Reducing social inequalities in health: what resources and assets can we bring to bear beyond tired rhetoric?

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At its origins, dating back to the first half of the 19th Century, modern Public Health already had the reduction of social inequity as its main target. Today, the issue is still at the top of the agenda. Despite the good work that has been done by WHO’s Commission on the Social Determinants of Health and Commission Chair Sir Michael Marmot’s address to the WHO’s 7th Global Conference on Health Promotion, the issue is still far from solved. On the contrary in many places it is getting worse. In this presentation I will look beyond the ordinary frameworks of societal structures. I will present a line of thinking developed within the structures of the “Welfare Society”, and will combine it with strategies developed by Paolo Freire, the Brazilian educational scientist who, through education, successfully “mobilised the oppressed”. This model will be examined through the lens of contemporary Health Promotion frameworks in order to find new points of entry to tackle social inequalities.