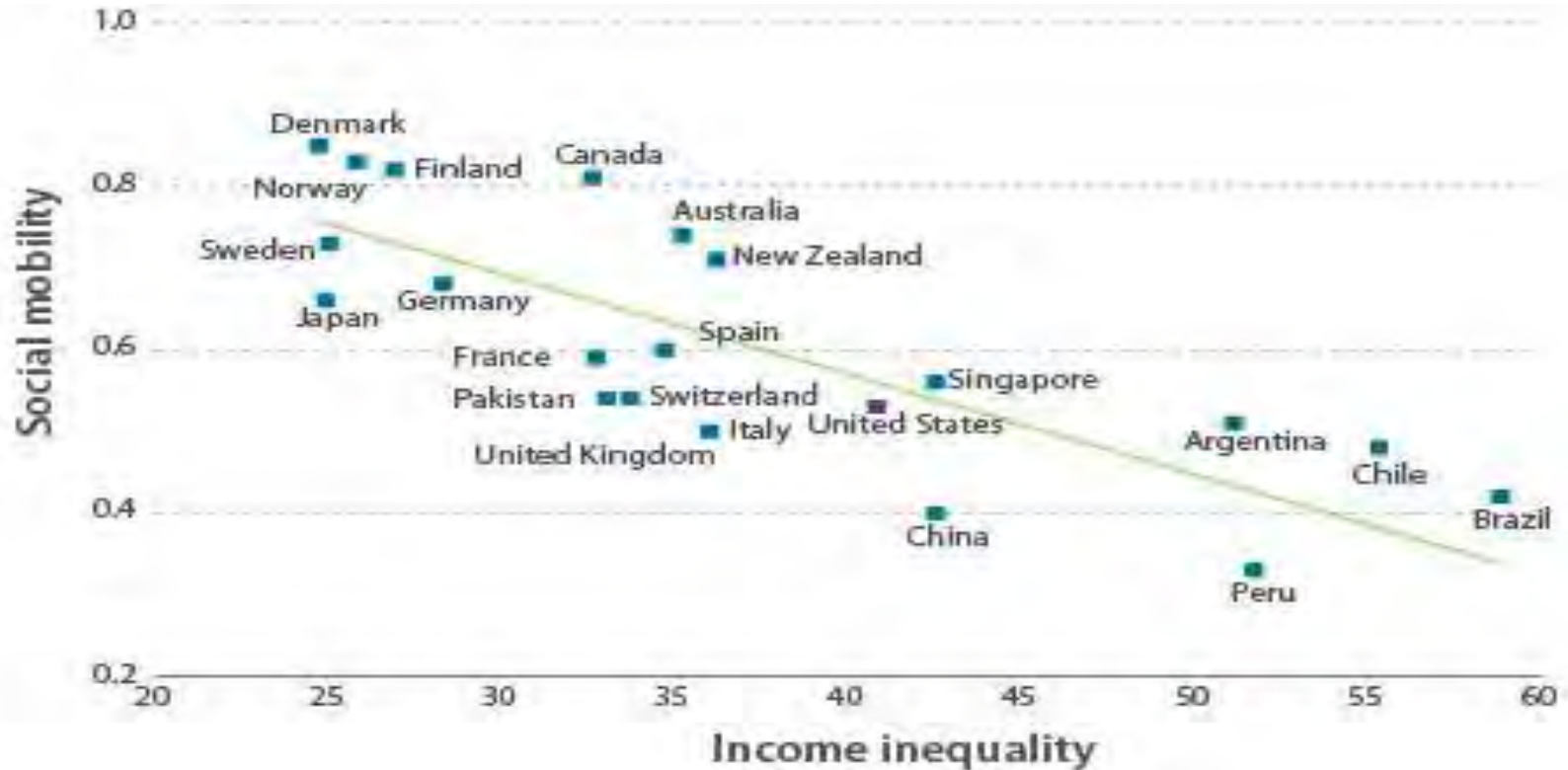
Redistribution vs. Economic Growth, Developed Countries, 1975 – 2010





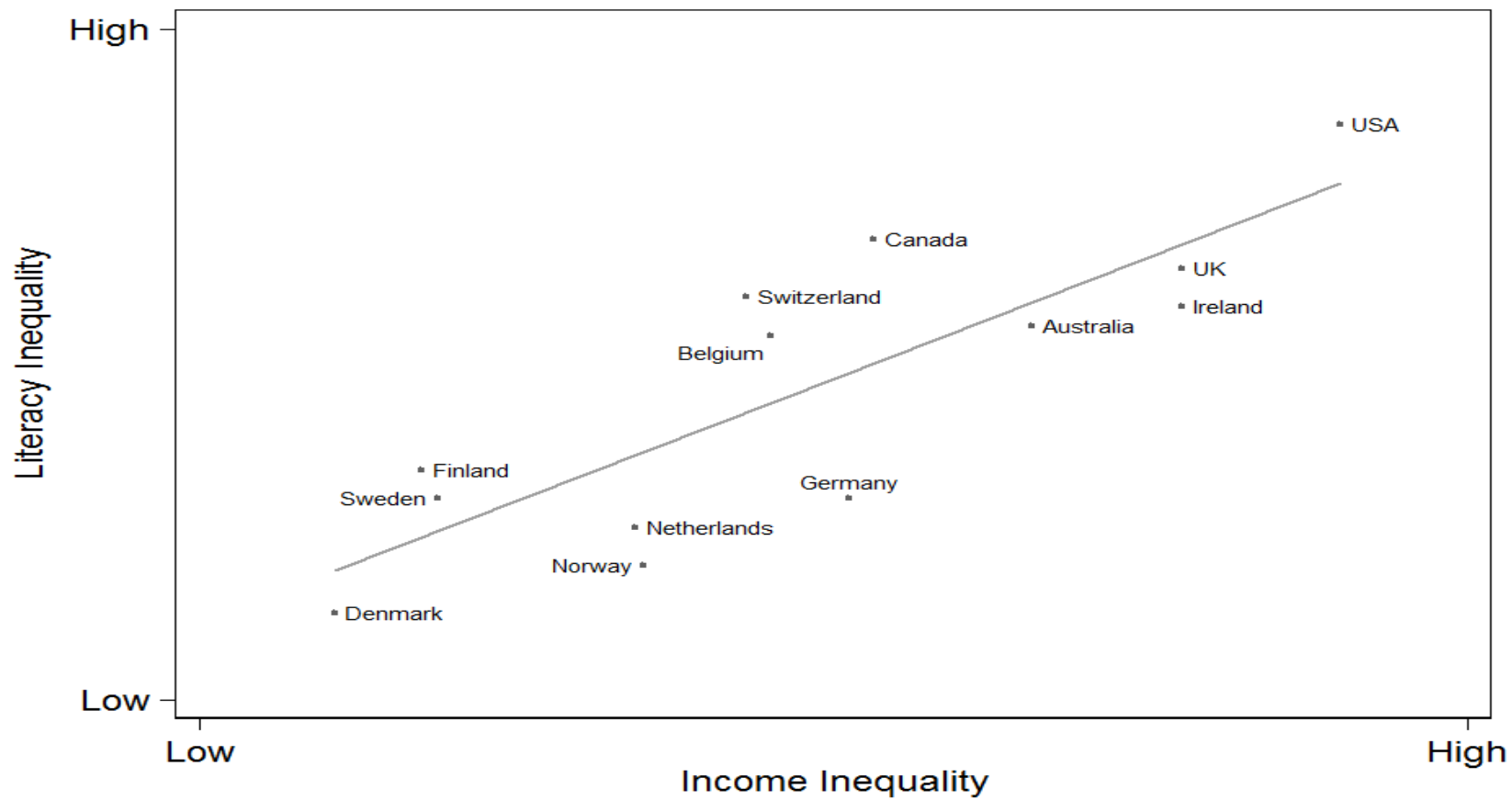
Gini Coefficient of Wage Income (1940) = 0.492 - 0.019 * Patents per Capita
 Slope coefficient statistically significant at 1% level

There is less social mobility in countries with bigger income difference



Corak (2013); World Bank 2013. The Hamilton Project, Brookings Institution

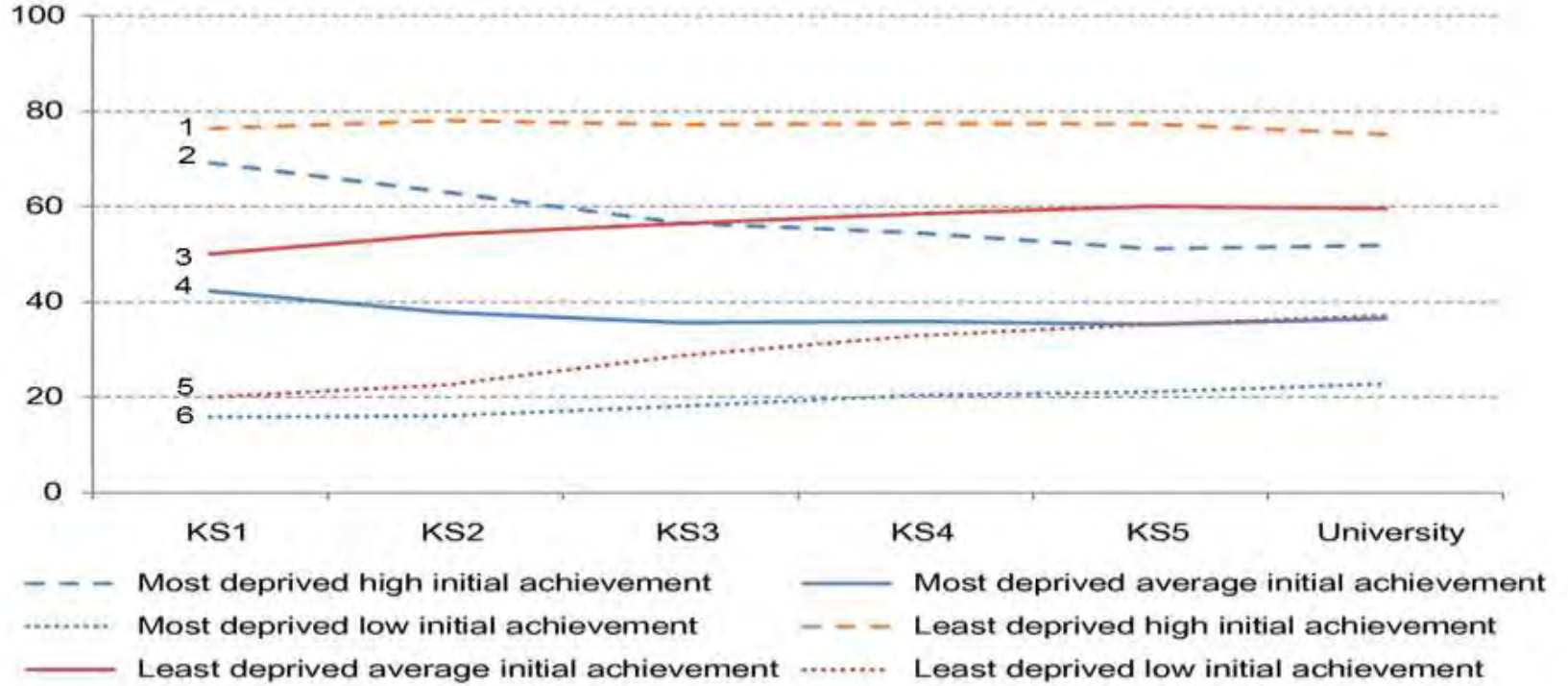




Children from families receiving welfare benefits and in working class families hear fewer words than children in professional families. {Hart, 1995 #3682; Heckman, 2011 #3681}

1995 #3682; Heckman, 2011 #3681

Family Status	Words heard per hour	Words heard in a 100 hour week	Words heard in a 5,200 hour year	Words heard in 4 years
Receiving welfare benefits	616	62,000	3 million	13 million
Working Class	1,251	125,000	6 million	26 million
Professional	2,153	215,000	11 million	45 million



INCOME EQUALITY



Women work two-thirds of the world's working hours, produce half of the world's food, but earn only 10% of the world's income.

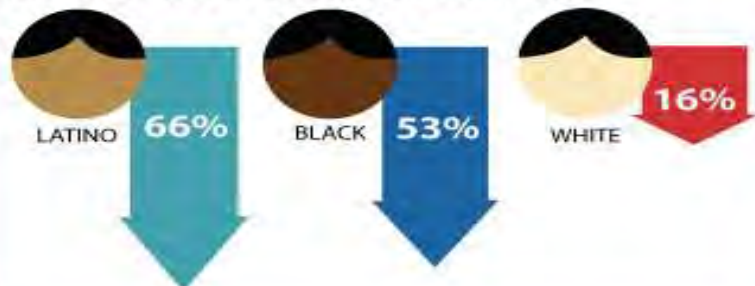
UNEMPLOYMENT RATE - 2014

WHITE 5.3%

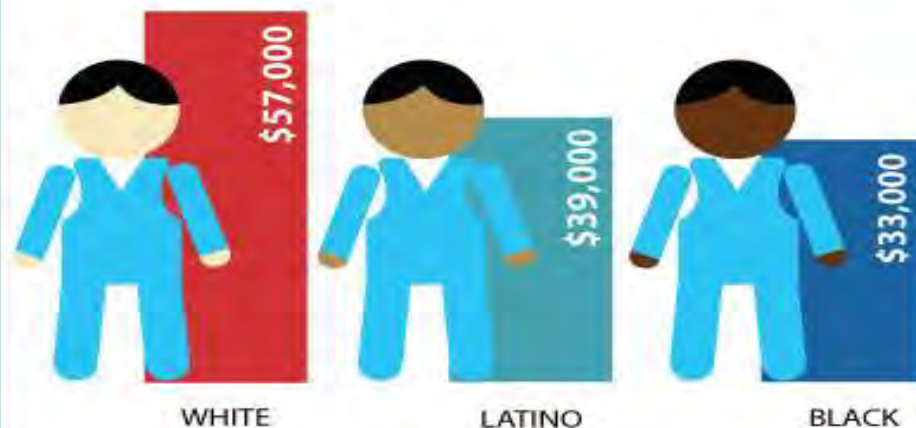
LATINO 7.3%

BLACK 11.6%

DECREASE IN MEDIAN WEALTH FOLLOWING GREAT RECESSION



ANNUAL MEDIAN INCOME





"Any man can make mistakes, but only an idiot persists in his error."

Marcus Tullius Cicero

What World Leaders are saying...

Income inequality is the “defining challenge of our time”. “...rising inequality and declining mobility are also bad for our families and social cohesion – we...trust our institutions less (and) trust each other less when there’s greater inequality. And greater inequality is associated with less mobility between generations.” President Barak Obama, 4th Dec 2013

“Inequality is the root of social ills.” Pope Francis, 24th Nov 2013

“...the economics profession (has) downplayed inequality for too long. Now all of us have a better understanding that a more equal distribution of income allows for more economic stability, more sustained economic growth, and healthier societies with stronger bonds of cohesion and trust.” Christine Lagarde, Director, IMF, 23rd Jan 2013

“Social and economic inequalities can tear the social fabric, undermine social cohesion and prevent nations from thriving. Inequality can breed crime, disease and environmental degradation and hamper economic



THE
85 RICHEST PEOPLE
OWN THE SAME WEALTH AS THE
3.5 BILLION
POOREST PEOPLE.

LIFT
LIVES
FOR
GOOD



OXFAM

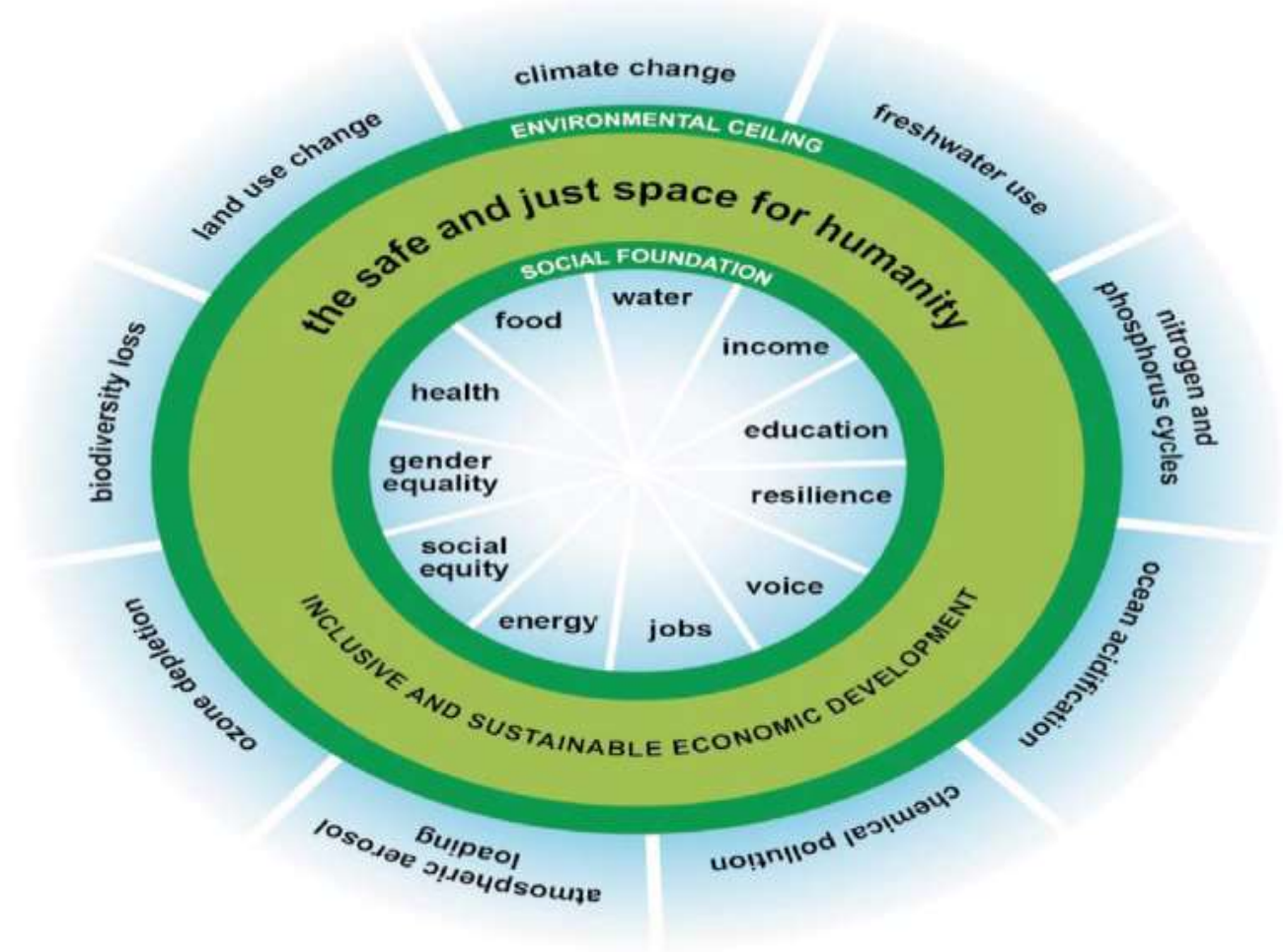
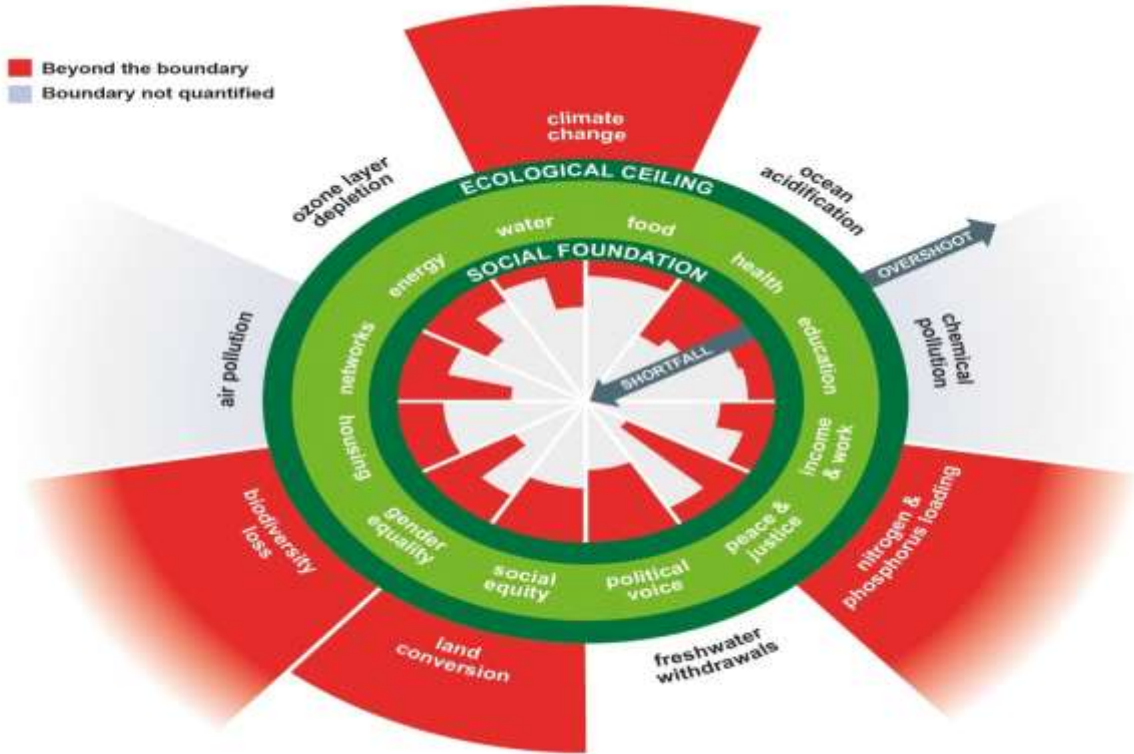


Figure 5. A safe and just space for humanity—the sustainable and desirable doughnut [34].



Humanity's 21st century challenge

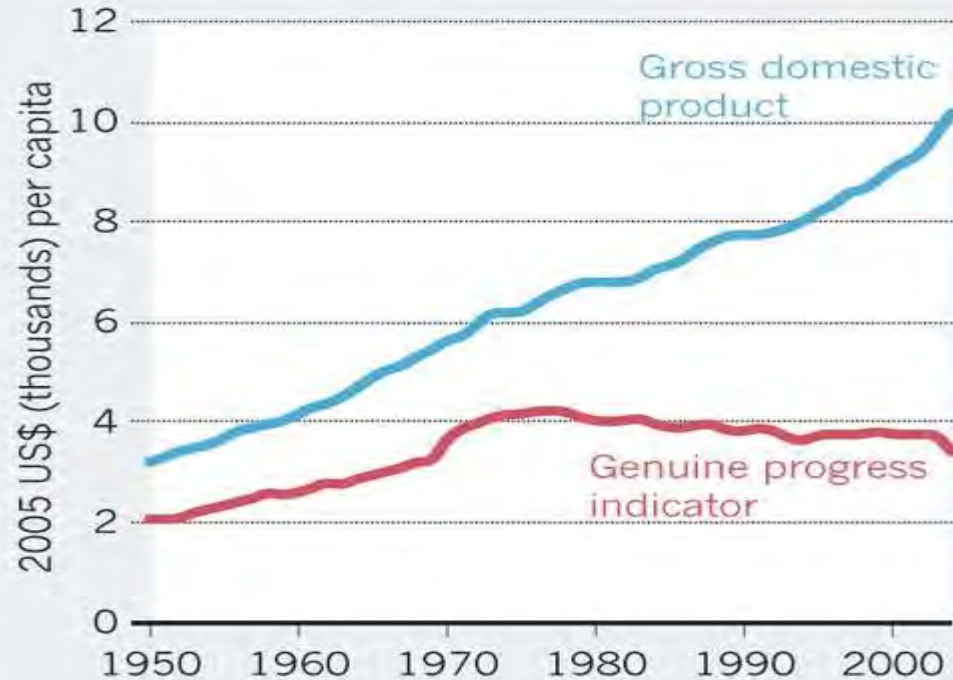


Costanza R, Kubiszewski I, Giovannini E, Lovins H, McGlade J, Pickett K, et al. Development: Time to leave GDP behind. *Nature* 2014; 525(7122): 232-237.

“Growth is a substitute for equality of income. So long as there is growth there is hope, and that makes large income differentials tolerable.” - Henry Wallich, former governor of the US Federal Reserve Bank and professor of economics at Yale.

GENUINE PROGRESS FLATTENS

World GDP has soared since 1950, but a metric for life satisfaction called GPI has not.



PP

Gross National Happiness
is more important than Gross
National Product. ”

By: HM. Jigme Singye Wangchuk.



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Future



Graphic Harvest 2016

Come to Goodland....you might want to live here

Its president refuses the state mansion. He gives away 90% of his pay, living on the national average wage to share in the struggles of his people .

Goodland has a new constitution, written by citizens. When its financial sector fell apart, speculators had to take their losses and the guilty were taken to court, not given a public bailout.

The country has a dynamic, largely mutually owned, local banking system. It avoids bad risk and bends over backwards to help small businesses. In Goodland, human wellbeing is more important than economic growth. There is a national plan for good living, free health and education services, subsidised childcare allowing for a more equal workplace, and support for the elderly. It has a law enshrining protection of its life-supporting ecosystems that stands above all other laws

We are social adaptable humans



FROM
self-interested
fixed preferences
isolated
work-hating
dominant

TO
socially reciprocating
fluid values
interdependent
purpose-seeking
dependent

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From the cover of *Funny Times*