

Health Behavior Change and Maintenance: comments to the questions.

Given that in Health Behavior Change and Maintenance we are addressing behavioral changes for healthier lifestyles, we should first agree on what we do intend with "health" (and "healthier"...).

My opinion is that we should adopt WHO definition of health (say we end up not agreeing with that, we should explain why we don't agree with WHO, at least...):

WHO excerpt:

*"Health is a state of complete physical, mental, and social well being, not merely the absence of disease or infirmity..."*

WHO definition provides an appropriate holistic perspective to the concept of health that happens to be almost as broad as life (is it surprising?).

The simplistic concept I'm trying to express is that Individuals do things (also?) for the joy of doing that and we cannot afford to model (or offering to micro-manage) only aspects that are dealing with or derived by functional health issues.

Individuals have their own set of Values (as an example of its variety consider the Maslow Pyramid) and these (dynamic, adaptive) personal dimensions drive behaviors which eventually impact on functional health: speaking of Individuals' incentives, these Values may be worth more than, e.g., money incentives.

I'm personally more interested in (identify/modeling) "incentives" that make Individuals doing things (i.e., changing behaviors) for awareness and/or the joy of living (and being helped in discovering new opportunity for the joy of living by direct experiences or by indirect first-hand experiences thanks to friends and proxies...) rather than other type of incentives (e.g., money: by the way, I keep on running into articles that suggest evidence that offering money has the opposite effect...).

In synthesis, my principal interest is in the modeling of joyful experiences, considering joy of life (under any circumstances) a major (main? Unique?) motivator of sustainable changes in life, under rational justifications provided by personal awareness and the state-of-the-art-evidence of science.

Once (iterative "once") those type of "incentives" emerge, we can start designing choice architectures in the Individual's ecosystem layers that will offer him/her/them a health-conscious pursue of "happiness"; experiment on that in

pilots and provide evidence to policy makers to align interest of stakeholders with the objective of systemic changes in the ecosystem.

By definition, all of these needs and implies profiling "Individuals" and self-learning systems that make extensive use of HW/SW context-sensing: i.e., two primary Individual's Value (Privacy and Free Will) are at severe risk of being deteriorated.

A (much) broader set of arguments on this perspective is available in the PREVE project White Paper ([www.preve-eu.org](http://www.preve-eu.org)).

Furthermore, I'm finalizing a document for an event in early September dealing with the developing of a Well-Being Economy in an Ageing Society that has elements of interest and overlaps with the discussion: once published, it will be made available to the discussion.

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