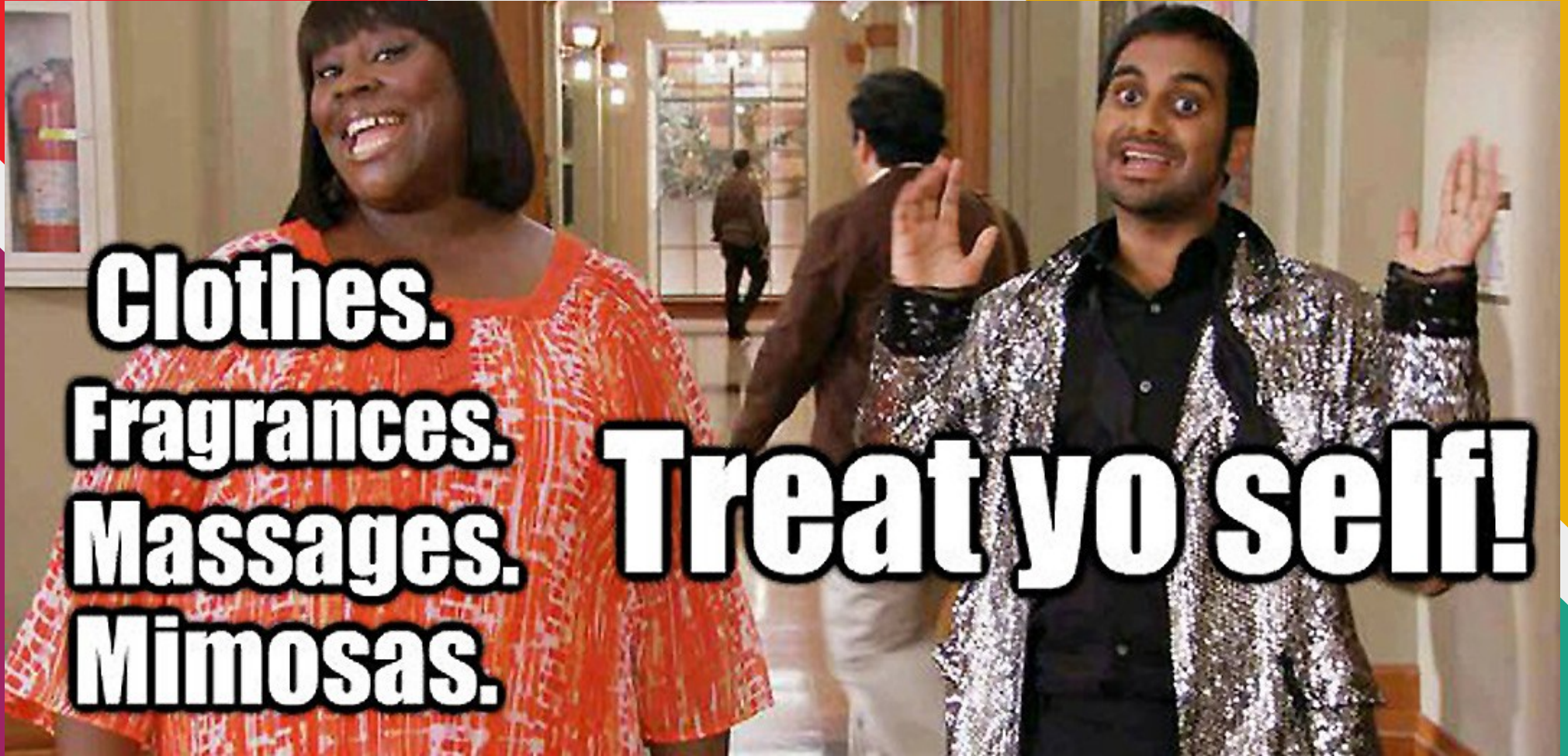


RECLAIMING SELF CARE:  
AGAINST THE  
COMMODIFICATION  
OF WELLNESS

WHAT DO YOU THINK OF  
WHEN YOU HEAR THE  
TERM  
SELF-CARE?

...BUBBLE BATHS? ...CHOCOLATE?  
...MANICURES? ...VACATIONS?  
...MINDFULNESS?



# CAPITALISM:

THE CAUSE OF (AND SOLUTION TO?)  
ALL OF LIFE'S PROBLEMS.

BURN YOURSELF OUT WORKING →  
BUY GOODS AND SERVICES TO COPE →  
GO INTO DEBT →  
WORK EVEN MORE TO PAY FOR IT OFF →  
MORE BURNOUT! →  
MORE STUFF!  
...SOUND FAMILIAR?

WHAT DOES IT SAY  
ABOUT OUR CULTURE  
THAT MOST OF OUR  
BEHAVIORS ARE  
REALLY JUST COPING  
MECHANISMS?



WHAT ELSE DO WE CONSUME TO  
COPE WITH LIVING IN THIS  
CAPITALISTIC DYSTOPIA?



True self-care is not salt baths  
and chocolate cake, it is making  
the choice to build a life you don't  
need to regularly escape from.

*Brianna Wiest*

FOR OPPRESSED AND MARGINALIZED FOLKS, THAT'S  
EASIER SAID THAN DONE.

FOR BIPOC LIVING IN A WHITE SUPREMACIST CULTURE,  
"ESCAPISM" BECOMES A NECESSITY. WHO WOULDN'T  
WANT TO ESCAPE SUCH A WORLD?

*CAN YOU IMAGINE A WORLD THAT YOU WOULDN'T  
NEED TO ESCAPE FROM REGULARLY? WHAT WOULD IT  
LOOK LIKE?*



**CARING FOR MYSELF IS NOT  
SELF-INDULGENCE, IT IS  
SELF-PRESERVATION, AND  
THAT IS AN ACT OF  
POLITICAL WARFARE**

AUDRE LORDE

# HISTORY OF SELF-CARE

- \* ORIGINALLY A MEDICAL CONCEPT (TAKE YOUR MEDICINE, EXERCISE, EAT WELL, "COMPLY")
- \* BECAME A POLITICAL ACT DURING THE CIVIL RIGHTS AND WOMEN'S LIBERATION MOVEMENTS: "YOU AREN'T HELPING US, SO WE WILL HELP OURSELVES"

THE BLACK PANTHER PARTY

*ANNOUNCES.....*

## THE GRAND OPENING OF



# THE BOBBY SEALE PEOPLE'S FREE HEALTH CLINIC

SATURDAY  
APRIL 24th 1971  
2:00 P.M.

3236 Adeline St. Berkeley

A persons' health is their most valuable possession, improper health care and inadequate facilities can be used to perpetrate genocide on a people. The present facist, racist government used its facilities for that purpose -- the genocide of poor and oppressed people. The people must create institutions within our communities that are controlled and run by the people in order to insure our survival. With this in mind, the Black Panther Party announces the opening of our first Free Health Clinic in the Bay Area.

**ALSO.....FREE FOOD & CLOTHING ON OPENING DAY**

*For further information contact*

*Black Panther Party...Berkeley Branch*

*2230 10th St. Berkeley...Phone 848-7740*

# PEOPLES FREE MEDICAL CLINICS (PFMC)

A PROJECT OF THE BLACK PANTHER PARTY TO REDUCE  
RELIANCE ON THE RACIST, CLASSIST, SEXIST MEDICAL  
INDUSTRIAL COMPLEX THAT HAS FAILED (AND  
CONTINUES TO FAIL) MARGINALIZED COMMUNITIES.

# SELF/OTHER: A FALSE BINARY?

HOW DO SELF-CARE AND  
COMMUNITY-CARE INTERSECT  
AND INTERACT WITH ONE ANOTHER?

CAN YOU LOCATE ANY FEEDBACK LOOPS?  
(E.G. THIS PROJECT)

CONCEPTS: INTERDEPENDENCE, SYMBIOSIS

WHO BENEFITS WHEN THE  
RESPONSIBILITY OF PUBLIC  
HEALTH IS SHIFTED TO  
INDIVIDUALS? HOW?

"IS SELF-CARE A SYMBOL OF A GENERATION THAT WANTS TO TAKE CARE OF ITSELF, OR DOES IT REVEAL HOW OUR SOCIETY HAS FAILED TO TAKE CARE OF US?"

THERE IS A VERY STRONG INDIVIDUALIZED RHETORIC BEHIND SELF-CARE, WHICH I THINK IS POPULAR FOR A LOT OF PEOPLE TODAY, ESPECIALLY FOR GOVERNMENT AND STATES WHO WOULD FIND IT RATHER CONVENIENT TO OUTSOURCE PUBLIC HEALTHCARE."

# CONCEPTS:

INDIVIDUALISM

COLLECTIVISM

NEOLIBERALISM

HEALTHISM

DIALECTICS



# NEOLIBERALISM

NEOLIBERALISM SEES COMPETITION AS THE DEFINING CHARACTERISTIC OF HUMAN RELATIONS. IT REDEFINES CITIZENS AS CONSUMERS, WHOSE DEMOCRATIC CHOICES ARE BEST EXERCISED BY BUYING AND SELLING, A PROCESS THAT REWARDS MERIT AND PUNISHES INEFFICIENCY. IT MAINTAINS THAT "THE MARKET" DELIVERS BENEFITS THAT COULD NEVER BE ACHIEVED BY PLANNING.

INDIVIDUAL > COLLECTIVE

# HEALTHISM

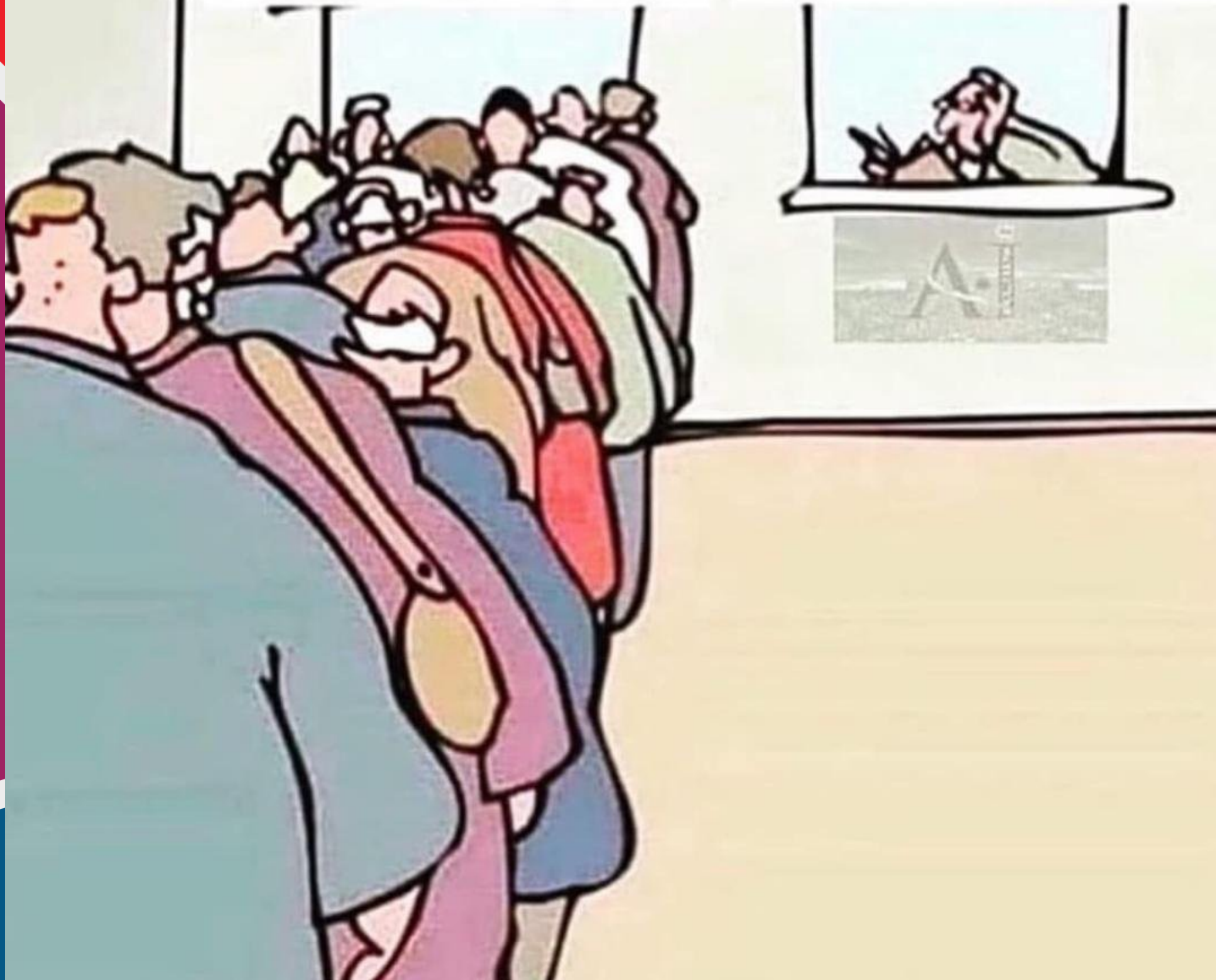
"HEALTHISM SITUATES THE PROBLEM OF HEALTH AND DISEASE AT THE INDIVIDUAL LEVEL. SOLUTIONS ARE FORMULATED AT THAT LEVEL AS WELL.

TO THE EXTENT THAT HEALTHISM SHAPES POPULAR BELIEFS, WE WILL CONTINUE TO HAVE A NON-POLITICAL (AND THEREFORE INEFFECTIVE) STRATEGY OF HEALTH PROMOTION.

FURTHER, BY ELEVATING HEALTH TO A SUPER-VALUE, HEALTHISM REINFORCES THE PRIVATIZATION OF THE STRUGGLE FOR GENERALIZED WELL-BEING.

**Pills and  
Surgery**

**Lifestyle  
Change**



NOBODY CARES ABOUT YOUR EXCUSES. NOBODY PITIES YOU FOR PROCRASTINATING. NOBODY IS GOING TO CODDLE YOU BECAUSE YOU ARE LAZY. ITS **YOUR ASS.** YOU **MOVE IT.**

**DON'T BE UPSET** BY THE RESULTS YOU DIDN'T GET WITH THE WORK YOU DIDN'T DO

before-trainline.tumblr.com

**Some typical healthist Internet memes.**

**TODAY** IS MY TOMORROW. IT'S UP TO ME TO SHAPE IT, TO TAKE CONTROL AND SEIZE EVERY OPPORTUNITY. THE POWER IS IN THE CHOICES I MAKE EACH DAY. I EAT WELL, I LIVE WELL.

**I SHAPE ME.**

YOU WANT A HOT BODY?! YOU BETTER **WORK BITCH!!!**





WHAT FACTORS INFLUENCE  
ONE'S ACCESS TO  
WELLNESS?

(E.G. POVERTY, DISCRIMINATION)

Figure 1

# Social Determinants of Health

<b>Economic Stability</b>	<b>Neighborhood and Physical Environment</b>	<b>Education</b>	<b>Food</b>	<b>Community and Social Context</b>	<b>Health Care System</b>
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education		Stress	
Support	Walkability				
	Zip code / geography				

## Health Outcomes

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

# QUESTIONS FOR REFLECTION:

- HAS YOUR CONCEPTION OF SELF-CARE CHANGED OVER THESE TWO HOURS? HOW SO? DO YOU WANT TO CHANGE ANY ROUTINES OR BEHAVIORS IN YOUR OWN SELF-CARE?
- WHAT IS ONE THING YOU LEARNED TODAY?
- WHAT IS ONE QUESTION OR CURIOSITY YOU'RE COMING AWAY WITH? ARE YOU EXCITED TO LEARN MORE ABOUT SOMETHING WE TALKED ABOUT?