

Healthy citizens in a Healthy City in a Healthy Future “Short version” 2007 – 2009



HØRSENS KOMMUNE

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Colophon:

*"Health policy for the City of Horsens
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Preface

With its health policy “Healthy citizens in a Healthy city in a Healthy future”, the City of Horsens wants to make an active and forward-looking effort to promote our citizens’ health and reduce the incidence of lifestyle diseases and accidents.

The vision for the health policy is tripartite:

- * The City of Horsens is to be a healthy place to live, reside and work in!
- * The citizens of the City of Horsens are to live a healthier life – and for longer!
- * Equality in health for all citizens in the City of Horsens!

Most citizens in the City of Horsens fortunately live healthy and active lives with good health habits. However, lifestyle diseases and accidents are a reality in the municipality, and the health policy thus focuses in particular on citizens in the risk group.

A healthy municipality is a municipality in which all citizens have easy access

to a healthy lifestyle, irrespective of age. It should be easy to get help to change one’s eating habits, to stop smoking and to stop abusing alcohol, and it should be easy to exercise. In the City of Horsens there must be options for all citizens who want a healthier lifestyle, including the citizens who suffer from chronic diseases.

Health is not only a private affair. It is a common responsibility, and health should thus be viewed as a part of the city’ organisation and range of offers. The City of Horsens should be known for taking wide and differentiated initiatives – ranging from ensuring that children and young people get a good education, which experience has shown is a precondition for mastering one’s own life and health, to providing support and guidance to citizens with serious illnesses to enable them to manage living with a chronic disease.

Our health policy is ambitious and targeted. Vision, goals and strategies are ready, and 30 action plans are already waiting to be implemented. We look forward to getting to work.

Jan Trøjborg
Mayor

Ellen T. Schmidt
Chair, Committee on Health Promotion

Horsens, May 2007

Vision, performance targets, strategy and principles

The City of Horsens' health policy is formulated with the broad concept of health as its starting point:

Health is created by taking care of oneself and others, by making decisions and mastering one's own living conditions – and by ensuring that the society one is living in creates conditions which make it possible for everyone to be healthy.

Halfdan Mahler, former secretary general of WHO

People's health and well-being are influenced by living conditions, lifestyle, age, heritage, and the quality of the health service's efforts. The City of Horsens' health policy is thus an overall framework for all the health-promoting and disease-preventing initiatives taken by all service committees.

All service committees, the Finance Committee and the City Council are thus under an obligation to formulate goals with the broad concept of health as the starting point and a health-promoting and disease-preventing perspective.

The vision for the City of Horsens' health policy is thus based on the knowledge that many different factors are important for staying healthy.

Vision

1. The City of Horsens is to be a healthy district to live, reside and work in
2. The citizens of the City of Horsens should live healthy, long lives
3. Equality in health for all citizens in the City of Horsens.

Performance targets

1. An increase in citizens' average lives in the City of Horsens at a rate which is not below the national average.
 2. A decrease in the number of citizens of the City of Horsens who are admitted to hospital, adjusting for the number of inhabitants and population composition.
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1. The City of Horsens wants to prevent common preventable diseases and disorders via initiatives targeted at risk factors
 2. The City of Horsens focuses on patient-oriented disease prevention
 3. The City of Horsens wants to promote equality in health
 4. The City of Horsens wants to assist in the establishment and support of sustainable, health-promoting and disease-preventing local communities and working environments
 5. The City of Horsens wants to participate in the WHO Healthy Cities programme.

Principles

1. Health promotion and disease prevention are ranked highly on the City of Horsens' agenda
2. Health is a joint responsibility for citizens, the family, civil society, businesses and the public sector
3. Health initiatives must build on inclusion and involvement citizens, and the City has an obligation to create an appropriate framework
4. Health initiatives should be holistic, and coherence must be ensured across the City's initiatives and across the City's and regional offers
5. The role and reputation which the City of Horsens has gained nationally and internationally within health promotion and disease prevention should be maintained and developed
6. Health promotion and disease prevention initiatives should be result-oriented and documented, and as far as possible based on evidence.

From policy to action

“Healthy Citizens in a Healthy City in a Healthy Future” is to be translated into results through the following five strategies¹.

Strategy 1: Prevention of major preventable diseases and disorders through efforts directed towards risk factors

Prevention of major preventable diseases and disorders through efforts towards risk factors

A healthy city is a city in which all citizens – children, young people, adults and the elderly – have easy access to a healthy lifestyle. A healthy lifestyle builds on the four factors in the KRAM project: food, smoking, alcohol and exercise. It should be easy for the citizen to stop smoking and to get help to stop abusing alcohol. It should be easy to get help to change one’s eating habits, and it should be easy to exercise. It is important to the City of Horsens that there are offers for all citizens who want to have a healthier lifestyle. This also applies to citizens who suffer from a chronic disease.

Healthy lifestyle for children and young people

Targets

- The number of existing and new smokers should be reduced. The number of smokers should be reduced through rules, motivation and counselling. Smokers should be offered help to stop smoking.

- Children and young people should grow up in a smoke-free environment.
- Preventive measures aimed at abuse of alcohol and drugs should occur through an early and sustained effort, among others through a culture which protects children, young people and adults from abuse.
- The number of physically active children and young people should be increased, and physical activity should be a natural part of everyday life.
- A stimulating framework for movement in everyday life should be maintained and developed. Physical activity in all age groups should be emphasised, and movement should be applied in prevention and as a part of treatment.
- The availability of healthy food and a good framework for meals should be developed. Efforts should be targeted at overweight children in particular.
- Holistic sex education and prevention of venereal diseases for all young people in the City of Horsens.

The City of Horsens wants to achieve the following:

At present, the City of Horsens has no key figures within the area. However, the City has implemented a number of projects which focus on children’s and young people’s lifestyles, including BMI measurements at three classes in pri-

¹ This chapter lists a number of performance targets. These are the City of Horsens’ future targets for our citizens’ health. The regional average has generally been used as a guidepost. However, in cases in which this was not possible, the City of Randers has been used as a guidepost, as it is usually comparable with the City of Horsens.

mary and lower secondary schools and surveying of alcohol and smoking habits in the ninth grade via anonymous questionnaires. Region Central Jutland is working on a Health Profile for children and young people similar to the one which the Region has prepared for the 25-79-year age group.

Healthy lifestyle for adults Targets

- The numbers of existing and new smokers should be reduced via rules, motivation and counselling.
- Smokers in risk groups should be offered help to stop smoking.
- The number of heavy consumers of alcohol and drugs should be reduced through an early and sustained effort.
- The City of Horsens wants to increase the number of physically active citizens, and physical activity should be a natural part of everyday life.
- Maintaining and developing a stimulating framework for movement in everyday life.
- Focus on physical activity and movement within disease prevention and as part of treatment.
- The availability of healthy food and a good framework for meals should be developed – focusing on the elderly and the ill who do not get the correct diet – and on overweight adults.

The City of Horsens wants to achieve the following:

- A fall in the proportion of daily smokers from 29% to maximum 25%

(regional average)

- A reduction in the proportion of men with at least one of the three hazardous types of alcohol abuse from 30% to 28% and a reduction in the proportion of women with at least one of the three hazardous types of alcohol abuse from 11% to 10%
- A fall in the proportion of obese people (BMI 30+) from 16% to 13% (regional average)
- A fall in the proportion of inactive people from 25% to 22% (regional average) and an increase in the proportion following public recommendations of 30 minutes of exercise a day from 34% to 40%
- An increase in the proportion of citizens with a positive self-assessment of their health from 86% in 2006 to 90% in 2016.

Strategy 2: Patient-oriented prevention

A chronic disease cannot be cured. However, with relatively little effort it can be curbed, and late consequences of the disease can be delayed or eased. For the individual citizen this will mean a significant increase in quality of life. The city has a major responsibility in ensuring close cooperation with both hospitals and general practitioners with respect to those citizens in the district who suffer from a chronic disease.

Targets

- To ensure a good patient flow across sectors and disciplines
- To ensure early detection of chronic diseases

- To ensure courses of high professional quality for selected diagnosis groups
- To ensure the possibility of counselling and guidance for everyone with a chronic disease

The City of Horsens therefore wants to achieve the following:

- Demonstrable coherence in patient flows across sectors and disciplines
- Fewer citizens than today in the City of Horsens with a moderate to severe chronic disease
- Evaluation of all patient-oriented courses with respect to content, motivation and changed quality of life
- Cooperation between regional hospitals, the City and practitioners to involve not only the individual patient, but also joint education, professional sparring, day-to-day

Three hazardous forms of alcohol abuse

Binge drinking:

If you frequently have five or more units of alcohol on a single occasion

Heavy drinking:

If you usually drink more per week than the recommended maximum number of units

Dependence:

Having a unit of alcohol first thing in the morning to "steady the nerves" is a sign of alcohol dependence.

cooperation and problem solving.

- Involvement of patient associations in the partnership.

Strategy 3: Promote equality in health

The better the social status in the form of level of education and income, the better the health. Education and a job are the tickets to mastering one's life and health. It is important to the City of Horsens that all children receive instruction followed by an education which the individual can manage and enjoy. The City of Horsens and the businesses in the district should support the individual employee with respect to development and opportunity, and at the same time ensure a healthy and creative working environment.

Targets

- An increase in the level of education among citizens in the City of Horsens.
- Special initiatives so that citizens with the poorest level of participation in the labour market get a job or an education in order to enable them to master their lives and health.
- Jobs for single parents who do not currently participate in the labour market.

The City of Horsens wants to achieve the following:

- More young people in the City of Horsens completing an education
- Jobs for more people who for some reason do not currently participate in the labour market
- Participation by more single parents in the labour market.

Strategy 4: Assistance with establishing and supporting sustainable, health-promoting and disease-preventing local communities and working environments

A healthy lifestyle is not only related to private life. The responsibility is shared with the public sector, including child-care, as well as educational institutions, workplaces and the environment in which each of us moves. It is important to build strong networks in one's working life as well as private life; networks can contribute to raising the individual's quality of life and at the same time the citizens' overall health.

Targets

- That the local government and social institutions and centres for the elderly target their work on reducing the number of accidents and creating a good framework for well-being and safety in everyday life.
- The City of Horsens should work to create a healthy working environment for all the city's employees.
- Based on the adopted strategy "The green structure", efforts should be made to create links between green spaces and to raise visual and recreational green values.
- Developing the network of roads and bicycle paths to improve road safety, the road environment and the visual environment.
- Reducing energy consumption, pollution, noise and road accidents

by promoting alternative means of transport such as walking, cycling and public transport.

- Promotion of the possibilities for children, the elderly and the disabled to better use local roads, among others ways by establishing safe ways of crossing busy roads and moving on footpaths and pathways.
- That there is a comprehensive and up-to-date range of possibilities to exercise, and that the relevant facilities appear inviting and modern.
- The City of Horsens should support network creation and volunteer work.

The City of Horsens wants to achieve the following:

- A 10% reduction in the number of sick days among the City's employees
- A reduction in the number of accidents at work in the City's business
- A reduction in the number of accidents at work in businesses in the City
- A reduction in the number of road accidents in the City
- An improvement in sports facilities and availability of exercise during the period 2007-2010 (in accordance with the amalgamated city council budget agreement of 11 September 2006)

Strategy 5: Participation in the WHO Healthy Cities programme

The City of Horsens will upgrade the Healthy City work and take an active part in the Healthy Cities Network's fourth phase in the period 2003-2008.

Targets

- Holistic endeavours to promote equality in health
- Intensifying and developing of the cross-sector work, for example through the Healthy City Group and the Safe Com Group
- Creation of lasting space and a framework which promote citizen involvement and volunteering
- Strengthening of existing networks and support for creating new ones
- Embedding of the sustainable experience developed in the Healthy City work in the local government's management areas.
- Maintaining and developing the regional, national and international cooperation, including the holistic effort in relation to the four key issues in the WHO Healthy Cities Network's fourth phase.
- Maintaining and developing the role and reputation which the City of Horsens has gained regionally, nationally and internationally within health promotion and disease prevention.

The City of Horsens wants to achieve the following:

- A reduction in inequality in health in the City of Horsens, more young people receiving an education, and more finding a job.
- Promotion of the cross-sector cooperation via the Healthy City Group and the Safe Com Group
- Establishment of new good networks and representation of these in the Popular Forum.
- A 10% increase in the Popular Forum
- The City of Horsens joining a pilot project with Region Central Jutland focusing on citizen involvement and evaluation
- Active involvement by the City of Horsens in The National Healthy City Network and participation in international theme-oriented working groups as well as in plenary meetings in the WHO Healthy Cities Network and WHO Safe Communities network
- A reduction in the number of road accidents in the City of Horsens.

If you would like further information

If you would like to know more about the City of Horsens' health policy, please go to www.horsenskom.dk, where you can download the complete City of Horsens' Health Policy.

The contact persons are:

- Project coordinator
Ulla Hjorth Jespersen
ullahjorthjespersen@horsens.dk
- Staff consultant
Tina Storm
ssstst@horsens.dk
- Karin Holland, Group Manager for Adults and Health
- Leader of Healthy City
Inge Kristiansen,
ssikri@horsens.dk

For more on Horsens Healthy City, see www.horsenssundby.dk.

Horsens Kommune
Rådhusstorvet 4
8700 Horsens

Telefon: 76 29 29 29

www.horsenskommune.dk

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