



STARS Webinar Series 2023

Title: Salutogenesis and Digitalization

Date: Tuesday 7th of November (1 – 3 pm CEST)

Speakers: Geir Arild Espnes and Luis Saboga Nunes

Moderator: Shefaly Shorey

Webinar registration:

<https://uzh.zoom.us/meeting/register/u5ArcuChqjlsGdXr1ftVt3rXcWQmSV8KqMD2>

Abstract

It has been emphasized that the future is digital. The COVID-19 pandemic is just one pressing example of how the digitalization of healthcare is transforming our societies with an intensity never experienced before. This pandemic has also provided a unique opportunity to consider digital technology in health promotion. There is no question about the way people's personal lives and relationships have been reconfigured by the Internet, social media, and digital devices. Over the last decade, there has been global enthusiasm and interest among development agencies, researchers, and policymakers resulting in the rapid proliferation of digital health promotion (DHP) solutions in many countries. Such solutions are appreciated for their ability to transcend physical and, to a certain extent financial, barriers and thus reduce health inequities. To reduce inequities and inequalities, digital technologies must be able to demonstrate long-term improvements over traditional ways of delivering health services. However, the evidence base for reporting DHP interventions is heterogeneous in quality, completeness, and objectivity, making comparisons across intervention strategies difficult. Also, new perspectives have been added to this discussion like the discussion of health literacy and health promotion (where digital health literacy, and critical health literacy, among others, are included).

Antonovsky's salutogenic model and its core concept "sense of coherence" (SOC) focus on the ability of individuals to cope with stressors in life and stay healthy. Salutogenesis,

a positive resource for health, has a lot of promise in the development and implementation of digital health interventions, many of which center on self-care. We posit that digital life is a generalized resistance resource (GRR) onto which specific interventions can be harnessed as specific resistance resources (SRR) that can be harnessed to improve population well-being and survival. Therefore, in this webinar we will explore the potential of salutogenesis to support development in one's digital lifeworld as well as its potential to inform better digital health promotion initiatives.

Program Schedule

| Time | Topic | Facilitator |
|-------------|---|------------------------|
| 1:00-1:15 | Introduction to speakers and Salutogenesis | A/P Shefaly Shorey |
| 1: 15- 1:45 | Reflection on Salutogenesis, Digital Learning, and AI | Prof Geir Arild Espnes |
| 1: 45-2:00 | Q & A/ Break | A/P Shefaly Shorey |
| 2: 00-2:15 | Salutogenic digital lifeworld | Prof Luis Saboga Nunes |
| 2: 15- 2:45 | Activity with Participants | A/P Shefaly Shorey |
| 2: 45-3:00 | Summary & take Home Message | Prof Luis Saboga Nunes |

Speakers Biographies

Geir **ARILD ESPNES**, PhD

Prof Geir is an academic and a politician. He is a professor and leader of Public Health Science and Community Medicine at the Norwegian University of Science and Technology. He has 2019-2023 been Mayor of Oppdal and 2017-2025 deputy member of the Norwegian Parliament. He holds an Honorary Guest Professorship at the National University of Singapore. He has started and led several research projects, Centers, and organizations on Health Promotion Research.

Shefaly SHOREY, Ph.D. RN, RM

Dr. Shorey is an Associate Professor with tenure at Alice Lee Centre for Nursing Studies, National University of Singapore (NUS). Her research program focuses on enhancing family and women's health. She has designed psychosocial and educational interventions for a varied group of populations and has published more than 190 peer-reviewed papers in high-impact factor journals. Dr. Shorey represents Singapore for the Southeast and East Asian Nursing Education and Research Network (SEANERN) and the Global Working Group (GWG) on Salutogenesis. Dr. Shorey's research has been regularly published in National Newspapers and broadcasted via Television and Radio Channels. Dr. Shorey is

an experienced and award-winning educator who believes in lifelong learning and adopts a student-centered evidence-based approach to facilitate students' learning. Dr. Shorey has received various awards for her academic and research excellence. Recently, she was awarded as President Nurse Award 2021, the highest nursing accolade for Singapore nursing, and the NMRC HPHSR Clinician Scientist Award (Senior Category) 2023.

Luis **SABOGA-NUNES** (Lic Soc, MPH, PhD, EuHP),

Prof Luis is a health sociologist is an associate professor at the Institute of Sociology, University of Education Freiburg, Germany, Scientific Consultant of the Institute for Evidence-Based Medicine, Faculdade de Medicina, UL, Lisboa, Portugal, Professeur associé of Global Health & Education Unesco Chair and a certified European Health Promotion Practitioner (EuHP) (IUHPE). As President of the Health Promotion Section at the European Public Health Association (EUPHA) his research interest has focused on theoretical and evidence-based good practice in public health. "Health Paradigms, Salutogenesis, and Public Health" has been the natural context for the establishment of the salutogenic paradigm within specific Information and Communications Technologies (ICT) public health interventions where health literacy is at stake (www.saboga.net)

Pre-Readings:

Saboga-Nunes, L., Bittlingmayer, U.H., Bakibinga, P. (2022). The Digital Lifeworld and Salutogenesis. In: et al. The Handbook of Salutogenesis. Springer, Cham.
https://doi.org/10.1007/978-3-030-79515-3_56 (625-634)

Pete Trainor, Why the future of AI in Healthcare is Salutogenesis, TechNative, July 7, 2020

Helene M. Langevin, The Potential of Using Artificial Intelligence to Solve the Puzzle of Salutogenesis, NCCIH (<https://youtu.be/Hq2-Gw7urUw?t=137>)