

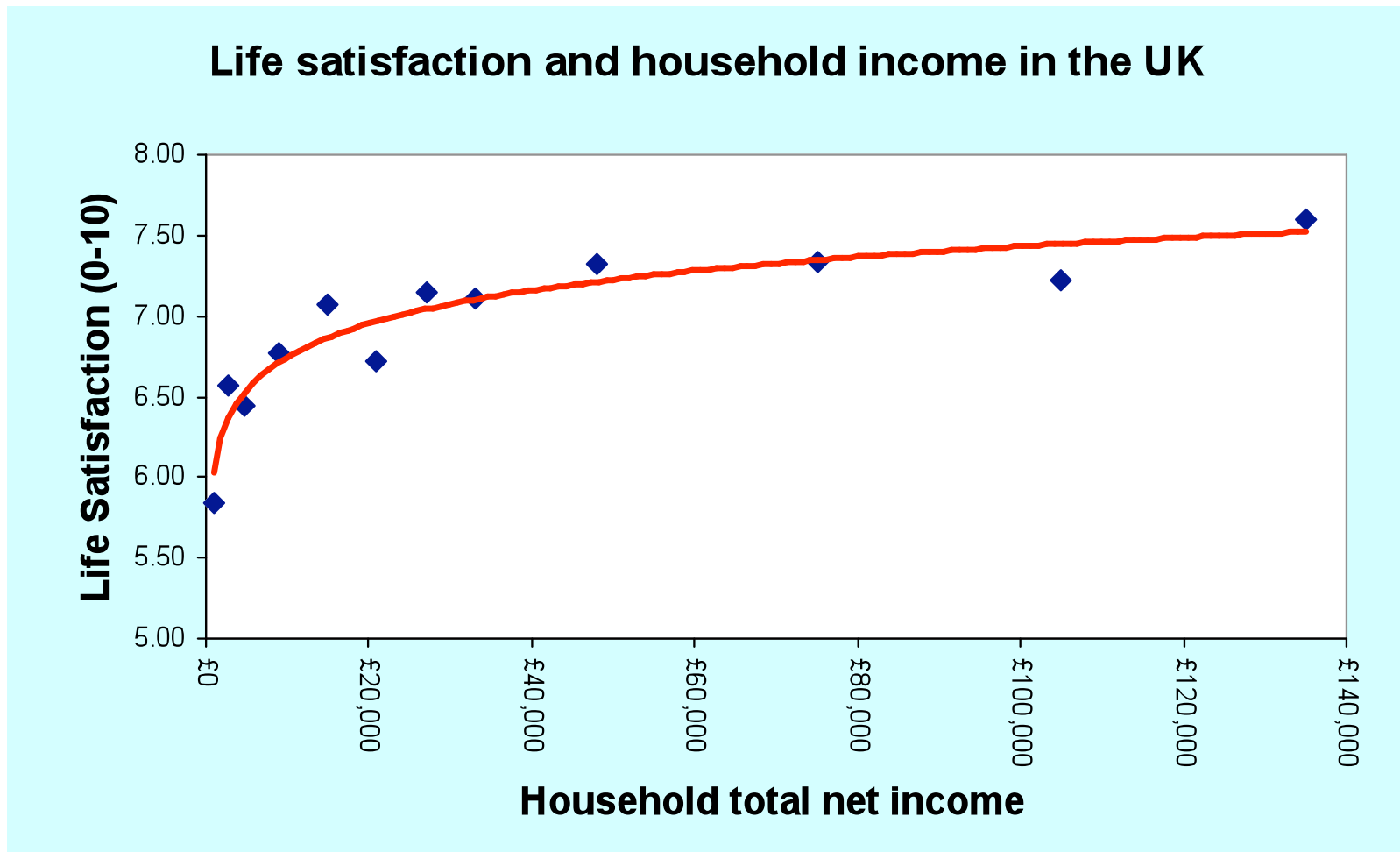
Defining, measuring and promoting flourishing in the population

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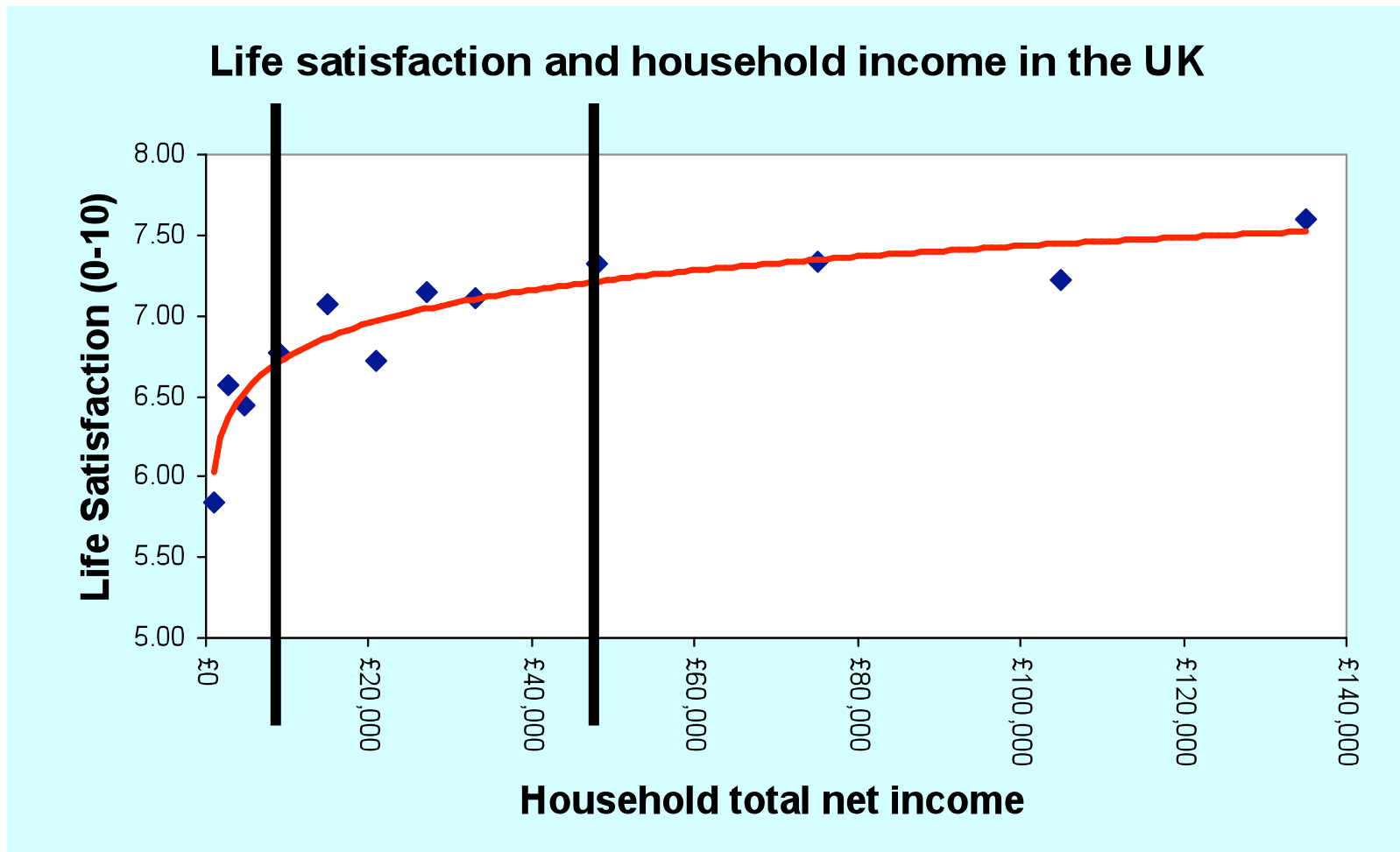


Economics and well-being



Source: Eurobarometer

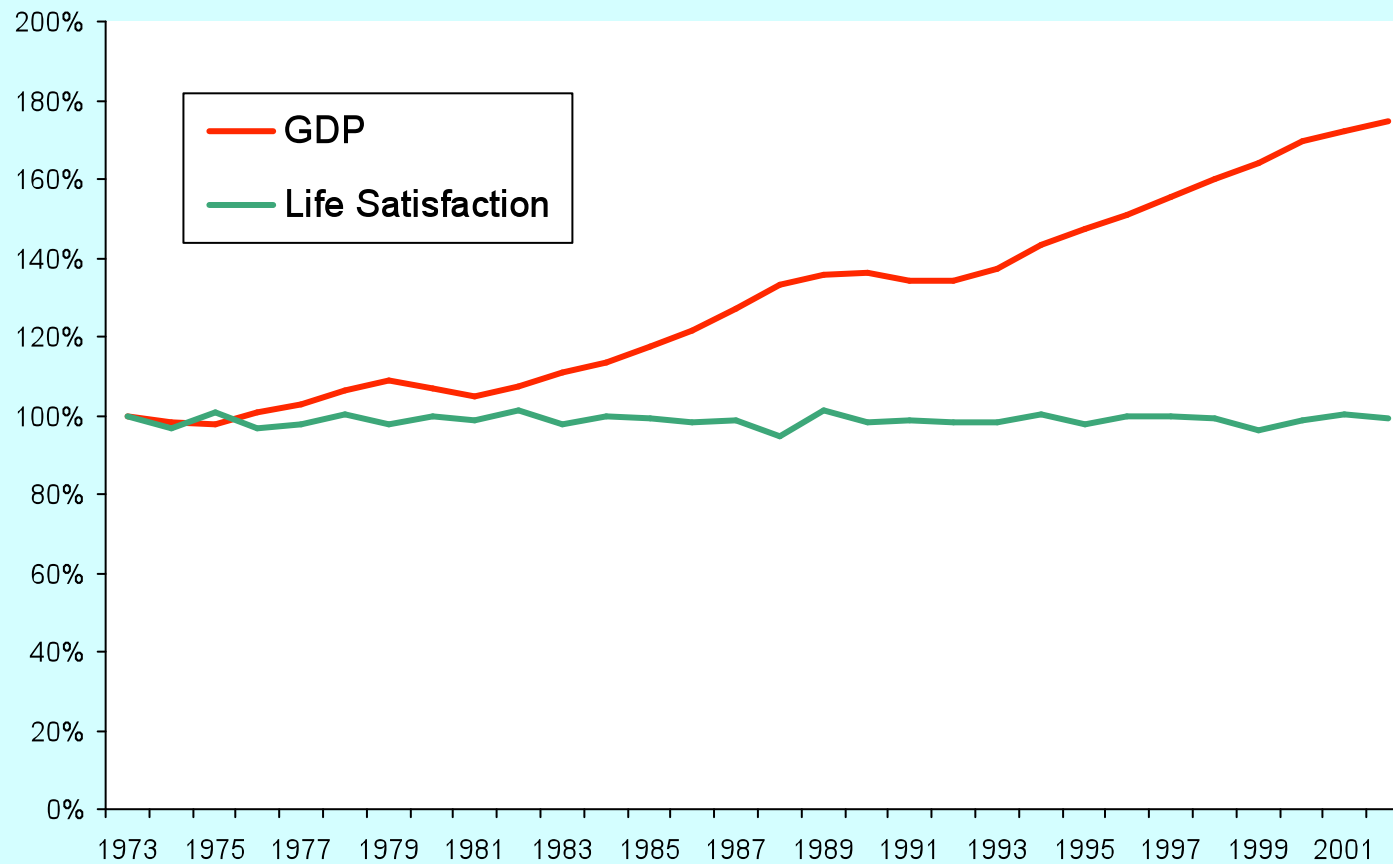
Diminishing marginal returns of income to well-being



Source: Eurobarometer

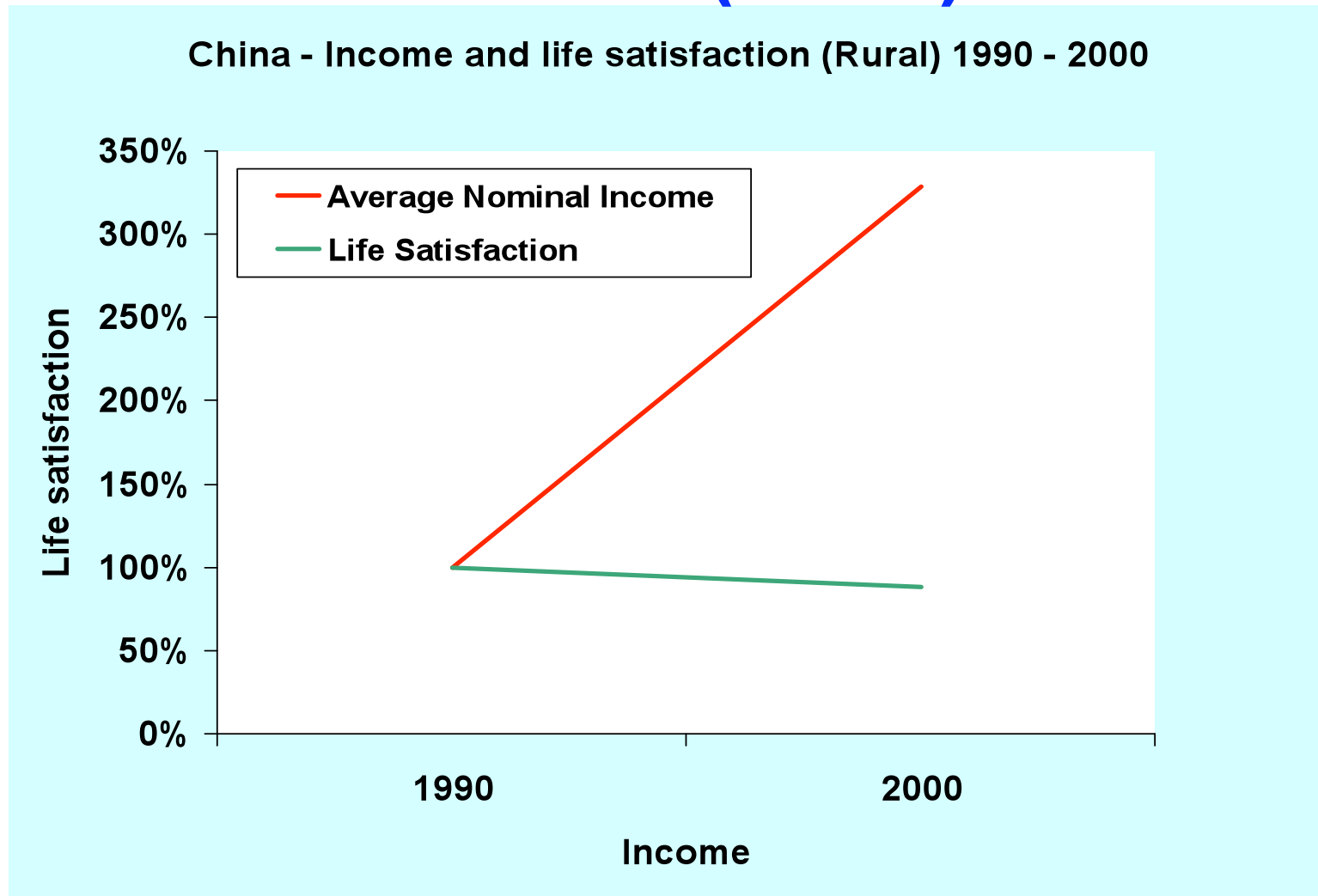
GDP growth and well-being

UK - GDP and Life Satisfaction 1973 - 2001



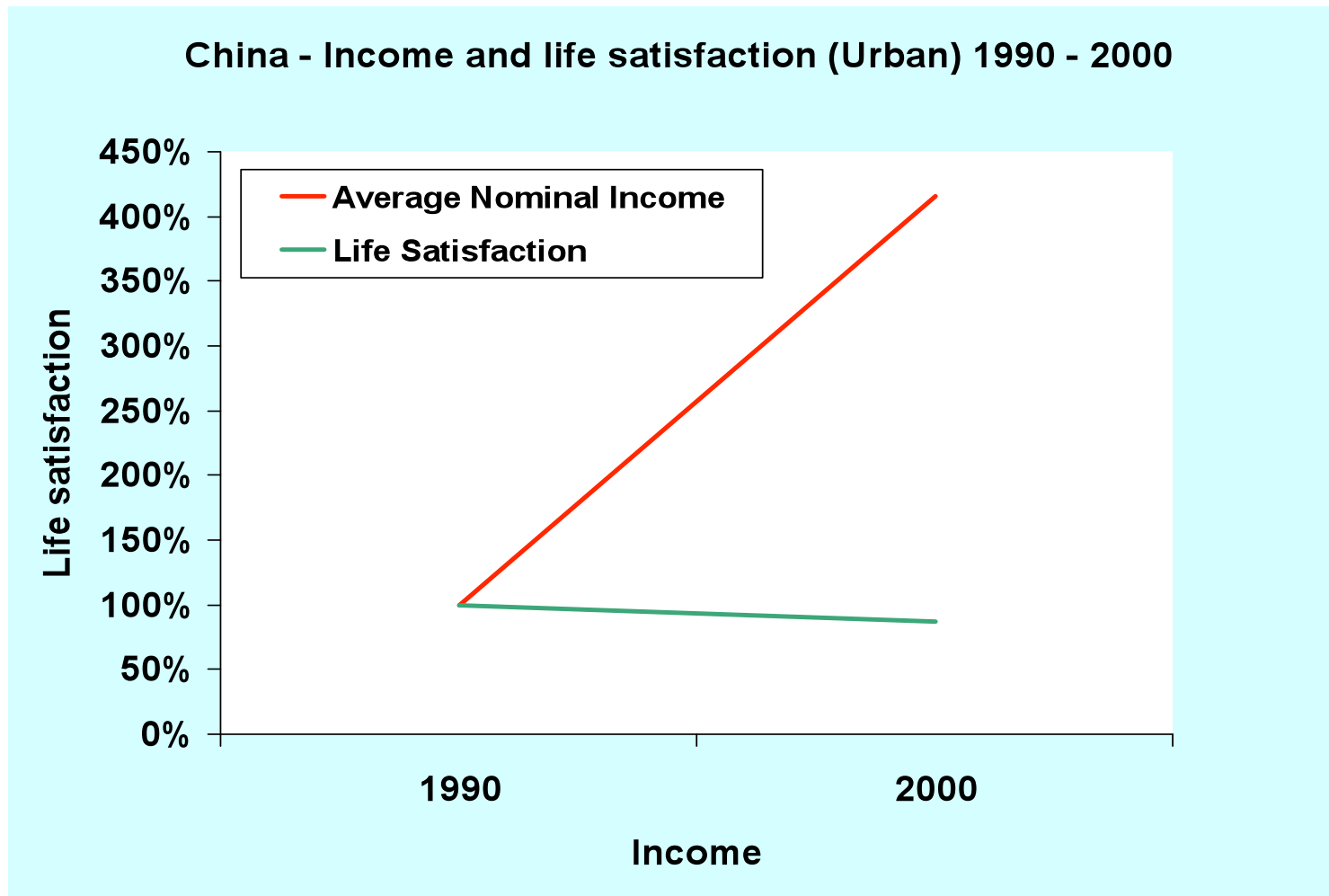
Source: Eurobarometer

GDP growth and well-being in China (rural)



Source: Brockmann et al. J. Happiness Studies (2009)

GDP growth and well-being in China (urban)



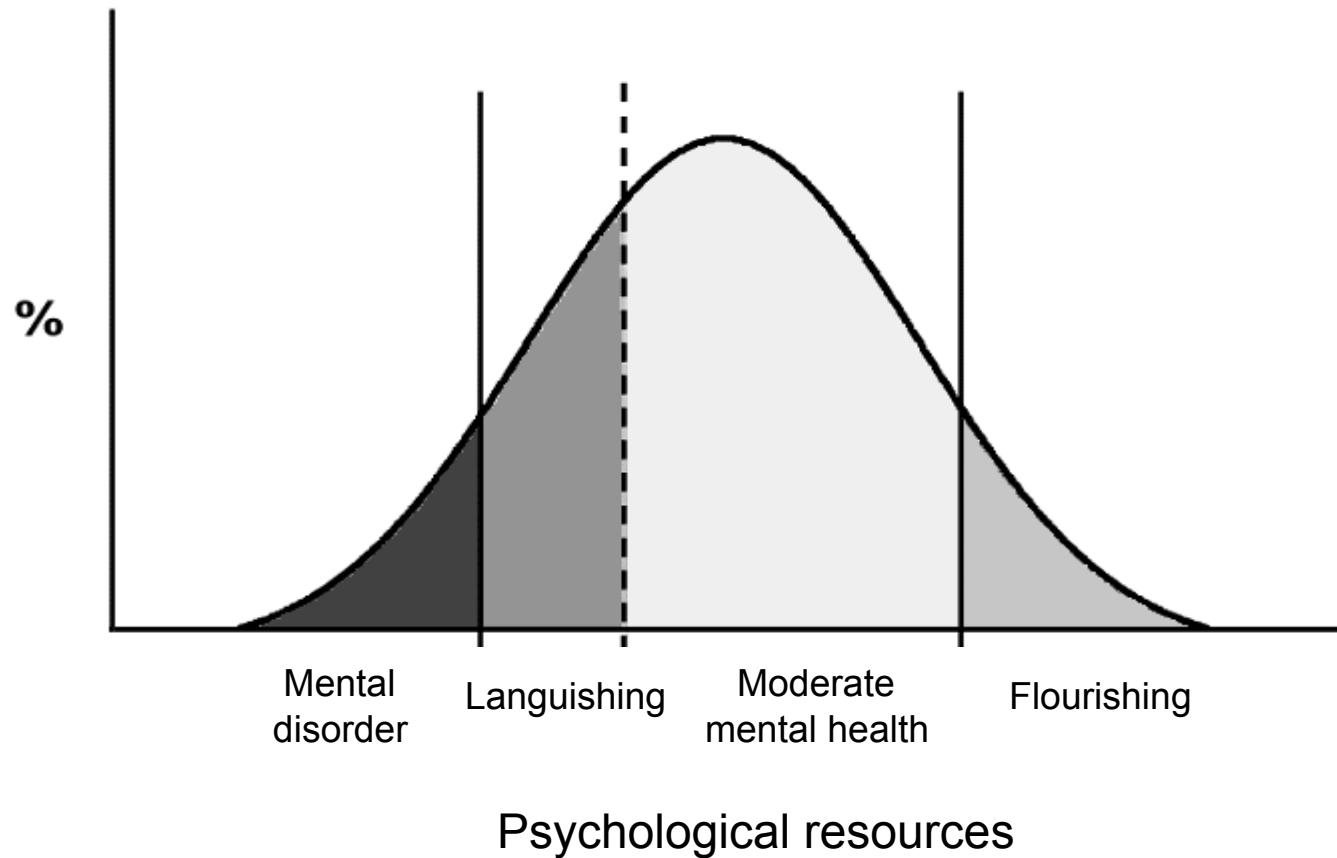
Source: Brockmann et al. J. Happiness Studies (2009)

Beyond Money

- Recognising the importance of non-material wealth
- Diener and Seligman's seminal 2004 paper "Beyond Money: toward an economy of well-being"
- Organisation for Economic Co-operation and Development (OECD) calls for subjective well-being measures

The mental health spectrum

From: Huppert Ch.12 in Huppert et al. (Eds) The Science of Well-being



We need to develop an operational definition of well-being or 'flourishing' to be used in surveys to evaluate change or the success of policies

Operational criteria for common mental disorders

Major depression

Core items: depressed mood most of the time
markedly diminished interest in
most activities

- Plus 3 other symptoms, e.g. :**
- loss of energy
 - feeling worthless
 - reduced self-esteem
 - pessimistic outlook
 - recurrent thoughts of death

Operational definition of flourishing:

All core features present	Any three additional features
Positive emotions	Confidence
Engagement, interest	Optimism
Meaning, purpose	Resilience
	Vitality
	Self-determination

Operational definition of flourishing:

All core features present	Any three additional features
Positive emotions	Confidence
Engagement, interest	Optimism
Meaning, purpose	Resilience
Positive relationships	Vitality
	Self-determination



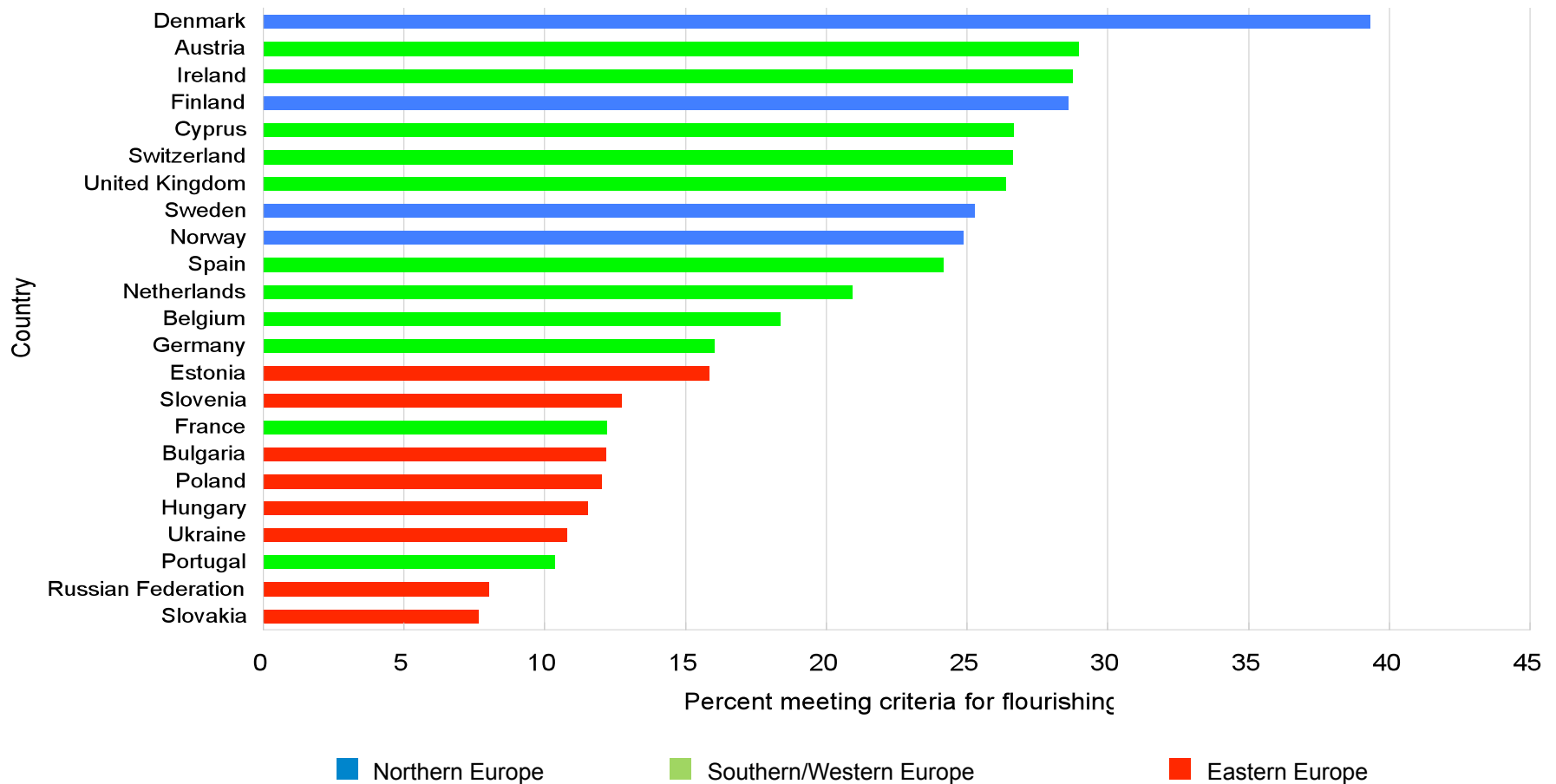
Winner of the 2005 Descartes Prize
Europe's top award for science

The European Social Survey

- ESS is a cross-national time-series survey, conducted every 2 years
- Face-to-face interviews with representative samples
- Round 1 2002/2003 – 23 countries
- Round 2 2004/2005 – 26 countries
- Round 3 2006/2007 – 23 countries
included a 54 item well-being module

Prevalence of flourishing across European countries

Figure 1. Prevalence of flourishing across European countries participating in the European Social Survey 2006/7



First World Congress of Positive Psychology, Philadelphia 2009

The new vision for Positive Psychology is to have 51% of the world flourishing by 2051.

Martin Seligman, June 2009

**What are the main factors
which lead to well-being?**

UK Government Office of Science Foresight Project on Mental Capital and Well-being

Aim

Using the latest science and technology to make recommendations about how to enhance the mental capital and well-being of the nation.

Method

80 state-of-the-science reviews, 12 international workshops, 400 experts

Themes focussed on:

- learning, especially early years
- well-being in the workplace
- the ageing population

Five ways to well-being

The new economics foundation (nef) was commissioned by the Foresight Project to summarise the evidence from the Mental Capital and Wellbeing Project into 5 key messages



Five ways
to wellbeing

Connect...

Connect with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Five ways
to wellbeing

Be active...

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and one that suits your level of mobility and fitness.

Five ways
to wellbeing

Take notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Five ways
to wellbeing

Keep learning...

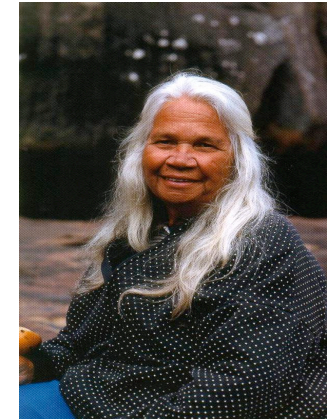
Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Five ways to wellbeing

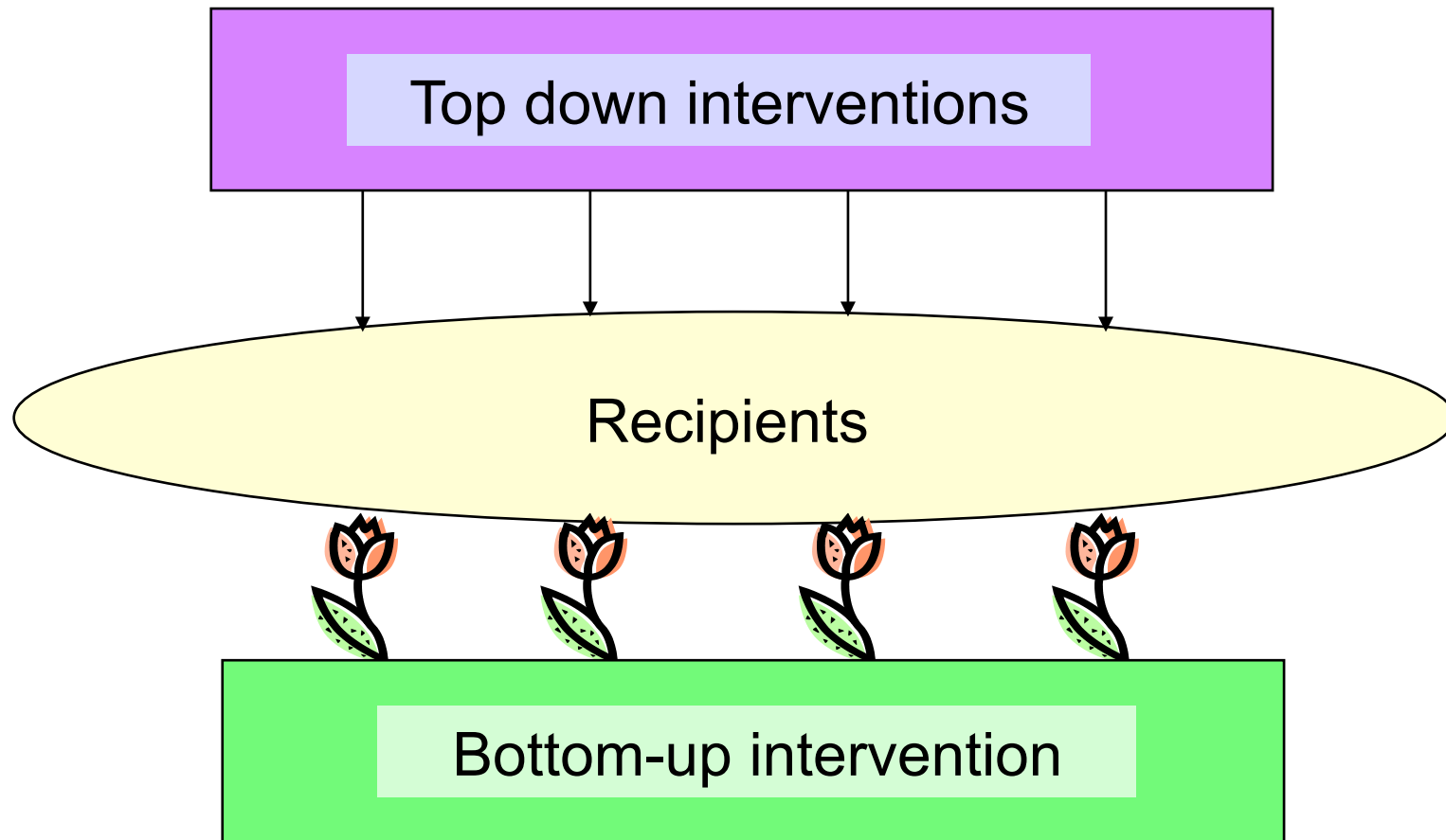
Give...

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

Interventions to improve well-being at different stages in the life course



Which approach to choose?



Measuring well-being

Integrated flourishing

Individual flourishing

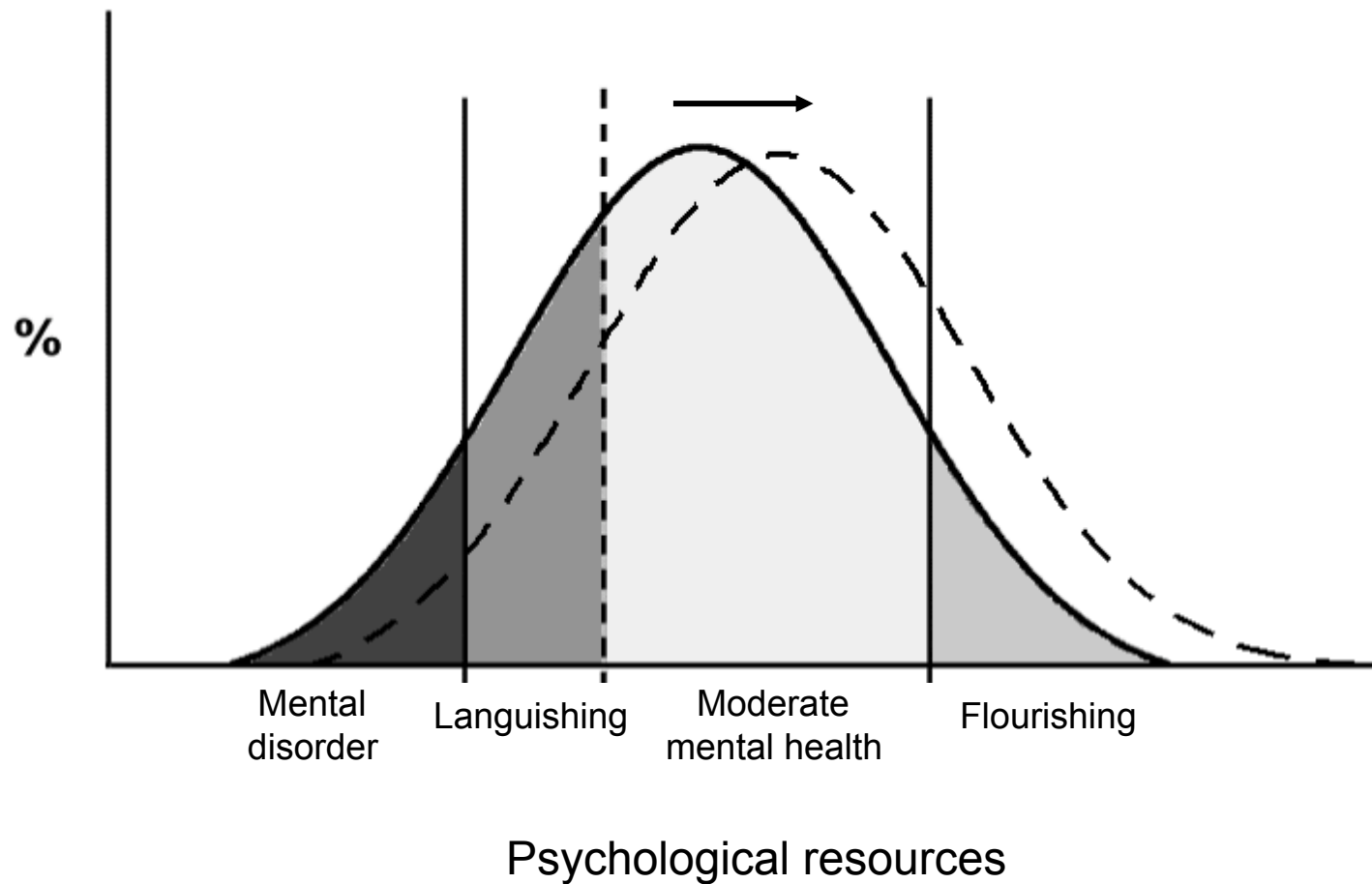
Community flourishing

Eco flourishing

Dimensions included in Community Flourishing Questionnaire (CFQ)

- Community structures
- Community cohesion
- Collective efficacy
- Participation
- Community values

The effect of shifting the mean of the mental health spectrum



Conclusions

- We need to move from a welfare economy to a well-being economy
- From consuming material goods towards non-material goods
- Ongoing research is exploring how flourishing can be increased in the population
- Flourishing can be operationalised and measured
- High quality, long-term evaluation is essential to move from applied science to wisdom