

World Health Innovation Summit - WHISKids A Preventative Model for Lifelong Wellbeing

A National & Global Policy Framework for
Children's Health and Wellbeing
Prevention. Community. Capability.



Innovative & Collaborative



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1. Executive Summary



Children's health and wellbeing is the defining public health challenge of our time. Across continents, we are witnessing rising levels of anxiety, depression, obesity, social disconnection, and low self-esteem among young people. Health systems—designed primarily for acute and reactive care—are struggling to meet needs that are fundamentally preventative, emotional, and social in nature.

Globally:

- 1 in 10 children aged 5–16 live with a diagnosable mental health condition.
- Over half of adults with mental health challenges report their first diagnosis occurred in childhood.
- 31.2% of children aged 2–15 are overweight or obese.
- 69% of young people report witnessing bullying.
- Thousands live in households affected by substance misuse and alcohol dependency.

These statistics reflect more than individual health issues—they represent systemic gaps in how we equip children and families with the life skills needed to manage emotional and physical wellbeing.

The current model is largely reactive:

- We intervene when crisis emerges.
- We label vulnerability rather than building universal resilience.
- We treat symptoms rather than strengthening coping capacity.

If we continue on this trajectory, future health systems will face unsustainable demand, widening inequality, and generational cycles of preventable illness.

We need a paradigm shift from crisis response to capability building.

WHISKids is that shift.

Gareth Presch

Gareth Presch, CEO WHIS
& GSPA

2. The Policy Imperative: From Crisis Management to Capability Building



Health systems cannot treat their way out of preventable distress.

Mental health services are overwhelmed. Schools are under pressure. Families are navigating economic uncertainty and digital-era complexity. Yet emotional literacy, resilience-building, and health self-management are rarely embedded universally within education systems.

Prevention must become infrastructure — not an optional add-on. WHISKids provides a structured, scalable framework to embed wellbeing capability at population level.

3. WHISKids: A Universal Preventative Model



WHISKids is one of the five core pillars of the World Health Innovation Summit. It is a universal, person-centred programme designed for all children, not only those identified as vulnerable.

Its purpose is simple yet transformative:

- Build emotional intelligence and resilience
- Strengthen self-awareness and empathy
- Help children understand how lifestyle choices affect health
- Develop confidence, values, and positive decision-making

WHISKids reframes health as a daily practice rather than a medical intervention.



**"I HAVE LEARNT THAT I
COULD CONTROL
MY EMOTIONS. WHISKIDS
HELPED ME SEE THAT."
BOY AGE 9**





4. The Case for Early, Universal Prevention

4.1 Mental Health Pressures Are Rising Globally

Children report increasing stress, anxiety, and loneliness. Social media exposure, academic pressures, family instability, and economic uncertainty compound these challenges. Emotional literacy is not systematically taught yet it is foundational for lifelong wellbeing.

4.2 Physical Health Risks Begin Early

Childhood obesity and sedentary behaviour are accelerating long-term risk for:

- Diabetes
- Cardiovascular disease
- Mental health disorders

Lifestyle education must begin before habits become entrenched.

4.3 Social Determinants Shape Lifelong Outcomes

Bullying, poverty, family stress, and exposure to substance misuse affect brain development and resilience.

Universal programmes reduce stigma and create protective buffers for all children not just those already identified as at risk.



**"TO BE MORE AWARE
OF PEOPLE AROUND
ME. WORK
TOGETHER. I HAVE
ENJOYED EVERYTHING.
" GIRL, 8**





5. WHISKids Programme Framework

The WHISKids curriculum is delivered across six structured 6-week modules (“roundabouts”), forming a full academic-year pathway. The programme is designed as a dynamic, evidence-informed framework that evolves in line with emerging research, educational best practice, and community feedback.

Rather than being a static curriculum, WHISKids operates through a continuous improvement model, incorporating:

- Ongoing educator feedback
- Child voice and lived experience insights
- Outcome measurement and evaluation data
- Alignment with national education guidance
- Integration with international wellbeing and community standards



Core Development Themes

Each module builds foundational capabilities in:

- Self-awareness
- Emotional literacy and regulation
- Personal responsibility
- Understanding cause and consequence
- Empathy and social connection
- Healthy lifestyle decision-making



Session Structure

Each session integrates:

- Movement-based warm-ups (including age-appropriate physical regulation practices)
- Emotional awareness and mapping exercises
- Reflection and facilitated discussion
- Structured activities and progress tracking

The programme also incorporates a global dimension, helping children understand their role within their community and the wider world — fostering citizenship, responsibility, and connection.

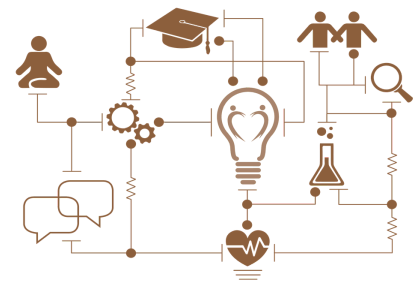
6. Evidence & Economic Impact: The Cumbria Pilot

WHISKids has been successfully piloted in Cumbria.

- Over 2,000 primary school children participated.
- Independent evaluation demonstrated a Social Return on Investment of £36 for every £1 invested.

Outcomes included:

- Increased emotional vocabulary
- Improved peer relationships
- Greater self-regulation
- Improved classroom engagement
- Reduced behavioural incidents



The Cumbria pilot demonstrates that universal prevention is not only socially transformative – it is economically compelling.



7. Standards Alignment: ISO 25553 & Smart Multigenerational Communities



Standards Alignment: ISO 25553 & Smart Multigenerational Communities

WHISKids aligns with emerging international frameworks for sustainable, inclusive community development, including:

- ISO 25553-2
- ISO 25553-3

These standards promote Smart Multigenerational Neighbourhoods that integrate:

- Health
- Social connection
- Digital infrastructure
- Environmental sustainability
- Intergenerational inclusion

WHISKids serves as the children's foundation layer of this ecosystem — linking to workforce wellbeing (WHISatWork), healthy ageing (WHISSeniors), and community-based social prescribing models.

Prevention is embedded into the physical and social fabric of communities.

8. Future Scenarios: Population-Level Impact

Scenario 1: Business as Usual

- Increasing CAMHS waiting lists
- Rising childhood obesity
- Escalating school exclusions
- Growing adult mental health prevalence
- Unsustainable fiscal burden

This scenario is not financially or socially viable.

Scenario 2: Targeted Reactive Interventions

- Focus on high-risk groups only
- Persistent stigma
- Late identification
- Widening inequalities

This reduces harm – but does not transform systems.

Scenario 3: Universal Preventative Infrastructure (WHISKids Model)

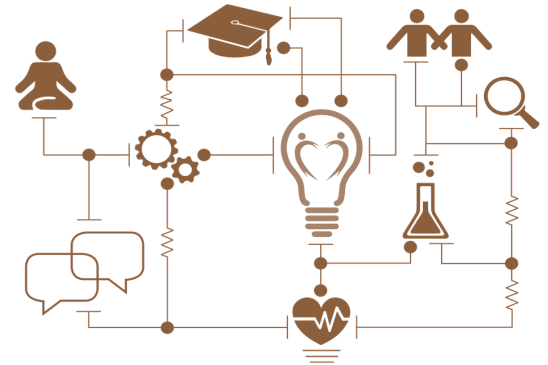
In this scenario:

- Emotional literacy is embedded in curricula.
- Children learn emotional mapping and self-regulation.
- Families reinforce wellbeing routines at home.
- Movement and reflection are normalized.
- Schools become community wellbeing hubs.

Long-term outcomes:

- Reduced crisis referrals
- Improved academic performance
- Healthier lifestyle behaviours
- Intergenerational resilience
- Reduced healthcare expenditure

This is the model WHISKids advances.



9. Scaling Through Blended Capital & Outcome-Based Models

To scale prevention sustainably, funding must evolve.

Through the World Health Service (WHS) – the not-for-profit financial and governance arm of WHIS – we are developing blended capital vehicles that combine:

- Philanthropic catalytic capital
- Public sector outcome payments
- Private ESG-aligned investment

WHS operates through a Donor-Advised Fund (DAF) and fiscal sponsorship structure via Legacy Global Programs(501(c)(3)).

Future scaling mechanisms include:

- Social Impact Bonds
- Outcome-Based Contracts
- Place-based blended finance structures
- Preventative infrastructure funds aligned to SDG 3

This ensures:

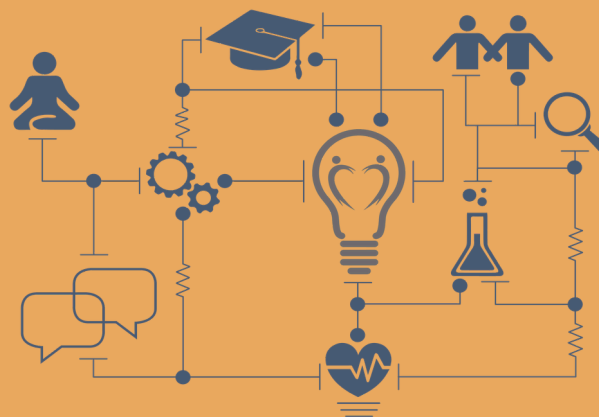
- Accountability
- Transparent impact reporting
- Long-term sustainability
- Reinvestment into community health



10. WHISKids - Within the WHIS Ecosystem



WHISKids sits within a lifecycle model of prevention:





11. Implementation & Partnership Roadmap

Following the Cumbria pilot, we are:

- Engaging local authorities
- Partnering with education leaders
- Collaborating with public health teams
- Building cross-sector alliances with philanthropy and private sector partners

Scaling requires:

- Policy integration into education frameworks - Global Social Prescribing Alliance
- Multi-year funding commitments
- Teacher training & workforce development
- Data-driven evaluation
- Community and parental engagement



A Call to Action

Children do not need more labels.

They need life skills.

They need structured opportunities to:

- Understand their emotions
- Develop resilience
- Build empathy
- Make informed health choices
- Feel connected to their community and the world

WHISKids offers a scalable, evidence-informed, standards-aligned, economically viable pathway to embed prevention at the heart of education systems.

The question is no longer whether we can afford to invest in prevention.

The question is whether we can afford not to.

We invite policymakers, educators, investors, philanthropists, and community leaders to partner with us in scaling WHISKids nationally and internationally – building a generation equipped not merely to survive, but to thrive.



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