

The future of Healthy Cities

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What is the Healthy Cities Network?

It's a Network of Municipalities affiliated to World Health Organization, with the aim to promote health over all policies.

The Healthy Cities Project is sponsored by the World Health Organization (WHO), the United Nations specialized agency for health, which since 1948 operates with the aim of ensuring the world's population with the highest level of health.

Healthy Cities is a movement of cities present in all continents. It is present in Europe in 1400 cities in 30 countries that have a National Network and are now working alongside each other on the priorities proposed by WHO.



For example:

- Lille
- Munich
- Hamburg
- Odense
- Modena

.. Are in the national Network!

And in Italy?

Italian Healthy Cities Network project started in 1995 as Municipalities movement, and it became in 2001 a non-profit association.

Since June 2010 the city of Modena holds the Presidency and the Coordination.

Today the cities members of the Network in Italy are 67. Most of them are located in the northern part of the country. 8 cities of the Italian Network are also designated cities of European Healthy Cities movement: Arezzo, Bologna, Milano, Modena, Padova, Torino, Udine and Venezia. The total population involved in Italy is of 8.000.000 people.



Some of the activities of Italian Network.....

WHO World days organization: common initiatives realized in all the cities belonging to the National Network.

The annual National Meeting which is realized every year in a different city of the Network and on a different issue: the last one has been realized in Milan and has dealt with “Communication and participation for health”.

Health Oscar / Healthy Cities Award which every year gives a prize (both economic and symbolic) to the cities that have presented the most deserving projects or best practices concerning health issues.

The web site www.retecittasane.it: a space of public virtual discussion dedicated to urban health and public health policies, which offers up to date information, documents for widening and communication.

The educative and formative workshops dedicated to administrators and technicians in different part of the countries and on different themes; we have realized a survey among the cities to detect the most interested themes.

Community projects realized at local level in different cities; for exemple: “The paths of heart and memory”; “The children’s healthy cities”; “Globulandia - the adventure in red” to promote the connection between blood donation and healthy lifestyles; and so on.

The present..

The healthy cities network in Europe is now following WHO Phase V which gives priority to health and health equity in all local policies.

Cities are focusing on three core themes:

- caring and supportive environments
- healthy living
- healthy urban design.

The phase has started on 2009 and will end this year, 2013, during Izmir conference in Turkey



The future.. (the close one..)

The healthy cities network in Europe since 2014 will enter in WHO Phase VI on which we are working on (we are in a “draft” moment).



Health 2020:
a European policy framework
supporting action across government
and society for health and well-being

The phase six will start on 2014 and will end on 2018. It is strictly connected to HEALTH 2020.....the document defining the WHO policy going to 2020..



CONTEXT / 1

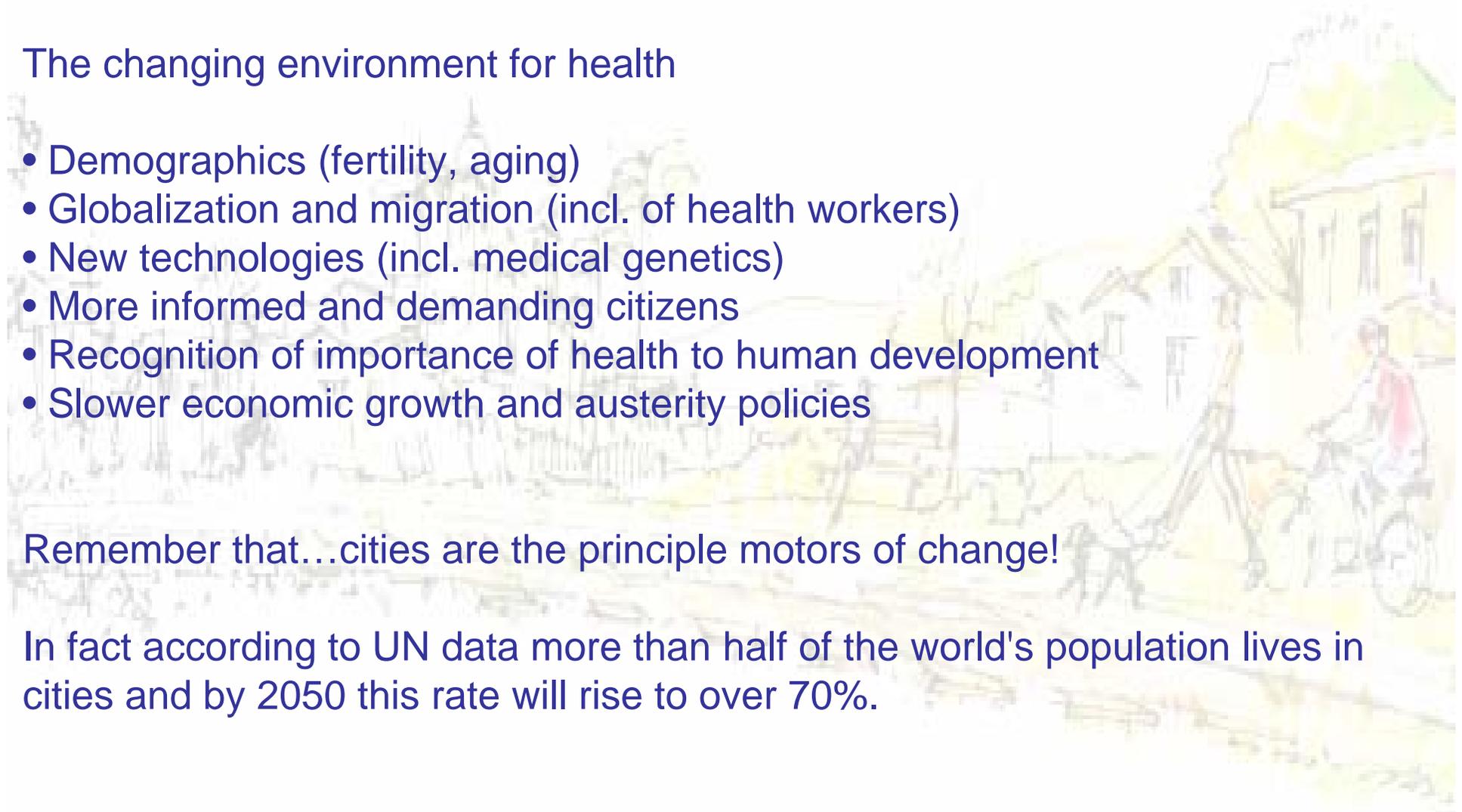
A fast-changing European context for health

The changing environment for health

- Demographics (fertility, aging)
- Globalization and migration (incl. of health workers)
- New technologies (incl. medical genetics)
- More informed and demanding citizens
- Recognition of importance of health to human development
- Slower economic growth and austerity policies

Remember that...cities are the principle motors of change!

In fact according to UN data more than half of the world's population lives in cities and by 2050 this rate will rise to over 70%.



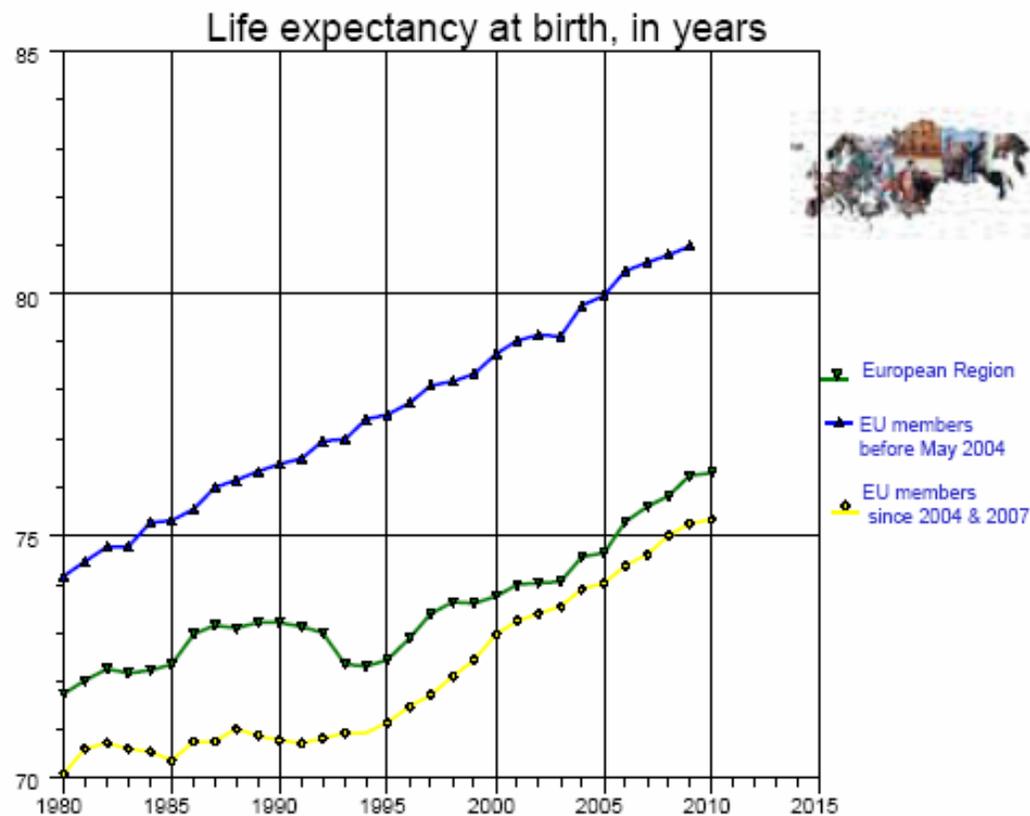
CONTEXT / 2

Health Inequities are increasing

“...systematic differences in health status between different socioeconomic groups. These inequities are socially produced (and therefore modifiable) and unfair”.

Source: Whitehead M, Dahlgren G. Levelling up (part 1): a discussion paper on concepts and principles for tackling social inequities in health. Copenhagen, WHO Regional Office for Europe, 2007

Widening health inequities in Europe



HEALTH 2020 /1

It's a European policy framework supporting action across government and society for health and well-being, looking at 2020 as the horizon. It sets out the strategic directions and priority policy action areas for Member States and the WHO Regional Office for Europe.

The 53 Member States in the WHO European Region have agreed on a new common policy framework – Health 2020. Their shared goals are to “significantly improve the health and wellbeing of populations, reduce health inequalities, strengthen public health and ensure people-centred health systems that are universal, equitable, sustainable and of high quality.”



HEALTH 2020 /2

Health 2020 strives to achieve measurable impact on health in the Region.
The regional goals below have been agreed by Member States.

1. Reduce premature mortality in the European Region by 2020.
2. Increase life expectancy in the European Region.
3. Reduce inequalities in health in the European Region.
4. Enhance the well-being of the European Region population.
5. Ensure universal coverage and the right to the highest attainable level of health.
6. Set national goals and targets related to health in Member States.

The Health 2020 policy is based on **four priority areas** (the of the Phase VI draft) for policy action:

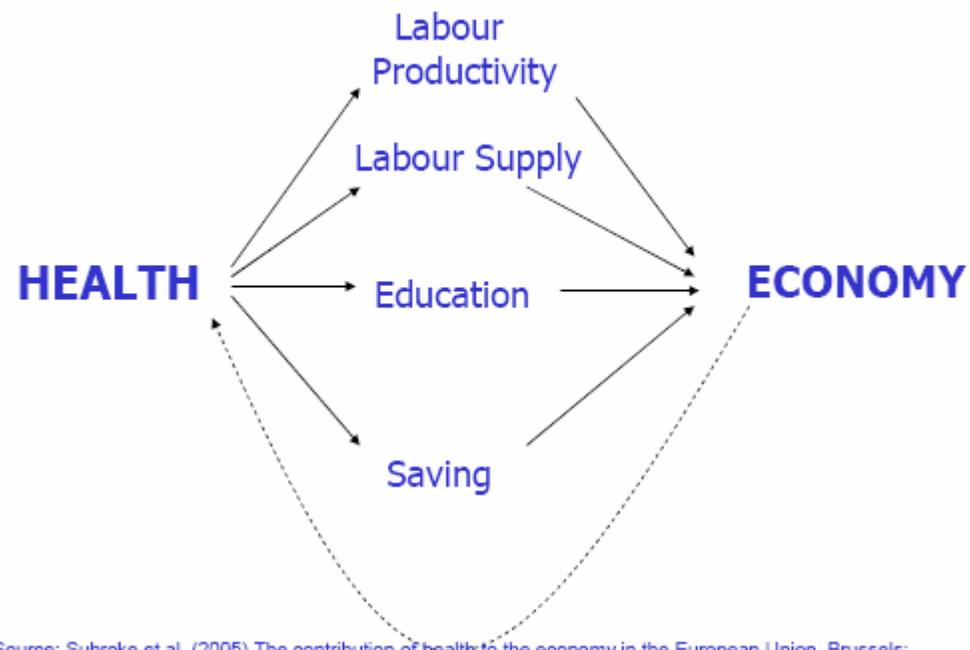
1. investing in health through a life-course approach and empowering people;
2. tackling the Region's major health challenges of noncommunicable and communicable diseases;
3. strengthening people-centred health systems, public health;
4. creating resilient communities and supportive environments.

HEALTH 2020 /3

Why Health 2020 and why now ?

- Significant improvements in health and well-being butuneven and unequal
- Europe's changing health landscape with new demands, challenges and opportunities
- Economic opportunities and threats bring the need to protect public health values and approaches

Improving Health is good for the Economy



Source: Suhrcke et al. (2005) The contribution of health to the economy in the European Union. Brussels: European Commission.

HEALTH 2020 /4

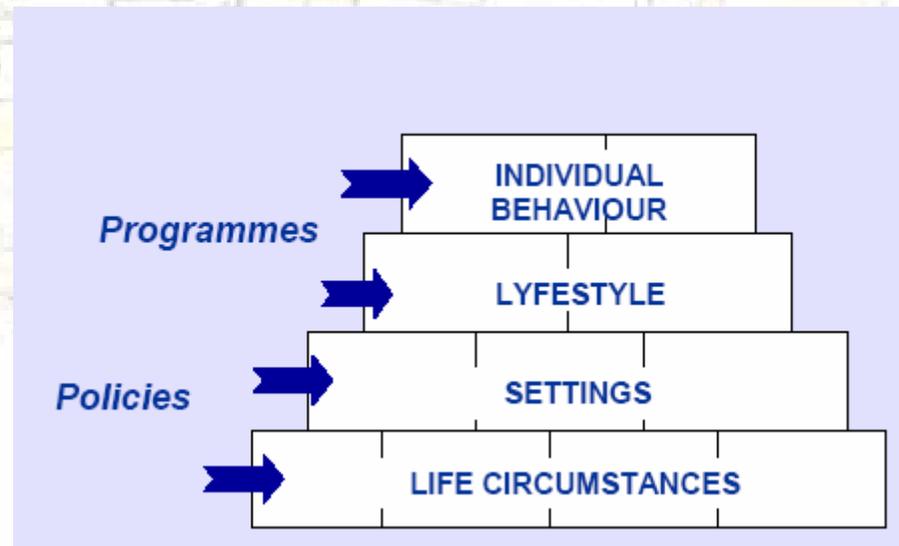
Key to have a strategic plan

Where do we “produce” health in our country?

What strategy delivers the highest equitable health gains for our population?

What strategy delivers good results in promoting health and gives added-value to local/national development?

An integrated model for action



VISIONS OF FUTURE FOR HEALTHY CITIES / 1

Cities are beginning to **imagine alternative futures for themselves**, going beyond the tradition of only supplying roads, hospitals, rates and rubbish. With many of them bursting with growing populations and with citizens feeling overwhelmed, even exhausted, by the roller coaster of globalization and associated systemic crisis (financial, health, natural), the local has become even more important.

The healthy cities movement has to be in contrast to this chaotic change. Healthy city futures are predicated on the **physical** determinants of health (the quality of water, air, efficient transport systems), the **social** determinants of health (social inclusion, walking areas, city design that enables individual and group health, and community making) and more radically, the “**spiritual** determinants” of health (issues of meaning, medical research on the impacts of meditation, diet on individual and collective health).

(Some of these and the following ideas and suggestions come from the article “Why City futures? Cities as agents of global change” by Sohail Inayatullah, Professor of Queensland University of Technology, Australia)

VISIONS OF FUTURE FOR HEALTHY CITIES / 2

Perhaps, in the meantime the classical definitions of the city (city beautiful, city efficient, city radical) are being challenged by emerging issues. These issues include:

- (1) **Smart Growth**, especially, urban husbandry – creating civil spaces
- (2) **Transforming Transportation Planning**, rethinking the role of the car in the city (car free cities and dual-model transportation systems) and rethinking the role of transport (from a Car to all to Mobility for all)
- (3) **The Smart City**, wired city, moving to the intelligent city, even imagining the E-topian city (E-topia: The Future of Cities in the Digital Age).
- (4) **The Green City**, moving from recycling to green architecture to deep sustainability (sustainability as the operating paradigm).
- (5) **The Community and Healthy City**, moving from creating healthy community through new indicators of health development that are community matched.

Quoting Ottawa Charter... (I close going to where all has started...)

In “The Ottawa Charter for Health Promotion” from the First International Conference on Health Promotion in which it was already clear that “Health is more than health care” - Ottawa, 21° November 1986 - there is a paragraph called **“Moving into the Future”**.....

“Health is created and lived by people within the settings of their everyday life; where they learn, work, play and love. Health is created by caring for oneself and others, by being able to take decisions and have control over one's life circumstances, and by ensuring that the society one lives in creates conditions that allow the attainment of health by all its members. Caring, holism and ecology are essential issues in developing strategies for health promotion. Therefore, those involved should take as a guiding principle that, in each phase of planning, implementation and evaluation of health promotion activities, women and men should become equal partners..”.



KEY WORDS FOR HEALTHY FUTURE

Health built and lived everyday by people / healthy settings / caring and supportive environment / equity / participation in health choices / equal opportunities

Thanks for your attention!



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