PMAC | PRINCE MAHIDOL AWARD CONFERENCE 2026

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THE ROLE OF FAMILY, COMMUNITY, AND SUPPORTIVE ENVIRONMENTS AMID DEMOGRAPHIC SHIFTS

| BACKGROUND

Demographic shifts—including population aging, changing household structures, declining fertility, and increased urbanization—are reshaping the foundational roles of family, community, and care environments across societies. These transitions pose profound implications for social cohesion, caregiving responsibilities, intergenerational relationships, and the design of health and social services.

Traditionally, families and communities have served as the primary sources of emotional, physical, and financial support throughout the life course. However, modern dynamics such as smaller family sizes, migration, and rising dependency ratios are straining these informal support systems. Meanwhile, communities are increasingly called upon to create inclusive, age-friendly, and resilient environments that promote well-being and enable people of all ages to thrive.

This session explores how families, communities, and the broader social environment can be strengthened and reimagined to support population health and social equity amid demographic change

| OBJECTIVES

This session explores innovative, inclusive, and equity-driven approaches that strengthen the role of families, communities, and supportive environments across the life course. The session highlights diverse models from mental health systems, palliative care, digital health, and age-friendly design — emphasizing how demographic transitions can be met with compassionate, community-rooted strategies.

Panelist

Wycliffe Waweru

Head, Digital Health

Population Services International (PSI)
Kenya

Driven by a passion for innovation, Wycliffe is dedicated to developing solutions that address global health challenges using technology and data. He serves as the Global Head, Digital Health in Population Services International's Digital Health team.

At PSI, Wycliffe leads implementation of digital health and data analytics activities at the global and country level. With more than two decades of experience in Global Health, Mr. Waweru specializes in supporting health system actors, from both the public and private sector to design and implement sustainable and scalable digital health and data solutions. He holds an MSc in Public Health from the London School of Hygiene and Tropical Medicine.