For APHA?:

 Two-page summaries (if required) must be less than 2000 words.

 [Learning objectives](https://apha.confex.com/apha/learningobjectives.htm" \t "_blank) must be described and be from the learner's perspective. Please use one of the examples of measurable action words provided on the submission form. Learning objectives should not be included in the abstract text word count.

 Qualification statements must be specific to the abstract and describe how presenter is qualified to present on the topic.

 Do not include trade or brand names in your abstract.

**Your behavior and my health; my behavior and your health**

The role of behavior in health is usually conceptualized as the effects of an individual’s health-related behavior on that individual’s health. We are all aware of many ways in which our behaviors affect other people’s health, and how their behaviors affect ours, but these influences are usually considered in circumscribed areas, such as the effects of maternal behaviors on infants and young children. Behaviors of some individuals affect the health of others through direct personal actions, both intentional (e.g., assault, rape, homicide, terrorism) and unintentional (e.g., vehicular injury, lapses in safety procedures, firearm accidents, iatrogenic errors). Behaviors of some individuals, such as managers and leaders, profoundly affect the health of large numbers of people. Serious mistakes and bad decisions, for example, contributed to enormous adverse impacts on public health in respect to the wars in Afghanistan and Iraq (both initially believed to be quick and easy victories at relatively low costs) and at various stages of the financial collapse (miscalculations about the soundness of mortgages, the decision to allow Lehman Brothers to fail). Besides “innocent” mistakes, behaviors related to addictions, crime, and corruption cause great harm to health. As human society and technology continue to increase in complexity, actions by individuals and small groups affect larger numbers of people.

Society has employed various preventive and protective measures to reduce mistakes and their impact, and to rein in intentional harmful behavior (e.g., safety procedures and equipment, restrictions on availability on alcohol and hazardous substances, training and certification, check lists, peer review). But these address only some kinds of mistakes and harmful behavior, and their effectiveness is constrained by human cognitive and motivational limitations. The complexity of society, with so many interconnections and dependencies, raises the question of whether humans are, collectively, able to act with sufficient intelligence and cooperation.

Research has revealed various factors that can influence cognitive and non-cognitive abilities, including intelligence and executive function. Such factors as nutritional deficiencies, exposure to lead and other toxins, prolonged stress from poverty and adverse environments, and insufficient sleep are believed to be causally related to functionally important mental performance. The importance of ample nurturing and stimulation in early childhood development has been particularly emphasized. However, these influences have been conceptualized primarily in relation to individual health, without consideration of the impact of cognitive and non-cognitive mental limitations on collective behavior and on individual behavior that could affect large number of people. Particularly at a time when we know what causes many major public health problems, the key underlying determinants of public health are the decisions, actions, and mistakes by ordinary people in their role as drivers, parents, teachers, employees, and voters, and by people with major managerial, policy, or advocacy roles. Even small improvements in cognitive and non-cognitive abilities, if sufficiently widespread, could lead to significant improvements in public health.

Vic Schoenbach, 1/30/2014

Your behavior and my health; my behavior and your health

First HE class, Guy Steuart, breakfast, health behavior vs. health-related behavior

Personal behavior, personal health – but also group behavior, leader behavior

How behavior affects health –

Mistakes (medication, surgery, St. Louis Airport, Iraq WMD and invasion – 90% on competency exam means 10% mistakes, Mars Orbiter

“accidents” – auto, guns, falls, drowning

Bad decisions – re self, re others - condoms

Human failings – addiction, crime, corruption,

Human society is increasingly complex, and actions by individuals and small groups affect larger numbers of people.

Above is recognized, and various preventive and protective measures taken – safety equipment, restrictions on availability, double checks, certification and re-certification, peer review, …

Bad judgment

Educ/trg, group decision-making, etc.

But bad decisions still occur – unsound mortgages, financial collapse, Bernie Madoff,

Because of complexity of society, with so many interconnections and dependencies, greater and greater demands for accurate, cooperative behavior to promote PH (recycling vs littering, honesty, financial mgt, …)

Can we consider ways to increase cognitive and non-cognitive abilities? intelligence, executive function, judgment, breadth of awareness

Education, early childhood development, maternal nutrition, iodine and other deficiencies, lead and other toxins,

Sleep, stress management

TM – improvements in individ and group cx, individ and group behavior

Key underlying determinants of PH are the decisions, actions, and mistakes by people with wealth and power. Even small improvements could have large effects.