



SALUS

A new “Copernican revolution”:
healthy lifestyles at the center, to improve
health and environmental sustainability

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

Margaret Mead

Position Paper 2.0

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English version

This document reflects the position of SALUS, the European network for health promotion and environmental sustainability.

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San Pietro in Cerro (Italy), December 2019

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SUMMARY

Human health and the health of the planet and ecosystems are urgent issues to the global agenda and their indissoluble link is not sufficiently taken into account.

The SALUS proposal highlights this link and identifies three main obstacles that hinder a real change towards a healthier and more sustainable life:

1. The curative / reparative approach separate from the preventive one;
2. The reductionist approach separated from the holistic one;
3. Economic convenience (in the mid/short term) separated from ethical principles.

The three obstacles, with the SALUS proposal, become three respective strategies of action that represent a paradigm change, of "revolutionary" scope.

1. SALUS proposes that the curative/riparative action, at every level, should be accompanied and closely linked to the preventive action;
2. SALUS intends to develop actions that are always intersectoral, transversal and synergic;
3. SALUS proposes strategies that allow to align the economic conveniences to the common good, represented by the health of the community of European citizens and the environment.

The SALUS paradigm change is declined within health policies and environmental policies, at the community level, always focusing on healthy lifestyles, the transversality of actions and the alignment of the economic conveniences of the different social actors.

SALUS proposes first 5 emerging topics on which to experiment, concretely and immediately, this paradigm change:

1. Healthy lifestyles and antibiotic resistance
2. More health and more sustainability of health systems
3. Achieving critical mass on healthy lifestyles - the One Million Movement
4. Healthy lifestyles for the health of the environment - from contaminated sites to "natural stations"
5. Healthy lifestyles for animal health - from products tested on animals to the experimentation of natural methods for sustainable cosmetics

CONTEXT

HEALTH AND ENVIRONMENT: A INSEPARABLE LINK

The close link between human health and the health of the planet and ecosystems is widely recognized, two topics increasingly at the center of the global agenda^{1 2 3 4 5 6}. While the current management of health systems has a negative impact on the environment^{7 8 9 10 11} and the effects of current anthropization have negative impact on human health and health systems^{12 13 14 15 16}; on the other hand the growing attention to healthy lifestyles has a positive effect on human health and ecosystems^{17 18 19}. But, despite the plenty of valid and easily available information on these issues, despite the numerous appeals on the seriousness of the health conditions in which the biosphere is and, more specifically, the human population, the necessary change is still struggling to establish itself and the political objectives, assumed at a global level, struggle to achieve the desired results.

For this reason SALUS proposes an immediate transversal intervention that focuses on obstacles that prevent, or slow down, change and activate effective strategies that respect the urgency connected to these issues.

¹ IPBES (2019), [Report of the Plenary of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services on the work of its seventh session](#)

² United Nations General Assembly (2018) [Time to deliver: accelerating our response to address non-communicable diseases for the health and well-being of present and future generations](#).

³ Swinburn BA et Al. - [The Global Syndemic of Obesity, Undernutrition, and Climate Change: The Lancet Commission report](#). Lancet. 2019 Feb 23;393(10173):791-846.

⁴ European Commission Joint Research Centre, [EU burden from non-communicable diseases and key risk factors](#).

⁵ WHO, [Climate change and human health](#).

⁶ Haines A, Scheelbeek P - [Challenges for health in the Anthropocene epoch](#). BMJ 2019; 364:l460

⁷ Wu R - [The carbon footprint of the Chinese health-care system: an environmentally extended input-output and structural path analysis study](#). Lancet Planet Health. 2019 Oct;3(10):e413-e419.

⁸ Chung JW, Meltzer DO - [Estimate of the carbon footprint of the US health care sector](#). JAMA. 2009; 302:1970-1972

⁹ Pichler PP, Jaccard IS, Weisz U, Weisz H - [International comparison of health care carbon footprints](#). Environ Res Lett. 2019; 14: 064004

¹⁰ Eckelman MJ, Sherman JD, MacNeill AJ - [Life cycle environmental emissions and health damages from the Canadian healthcare system: An economic-environmental-epidemiological analysis](#). PLoS Medicine. 2018; 15: e1002623

¹¹ Malik A, Lenzen M, McAlister S, McGain F - [The carbon footprint of Australian health care](#). Lancet Planet Health. 2018; 2: e27-e35

¹² OECD (2014). [The Cost of Air Pollution. Health Impacts of Road Transport](#). OECD Publishing

¹³ WHO Europe (2015). [Economic cost of the health impact of air pollution in Europe: Clean air, health and wealth](#).

¹⁴ WHO/Europe, [Environment and Health](#).

¹⁵ [The Lancet Planetary Health Journal](#) launched in 2017. Planetary health was defined as “the health of human civilisations and the natural systems on which they depend”

¹⁶ European Academies' Science Advisory Council (2019) [The imperative of climate action to protect human health in Europe](#).

¹⁷ Sowman G - [Time to consider the environmental impact of controversial treatments of non-communicable diseases linked to lifestyle](#). BMJ 2019;365:l2257

¹⁸ Springmann M et al. [Analysis and valuation of the health and climate change cobenefits of dietary change](#). PNAS 2016; 113: 4146-51.

¹⁹ Willett W et al. [Food in the Anthropocene: the EAT–Lancet Commission on healthy diets from sustainable food systems](#). Lancet 2019; 393, 447-492.

MAIN OBSTACLES TO CHANGE

At the origin of many problems related to health and ecosystem balance, SALUS identifies the following three obstacles:

1. The curative/repairative approach separate from the preventive one.

This approach, which favors curative/repairative action and emergency management, needs to be supported and closely linked to the preventive approach, which acts on the causes of the problems, also to avoid making the curative/repairative action unsustainable from an economic, social and environmental point of view^{20 21 22};

2. The reductionist approach separated from the holistic one.

This approach, which prefers specialization and sectoriality^{23 24 25 26 27 28 29} in solving problems, needs to be supported and closely linked to a holistic and synergic approach. Without this complementarity, reductionism creates a fragmentation that itself becomes the obstacle to the achievement of most health and environmental goals;

3. Economic convenience (in the medium-short term) separated from ethical principles.

Economic convenience, which determines many of the behavior of social actor³⁰, needs to be aligned with ethical principles, otherwise it creates perverse effects (there are numerous examples in the health^{31 32 33 34} and in the

²⁰ "Instead of responding to crises, we need to invest far more in prevention. Prevention works, saves lives and is cost-effective" - Mr. Guterres, secretary-general UN (2018).

²¹ Johnson AR - [Avoiding Environmental Catastrophes: Varieties of Principled Precaution](#). Ecology and Society 2012 - 17(3): 9.

²² Kumar S, Preetha GS - [Health Promotion: An Effective Tool for Global Health](#). Indian J Community Med. 2012 Jan-Mar; 37(1): 5-12

²³ The topic of post-modern fragmentation has been studied by many sociologists. For example: Berger PL (1974) Homeless Mind: Modernization and Consciousness; Bauman Z. (2000) Liquid modernity.

²⁴ European Environment Agency (2015) [Fragmentation of natural and semi-natural areas](#); (2017) [Landscape fragmentation pressure from urban and transport infrastructure expansion](#).

²⁵ Olffa H, Ritchie ME - [Fragmented nature: Consequences for biodiversity](#). Landscape and Urban Planning 58 (2002) 83-92.

²⁶ Haddad NK - [Habitat fragmentation and its lasting impact on Earth's ecosystems](#). Science Advances 20 Mar 2015: Vol. 1, no. 2, e1500052.

²⁷ European Environment Agency (2015) [Fragmentation of natural and semi-natural areas](#); (2017) [Landscape fragmentation pressure from urban and transport infrastructure expansion](#).

²⁸ Haddad NK - [Habitat fragmentation and its lasting impact on Earth's ecosystems](#). Science Advances 20 Mar 2015: Vol. 1, no. 2, e1500052.

²⁹ Stange KC - [The Problem of Fragmentation and the Need for Integrative Solutions](#). Ann Fam Med. 2009 Mar; 7(2): 100-103.

³⁰ Maslow A - Motivation and Personality (1954)

³¹ Hollands GJ et al. - [The Impact of communicating genetic risks of disease on risk-reducing health behaviour: systematic review with meta-analysis](#). BMJ 2016; 352:i1102.

³² Jamoulle M. - [Prévention quaternaire et limites en médecine](#). Pratiques : les Cahiers de la Médecine Utopique. France; 2013;63.

³³ Brodersen J et al. - [Overdiagnosis: How cancer screening can turn indolent pathology into illness](#). APMIS 2014.

³⁴ Krogsbøll LT et al. - [General health checks in adults for reducing morbidity and mortality from disease](#) (Review). Cochrane Database of Systematic Reviews 2019, Issue 1. Art. No.: CD009009.

environmental field^{35 36}) and hinders change from growing naturally and reproducing, without effort.

OUR AIM: A NEW "COPERNICAN REVOLUTION"

We believe the time is ripe to generate a new "Copernican revolution" within global action and we are further convinced that this virtuous revolution can, and should, start from the European Union.

Such as Copernicus overturned the Renaissance cosmological paradigm, placing the Sun at the center of the system, SALUS puts at the core of European public policy the promotion of transversal health³⁷ capable to scale up interventions at all levels and in every area.

Such a paradigm change makes it possible to achieve, in the long term and simultaneously, numerous aims for European citizens: better quality of life, more healthy longevity, greater equity in access to healthcare, freedom of therapeutic choice, a healthier environment in where to raise their children, greater respect and well-being for animals.

In order to renew the approach currently in force in health and environmental policies, SALUS proposes to transform the three obstacles highlighted above into political strategies to promote real and lasting global change.

1) MORE INVESTMENT ON PREVENTION

SALUS proposes that curative/reparative action, at every level, should be supported and closely linked to preventive action.

This strategy, in line with current scientific knowledge^{38 39 40}, refers also to the ancient Hippocratic knowledge according to which *Igea*, the promotion of health and prevention, comes before *Panacea*⁴¹, the cure (a philosophical principle typical of the Traditional European and Mediterranean Medicine which, towards the end of 1800, was absorbed by Naturopathy⁴² and more recently taken up with the term Salutogenesis⁴³). This approach tends to favor, rather than hinder, the healing and

³⁵ Dooley RS, Lerner LD - [Pollution, profits, and stakeholders: The constraining effect of economic performance on CEO concern with stakeholder expectations](#). Journal of Business Ethics September 1994, Volume 13, Issue 9, pp 701-711

³⁶ Tang E, Zhang J, Haider Z - [Firm productivity, pollution, and output: theory and empirical evidence from China](#). Environmental Science and Pollution Research November 2015, Volume 22, Issue 22, pp 18040-18046

³⁷ With the concept of transversal health we mean a broad vision, which includes human, animal and environmental health in their mutual and inseparable interconnections.

³⁸ Kumar S, Preetha GS - [Health Promotion: An Effective Tool for Global Health](#). Indian J Community Med. 2012 Jan-Mar; 37(1): 5-12

³⁹ Sowman G - [Time to consider the environmental impact of controversial treatments of non-communicable diseases linked to lifestyle](#). BMJ 2019;365:l2257

⁴⁰ Springmann M et al. [Analysis and valuation of the health and climate change cobenefits of dietary change](#). PNAS 2016; 113: 4146-51.

⁴¹ According to Hippocrates, *Igea* and *Panacea*, descendants of the god of medicine Aesculapius, corresponded to the first two phases of the therapeutic approach. *Igea* was the preventive phase that involved the evaluation and modification of the "regime", corresponding, in a broader sense, to the modern term of "lifestyle". *Panacea* was the treatment phase, consequent to *Igea*, which was based on the use of plants and natural remedies; it intervened if the *Igea* phase was not sufficient.

⁴² Pizzorno JE. Naturopathic medicine. In: Micozzi MS, ed. Fundamentals of Complementary and Alternative Medicine. New York, Churchill Livingstone, 1998:164.

⁴³ Antonovsky A. - Health, Stress and Coping (1979)

repair processes naturally set in motion by human body^{44 45 46 47}, as well as by the animal world⁴⁸ and the planet⁴⁹.

2) TRANSVERSAL, INTERSECTORAL and SYNERGIC APPROACH

SALUS intends to develop actions that are always transversal, intersectoral and synergic⁵⁰.

This strategy, in line with current scientific knowledge^{51 52 53 54 55} of complex systems⁵⁶ and in line with the principles of the ancient traditional medicines, puts beside reductionist approach and holistic approach^{57 58 59 60} which places the parts in a one-to-one, inseparable and mutually influential relationship with the whole:

- the health of the organ in relation to the health of the psycho-soma⁶¹;
- the health of the person in relation to the health of the community⁶²;
- the health of living beings in relation to the health of the planet⁶³.

This proposal is also in line with:

⁴⁴ For a historical approach on this topic: Lohff B - [Self-healing forces and concepts of health and disease. A historical discourse](#). Theoretical Medicine and Bioethics 22 (6):543-564 (2001)

⁴⁵ An example regarding respiratory infections: Gulliford MC et al. - [Safety of reduced antibiotic prescribing for self limiting respiratory tract infections in primary care: cohort study using electronic health records](#). BMJ 2016;354:i3410

⁴⁶ An example regarding heart attacks: McCombe PA1, Read SJ - [Immune and inflammatory responses to stroke: good or bad?](#) Int J Stroke. 2008 Nov;3(4):254-65

⁴⁷ An example regarding mental illness: Epstein S. (1989) [Natural Healing Processes of the Mind](#). In: Meichenbaum D., Jaremko ME (eds) Stress Reduction and Prevention. Springer, Boston, MA.

⁴⁸ Pebsworth PA, Huffman MA, Lambert JE, Young SL - [Geophagy among nonhuman primates: A systematic review of current knowledge and suggestions for future directions](#). Am J Phys Anthropol. 2019 Jan;168 Suppl 67:164-194

⁴⁹ See the numerous [studies conducted by Carmine Guarino](#) professor of botany at the University of Sannio on the effects of the introduction of plants in contaminated sites.

⁵⁰ SYNERGY (from the Greek συνεργός, which means "to work together"). The reaction of two or more agents working together to produce a result that cannot be obtained individually. In a context characterized by a high level of complexity and interconnections, such as that which characterizes transversal health, it has been shown that a synergic approach manages to achieve greater lasting results, if replaced by a reductionist and linear approach, today dominant.

⁵¹ França K, Lotti TM - [Psycho-Neuro-Endocrine-Immunology: A Psychobiological Concept](#). Adv Exp Med Biol. 2017;996:123-134.

⁵² DAS B, Nair GB - [Homeostasis and dysbiosis of the gut microbiome in health and disease](#). J Biosci. 2019 Oct;44(5). pii: 117.

⁵³ Potter PJ, Frisch N. - [Holistic assessment and care: presence in the process](#). Nurs Clin North Am. 2007 Jun;42(2):213-28, vi.

⁵⁴ Walach H - [Generalized Entanglement: A New Theoretical Model for Understanding the Effects of Complementary and Alternative Medicine](#). The Journal of Alternative and Complementary Medicine Vol. 11, No. 3 (2005)

⁵⁵ Rioux J - [A Complex, Nonlinear Dynamic Systems Perspective on Ayurveda and Ayurvedic Research](#). The Journal of Alternative and Complementary Medicine Vol. 18, No. 7 (2012)

⁵⁶ In modern physics, a complex system is a dynamic multi-component system, or rather composed of several subsystems, that typically interact with each other. Such systems are typically studied through "holistic" investigation methods, ie as a "whole" computation ("the whole is greater than the sum of the individual parts") of the behaviors of the individual subsystems together with their mutual interactions (possibly non-linear), which can be analytically described using mathematical models, rather than in a "reductionist" manner (ie by breaking down and analyzing the system in its components). Source: Wikipedia

⁵⁷ HOLISM (from the Greek ὅλος meaning "global"). The approximation that the sum of the parts fully describes the whole is a reductionist concept that applies only to linear systems. Nature is composed of non-linear systems that can to be described through a holistic and synergic approach, referring to the works of Edgar Morin "Introduction à la pensée complexe", Paris, ESF (1990).

⁵⁸ [Interdisciplinarity](#). Nature (16 sept 2015)

⁵⁹ [Interdisciplinarity](#) Survey Report for the Global Research Council (2016)

⁶⁰ Orsucci F - Interdisciplinary knowledge and beyond: algorithms and patterns. 2018

⁶¹ Cryan JF, Dinan TG - [Mind-altering microorganisms: the impact of the gut microbiota on brain and behaviour](#). Nature Reviews | Neuroscience, 2012.

⁶² An interesting case is the resilience of the community in the face of important traumas such as genocide: Otake Y - [Community Resilience and Long-Term Impacts of Mental Health and Psychosocial Support in Northern Rwanda](#). Med Sci (Basel). 2018 Oct 24;6(4)

⁶³ Aaron Bernstein - [All creatures great and small](#). BMJ 2019; 365:l2385

- the principle of "Health in all policies" (HiAP)⁶⁴ supported by the WHO;
- the concept of circular economy⁶⁵ which, in the environmental field, is inspired by the functioning of living systems, intrinsically interconnected and non-linear.

3) ALIGNMENT OF ETHICAL AND ECONOMIC CONVENIENCES

SALUS proposes strategies that allow to align the economic conveniences to the common good, represented by the health of European citizens and of environment.

To ensure that the paradigm change could be fast and lasting, in addition to taking root in the ethical choices of citizens, operators and institutions, it is essential that it be aligned with the economic advantages of the social actors involved^{66 67 68}.

⁶⁴ Leppo et Al. - [Health in All Policies. Seizing opportunities, implementing policies](#). Ministry of Social Affairs and Health, Finland.

⁶⁵ [Report from the commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the regions on the implementation of the circular economy action plan](#) (2019).

⁶⁶ SALUS will take inspiration from Regional Draft Law no. 188/2014 - Lombardy (ITALY) - "A testing proposal for a health system that pays for health"

⁶⁷ Donzelli A. - [A structural Health Reform: pay health, not disease. Aligning the interests of the main actors to the ethics and health of the community of citizens](#) - Epidemiologia e Prevenzione - september - december 2017

⁶⁸ Donzelli A. - Una riforma strutturale per la Sanità: pagare la salute, non la malattia. Allineare le convenienze dei diversi attori all'etica e alla salute della comunità dei cittadini. Cap. 14 di: Un nuovo mo(n)do per fare salute. Celid, 2019 (only italian version).

PARADIGM CHANGE

Below we illustrate how this paradigm change can be achieved within health policies and environmental policies.

A PARADIGM CHANGE IN HEALTH POLICIES

LIFE STYLES AND INTEGRATION OF PRACTICES

In order to achieve a paradigm change in the current health policies,⁶⁹ SALUS proposes to put at the center of social and health systems:

1) Health promotion and prevention⁷⁰

Considering the current gap between expected goals and actual results^{71 72 73} and the scarcity of public resources dedicated to prevention (on average 3.1% of health budgets, but much less if we refer to primary or tertiary lifestyle-based prevention)⁷⁴, SALUS proposes to enhance the skills of 300,000 European professionals⁷⁵ expert in **Traditional and Complementary Medicines (T&CM)**⁷⁶. These professionals are prepared to promote health^{77 78 79} and environmental sustainability, and would allow public health objectives to be achieved more quickly and in a more economical^{80 81} and effective^{82 83} way. In Europe, T&CM professionals are on average 65 per 100,000 inhabitants⁸⁴, a considerable number when compared to general practitioners who

⁶⁹ [EU Public Health Policies - State of play, current and future challenges](#) - Policy Department for Economic, Scientific and Quality of Life Policies - DG for Internal Policies - september 2019

⁷⁰ Primary, secondary and tertiary prevention.

⁷¹ Tebaldi, Raquel et al. - [Bridging health systems 'evidence-policy gap': what role for the Alliance under the 2030 Agenda?](#) (2017).

⁷² Whitehead, Dean. (2003). [Health promotion and health education viewed as symbiotic paradigms: Bridging the theory and practice gap between them](#). Journal of clinical nursing. 12. 796-805.

⁷³ Ziglio E, Hagard S, Griffiths J - [Health promotion development in Europe: achievements and challenges](#). Health Promotion International, Oxford University Press 2000

⁷⁴ Eurostat - [Healthcare expenditure by function](#) (2016)

⁷⁵ Source: Von Ammon K et al, 2012, '[Health Technology Assessment \(HTA\) and a map of CAM provision in the EU](#)', Final Report of CAMbrella Work Package 5. Although the figure is very probably underestimated compared to the current presence of these professionals in Europe and deserves a careful re-evaluation.

⁷⁶ In this document we choose to use the term T&CM, instead of the term CAM, since it is used internationally by the WHO and as it emphasizes the traditional aspect of these methodologies. The intent is in fact to recognize that, alongside the millenary Eastern traditions widespread in Europe, there is a millenary European tradition to be rediscovered and valued, which originates from Hippocratic thought and developed until the nineteenth century. This category also includes unconventional practices related to health and well-being which are called Bio-Natural Disciplines (BND) and which we can assimilate for adherence to the founding principles of T&CM.

⁷⁷ Tountas Y - [The historical origins of the basic concepts of health promotion and education: the role of ancient Greek philosophy and medicine](#) - Health Promot Int. 2009 Jun;24(2):185-92

⁷⁸ Hill FJ - [Complementary and alternative medicine: the next generation of health promotion?](#) - Health Promot Int. 2003 Sep;18(3):265-72.

⁷⁹ De Sá RF et Al. - [Traditional and complementary medicine as health promotion technology in Brazil](#) - Health Promot Int. 2019 Mar 1;34(Supplement_1):i74-i81.

⁸⁰ Herman PM, Craig BM, Caspi O - [Is complementary and alternative medicine \(CAM\) cost-effective? a systematic review](#). BMC Complementary and Alternative Medicine volume 5, Article number: 11 (2005).

⁸¹ Moxion-Bergemann S et al. - [Complementary and Alternative Medicine Costs - a Systematic Literature Review](#). Forsch Komplementarmed 2006;13(suppl 2):42-45

⁸² Fleming SA, Gutknecht NC - [Naturopathy and the Primary Care Practice](#). Prim Care. 2010 Mar; 37(1): 119-136.

⁸³ Bradley R et Al. - [Naturopathy as a Model of Prevention-Oriented, Patient-Centered Primary Care: A Disruptive Innovation in Health Care](#). Medicina 2019, 55, 603

⁸⁴ Source: Von Ammon K et al, 2012, '[Health Technology Assessment \(HTA\) and a map of CAM provision in the EU](#)', Final Report of CAMbrella Work Package 5. Although the figure is very probably underestimated compared to the current presence of these professionals in Europe and deserves a careful re-evaluation.

are around 79 per 100,000 inhabitants⁸⁵. If we consider the growing scarcity of general practitioners⁸⁶ in the face of the European demographic perspective and the growing need for prevention, it is even more opportune and strategic to build a collaboration in the field of prevention and health promotion with T&CM professionals, as claimed also from the WHO⁸⁷.

Strongly linking these professional figures to health promotion would also prevent them from falling into the current "curative/reparative paradigm" in which the cure and remedies, even if natural and with generally minor side effects compared to the conventional pharmacopeia, still remain the first proposal.

The greatest attention to health promotion, already in place in some European countries^{88 89}, allows to:

- a. reduce the incidence of **chronic diseases**^{90 91};
- b. make health systems more sustainable^{92 93 94} and reduce **social costs**^{95 96 97};
- c. improve the quality of life of European citizens and **mental and physical well-being**;
- d. reduce environmental pollution and animal suffering⁹⁸.

On this front, the sustainable development goals (SDGs)⁹⁹ defined by the UN already provide an ambitious agenda for the future, to which to refer. The WHO, in particular, is committed to helping the world achieve the SDGs with the goal, by 2023, of having 1 billion more people enjoying better health and well-being¹⁰⁰. European Parliament has expressly committed itself to bring Europe to these goals¹⁰¹.

This commitment also responds to important European Union's aims:

1. the **right to health, and in particular to health promotion**, enshrined in the treaties of the European Union¹⁰²;
2. the demand for **greater investments in health** by European citizens¹⁰³;
3. the reduction in health expenditure, which represents 7% to 10% of the GDP of the EU Member States^{104 105}, allocating **more public resources to the prevention**

⁸⁵ WHO (2016) European database on human and technical resources for health - [General practitioners, per 100 000 population, Members European Union](#) (2013)

⁸⁶ WHO (2014) [Global Strategy on Human Resources for Health: Workforce 2030](#).

⁸⁷ [WHA62.13 - Traditional Medicine](#).

⁸⁸ [Health Promotion and Primary Prevention in 14 european countries: a comparative overview of key policies, approaches, gaps and needs](#). CHRODIS (2015)

⁸⁹ [Health Promotion and Primary Prevention in 21 European Countries: a Comparative Overview of Key Policies, Approaches, Examples of Good Practice, and Gaps and Needs](#). CHRODIS (2018)

⁹⁰ European Commission Joint Research Centre, [EU burden from non-communicable diseases and key risk factors](#).

⁹¹ Institute for Health Metrics and Evaluation. [Global Burden of Disease. EU, 2017, all ages, Risk factors for DALYs, based on the Global Burden of Disease study](#).

⁹² Cohen D - [Health promotion and cost-effectiveness](#). Health Promotion International, Volume 9, Issue 4, 1994, Pages 281-287

⁹³ Owen L et al. - [The cost-effectiveness of public health interventions](#). Journal of Public Health, Volume 34, Issue 1, March 2012, Pages 37-45

⁹⁴ Verhaeghe N et Al. - [Cost-effectiveness of health promotion targeting physical activity and healthy eating in mental health care](#). BMC Public Health. 2014; 14: 856

⁹⁵ Rappange DR et al. - [Lifestyle intervention: from cost savings to value for money](#). Journal of Public Health, Volume 32, Issue 3, September 2010, Pages 440-447

⁹⁶ The European Observatory on Health Systems and Policies - [Assessing the economic costs of unhealthy diets and low physical activity: an evidence review and proposed framework](#). (2017)

⁹⁷ Ockene JK et al. - [Benefits and costs of lifestyle change to reduce risk of chronic disease](#). Prev Med. 1988 Mar;17(2):224-34.

⁹⁸ Kumar S, Preetha GS - [Health Promotion: An Effective Tool for Global Health](#). Indian J Community Med. 2012 Jan-Mar; 37(1): 5-12

⁹⁹ <https://sustainabledevelopment.un.org>

¹⁰⁰ [Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development](#)

¹⁰¹ EP resolution of 14 March 2019 [on the Annual strategic report on the implementation and delivery of the Sustainable Development Goals](#), P8_TA(2019)0220

¹⁰² Art. 9, 168 of TFEU; Art. 35 of EU Charter of Fundamental Rights, Art. 3, 8, 11, 13 of European Social Charter

¹⁰³ Standard Eurobarometer 91 (2019) [Public Opinion in the European Union](#).

¹⁰⁴ Eurostat (2017) [Member States spent over €1000 billion on health](#).

sector linked to healthy lifestyles and determining a more than proportional reduction of expenditure in the healthcare sector^{106 107 108 109}.

In order to reach this aim is important to recognize the added value that some professionals of T&CM have in the field of health promotion and prevention, in particular the figure of **Traditional Naturopath**¹¹⁰, which, in the Canadian experience (one of the most advanced in the world), represents an innovative primary care model¹¹¹
¹¹².

The enhancement of their informative, motivational and empowerment skills (linked to the promotion and maintenance of health) is perfectly complementary to the diagnostic and therapeutic skills (linked to the treatment of diseases) that have characterized, for more than 100 years, the training of health professionals.

2) collaboration in the therapeutic field between conventional medicine professionals and T&CM professionals.

Considering the fragmentation^{113 114} and the difficulties of economic and environmental sustainability^{115 116 117} of current health systems, SALUS proposes to integrate the reductionist approach with the holistic and synergic one^{118 119 120} of T&CM professionals.

The integration of T&CM practices within health systems, already underway in some Member States and, experimentally, in some European hospitals¹²¹, makes it possible to:

- a. improve the cost-effectiveness of some therapeutic pathways^{122 123 124 125};

¹⁰⁵ OECD/EU (2018) [State of Health in the EU. Health at a Glance: Europe 2018](#).

¹⁰⁶ Masters R et al. - [Return on investment of public health interventions: a systematic review](#). Community Health 2017;71:827-834.

¹⁰⁷ WHO (2017) ["Best buys" and other recommended interventions for the prevention and control of noncommunicable diseases](#).

¹⁰⁸ Council of the European Union (2019) [Draft Council Conclusions: The Economy of Wellbeing](#).

¹⁰⁹ [Efficiency estimates of health care systems](#). European Economy. Economic Papers 549

¹¹⁰ For the definition of Traditional Naturopath we refer to the description provided by the WNF in the document ["Correlation between Education and Credentials"](#) 2018

¹¹¹ Fleming SA, Gutknecht NC - [Naturopathy and the Primary Care Practice](#). Prim Care. 2010 Mar; 37(1): 119-136.

¹¹² Bradley R et Al. - [Naturopathy as a Model of Prevention-Oriented, Patient-Centered Primary Care: A Disruptive Innovation in Health Care](#). Medicina 2019, 55, 603

¹¹³ Stange KC - [The Problem of Fragmentation and the Need for Integrative Solutions](#). Ann Fam Med. 2009 Mar; 7(2): 100-103.

¹¹⁴ Shranck WH et al. - [Waste in the US Health Care System. Estimated Costs and Potential for Savings](#). JAMA, published online October 7, 2019

¹¹⁵ OECD - [Fiscal Sustainability of Health Systems: Bridging Health and Finance Perspectives](#) (2015)

¹¹⁶ Policy Department for Economic, Scientific and Quality of Life Policies - DG for Internal Policies - [Sustainability of Health Systems](#) (2018)

¹¹⁷ Haines A, Scheelbeek P - [Challenges for health in the Anthropocene epoch](#). BMJ 2019; 364:l460

¹¹⁸ **Holistic and synergic**: focused on the whole person, in his physical, psychological, spiritual, social and environmental context.

¹¹⁹ CAMbrella A European research network for CAM - Work package 1 - [Preliminary CAM terminology and definitions](#)

¹²⁰ Geimer-flanders J - [Creating a healing environment: Rationale and research overview](#). Cleve Clin J Med. 2009 Apr;76 Suppl 2:S66-9.

¹²¹ Integrative oncology centres in Europe include Humlegaarden (Humlebaek, Denmark); Vidarkliniken (Järna, Sweden); Bristol Cancer Help Center (Bristol, UK), Royal London Hospital for Integrated Medicine (London, UK); Gemeinschaftskrankenhaus Herdecke, (Herdecke Germany), Gemeinschaftskrankenhaus Hafelhöhe (Berlin, Germany), Filderklinik (Stuttgart, Germany), Paracelsus Krankenhaus (Öschelbronn, Germany), Hufeland Clinic (Bad Mergentheim, Germany); Klinik für Komplementäre und Integrative Medizin in der Zentral-Klinik Essen (Essen, Germany), Lukas Klinik (Arlesheim, Switzerland), Ita-Wegman Klinik, (Arlesheim, Switzerland). Source: EUROCAM

¹²² Herman PM, Craig BM, Caspi O - [Is complementary and alternative medicine \(CAM\) cost-effective? a systematic review](#). BMC Complementary and Alternative Medicine volume 5, Article number: 11 (2005).

¹²³ Maxion-Bergemann S et al. - [Complementary and Alternative Medicine Costs – a Systematic Literature Review](#). Forsch Komplementärmed 2006;13(suppl 2):42-45

¹²⁴ Lachance CC, McCormack S. - [Mindfulness Training and Yoga for the Management of Chronic Non-malignant Pain: A Review of Clinical Effectiveness and Cost-effectiveness](#). Canadian Agency for Drugs and Technologies in Health; 2019 Sep.

- b. increase the ability to overcome diseases^{126 127 128};
- c. reduce the side effects of conventional treatment^{129 130};
- d. help maintain a positive attitude towards the future and good coping skills^{131 132 133};
- e. reduce the environmental impact of therapeutic pathways;
- f. recover and validate, as in the example of the Swiss Confederation¹³⁴, European and Mediterranean Traditional Medicine, a compendium of ancient knowledge merged in modern naturopathy that WHO describes as "general practice of natural health therapies"¹³⁵.

In order to achieve this precious collaboration, the recognition of the different professions linked to European and Mediterranean T&CM and to non-European traditions is fundamental.

In this regard, starting from the evidence of a greater attention of European citizens^{136 137} towards their own health and of an increasing use of professionals related to different T&CM, WHO¹³⁸ and the highest European institutions¹³⁹ asked Member States to express themselves in this direction; nevertheless the actual integration of T&CM within national legislation followed very different speeds^{140 141}.

SALUS proposes that the recognition of these professions be linked to their ability in promoting health and be built directly at European level, as defined by Directive 2013/55 / EU¹⁴², using the European

¹²⁵ Gray C, McCormack S. - [Yoga for Chronic Non-Malignant Pain Management: A Review of Clinical Effectiveness, Cost-Effectiveness and Guidelines](#). Canadian Agency for Drugs and Technologies in Health; 2019 Jul.

¹²⁶ Sharma M, Haider T, Knowlden AP - [Yoga as an Alternative and Complementary Treatment for Cancer: A Systematic Review](#). The Journal of Alternative and Complementary Medicine Vol. 19, No. 11

¹²⁷ Leggett S, Koczwara B, Miller M. - [The impact of complementary and alternative medicines on cancer symptoms, treatment side effects, quality of life, and survival in women with breast cancer: a systematic review](#). Nutr Cancer. 2015;67(3):373-91.

¹²⁸ Tagliaferri M, Cohen I, Tripathy D. - [Complementary and alternative medicine in early-stage breast cancer](#). Semin Oncol. 2001 Feb;28(1):121-34.

¹²⁹ IBIDEM

¹³⁰ Lengacher CA et al. - [Relief of symptoms, side effects, and psychological distress through use of complementary and alternative medicine in women with breast cancer](#). Oncol Nurs Forum. 2006 Jan 1;33(1):97-104.

¹³¹ Hilton L et al. - [Mindfulness Meditation for Chronic Pain: Systematic Review and Meta-analysis](#). Ann Behav Med. 2017 Apr;51(2):199-213.

¹³² Goyal M et al. - [Meditation programs for psychological stress and well-being: a systematic review and meta-analysis](#). JAMA Intern Med. 2014 Mar;174(3):357-68.

¹³³ Ball EF, Nur Shafina Muhammad Sharizan E, Franklin G, Rogozińska E. - [Does mindfulness meditation improve chronic pain? A systematic review](#). Curr Opin Obstet Gynecol. 2017 Dec;29(6):359-366.

¹³⁴ The federal-certified naturopath is a healthcare specialist who can identify and alleviate diseases and stimulate healing with the resources of his specialization. Under his own responsibility he treats, advises, accompanies and supports people in the case of acute and chronic health problems based on the treatment methods typical of alternative medicine. Complementary medicine is also mentioned in art. 118a of the Constitution of the Swiss Confederation.

¹³⁵ WHO - [Benchmark for training in Naturopathy](#) (2010)

¹³⁶ Nissen N et al. - [What attitudes and needs do citizens in Europe have in relation to complementary and alternative medicine?](#) Forsch Komplementmed. 2012;19 Suppl 2:9-17.

¹³⁷ CAMbrella A European research network for CAM - Work package 3 - [Citizens' needs and attitudes towards CAM](#)

¹³⁸ WHO [Traditional Medicine Strategy: 2014-2023](#)

¹³⁹ Resolution n. 75 European Parliament 29th may 1997 "[On the status of non-conventional medicine](#)"

¹⁴⁰ [WHO Global Report on Traditional and Complementary Medicine](#) (2019).

¹⁴¹ Cambrella Work Package 2 - Legal status and regulation of CAM in Europe - Part III - [CAM regulations in EU/EFTA/EEA](#)

¹⁴² "Since the objectives of this Directive, namely the rationalisation, simplification and improvement of the rules for the recognition of professional qualifications, cannot be sufficiently achieved by the Member States as it would inevitably result in divergent requirements and procedural regimes increasing regulatory complexity and causing unwarranted obstacles to mobility of professionals but can rather, by reason of coherence, transparency and compatibility, be better achieved at Union level, the Union may adopt measures, in accordance with the principle of subsidiarity as set out in Article 5 of the Treaty on European

qualifications framework (EQF)¹⁴³ and in close collaboration with the most representative professional associations.

This process also responds to important European Union's aims:

1. to guarantee the principle of **freedom of movement** of professionals within the Union¹⁴⁴;
2. to guarantee the **right of European citizens** to have the same therapeutic conditions (provided they are of recognized utility) in the Member States of the Union¹⁴⁵;
3. to **protect** the many European citizens who are already turning to T&CM professionals¹⁴⁶;
4. to guarantee **freedom of therapeutic choice**¹⁴⁷, without economic and social discrimination;
5. to guarantee **greater equity in access** to health promotion services and lesser differences in health status determined by economic factors^{148 149};
6. to **overcome the divisions** between the professional categories for the benefit of the common good, represented by health;
7. to stimulate the **growth of a key economic sector** for health and sustainability of health systems.

Union. In accordance with the principle of proportionality, as set out in that Article, this Directive does not go beyond what is necessary in order to achieve those objectives." (37)

¹⁴³ Professional Qualifications, Directive 2005/36/EC

¹⁴⁴ The right to move and reside freely, Directive 2004/38/EC

¹⁴⁵ Patients' rights in cross-border healthcare, Directive 2011/24/EU

¹⁴⁶ Art. 114 and 169 TFEU

¹⁴⁷ Resolution n. 75 European Parliament 29th may 1997 "[On the status of non-conventional medicine](#)"

¹⁴⁸ WHO - [Inequalities in health system performance and their social determinants in Europe](#) (2012)

¹⁴⁹ WHO - [Environmental health inequalities in Europe. Second assessment report](#) (2019)

A PARADIGM CHANGE IN ENVIRONMENTAL POLICIES

HEALTHY LIFESTYLES, ANIMAL WELFARE AND ECOLOGICAL RECOVERY

In order to achieve a paradigm change for the environment and animal welfare, SALUS proposes to put at the center of environmental policies¹⁵⁰ :

1. health promotion and prevention

Considering the strategic importance of lifestyles on environmental sustainability, SALUS proposes to stimulate more and more European citizens to change their **lifestyle habits**, reaching the critical mass necessary to trigger the natural processes of propagation of a **virtuous revolution** aimed at building transversal health;

2. collaboration with nature and with animals to bring ecosystems back into balance

Considering the cost-effectiveness of natural ecological restoration processes¹⁵¹ and the numerous opportunities for collaboration that humans can develop with other living beings^{152 153 154 155 156 157}, SALUS proposes to integrate the holistic and synergic approach within environmental policies. This approach prefers to help, without hindering with unnecessary human interventions, the **natural self-reparative processes** and the reconstruction of biodiversity, both in rural areas (ensuring greater ecological continuity) and in more critical areas (urban areas, primarily contaminated sites).

This process also responds to important European Union's aims:

1. To **improve significantly the health conditions** of the European population¹⁵⁸, especially in the most polluted and deprived of biodiversity areas¹⁵⁹;
2. To **reduce the need for economic resources for reparative actions** thanks to the spread of sustainable lifestyles, which limit the negative impact of consumption and production choices, and the integration of the holistic approach, which limits the need to act directly on the 'environment';
3. To stimulate a **gradual and market-regulated economic transition**, as governed by the choices of citizens / consumers and not by external directives, with a

¹⁵⁰ [EU Environment and Climate Change Policies - State of play, current and future challenges](#) - Policy Department for Economic, Scientific and Quality of Life Policies - DG for Internal Policies - september 2019

¹⁵¹ Bastin JF - [The global tree restoration potential](#). Science 05 Jul 2019;Vol. 365, Issue 6448, pp. 76-79

¹⁵² Bacteriophage therapy against antibiotic resistance: Huovinen P - [Bacteriotherapy: the time has come](#). BMJ. 2001 Aug 18; 323(7309): 353-354.

¹⁵³ Bacteriophage therapy against antibiotic resistance: Abedon ST - [Phage treatment of human infections](#). Bacteriophage. 2011 Mar-Apr; 1(2): 66-85.

¹⁵⁴ Bacterial symbiosis in the intestinal microbiota: Eloe-Fadrosh EA, Rasko DA [The Human Microbiome: From Symbiosis to Pathogenesis](#). Annu Rev Med. 2013; 64: 145-163.

¹⁵⁵ Bacterial symbiosis in the intestinal microbiota: Chow J et Al. - [Host-Bacterial Symbiosis in Health and Disease](#). Adv Immunol. 2010; 107: 243-274.

¹⁵⁶ Probiotic-based sanitation experiments: Caselli E et Al. - [Reducing healthcare-associated infections incidence by a probiotic-based sanitation system: A multicentre, prospective, intervention study](#). PLoS ONE 13(7): e0199616

¹⁵⁷ The collaborations that can be established with insects: Schowalter TD - Insects and Sustainability of Ecosystem Services. CRC Press (2013)

¹⁵⁸ Art. 9 e 168 del TFEU; Art. 35 della Carta Europea dei Diritti Fondamentali, Art. 3, 8, 11, 13 European Social Charter

¹⁵⁹ Art. 191, 192 TFEU

natural alignment of productive sector's economic conveniences to ethical and environmental ones¹⁶⁰;

4. To improve animal welfare¹⁶¹, thanks to life choices more aware of the inseparable relationship between human health, animal welfare and ecosystem balance^{162 163 164};
5. To achieve, in a short time, a concrete and lasting sustainable development, in line with the SDGs and to intervene on climate change¹⁶⁵.

¹⁶⁰ Zhang W et Al. - [Ecosystem services and dis-services to agriculture](#). Ecological Economics 64 (2007) 253 – 260

¹⁶¹ [Art. 13 Treaty of Lisbon](#) - "In formulating and implementing the Union's agriculture, fisheries, transport, internal market, research and technological development and space policies, the Union and the Member States shall, since animals are sentient beings, pay full regard to the welfare requirements of animals, while respecting the legislative or administrative provisions and customs of the EU countries relating in particular to religious rites, cultural traditions and regional heritage."

¹⁶² Sowman G - [Time to consider the environmental impact of controversial treatments of non-communicable diseases linked to lifestyle](#). BMJ 2019;365:l2257

¹⁶³ Springmann M et al. [Analysis and valuation of the health and climate change cobenefits of dietary change](#). PNAS 2016; 113: 4146-51.

¹⁶⁴ Willett W et al. [Food in the Anthropocene: the EAT-Lancet Commission on healthy diets from sustainable food systems](#). Lancet 2019; 393, 447-492.

¹⁶⁵ European Academies' Science Advisory Council (2019) [The imperative of climate action to protect human health in Europe](#).

EMERGING TOPICS

SALUS intends to deal, in the first instance, with some emerging topics using the three strategies indicated above.

1 - Healthy lifestyles and Antibiotic Resistance (AMR)

AMR is an important topic on the global agenda due to its implications on human, animal and environmental health¹⁶⁶. The European Commission itself has developed an action plan, European One Health Action Plan against Antimicrobial Resistance¹⁶⁷, whose main pillars are: spreading good practices at European level between the different national plans; increase research to find new treatments for infections and improve diagnosis; intensify the European Union's effort to put the issue at the center of the international agenda.

With SALUS we want to highlight the multiple ties between the AMR and lifestyles, tracing a strategy that is complementary to those in place, which focuses on health promotion and on some very important daily life choices.

See references on page n. 24

<p>Strategy 1 more investment on prevention</p>	<p>To spread the best practices in promoting healthy lifestyles and their effectiveness on human, environmental, animal and social health, through the creation of information^[1] and training events^[2] and a network of "SALUS health desk"^[3] in local institutions.</p> <p>In particular, SALUS offers a marked reduction in the consumption of animal protein / food (especially red and processed meats) and encourages the consumption of plant-based foods^{[4] [5] [6] [7]}, also intervening with guidelines and experiments in the public and private collective catering sector^[8].</p>
	<p>To discourage the prescription of antibiotics for human and animal use, for trivial conditions that do not require them, or for purposes other than the treatment of specific diseases, leaving possible exceptions to the autonomy of general practitioners and veterinarians^{[9] [10] [11] [12] [13]}.</p>
	<p>To promote research on the relationship between healthy lifestyles and the effectiveness of the immune system.</p>
<p>Strategy 2 transversal, intersectoral and synergic approach</p>	<p>To promote collaboration between the different areas: social, health, environmental and animal to realize the dissemination of good practices useful for reducing AMR.</p>
	<p>To promote the integration of practices related to T&CM that, as claimed by the WHO^[14], "<i>through the use of therapeutic methods and methods that encourage the process of self-healing - the vis medicatrix naturae</i>" and support the</p>

¹⁶⁶ Cassini A et al. - [Attributable deaths and disability-adjusted life-years caused by infections with antibiotic-resistant bacteria in the EU and the European Economic Area in 2015: a population-level modelling analysis](#) - The Lancet Infectious Diseases 5 november 2018

¹⁶⁷ https://ec.europa.eu/health/amr/sites/amr/files/amr_action_plan_2017_en.pdf

	intrinsic " <i>healing capacity of the body, the natural treatment of the whole person, the personal responsibility for his own health and the education of patients to promote health through an appropriate lifestyle.</i> "
Strategy 3 alignment of ethical and economic convenience	To favor farming methods that guarantee animals a more adequate quality of life, improve their health and naturally reduce the need for antibiotics.
	To abolish the trade in medicated feed with antibiotics.
	To introduce labeling that makes clear, for products of animal origin, the type of farming and the use of antibiotics.

2 - More health and more sustainable health systems

The economic sustainability of health systems is a key issue in European policies^{168 169}: from a demographic perspective, we know that the incidence of chronic diseases (which are already responsible for 70% of deaths globally) will increase,¹⁷⁰ making fair access to healthcare for the European population increasingly difficult; in fact, with increasing average age, a proportional increase in healthy longevity is not expected and, moreover, concern about the environmental impact of the current healthcare system is growing¹⁷¹.

SALUS is an opportunity to spread and implement, as soon as possible, a new *modus vivendi* that produces the transversal health that is necessary in order to maintain economic and environmental sustainability for healthcare systems.

See references on page n. 24

<p>Strategy 1 more investment on prevention</p>	<p>To spread the best practices in promoting healthy lifestyles and their effectiveness on human, environmental, animal and social health, through the creation of information^[1] and training^[2] events and a network of "SALUS health desk"^[3] in local institutions.</p>
	<p>To commit Member States to allocate, by 2025, at least the 5% of their health budgets to health promotion (additional resources compared to prophylaxis and early diagnosis / secondary prevention).</p>
	<p>To promote the launch of EUROSALUS: a research system at European level that focuses on the promotion, collection and systematic review of studies concerning the effectiveness and cost-effectiveness of transversal health promotion programs and which can monitor with adequate indicators the results of SALUS activities.</p>
<p>Strategy 2 transversal, intersectoral and synergic approach</p>	<p>To integrate and recognize the skills of professionals in the field of T&CM which base their training on a broad overview and on the importance of the relationships between the parties in a transversal health's perspective.</p>
	<p>To experiment, with the same effectiveness, therapeutic treatments that are more centered on the person and more sustainable from an economic, environmental and animal point of view.</p>
<p>Strategy 3 alignment of ethical and economic convenience</p>	<p>To activate integrated local experiments in which health care actors are paid in relation to the achievement of healthy longevity of citizens^{[15] [16] [17]}.</p>

¹⁶⁸ Eurostat (2017) [Member States spent over €1000 billion on health.](#)

¹⁶⁹ OECD/EU (2018) [State of Health in the EU. Health at a Glance: Europe 2018.](#)

¹⁷⁰ <https://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases>

¹⁷¹ Sowman G - [Time to consider the environmental impact of controversial treatments of non-communicable diseases linked to lifestyle.](#) BMJ 2019;365:l2257

3 - Achieve critical mass on healthy lifestyles: the One Million Movement

In order to achieve a concrete paradigm change it is necessary to reach the critical mass that triggers change in the whole society: at least 25%¹⁷² of the European population should participate in a change of lifestyles. The **One Million Movement** is a simple idea: if one million European citizens are mobilized, personally and in a coordinated manner, to change some very relevant lifestyles (in one or more fields of their existence) and do so while maintaining the stimulus to change with a certain frequency, duration and intensity, then it triggers a virtuous circle that can grow, in a harmonic and completely natural way, until reaching, in a reasonable time, the turning point at a European level¹⁷³.

SALUS proposes to develop **OM²**, an application that would constitute the technological base for the construction of the **One Million Movement**¹⁷⁴.

See references on page n. 24

<p>Strategy 1 more investment on prevention</p>	<p>To spread the best practices in promoting healthy lifestyles and their effectiveness on human, environmental, animal and social health, through the creation of information^[1] and training^[2] events and a network of "SALUS health desk"^[3] in local institutions. In particular, SALUS proposes the development and dissemination of the OM² technology platform to reach one million European citizens.</p>
<p>Strategy 2 transversal, intersectoral and synergic approach</p>	<p>The One Million Movement must naturally be inclusive and transversal: it does not replace the campaigns already active in the promotion of healthy lifestyles or ecological campaigns. One Million Movement aims to establish a broad "neural system"^[18] that connects the network of active people and further enhances the scope of results and the ability to spread.</p>
<p>Strategy 3 Alignment of ethical and economic convenience</p>	<p>To motivate and support citizens to change their lifestyle and encourage others to do so. "Gamification"^[19] with specific rewards (in the form of discounts or tariff reductions), "buddy system"^[20] and activation of thematic forums accessible in a territorial network are useful tools to motivate the participation of citizens and broaden the network of One Million Movement.</p>

¹⁷² Centola D et al. - [Experimental evidence for tipping points in social convention](#). Science 08 Jun 2018: Vol. 360, Issue 6393, pp. 1116-1119

¹⁷³ Gladwell, M. (2002). The Tipping Point: How Little Things can make a Big Difference. New York: Back Bay Books

¹⁷⁴ **OM²** it will be a multilingual web-based application and will also represent the tool for monitoring the achievement of critical mass and results in terms of greater health and well-being, from a human, environmental and animal point of view.

4 - Healthy lifestyles for the health of the environment: from contaminated sites to "natural stations"

The issue of contaminated sites in Europe has recently been included among the priorities of public health^{175 176 177}. For example, a study on mortality of residents in polluted Italian sites (study SENTIERI) found that in 44 sites identified as of national interest in Italy there were almost 10,000 excess deaths (+ 2.5% of the total) in the period 1995 -2002¹⁷⁸. In Europe, the presence of approximately 342,000 contaminated sites was estimated, of which only 15% underwent environmental remediation. The contamination of these areas refers in particular to the soil and water matrices. However, air contamination is not one of the factors used to characterize these sites, suggesting that the number of contaminated areas and the extent of contamination are actually greater than estimated¹⁷⁹. Currently the estimated annual investment among the Member States for the treatment of contaminated sites is equal to approximately 6.5 billion euros (of which 42% of public spending and 58% private investments) and of these only 4.3% are used for post-care measures and site redevelopment¹⁸⁰.

With SALUS we want to stimulate the construction of "natural stations" that promote healthy lifestyles and citizen participation in the remediation and revitalization of contaminated sites, favoring, and not hindering, the natural processes of natural self-improvement.

See references on page n. 24

<p>Strategy 1 more investment on prevention</p>	<p>To spread the best practices in promoting healthy lifestyles and their effectiveness on human, environmental, animal and social health, through the creation of information^[1] and training^[2] events and a network of "SALUS health desk"^[3] in local institutions. In particular, SALUS proposes the creation of "natural stations" in some contaminated sites, so that they act as catalysts and multipliers of initiatives related to health promotion.</p>
<p>Strategy 2 transversal, intersectoral and synergic approach</p>	<p>Creating a "natural station" on a contaminated site requires collaboration and synergy between different professionals (environmental doctors, health promotion professionals, epidemiologists, biologists, geologists, architects, botanists, community educators, etc.), local institutions, non-profit organizations, private corporations, citizens.</p>
<p>Strategy 3 Alignment of ethical and economic convenience</p>	<p>The "natural station" transforms a problem into an opportunity for the area: it rebuilds urban value where it is only degradation, allows the start of eco-sustainable</p>

¹⁷⁵ Sixth Ministerial Environment and Health Conference of the 53 Countries of the European Region of the WHO, held in Ostrava, Czech Republic (13-15 June 2017)

¹⁷⁶WHO - Remediation of contaminated sites

¹⁷⁷ Science Communication Unit, University of the West of England, Bristol (2013). Science for Environment Policy In-depth Report: Soil Contamination: Impacts on Human Health. Report produced for the European Commission DG Environment, September 2013.

¹⁷⁸ Pirastu R et Al. - Mortality results in SENTIERI Project. Epidemiol Prev. 2011 Sep-Dec;35(5-6 Suppl 4):29-152.

¹⁷⁹ European Environmental Agency - Progress in management of contaminated sites (2014)

¹⁸⁰ Panagos P, Van Liedekerke M, Yigini Y, Montanarella L - Contaminated Sites in Europe: Review of the Current Situation Based on Data Collected through a European Network. Journal of Environmental and Public Health, Volume 2013, Article ID 158764

	economic activities, transforms an important investment for the environmental remediation in lower expenses for the harmful effects deriving from the contaminated site, object of recent studies on the environmental and health impacts ^{[21] [22]} .
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5 - Healthy lifestyles for animal health: from products tested on animals to experimentation of natural methods for sustainable cosmetics

The sale of cosmetics tested on animals has been banned within the EU since 2013 and this has not prevented the European cosmetics industry to prosper and create around two million jobs. However, in about 80% of the countries in the world animal testing and marketing of cosmetics tested on animals are still allowed. 89% of EU citizens agree that the EU should do more to promote greater international awareness of the importance of animal welfare¹⁸¹.

In addition to damage on animals related to experimentation, some cosmetics have a serious impact on the environment, both terrestrial and marine, whose extent is being recently evaluated^{182 183}. Many of these products are biologically active and are characterized by persistence and bioaccumulation potential, thus constituting a threat to the ecosystem and human health (eg UV, paraben, triclosan, microplastic filters).

With SALUS we want to stimulate the experimentation of transversal actions aimed at promoting healthy lifestyles and reducing / eliminating the trade in cosmetic products tested on animals and dangerous for the ecosystem and human health.

See references on page n. 24

<p>Strategy 1 more investment on prevention</p>	<p>To spread the best practices in promoting healthy lifestyles and their effectiveness on human, environmental, animal and social health, through the creation of information^[1] and training^[2] events and a network of "SALUS health desk"^[3] in local institutions. In particular, SALUS proposes to reduce the use of some cosmetics considered unhealthy for the individual, the environment and animals by disseminating valid information on the real utility and, in some cases, on the harmfulness.</p>
<p>Strategy 2 transversal, intersectoral and synergic approach</p>	<p>The theme of sustainable cosmetics must necessarily take into consideration transversal areas such as: the cultural aspect linked to their use, the environmental aspect and the respect of animals throughout the entire production cycle (including formulations coming from countries outside the EU).</p>
<p>Strategy 3 Alignment of ethical and economic convenience</p>	<p>To promote an international moratorium on cosmetic products tested on animals. To improve supply chain control over the entire production cycle. To eliminate economic obstacles that make the availability of sustainable alternatives to conventional cosmetics difficult.</p>

¹⁸¹ According to the [survey n. 442](#) realized by the Special Eurobarometer in March 2016

¹⁸² Juliano CC, Magrini GA - [Cosmetic Ingredients as Emerging Pollutants of Environmental and Health Concern. A Mini-Review](#). Cosmetics 2017, 4(2), 11

¹⁸³ Danovaro R et Al. - [Sunscreens Cause Coral Bleaching by Promoting Viral Infections](#). Environ Health Perspect. 2008 Apr; 116(4): 441-447.

References:

- [1] INFORMASALUS: periodic information events, carried out at the representative offices of the European Parliament or at other institutional locations, with the aim of stimulating the paradigm change indicated by SALUS, starting from the acquisition of valid information.
- [2] WORKSHOP: high-level technical-scientific events, carried out within the European Parliament, with international experts prepared on the areas of competence of SALUS, building a dialogue with the offices of the European Commission (in particular DG Health and DG Environment).
- [3] SALUS HEALTH DESK: it is an innovative concept that allows a public or private structure to set up a service available to different categories of citizens who ask for support to prevent health problems or to recover a good quality of life during and after illness. The service focuses on the core of lifelong learning and the improvement of individual life skills.
- [4] Bouvard V et al. - [Carcinogenicity of consumption of red and processed meat](#). Lancet Oncol. 2015 Dec;16(16):1599-600
- [5] Springmann M et al. [Analysis and valuation of the health and climate change cobenefits of dietary change](#). PNAS 2016; 113: 4146-51.
- [6] Willett W et al. [Food in the Anthropocene: the EAT-Lancet Commission on healthy diets from sustainable food systems](#). Lancet 2019; 393, 447-492.
- [7] Etemadi A - [Mortality from different causes associated with meat, heme iron, nitrates, and nitrites in the NIH-AARP Diet and Health Study: population based cohort study](#). BMJ 2017;357:j1957
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- [13] McCullough AR, Glasziou PP. [Delayed antibiotic prescribing strategies—Time to implement?](#) JAMA Intern Med 2016; 176(1): 29-30.
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- [15] SALUS will take inspiration from Regional Draft Law no. 188/2014 - Lombardy (ITALY) - "A testing proposal for a health system that pays for health"
- [16] Donzelli A. - [A structural Health Reform: pay health, not disease. Aligning the interests of the main actors to the ethics and health of the community of citizens](#) - Epidemiologia e Prevenzione - september - december 2017
- [17] Donzelli A. - Una riforma strutturale per la Sanità: pagare la salute, non la malattia. Allineare le convenienze dei diversi attori all'etica e alla salute della comunità dei cittadini. Cap. 14 di: Un nuovo mo(n)do per fare salute. Celid, 2019. (only italian version)
- [18] The breadth of a neural system lies in the number of connections it can create. This ability to connect is inherent in the transversal approach: it is the ability to overcome the logic of belonging and to relate worlds that so far have not collaborated for a common purpose.
- [19] The *gamification* is the use of elements borrowed from games and game design techniques in contexts outside of games.
- [20] The *buddy* represents a person who supports someone in changing a habit. It is used in some law enforcement programs or in university student support programs. The buddy can be a person from outside the program or another participant.
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NEXT ACTIONS

The actions that SALUS intends to implement, on emerging issues, are:

1. Organizing events, sustainable and consistent with the SALUS principles, which disseminate valid information on the concrete possibilities of a paradigm change on the theme of global health, establishing a constructive dialogue with the European Commission and the European Council;
2. Proposing legislative initiatives in the appropriate venues, also favoring the participation and involvement of European citizens in the debate, emphasizing the European Citizens Initiatives tool and any new instruments of direct democracy at European level;
3. Supporting the start-up of experiments and data collections that can prove the efficacy of transversal and interdisciplinary paths for health promotion and the effectiveness of legislative proposals promoted, at a local and European level, in this field;
4. Encouraging the connection of SALUS proposals within other intergroups or interest groups, and with networks active on related topics.

With regard to the quality of the actions implemented, SALUS maintains that the interventions acquire strength based on the coherence of the person conducting them¹⁸⁴ and the context in which they are carried out¹⁸⁵, not being satisfied with mere knowledge (form) but giving the value it deserves to the experience (substance) and the ability to transfer it. For example, for the promotion of healthy lifestyles to be highly effective it is necessary that those who promote them have put them into practice in their lives and that the context in which they are promoting (place, community of reference, external influences) is as possible consistent with the proposed message.

¹⁸⁴ Haddock, G., & Maio, GR (Eds.). (2004). [Contemporary perspectives on the psychology of attitudes](#). New York: Psychology Press.

¹⁸⁵ Stulberg B. [The key to changing individual health behaviors: change the environments that give rise to them](#). Harvard Public Health Review. Fall 2014;2.

In a system dominated by the famous latin motto

DIVIDE ET IMPERA,

SALUS propose as an alternative:

COMPONE ET COLLABORA

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