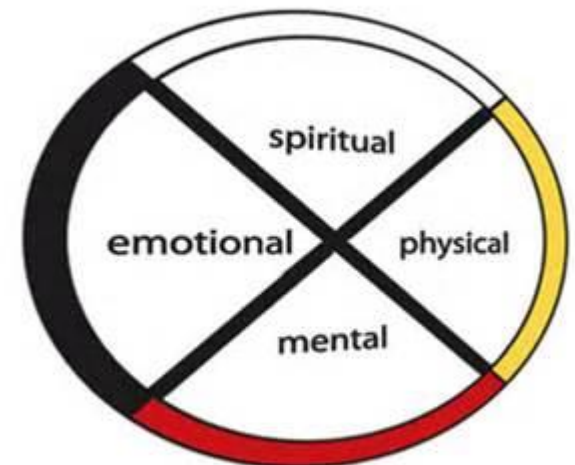


EMERGING CHALLENGES IN THE UKRAINIAN CONTEXT: THE NEED FOR NEW PARADIGMS IN POPULATION HEALTH MANAGEMENT





"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."

RUSSELL ACKOFF: AN EXAMPLE OF SYSTEM THINKING

The problem: Resident complaints about slow elevators in new high rise apartment building

The requested solution: Computer program to better position elevators to speed response time

Problem review: Random nature of elevator calls makes an “algorithmic” solution impossible

Quote: If you can't find the answer – change the question! Find the real problem

The real problem: People are bored while they wait for the elevator

Solution: Give them something to do. His solution is now found on elevator landings of high rise buildings around the world



THE CHERNOBYL EXPERIENCE: ANATOMY OF AN EPIDEMIC

Societal Mental Health Drivers

Family/ Individual Impacts

Psychological Responses

Dysfunctional Behavior

Acute

- Disaster
- Dislocation
- Conflict

Illness/Injury/Disability
Financial Hardships
Loss of Community Ties
Threats to Personal Safety
Increasing Alienation/
Isolation

Anger/Frust.
Withdrawal
Depression
Loss of Self Worth/
Efficacy/Mot.
Damaged
Body Image
Sense of
Powerlessness
PTSD/CTSD

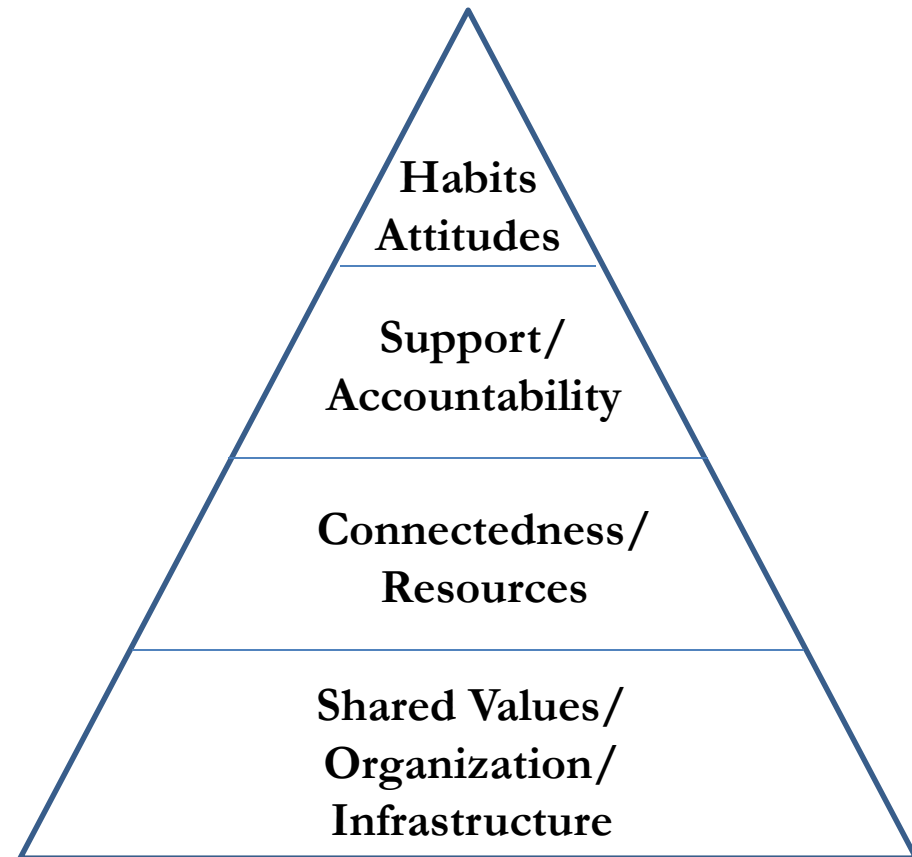
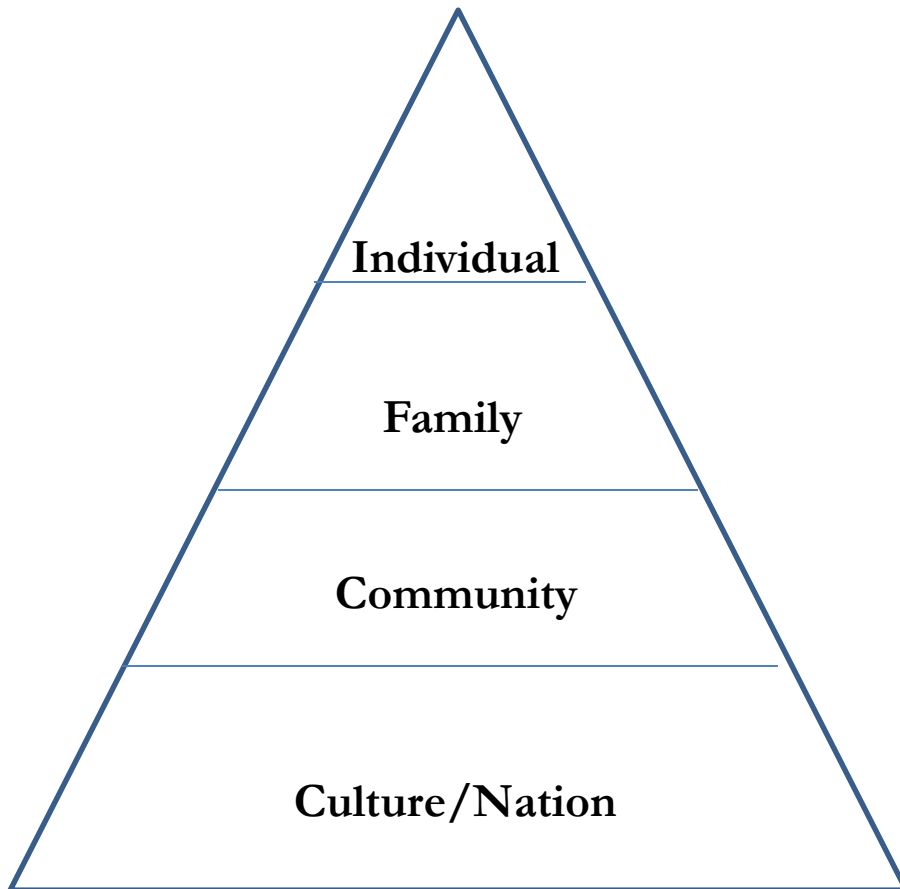
Aggression
Alcohol Abuse
Drug Use
Dom. Violence
Divorce
Risky Behavior
- Personal
- Social
Suicide

Chronic

- Env. Degradation
- Econ. Turmoil
- Social Tensions
- Polit./Institutional
Dysfunction



ELEMENTS OF A CIVIL SOCIETY: THE TWIN PYRAMIDS OF POPULATION HEALTH



BACK FROM THE BRINK: STEPS IN RE-ESTABLISHING A POSITIVE HEALTH ENVIRONMENT

- **Treat the Illness/Cure the “Disease” – (Medical Intervention)**
- **Repair the Damage - (Therapy)**
- **Build Personal Resilience - (Psychology)**
- **Break the Cycle/Limit the Spread – (Public Policy/
Education/Community Engagement)**



"One of the best lessons children learn through video games is that standing still will get them killed quicker than anything else."

Don't Ever Give Up

