



Industry Briefing Papers 2016

EUROPE: ITALY

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

As a non-profit entity, the Giovanni Lorenzini Foundation (GLF) promotes and reports on evidence-based knowledge in Health and Wellness internationally.

The most cutting-edge in the prevention of NCDs worldwide is emerging in the concept of the The First 1000 Days, as the first line of prevention. The program represents a groundbreaking integration model for the prevention of Non-Communicable Diseases (NCDs), designed for implementation in real-world settings; and represents an unprecedented holistic “bio-psycho-socio-systems perspective” – as the first line of disease prevention.

The program focuses on the identification and application of effective prevention interventions through multi-disciplinary approaches including clinical/molecular evaluation (genomics, epigenetics, metabolomics...), empowerment/education of individuals and health and wellness professionals, and use of portable devices for application in public/private Health & Wellness sectors.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

A fundamental reframe on prevention as pre-emptive and predictive, leading to a personalized Wellness approach.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Key global stakeholders, in the field of the Developmental Origins of Health and Disease, need to bridge the gap between research and the application of evidence-based processes to real world needs. In facilitating this process, a systemic shift can occur in the approach to chronic disease prevention, and the promotion of Wellness lifestyles.

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

The lack of a holistic understanding and education about environment and behaviours that cause disease, and the dissemination of evidence-base knowledge about prevention.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

Wellness (originally known as High-level Wellness)

“Wellness can be approached from at least two related perspectives. 1. Prevention—the practice of behaviors that minimize the risk of lifestyle related diseases and disabilities. 2. Holism — the integration of the mind, body, and spirit for optimal functioning.”

John Travis, MD, MPH (2004)

The concept of Wellness (as High-level Wellness) was originally developed by Dr. Halbert Dunn in the 1950's - a leading figure in establishing a national vital statistics system in the United States.

In 2004, John Travis, MD, MPH (2004), published that it was envisioned by the term's originators as a multidimensional concept incorporating the physical, mental, emotional, and spiritual aspects of a human being.

Halbert Dunn, MD, identified five dimensions of the total person: emotional, social, intellectual, spiritual, and physical. When these aspects are fully developed and integrated, optimal well-being results which, he called a “zest for living” (Dunn, 1961). Dunn further proposed that Wellness is a process, a way of life; it is not a state that can be achieved once and for all.

Well-being

“There is general agreement that at minimum, well-being includes the presence of positive emotions and moods (e.g., contentment, happiness), the absence of negative emotions (e.g., depression, anxiety), and satisfaction with life, fulfillment and positive functioning. In simple terms, well-being can be described as judging life positively and feeling good.”

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