**The weekly newsletter supporting SDG
May 6, 2020**

3 GOOD HEALTH AND WELL-BEING

CORONA PERSPECTIVES

CHALLENGES – CHANCES – LEARNINGS

What do we (not) see ?

How to judge ?

What can we do this week ?

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What do we (not) see?

How nursing home employees feel about their jobs

- % of nursing home employees who wish to quit: 50%
- % of employees who would not recommend a nursing home to a family member: 90%
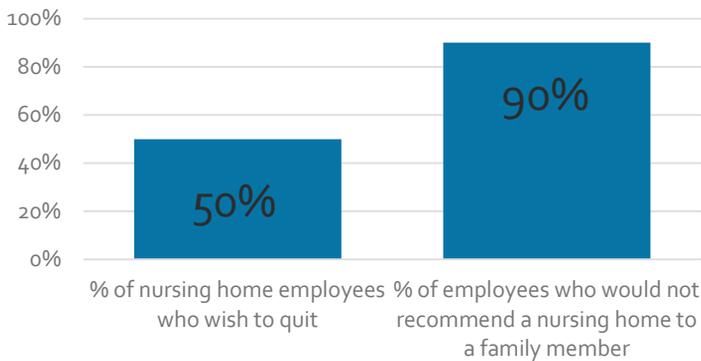
According to an unpublished study among professionals working in Swiss assisted living homes, half of those employed no longer wish to continue with their jobs. This, according to the Swiss Sunday paper Sonntagszeitung. "The way we do our job, I would never give my parents into a senior citizen home," a nurse is quoted as saying. After two weeks of negotiations at the highest levels, Austria is still filing an agreement with Romania to ensure that professionals from Romania can continue helping those in need in Austria.

Safety of non-Covid-19 patients

As domestic violence, grows support dwindles for vulnerable populations. In the coming months it is predicted that we will see an increase in domestic violence, child marriage, unintended pregnancies, and female genital mutilation due to the COVID-19 pandemic. Estimates from John Hopkins University and partners have predicted that if lockdowns continue for 6 months or more, we could see millions of women in low to middle income countries unable to use contraceptives, leading to millions of unintended pregnancies. It is also predicted that we could see millions of cases of gender-based violence. The pandemic will also delay programmes to end female genital mutilation and child marriage.

NHS urgent referrals by GPs for cancer tests have fallen by 76% since Feb 2020.


76%

Source: Guardian, Pixabay,

## Pharma Industry recently presented less negative

Ahead of COVID-19, the pharma industry was challenged on its usual short-comings, such as failed mergers, scandals, Glyphosat, etc., but there was hardly any news on the industry's capacity to provide vaccines in a timely manner. While the enormous expectations from the public hoping for a drug helped to change the narrative with which the journalists start to present companies such as Roche, Novartis or GSK by increasing not only the volume of reporting related to the R&D capacity of the industry but as well their rating, the published concerns remain almost the same when it comes to their business model: pricing cries for a new policy – according to the global media.

Next week: How media show report on Sweden

Share and tone of coverage on R&D/innovation 2019/2020

Share R&D — Tone R&D
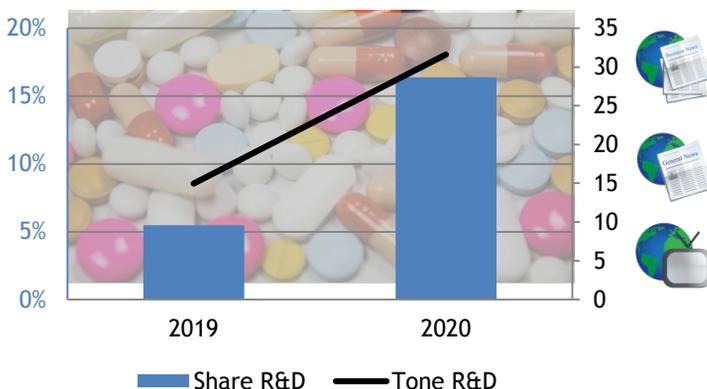
Pharma industry: Share and tone of coverage on pricing policy 2019/2020

Share Pricing — Tone Pricing
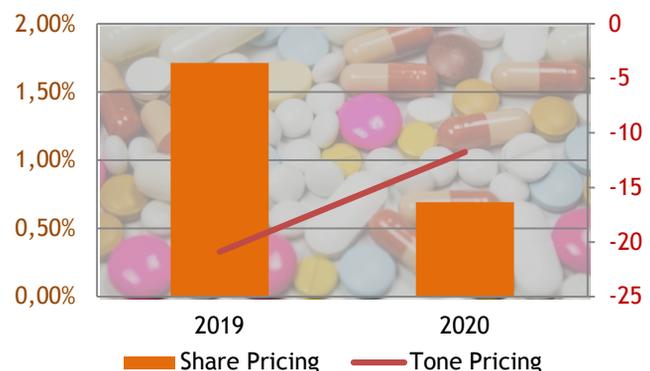
Source: www.mediatenor.com; Basis: 10,278 reports on pharmaceutical companies, managers and the industry in German, UK, and other opinion-leading international media

How to judge?

We published the first edition of the Corona Perspectives when the data showed that media was giving COVID-19 more visibility than 9/11 because this had one key consequence: the world would no longer be the same after COVID-19 just as it was not the same after 9/11. Now, as the coronavirus in the US has caused more deaths than the Vietnam war – see graph – we face an additional truth: governments as well as the media (and all other key stakeholders) have to be aware of their special responsibility. Each serve the governed, never themselves. This is not a slogan – just watch Steven Spielberg's film "The Post" (2017) one more time. And with the 17 SDGs accepted by 193 countries we have the framework and a mandate to make change happen.

USA - more Covid19 Victims than Vietnam war

66.465

58.000

Source Johns Hopkins University, US Deptaement of Defence

Judging from the past

AI can provide amazing solutions for mankind. At the same time, in the past we experienced rather often that the numbers and predictions AI comes up with don't make any sense at all. In early February 2020, the Swiss newspaper NZZ published an op-ed alerting everyone "flattening the curve" needs to take into account whether your multiplier is 2 or 0.31. It is easy to have the impression that no government read that text, as they all made choices as if a multiplier of two was the sole option. Virologists around Prof. Henrik Steak (University Bonn) indicated already in March, that the multiplier is most likely 0.37%.
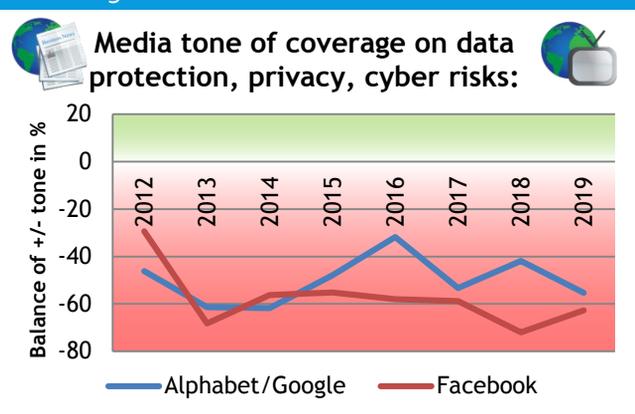
This is further irritating as the industry makes all their profits based on algorithms but has rarely proven their ability to deliver when societies have asked to cooperate and help reduce the harm caused by them. Over the years, the likes of Facebook, Google, and others were not even willing to talk about the damage caused by hate speech. Then they promised AI based solutions to overcome this harmful problem, and in the end Google had to hire more than 10,000 human beings to ensure that this problem got solved. Just recently, we witnessed another shortcoming of algorithm-based "solutions." The finance sector enjoys cost-cutting by trusting algorithms as being able to make decisions about when to buy or sell a stock. How much of the recent finance collapse was caused by real numbers and how much by AI"rules excluding the human factor?

Media tone of coverage on data protection, privacy, cyber risks:

Source: www.mediatenor.com; Basis: 30,832 Reports on Alphabet/Facebook In 47 opinion-leading international media

Judging for the future

While the coronavirus continues to ravage the country, with confirmed cases exceeding 1 million and deaths rising by the day, some states are lifting stay at home orders in hopes of salvaging the economy. With so many lives at stake, it's time the United States looked to those countries in the Asia Pacific region that have successfully controlled the pandemic to figure out how to save ourselves and the economy. Jeff Sachs, CNN May 2 2020

As different countries and states tentatively start reopening their economies, there seems to be no clear plan, and no clear way to figure out which of the lockdown measures made a difference in slowing the spread of Covid-19.Was it necessary to shut down schools? Did it matter if state parks and playgrounds in New Jersey were closed? Did an 8 p.m.-to-5 a.m. curfew make a difference? When can we go back to normal?

With so many restrictions in place in different regions and countries, and with so many different ways of lifting them, it can seem impossible to draw conclusions. Now, two Norwegian medical researchers, experienced in evaluating cancer data, suggest a way to get reliable information. Their answer: a randomized clinical trial of reopenings The researchers, Dr. Mette Kalager and Dr. Michael Bretthauer, a husband-and-wife team at the University of Oslo, do not suggest randomizing individuals, as is done in studies of experimental drugs, but rather randomizing regions like similar school districts in adjacent towns. Gina Kolata, NYT May 2 2020

https://www.nytimes.com/2020/05/02/sunday-review/coronavirus-school-closings.html

What can we do this week? 3 Suggestions

## How can we help those 284 million in fear?

We hear little to nothing about how those in our neighborhood have been fighting for years to overcome their health anxiety issues. The prevalence of anxiety disorders across the world varies from 2.5 to 7 percent by country. Globally an estimated 284 million people experienced an anxiety disorder in 2017, making it the most prevalent mental health or neurodevelopmental disorder. Around 63 percent (179 million) were female, relative to 105 million males. Their fear is already under normal circumstances, extreme to such a degree that some of them are not able to live a normal life. But for four months they have only seen one headline: COVID-19. Psychologists try to alert and encourage all of us to try to receive signals from these victims, as most of them wouldn't be even able to express their stress. But in monothematic times like these -- where journalists are far away from being willing to join in an open dialogue about whether their choice of news might have extra-effects on their audiences – a phone call, a letter, or any other form of getting in contact with those one hasn't heard from in the last week or month can make a difference. https://ourworldindata.org/mental-health#anxiety-disorders

What Happens If You're Seriously Ill and It's Not COVID-19?

Hospital facilities across the public and private sectors were requisitioned for the COVID-19 crisis. With the COVID-19 pandemic demanding an unprecedented amount of medical resources and personnel, care for other conditions, even life-threatening ones, is being put on hold. In many places across North America, everything except emergency surgeries have been canceled, and in-person care has been delayed for all but the most worrisome cases. There's absolutely a danger that we're going to ignore the people who critically need healthcare services who don't have COVID-19. Patients receiving treatments for cancer and heart conditions are seeing their treatment delayed which leads to higher mortality rates. Sharing the lessons from the global community in directing COVID-19 patients to separate facilities can save lives and and prevent deaths from heart disease and cancer over the coming months.

Healthcare funding

6%

94%

- Funds for prevention
- Funds for all other uses

Source: HealthcareITnews
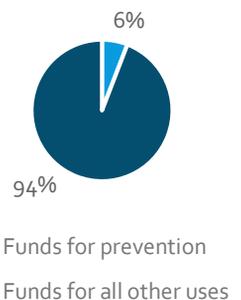
Improving the living conditions in senior citizen homes this week

Sunlight is considered one of the best virus destroyers. At least 30 minutes of sunlight on uncreamed skin every day stimulates the body's own production of valuable nutrients. At the age of seniors, the body's own production of vital substances and energy levels are reduced considerably. This deficiency leads to the aging process, to infirmities and diseases. These empty depots can be replenished by the administration of high doses of natural vitamins, minerals, trace elements, enzymes, oils, and proteins. Among the most important are vitamin C, D3, B12, magnesium, zinc (which kills viruses), selenium, oregano oil, and keratin. Sunlight, daily fresh fruits and vegetables (seeds, raw, dried, cooked, or as tea) provide us with some of these nutrients. Knowledge of medicinal plants and herbs is increasingly finding its way into scientific studies.

Tea from Artemisia annua (annual mugwort) literally kills viruses, bacteria, and fungi. https://www.hindawi.com/journals/omcl/2019/1615758/. The same is known about tamarind and elderflower. In every country you can find proven plant and herbal knowledge. The entire plant works more effectively than individual substances extracted from it. Tea often has diuretic effects. Elderly people should be motivated to drink 1.5 litres of fresh, clean spring water every day, it tastes better with organic lemon or cherry juice. Water, exercise, fresh air, and sunshine keep the body's own cleansing processes going. In order to have to expend as little body energy as possible for the elimination of harmful substances, immunodeficient and performance-reducing foods such as sugar, wheat, and dairy products should be replaced by untreated natural sugar, spelt, emmer, einkorn, and sourdough, rice or almond drink, and fermented vegetables. Organic foods are the best choice. Then you can literally watch how seniors like the food better and feel better in terms of health. Marina Baaden
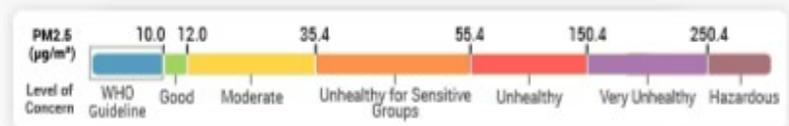
Learning from Cities

COVID-19 lockdowns have impact on global particulate pollution levels

As lockdowns were implemented in response to the deadly coronavirus pandemic, the dramatic changes brought about by these restrictions have been described as the 'largest scale experiment ever' into air quality. In many places, the halt of movement and industry has shown a glimpse of a cleaner world, with many reports of exceptional blue skies. However, visual perception alone can be deceiving when observing air pollution. This report compares measurements of the world's deadliest air pollutant, fine particulate matter (PM2.5), prior to and during the pandemic in 10 major global cities under lockdown: Delhi, London, Los Angeles, Milan, Mumbai, New York City, Rome, São Paulo, Seoul, and Wuhan. The findings reveal a drastic drop in PM2.5 pollution for most global locations under lockdown conditions.

City	Average PM2.5 during lockdown 2020 (µg/m³)	Reduction compared to 2019	Reduction compared with prior 4 year average	3-week lockdown dates, 2020
Delhi, India	32.8	-60%	-55%	Mar 23 - Apr 13
London, UK	16.2	-9%	+6%	Mar 23 - Apr 13
Los Angeles, US	5.5	-31%	-51%	Mar 23 - Apr 13
Madrid, Spain	6.4	-11%	+2%	Mar 23 - Apr 13
Mumbai, India	28.8	-34%	-43%	Mar 23 - Apr 13
New York City, US	4.4	-25%	-29%	Mar 23 - Apr 13
Rome, Italy	16.7	+30%	No data available	Mar 9 - Mar 30
São Paulo, Brazil	10.1	-32%	-26%**	Mar 23 - Apr 13
Seoul, South Korea	24.1	-54%	-32%	Feb 26 - Mar 18
Wuhan, China	35.1	-44%	-50%	3 Feb - Feb 24

** Data for São Paulo is based on a 3-year average, rather than a 4-year average

PM2.5 (µg/m³)		10.0	12.0		35.4		55.4		150.4		250.4	
Level of Concern	WHO Guideline		Good	Moderate		Unhealthy for Sensitive Groups		Unhealthy		Very Unhealthy		Hazardous

- ✓ 9 of 10 key global cities experienced PM2.5 reductions from the same period in 2019
- ✓ Cities with historically higher levels of PM2.5 pollution witnessed the most substantial drops, including Delhi (-60%), Seoul (-54%) and Wuhan (-44%)
- ✓ During Wuhan's 10-week lockdown, the city experienced its cleanest February and March air quality on record
- ✓ Delhi's "unhealthy" and worse rated hours plummeted from 68% in 2019 to 17% during the lockdown period1
- ✓ Los Angeles experienced its longest stretch of clean air on record, meeting the WHO air quality guidelines

Source: COVID-19 AIR QUALITY REPORT, Apr. 22, 2020, https://www.iqair.com

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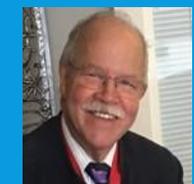Prof. Francesco de Leo, Rome, (IT) Secretary General WSA, Advisor IGEA Banca/Banca del Fucino, Founder and CEO Kaufmann & Partners

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