

We don't care about Health

Disease risks

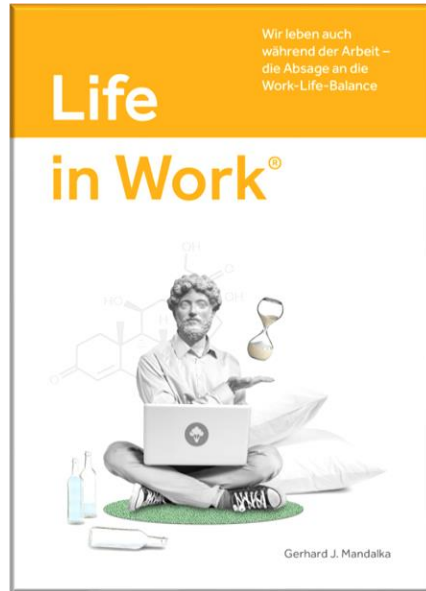


don't scare us off!

Our evolution



**supports energy efficiency
and attractiveness!**



Gerhard Joachim Mandalka

Prevention & Health Psychology (M.Sc.)

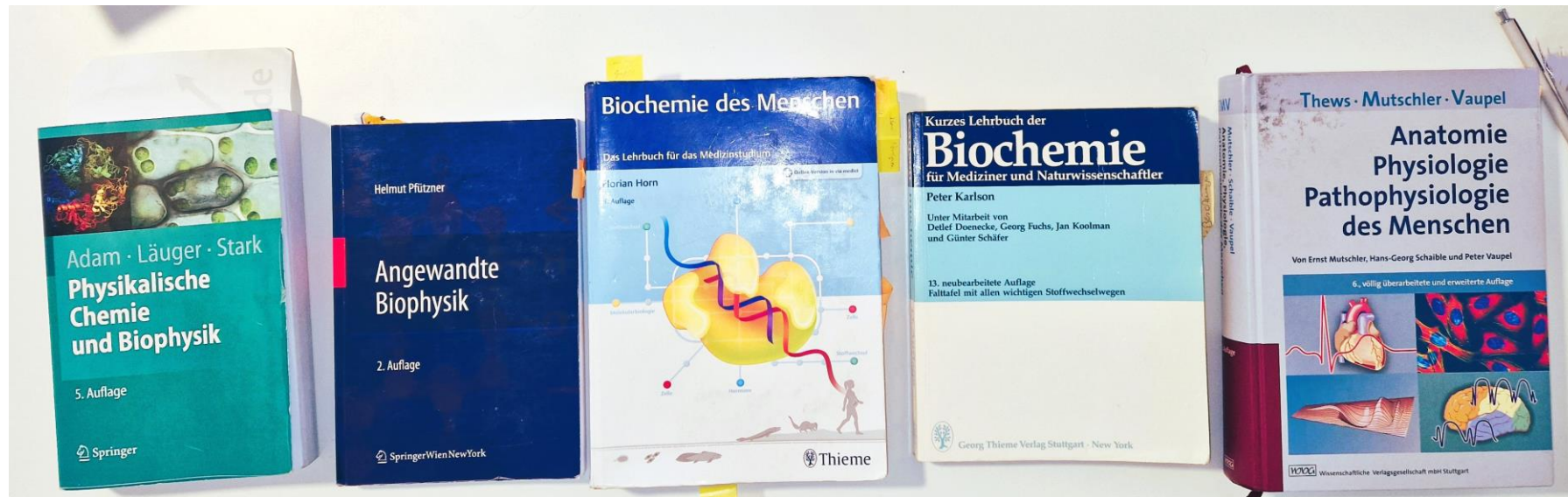
Business psychologist (B.A.) (work and organizational psychology)

Study of business mathematics

- Entrepreneur (health center) for 25 years
- World recorder
- author
- Father

according to medical findings

- ➔ Health is not “primary” on the agenda of evolution
- ➔ The sensory system determines our perception



Perception determines our actions

- ➔ and this is exactly where the problem with our health lies
We don't have any sensors for health!
- ➔ We have sensory systems and brain areas for pain!

Becoming prey is deadlier than escaping prey!

*Our sensors
is geared towards
rapid changes.*

Prevention is NOT voluntary

- ➔ Prevention means: DOING something WITHOUT realizing the reason for it!
- ➔ Proper prevention must take known genetic predispositions into account.

Prevention is love for fellow human beings!

- ➔ In purely mathematical terms, the difference between 1:1000 and 1:10 is enormous, but for the individual there is only the perceived probability:
- it got me
 - nothing happened

**Obligation to prevent can reduce medical costs
certainly halve within 5 years!**

*How much was
healthcare spending in
Germany in 2022?*

Anyone who has a high metabolism at rest,

- • is ill (fever, inflammation, etc.)
- is overweight
- has stress (sleep disorders, burnout), etc.

→ **has poor performance
and poor well-being**

High metabolism through food

- ➔ Use of fire - as pre-digestion - 1.8 million years ago leads to:
- the brain gained in complexity
 - cultural activities could increase

Why should we eat something NOW that makes it harder to produce energy?

**What is the
stomach for?**

Focus on performance and well-being

- ➔ Poor performance and/or well-being are the first indicators of illness! That brings us to the doctor.
- ➔ Health insurance companies should focus on people's performance and well-being!

What drives our evolution (reproduction)

→ **Energy efficiency**

- our bodies reward us for high-energy diets and conserving energy
- Our body breaks down everything that costs energy and is not used

→ **Attractiveness** – clear skin (hair) and position in society

- Beautiful skin and hair are very important to us because they make us perceived as healthy and attractive
- We want to be special and “most of the time” like to show it

Survive now

What gets us moving?

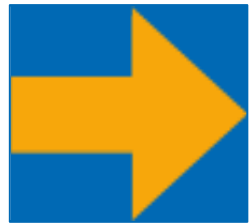
- ➔ Attractiveness – What makes me special? What do I get recognition for?
- ➔ Fear of obvious and perceived danger.
Fear – quicker under stress – ensured our survival.
- ➔ **Long term: Mind with good frustration tolerance, discipline**

Evolution didn't need motivation to exercise

- ➔ the need to survive what the motivation to move (sport)
- ➔ Polarities dominate our lives
 - Lots of food or no food
 - A lot or very little exercise, etc.
 - The environment created dynamism

**Evolution has
the compulsion
to movement in our
genetics
written!**

Before we get to questions



The special ones
“courageous and active”
were sorted out of the
GENPOOL!

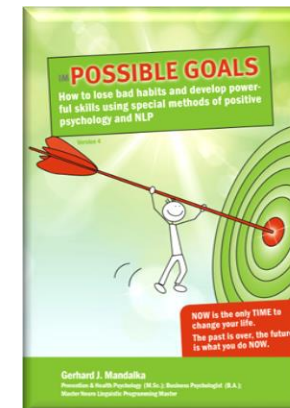
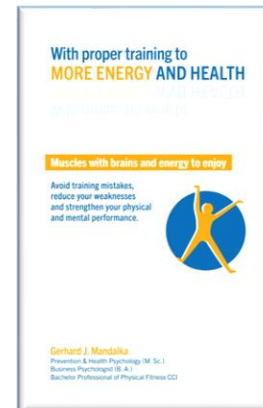
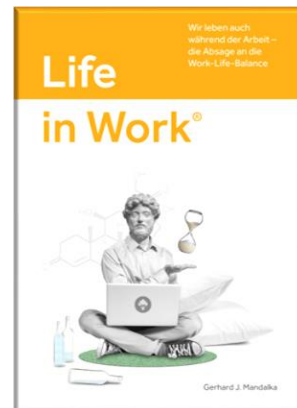
Thank you for your attention

Which questions do you have?

www.4bam.de/fibo



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Literature to read

- Adam, G., Läuger, P., & Stark, G. (2009). *Physikalische chemie und biophysik*. Springer-Verlag.
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