



# Prosumers: Our Model of Recovery

# Why do some people survive, and even thrive in difficult situations?

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- Ghetto conditions
- Work environments that seem unbearable
- Poor family dynamics
- Mental Illness
- Stresses of long term separation
- Stresses of combat

# Make the Most of Bad Situations



# Salutogenesis:

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- **Derivation of Greek and Latin**
  - **Latin: salus = health**
  - **Greek: genesis = source**
- **In combination = Sources of health**

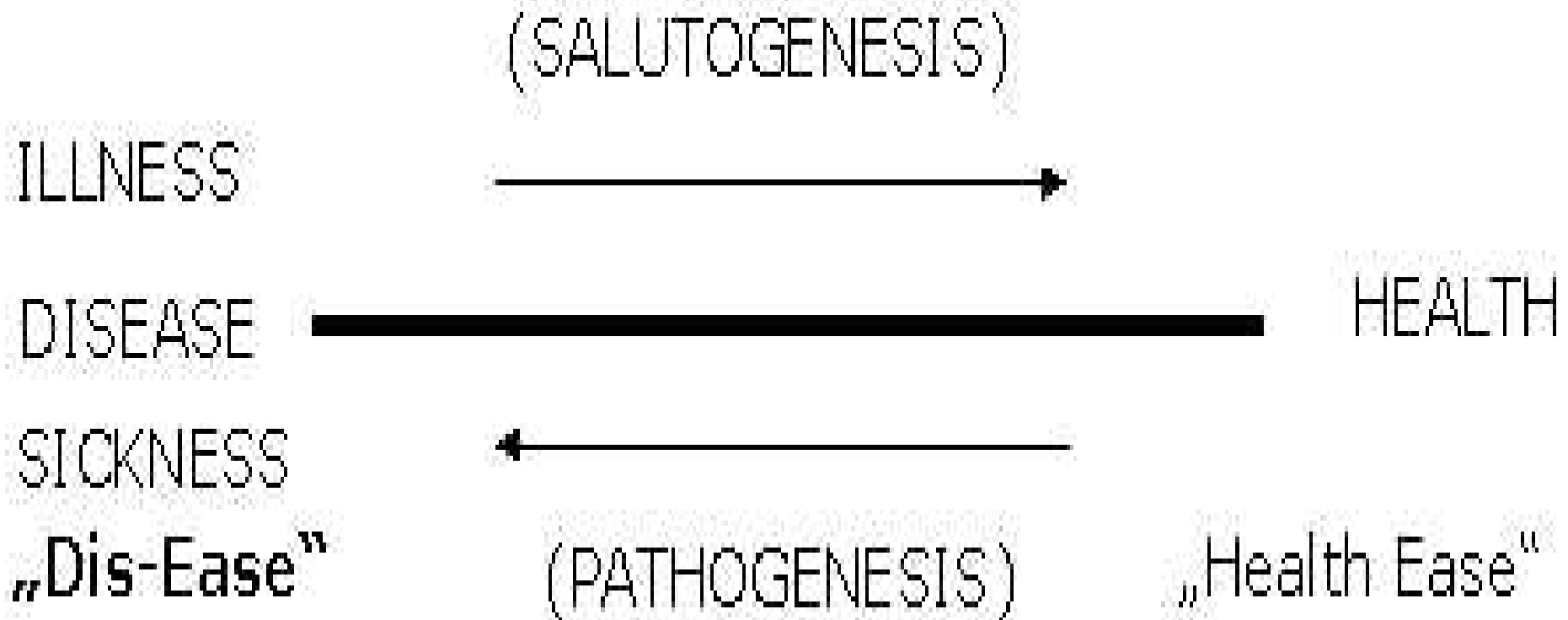
# Creator of Salutogenesis

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- **Aaron Antonovsky (1923 – 1994)**
  - Medical Sociologist
  - Coined term in 1968 to capture an emerging concept
    - Why did some manage to avoid illness and do well even when subjected to extreme stressors?

# Salutogenesis vs. Pathogenesis

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# Sense of Coherence (SOC)

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## The heart of Salutogenesis

“Global construct that expresses the extent to which one has a pervasive, enduring though dynamic feeling of confidence that one’s internal and external environments are predictable and that there is a high probability that things will work out as well as can be expected”

(Antonovsky, 1979)

# Foundation in Salutogenesis

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- Cognitive psychology
- Wellness movement
- Psychoneuroimmunology
- Systems theory
- Quantum theory and Chaos theory
- Biopsychosocial model of health/disease
- Positive Psychology
- Prosumer Program



# Stressors May be Either Positive or Negative

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- Eustress: positive experiences that promote well-being
- Distress: those experiences that cause some type of harm
- Stressors are always present; salutogenesis is concerned with the type, amount, and coping resources of the individual

# **Sense of Coherence (SOC) Cognitive and Emotional Appraisal**

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- **Your world is understandable  
(Comprehensible)**
- **Your world is manageable  
(Manageability)**
- **Your world has meaning  
(Meaningfulness)**

# Comprehensibility

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This means that whatever happens to a person, he/she is able to make sense of it and understand it.

The person believes that he or she is able to influence the course of events.

# Comprehensibility

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**A Prosumers is someone who understands his/her symptoms and knows that he/she can modulate them.**

**A Prosumer does not have to accept what has been handed him/her and he/she can change his/her life given that...**

**RECOVERY IS POSSIBLE!**

# Manageability

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This means that either the resources are available to you to meet the demands presented by the challenges or you have the a way to find them.

Based on the individual's expectation that it is normal and beneficial for life to change

# Manageability

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**Prosumers help each other find the resources that are needed to live in the world. You can hear it in the conversations at our Prosumer lunches.**

**The Prosumer group encourages positive risk-taking/positive choices, and embraces change as beneficial for our lives.**

# Meaningfulness

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This involves having a sense of meaning in the important areas of one's life or recognizing "these demands are challenges, worthy of investment and engagement."

Embracing a curiosity and sense of meaningfulness for life.

# Components of Meaning

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- **Purpose**
  - Goals
  - Future fulfillment
- **Values**
  - Justify course of action
  - Moral decision making
- **Efficacy**
  - You can make a difference
- **Self worth**
  - Skills
  - Belonging to groups you value



# Meaningfulness

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**The Prosumer emphasis on volunteering encourages giving to others; creating a sense of meaningfulness for life and skills applicable to developing futures.**

# Salutogenesis in Action

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- Lunch together – builds natural supports and peer networking
- Two hour empowerment meeting
  - Use adult learning (interactive/deduction) techniques
  - Corporate motivational and empowerment material

# What We Cover

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- Self responsibility
- Choices
- Moving from victim to full life
- How systems work and how to influence them
- The power of personal experience –  
**YOUR VOICE IS POWER**

# Outcomes of a Salutogenic Focus?

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- Positive family and community experiences
- Individual commitment to growth and effort
- **Experiencing RECOVERY AS POSSIBLE!**

**What do  
You See?**

**How do  
You  
Respond?**



# We Define What we See

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- But, what causes us to see things?

**Physiology**

**(What our eyes do)**

**Cognition**

**(What our minds tell us)**

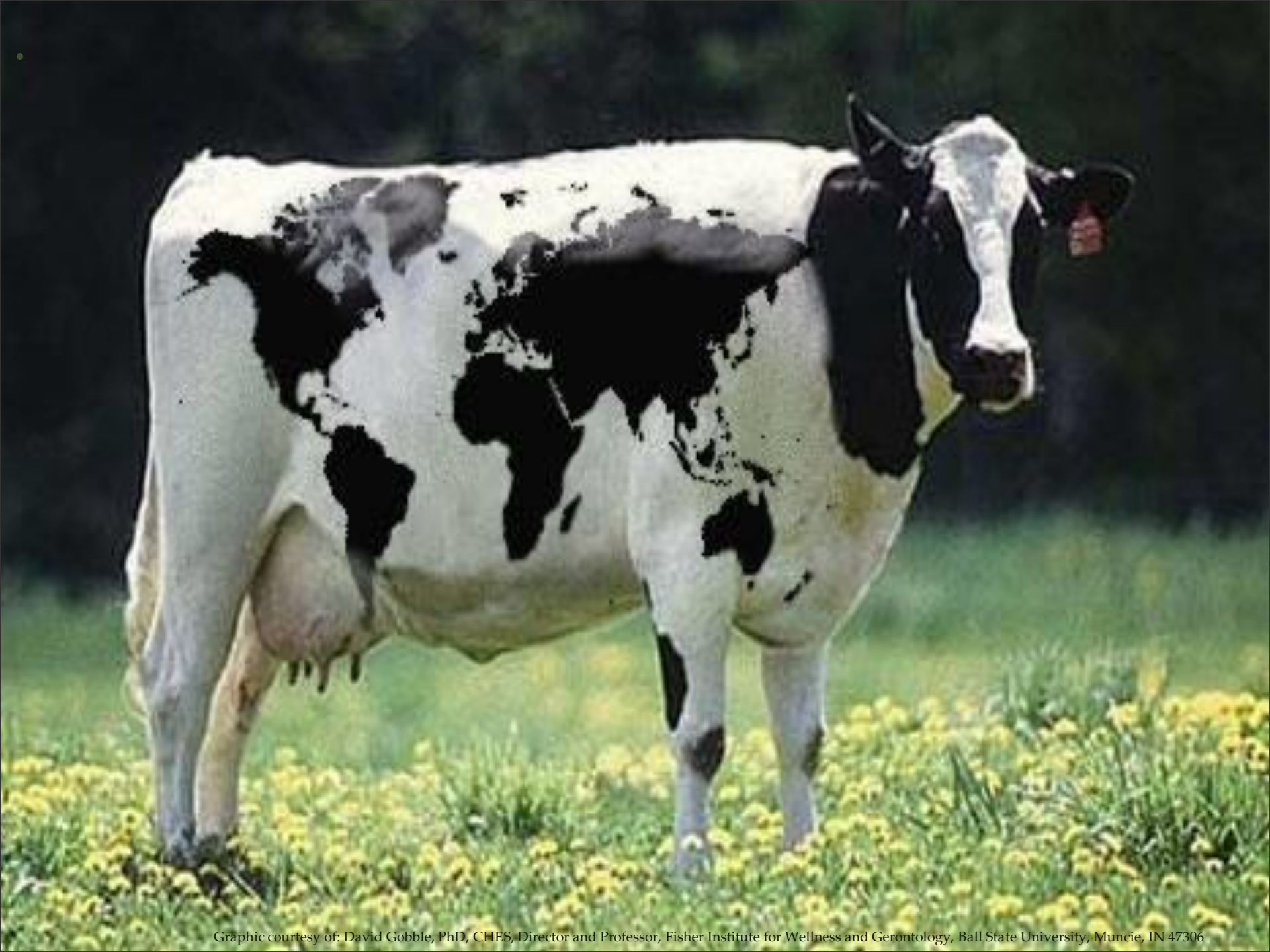
**Bias/world view**

**(What experience tells us)**

# Cognition, Salutogenesis and the Prosumers Program

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- **We can change cognition**
- **We can change reality (experiences)**
- **We need to do both to maximize growth, salutogenesis and recovery**



Graphic courtesy of: David Gobble, PhD, CHES, Director and Professor, Fisher Institute for Wellness and Gerontology, Ball State University, Muncie, IN 47306

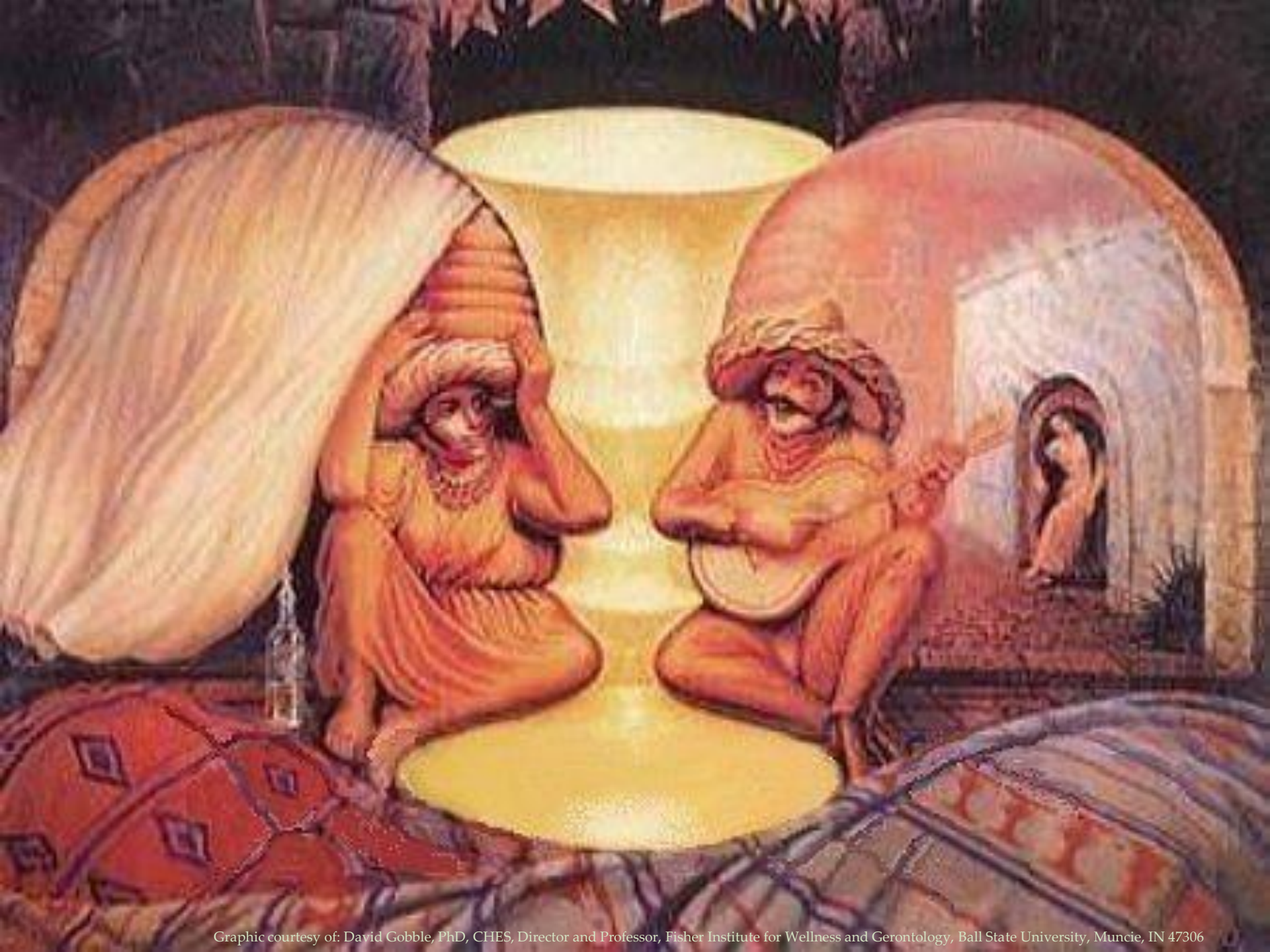


# Prosumers in Action

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- By choosing our focus, we can affect our lives.
- By creating meaning in our lives, we can affect our place in the world.
- By understanding that the power of recovery resides in each of us, we can make it happen, because

**RECOVERY IS POSSIBLE!!**



# Indicators of Movement toward Salutogenesis

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- Persistent presence of a support network
- Chronic positive expectations; tendency to frame events in a constructive light
- Tendency to adapt to changing conditions
- Rapid response/recovery due to repeated challenges

# Indicators of Movement toward Salutogenesis

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- Increased appetite for physical activity
- Episodic peak experiences
- Sense of spiritual involvement
- Increased sensitivity

# Indicators of Movement toward Salutogenesis

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- Tendency to identify and communicate feelings
- Repeated episodes of gratitude, generosity and related emotions
- Compulsion to contribute to society
- Persistent sense of humor



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**RECOVERY IS POSSIBLE!**

# References

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Aaron Antonovsky, “Unraveling the mystery of health. How people manage stress and stay well.”

David Gobble, PhD, CHES: “Salutogenesis: Understanding the origins of health and wellness”.

Bengt Lindstrom & Monica Eriksson: “Salutogenesis”, and “Contextualizing salutogenesis and Antonovsky in public health development”.

# With Special Thanks to:

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Wellness*

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