Minister of Wellness

Crafting the Role

An Initiative of the Global Wellness Institute

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It is a long road that has brought governments and societies to the point that ‘wellbeing’ is more than a rhetorical flourish in speeches.

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Aim of a Minister of Wellness?

Make wellbeing a priority for the nation & create and implement a beneficial approach where *wellness lifestyles are the norm*. 
What Would a Minister of Wellness Do?

Minister of Wellness Functions

1. Adopt & apply a wellbeing index
2. Integrate wellbeing into national measures of prosperity
3. Turn wellbeing into new policies & incorporate into actions of other Ministries
4. Exchange best practices & innovations for wellbeing
5. Make wellness inviting & visible
6. Provide support to build wellbeing momentum

Make wellness inviting & visible

Integrate wellbeing into national measures of prosperity

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What Would a Minister of Wellness Do?
4 C’s Show Wellness Moving from Afterthought to Asset

Countries

Communities

Companies

Citizens
Global shifts in values drive companies & communities to evolve wellness brands & offers

_Blessed Unrest_ cites +130,000 initiatives for human & natural wellness back in 2005

2013 Futures Company research (22 countries, 26,000 people) shows 52% report taking steps for personal health
GWI shows wellness a “staggering $3.4 trillion market – and one of the biggest, fastest-growing industries on earth”

Wellbeing-driven business models emerge as +1,000 companies make the B-Corp commitment

Companies worldwide begin strategically building cultures of wellbeing, often led by CWOs
Communities explore wellness strategies for economic & human development.

Innovative “living well” community models appear globally.

Cities evaluate & use wellbeing to attract residents & business.
Countries experiment with approaches to increase active healthy living

At least 23 wellbeing & like indexes emerge to measure & uplift society

Governments experiment with new innovations in wellbeing leadership: Ministry of Wellness
Where is this Role Already Emerging?

Nova Scotia, Canada

Saint Lucia

India

St. Vincent & the Grenadines

Alberta, Canada
## At Least 23 Wellbeing & Related Indices So Far

| Australian Centre on Quality of Life Personal Wellbeing Index | Australian Unity Wellbeing Index | Canadian Index of Wellbeing |
| Future Company Living Well Segmentation | Genuine Progress Indicator | Global Peace & Humanity Index |
| Gross National Happiness Index | Happy Planet Index | Legatum Prosperity Index |
| OECD Better Life Index | Perma-Profiler | Pemberton Happiness Index |
| Social Progress Index | Sovereign Wellbeing Index of New Zealand | State of the USA |
| Sustainable Development Goals Compass | Sustainable Economic Development Assessment (BCG) | Travis’ Wellness Inventory |
| United Kingdom National Wellbeing Index | United Nations Human Development Index | Wellbeing Index (Gallup–Healthways) |
| Wellbeing of Nations | World Values Survey | |
Let’s Have a Conversation …

What possibilities could this role offer for your part of the world?
Let’s Have a Conversation …

What pockets of momentum could this role build on?
Let’s Have a Conversation …

What would you hope to see come to fruition?
Who wants to be part of this growing, global conversation to make wellbeing a positive force through the Ministry of Wellness?

How do we move forward?
When health is absent, wisdom cannot reveal itself, art cannot manifest, strength cannot fight, wealth becomes useless, and intelligence cannot be applied.

Herophilus