



guadagnare salute

rendere facili le scelte salutari

INTERVENTI DI COMUNITÀ PER PROMUOVERE LA SALUTE DEI CITTADINI

FURIO HONSELL

Sindaco di UDINE

Vice Presidente Rete Italiana Città Sane OMS



cittàsane

La rete italiana dei Comuni
riconosciuta dall'Organizzazione Mondiale della Sanità
www.retecittasane.it

**Furio Honsell – Sindaco di Udine e Vicepresidente
Rete italiana Città Sane OMS**



Cosa rende una città sana?





Assetto Societario Rete Italiana Città Sane OMS dal 30 ottobre 2013

Presidenza
Comune di Modena

Comitato Direttivo
**Comuni di: Ancona, Arezzo, Firenze, Foggia, Genova,
Molfetta, Palermo, Pavia, Sacile, Udine, Venezia,
Padova, Milano, Torino, Bologna.**





Città Aderenti a settembre 2014

Dal 2014 possono aderire
anche le regioni italiane!





Salute 2020

**Una politica di riferimento europea a sostegno
di un'azione trasversale ai governi e alle società
per la salute e il benessere**

I 53 Stati Membri della Regione Europea dell'OMS hanno concordato una nuova politica comune di riferimento - la **Salute 2020**. Il loro obiettivo condiviso è quello di **“migliorare in misura significativa la salute e il benessere delle popolazioni, ridurre le disuguaglianze nella salute, potenziare la sanità pubblica e garantire sistemi sanitari centrati sulla persona, che siano universali, equi, sostenibili e di elevata qualità.”**

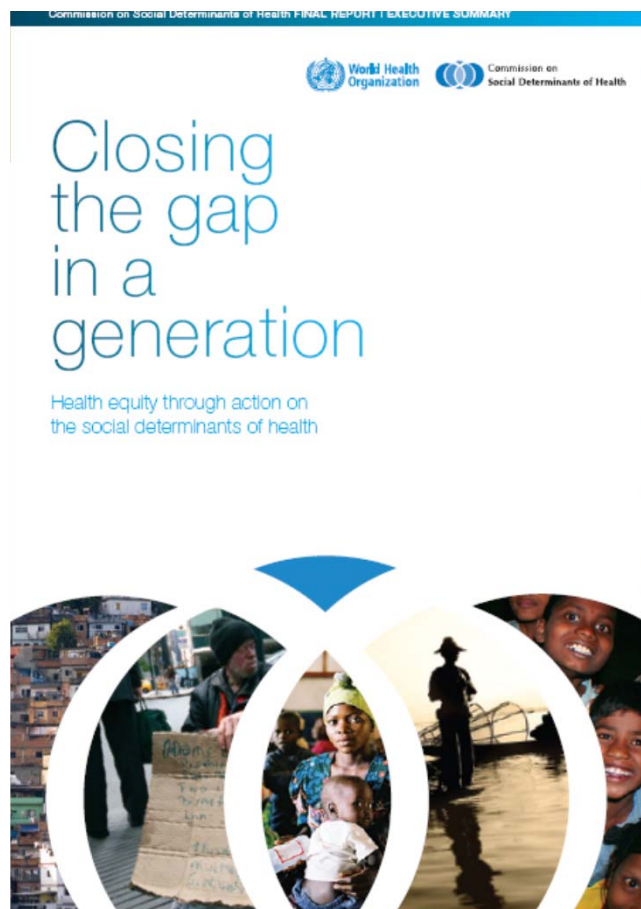


I filoni di lavoro della Rete Italiana

- Mobilità sostenibile
- Sana alimentazione
- Attività fisica
- Sani stili di vita
- Rapporto ambiente e salute
-



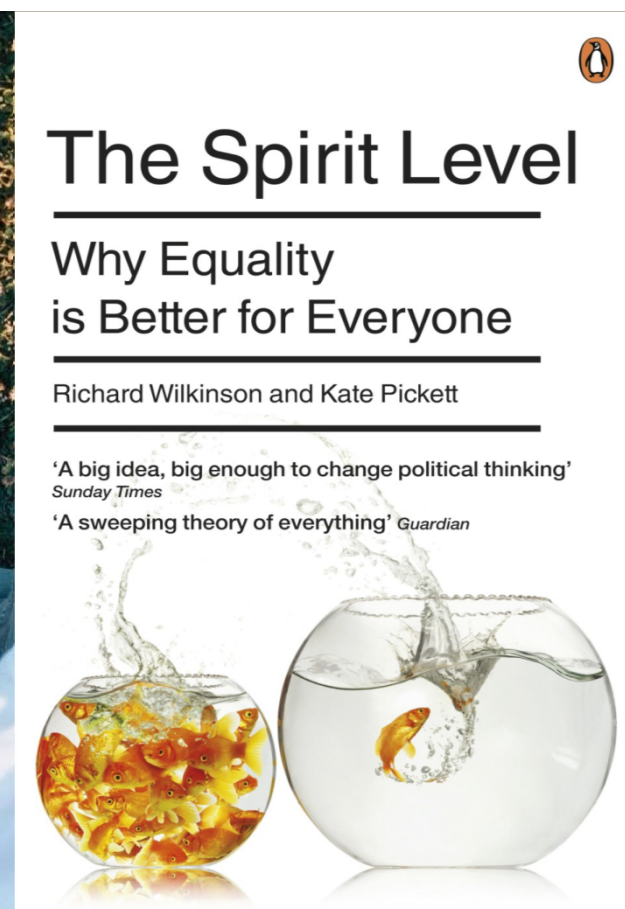
cittàsane
rete italiana OMS



The CSDH – closing the gap in a generation



The Marmot Review – Fair Society Healthy Lives



The Spirit Level

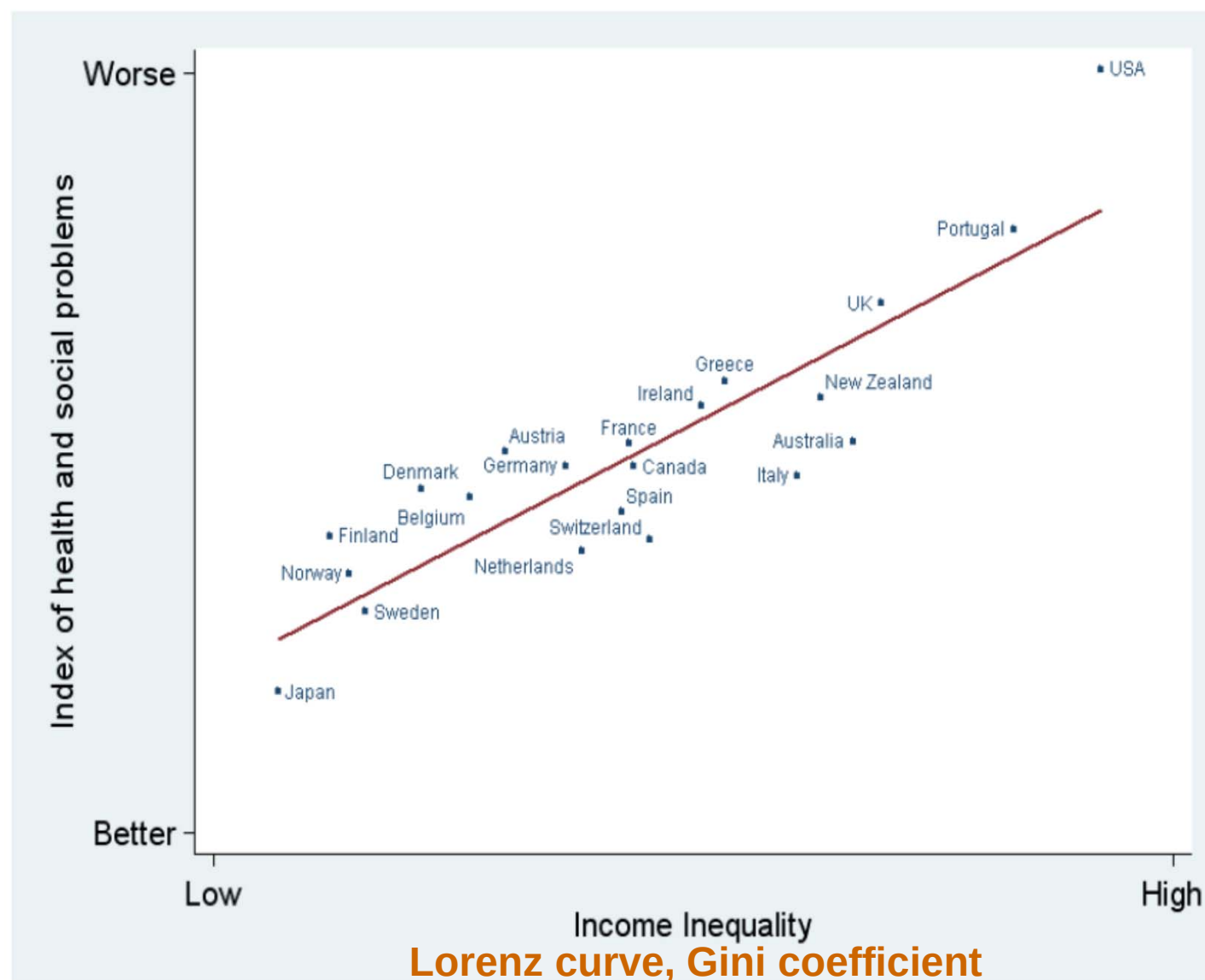
A Fair Society

- Study evidence of low sense of control, self efficacy and self esteem in population in unequal areas
- Almost everyone benefits from greater equality; usually the benefits are greatest among the poor but extend to the majority of the population

Health and Social Problems are Worse in More Unequal Countries

Index of:

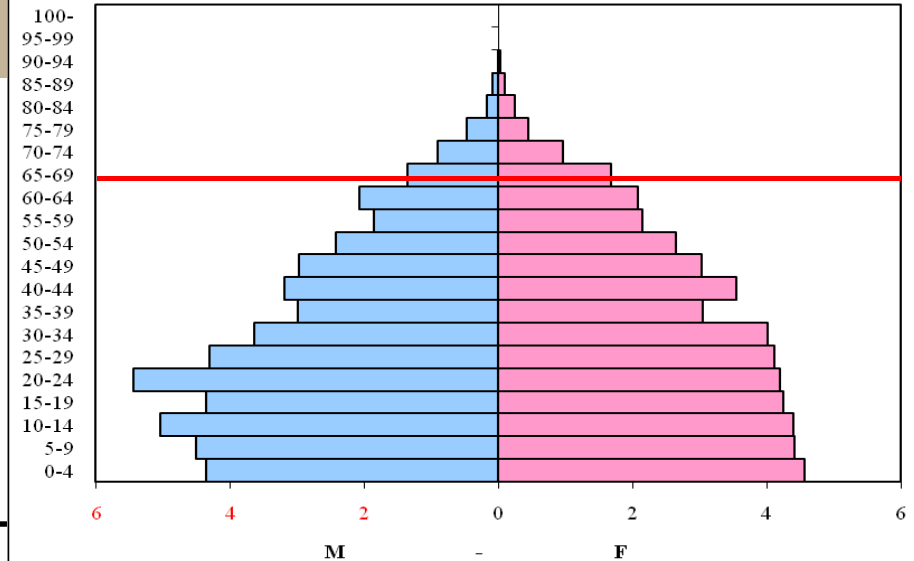
- Life expectancy
- Math & Literacy
- Infant mortality
- Homicides
- Imprisonment
- Teenage births
- Trust
- Obesity
- Mental illness – incl. drug & alcohol addiction
- Social mobility



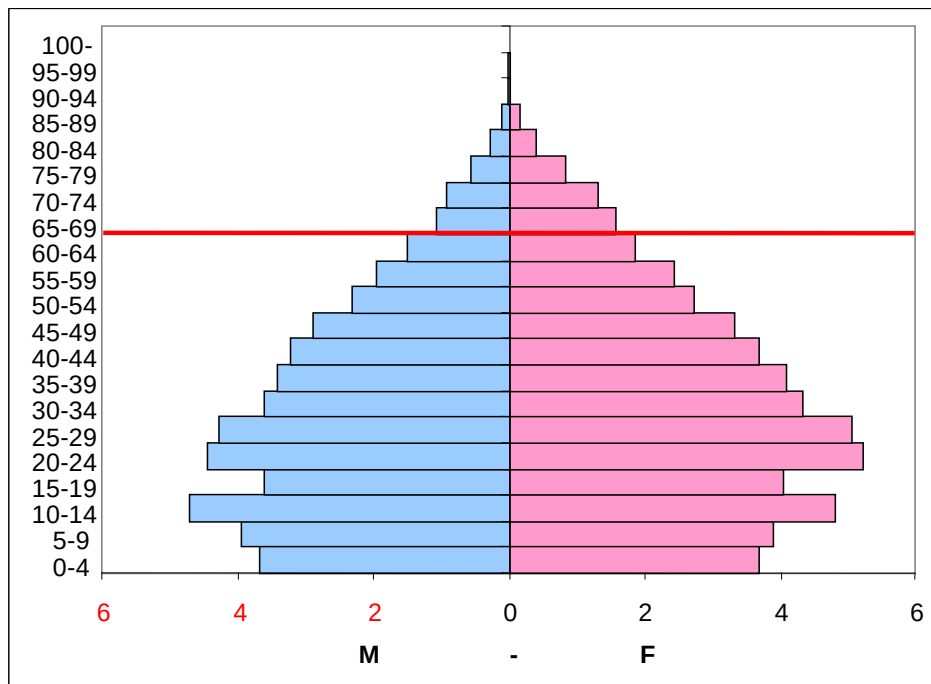


- UDINE POPULATION PYRAMIDS
- snapshots of demographic change

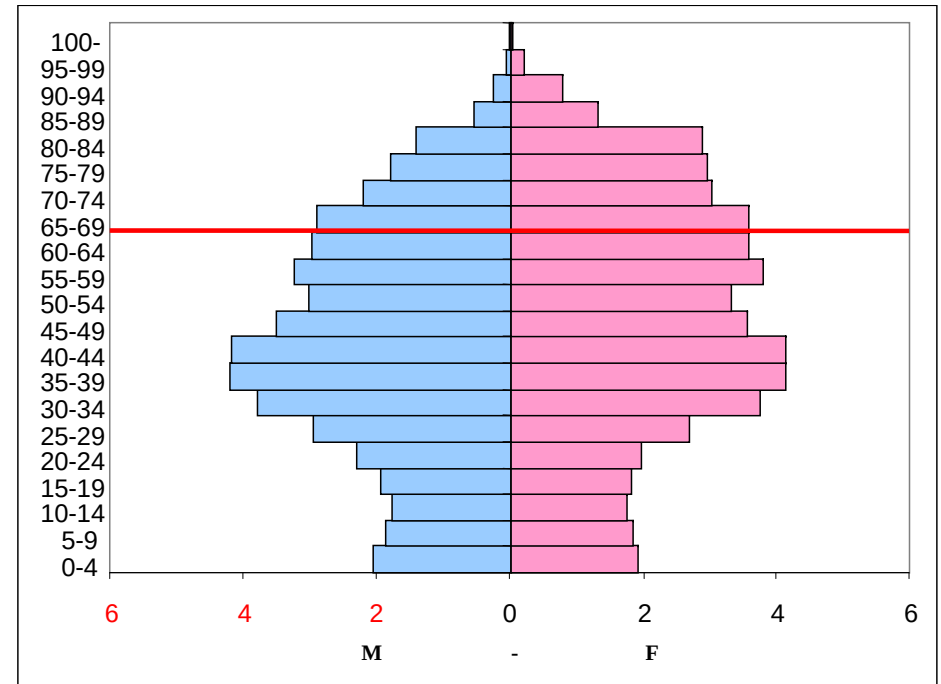
1871



1936

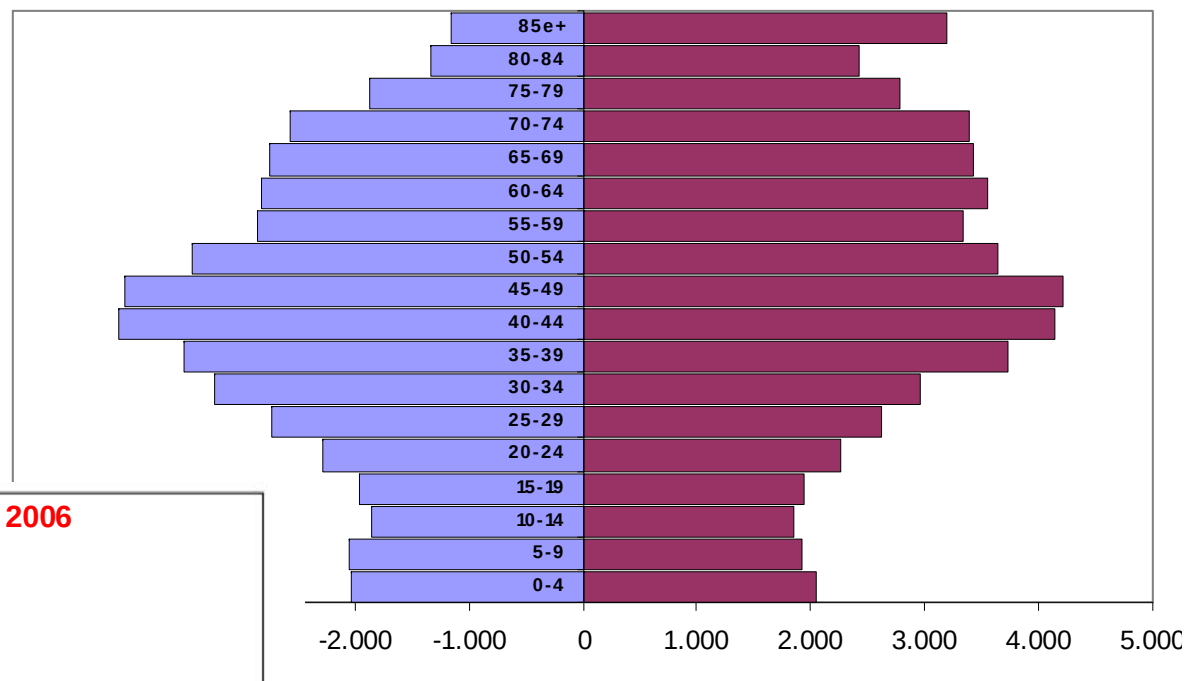


2001

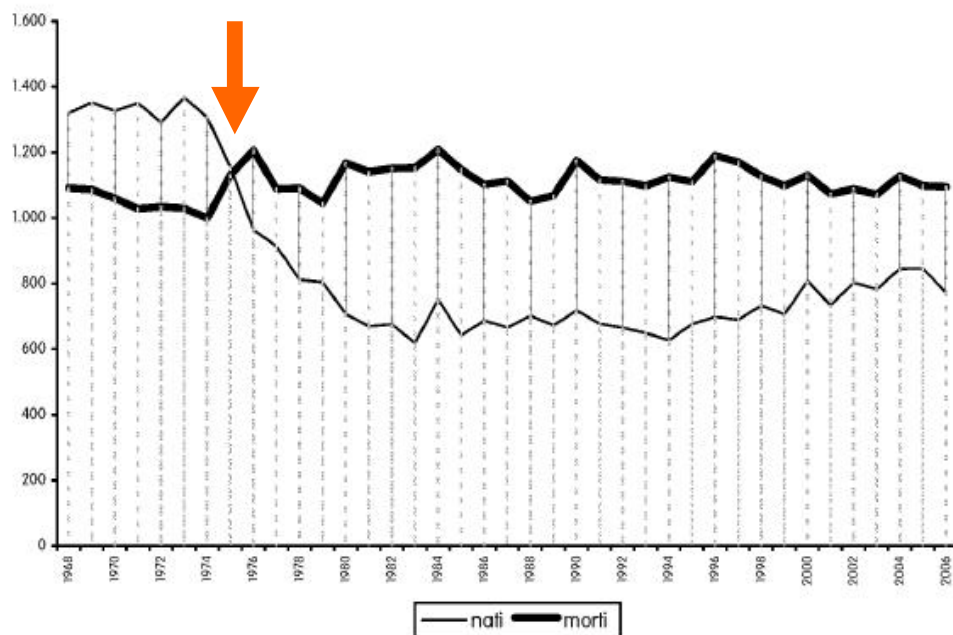




31 dicembre 2011



NATALITY AND MORTALITY BETWEEN 1968 & 2006





OLDER PEOPLE IN UDINE, ITALY & EUROPE

		Udine (2011)	Italy (2011)	Europe (2010)
Average age		46	43	40.9
Senior citizens		24.9	20.3	17.4
Old age index	Population (65+)	211.7	144.5	111.5
	Population (0-14)			
Dependency ratio	Population [(0-14) + (65+)]	57.8	52.3	49.3
	Population (15-64)			
Old dependency ratio	Population (65+)	39.3	30.8	25.9
	Population (15-64)			
Exchange rate	Population (60-64)	163.4	130.3	-
	Population (15-19)			



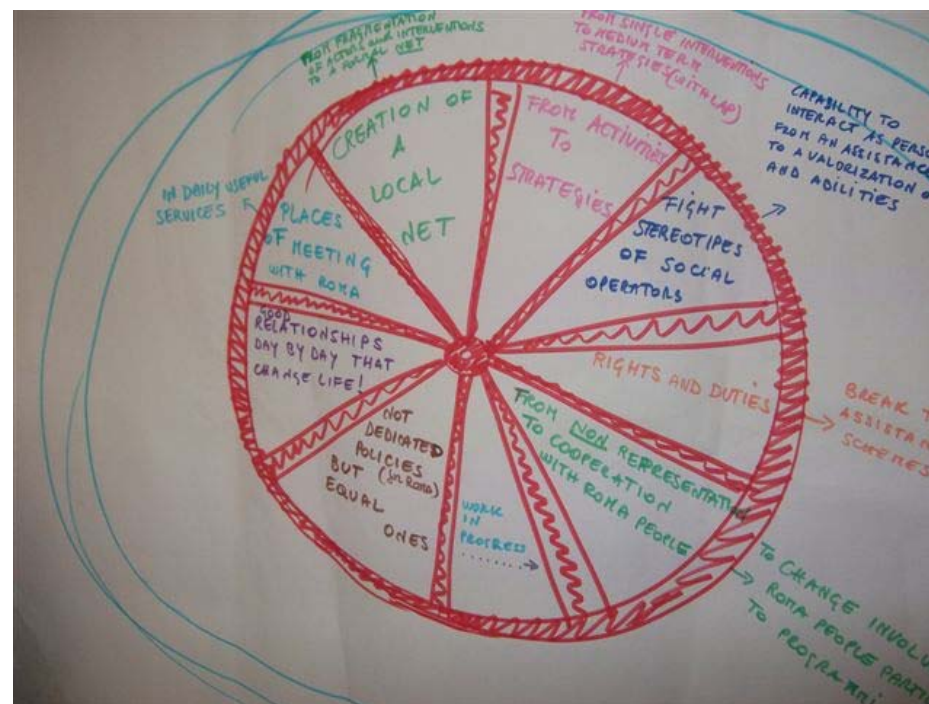
PERCENTAGE OF OLDER PEOPLE LIVING ALONE

Age	Males	Females	Total
% over 65	21,2	52,1	39,6
% over 75	10,5	35,9	25,6
% over 85	3,8	15,6	10,8
centenaries	14	49	63

Roma-Net

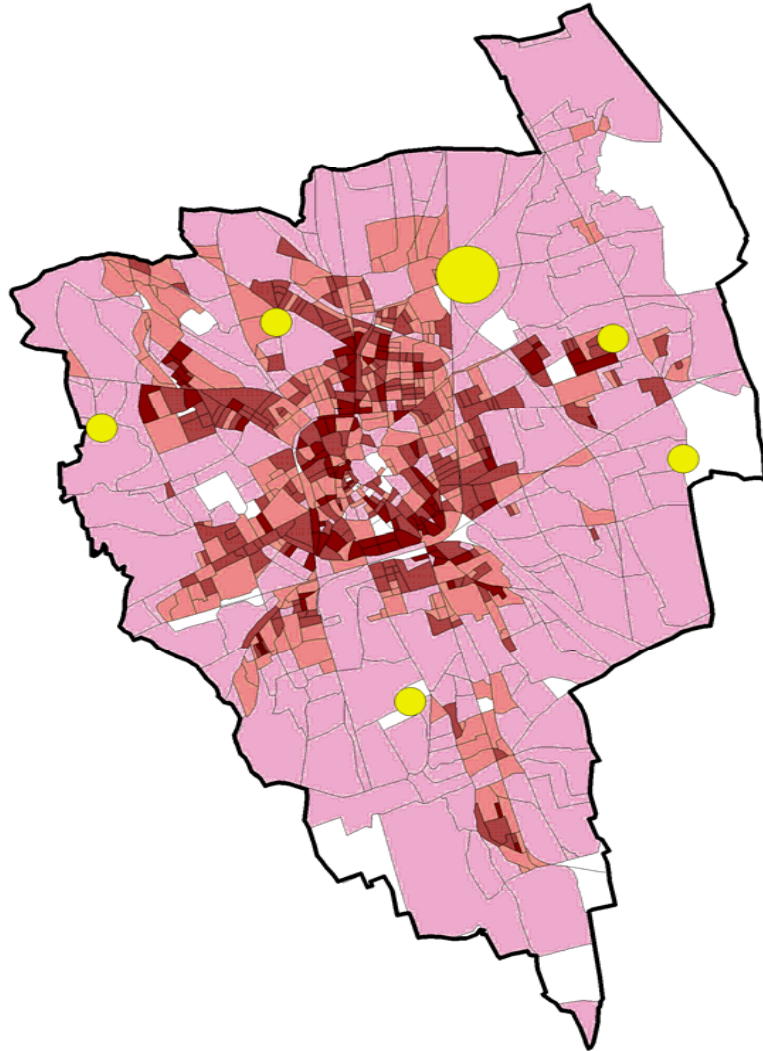
139 Members of Local Support Groups

Connecting cities
Building successes





ROMA SETTLEMENTS IN UDINE



Integration of Roma population

Roma are not a homogenous group of people





IMPACT

- Amazing tangible benefits
- LSG brought together, health care workers, care-givers, NGO's, municipality workers, residents, roma people,
- Reduce by over 50% Roma population living in informal settlements
- Achieve totality of children included in some schooling programme,
- Achieve 100% vaccination programme





Environmental policies of municipality of Udine

development of action plans and long-term programs to address critical environmental issues

ISO 14001 and EMAS – environmental management & Audit Scheme **Certifications**

Obtained in for the entire local authority organisation as elements of excellence in management of critical environmental aspects and good practice for both private and public actors.

A significant part is represented by:

policies for energy saving

development of regulations and specific projects to address energy saving issues in the building sector



Local Energy Plan and Covenant of Major Initiative joined since 2009

New energy building code and ClimaHouse certification



Challenges

- The excitement of innovation
- District heating
- Building regulations to reduce heat dissipation, increase thermal insulation
- Turbines
- Orientation
- Direct light
- Geothermal
- Solar
- Dialogue

My strategies

- Sustainability
- Healthy lifestyles
- Inclusiveness



WHAT is Innovation?

- Appointing a deputy for innovation & e-technologies
- Full coverage of the city ADSL 2Mbps
- Large bandwidth (NGN 50Mbps) utilizing sewage pipes BRUGG
- Free wireless in main squares
- Improving school technologies (e.g. smartboards, tablets,...)
- Introduce paperless workflow
- Open data: can you process the data you make accessible?



INNOVATION

- New generation network: Fiber To The Cabinet

- Through the sewage & street lighting pipes

- 50Mbps

- European Digital Agenda 20 Mbps by 2020

- Open data





GioNa

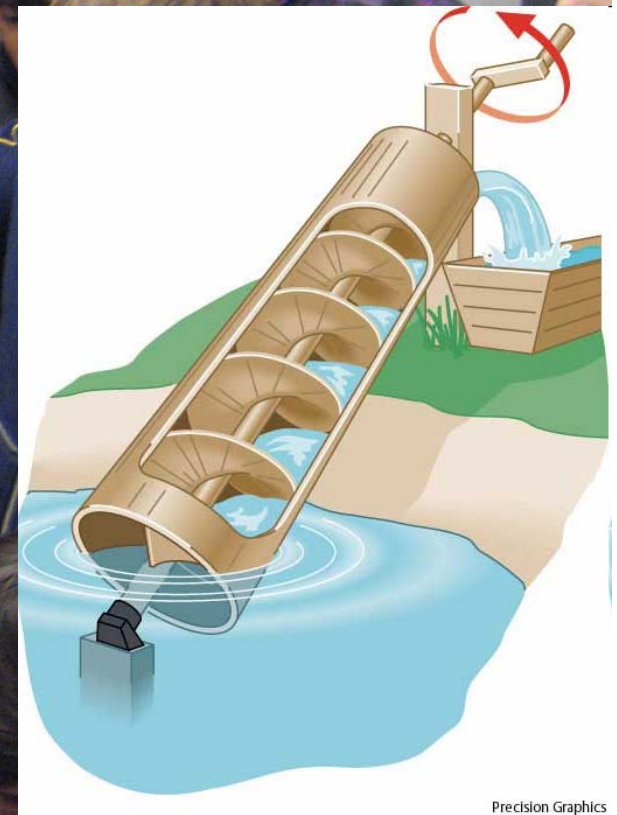
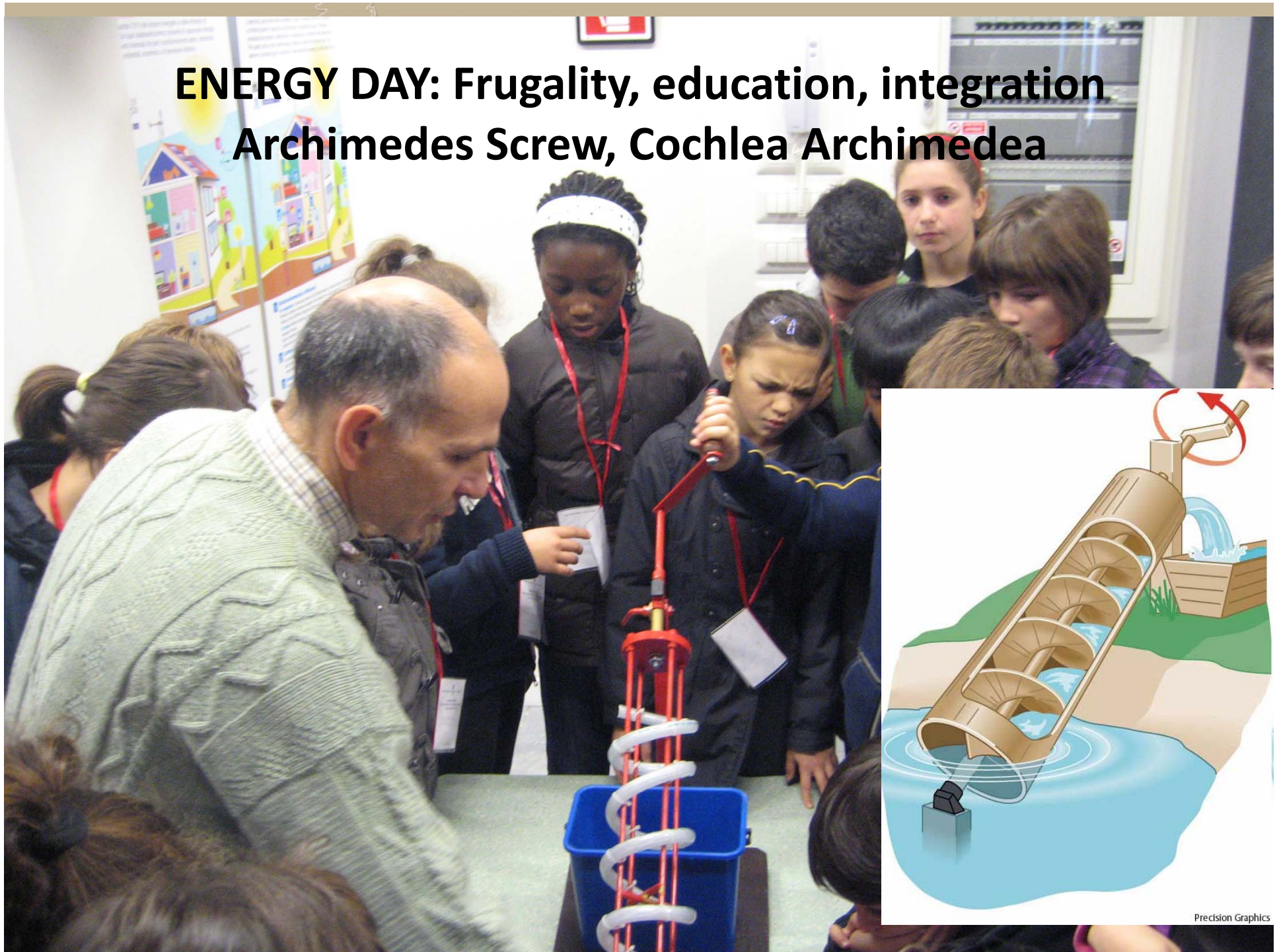
Associazione
Nazionale
Città in Gioco





ENERGY DAY: Frugality, education, integration

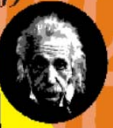
Archimedes Screw, Cochlea Archimedeia





Festa del Pi greco
Udine, Piazza Matteotti
sabato 14 marzo 2009

LUDOBUS
Buon compleanno, Albert!



π
Pi Day
3.14

π ore 15.30 > 17.30 >> Giochi d'ingegno con il Ludobus
 π ore 17.00 > Gara di Pi greco a memoria - sfida all'ultima cifra

Info
Comune di Udine
Puntoinforma tel. 0432.414717
Ludobus tel. 0432.271677 - 756
www.comune.udine.it



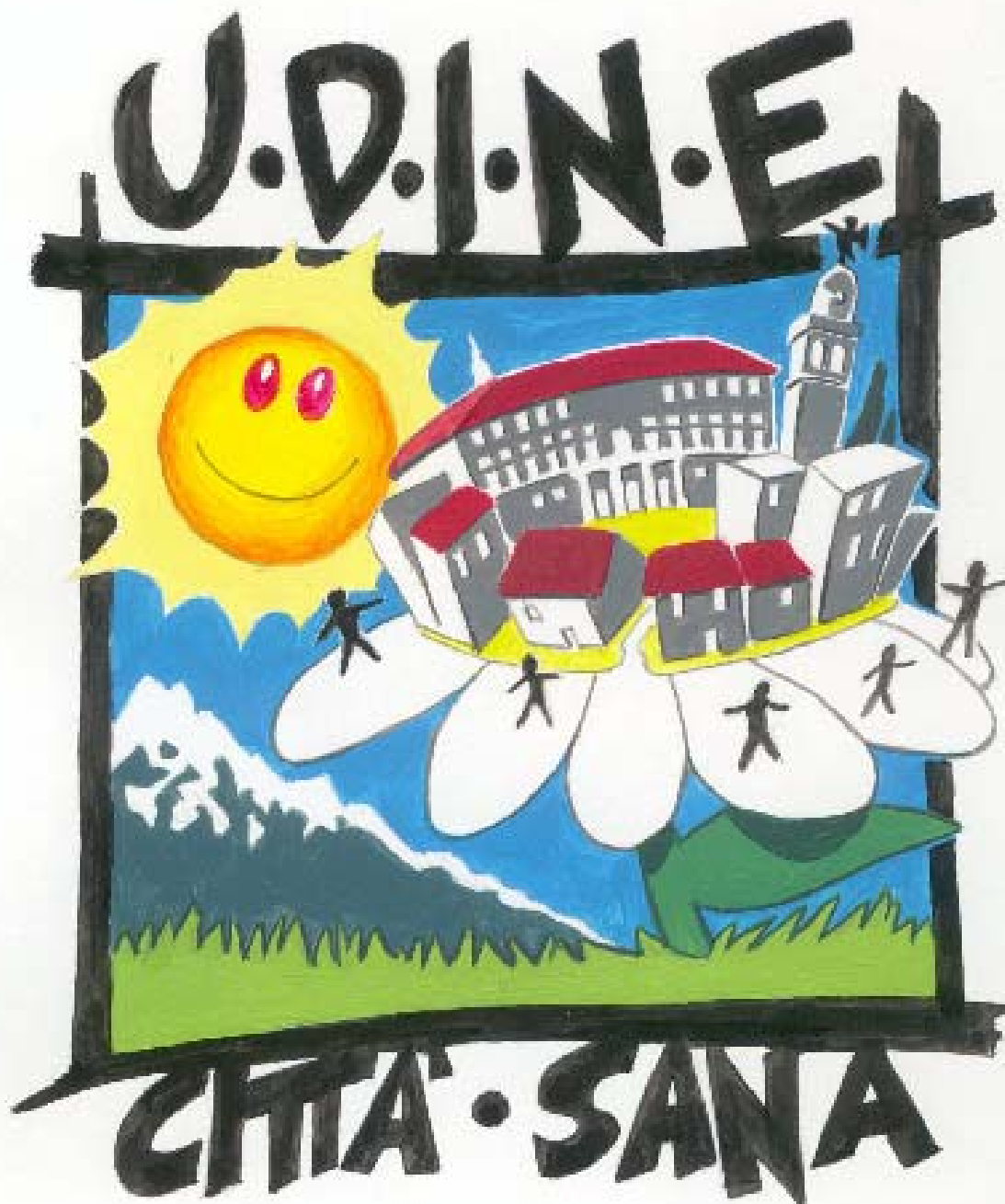
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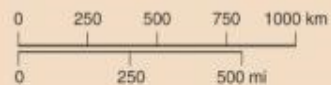
UDINE
joined the Healthy
Cities movement
**HEALTH
ENLIGHTENMENT**
in 1995

WHO European Healthy Cities network

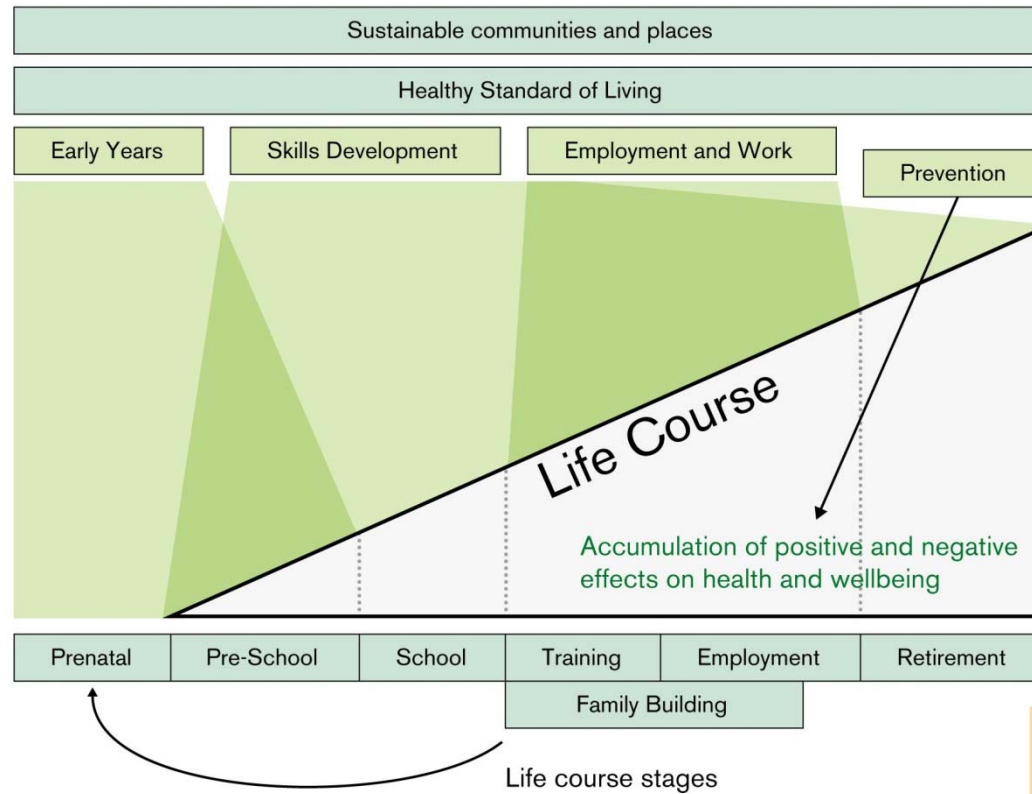


1	Waterford	IRE	37		
2	Cork	IRE	57	Jerusalem	ISR
3	Galway	IRE	58	Amaroussion	GRE
4	Derry/Londonderry	UNK	59	Athens	GRE
5	Belfast	UNK	60	Ptolemaidas	GRE
6	Cardiff	UNK	61	Warsaw	POL
7	Glasgow	UNK	62	Lodz	POL
8	Swansea	UNK	63	Poznan	POL
9	Carlisle	UNK	64	Dresden	DEU
10	Newcastle	UNK	65	Brno	CZE
11	Sunderland	UNK	66	Vienna	AUS
12	Preston	UNK	67	Gyor	HUN
13	Liverpool	UNK	68	Pecs	HUN
14	Manchester	UNK	69	Novi Sad	SRB
15	Sheffield	UNK	70	Sarajevo	BIH
16	Stoke on Trent	UNK	71	Zagreb	CRO
17	Brighton	UNK	72	Celje	SVN
18	Sandnes	NOR	73	Ljubljana	SVN
19	Osfold County	NOR	74	Rijeka	CRO
20	Horsens	DEN	75	Udine	ITA
21	Copenhagen	DEN	76	Venice	ITA
22	Helsingborg	SWE	77	Padua	ITA
23	Stockholm	SWE	78	Modena	ITA
24	Turku	FIN	79	Bologna	ITA
25	Kuopio	FIN	80	Arezzo	ITA
26	Kiaipeda	ITA	81	Milan	ITA
27	Jurmala	EST	82	Torino	ITA
28	Pärnu	EST	83	Rotterdam	NET
29	St Petersburg	RUS	84	Liege	BEL
30	Cherepovets	RUS	85	Brussels	BEL
31	Valkiy Ustyug	RUS	86	Dunkerque	FRA
32	Cheboksary	RUS	87	Nancy	FRA
33	Novocheboksark	RUS	88	Rennes	FRA
34	Izhevsk	RUS	89	Grasse	FRA
35	Dimitrograd	RUS	90	Nantes	FRA
36	Samara	RUS	91	L'hospitalet de Llibregat	SPA
37	Novosibirsk	RUS	92	Barcelona	SPA
38	Stavropol	RUS	93	Sant Andreu de la Barca	SPA
39	Ulyanovsk	RUS	94	San Sebastian	SPA
40	Trebzon	TUR	95	Vitoria-Gasteiz	SPA
41	Avanos	TUR	96	San Fernando	SPA
42	Kirkkale	TUR	97	Villanueva de la Cañada	SPA
43	Canikaya	TUR	98	Leganes	SPA
44	Eskisehir Odunpazari	TUR	99	Salamanca	SPA
45	Eskisehir/Tepebasi	TUR	100	Ourense	SPA
46	Gölcük	TUR	101	Lozres	POR
47	Kocaeli	TUR	102	Viana do Castelo	POR
48	Yalova	TUR	103	Oeiras	POR
49	Istanbul	TUR	104	Montijo	POR
50	Bursa	TUR	105	Seisal	POR
51	Denizli	TUR			
52	Niğliç	TUR			
53	Kadıköy	TUR			
54	Aydın	TUR			
55	Izmir	TUR			
56	Karsiyaka-Izmir	TUR			

● 96 Designated cities ● 9 Applicant cities



The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.



Strategic Review of Health Inequalities
in England post-2010

Social determinants of health across the lifecourse

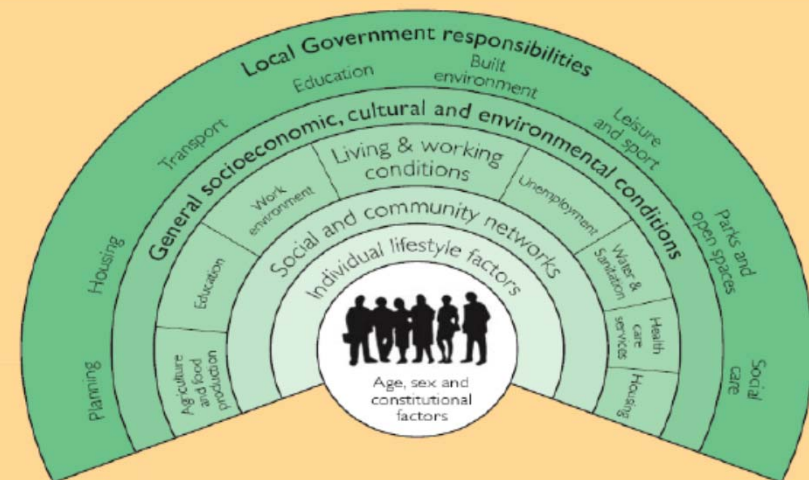


Figure 1: Dahlgren and Whitehead's Model of Health Determinants
Source: Dahlgren G, Whitehead M. Policies and strategies for promoting social equity in health. 1991.



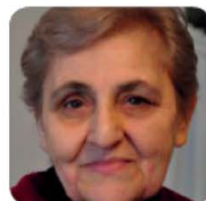
GUST 2013



World Health Day 2012 Copenhagen, 2 april 2012

Leadership & European Networking





Active Ageing
Good health adds life to years





Slogans

**ADD LIFE TO YEARS
NOT YEARS TO LIFE**

**What is good for older people
is good for other people**

**YOU CAN'T HELP GETTING OLDER,
BUT YOU DON'T HAVE TO GET OLD**

**But the hard truth is:
People with high income benefit more from
public funding than people with low income**



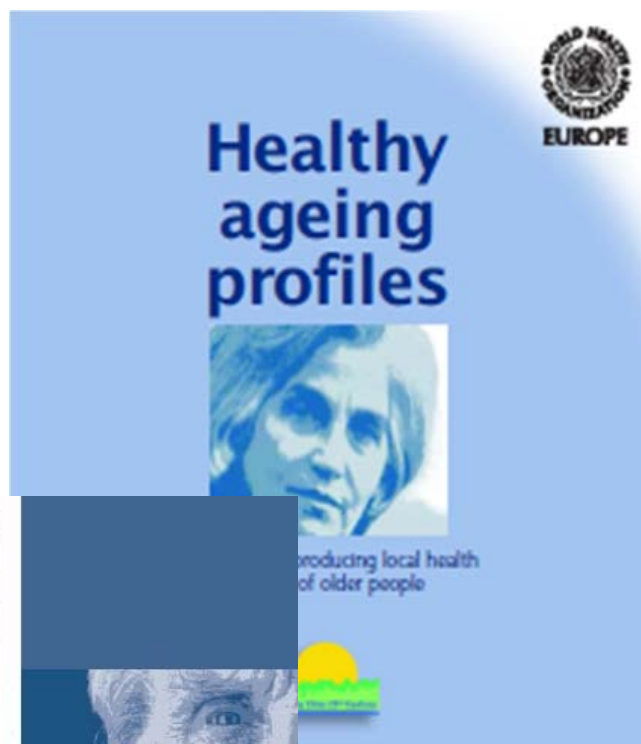
You don't stop laughing because you grow old,
You grow old because you stop laughing

Where are their partners?





Core theme Phase IV HEALTHY AGEING PROFILES (2004-2008)



UDINE

**The health profile
of the elderly population**



Table 1. List of indicators

Section A Population profile

1	Population structure
2	Small-area residence
3	Life expectancy
4	Population dynamics
5	Dependency ratio
6	Single household status
7	Mortality by cause, age and sex
8	Morbidity
9	Mental health
10	Functional impairment
11	Behaviour

Section B Access to health and social support services

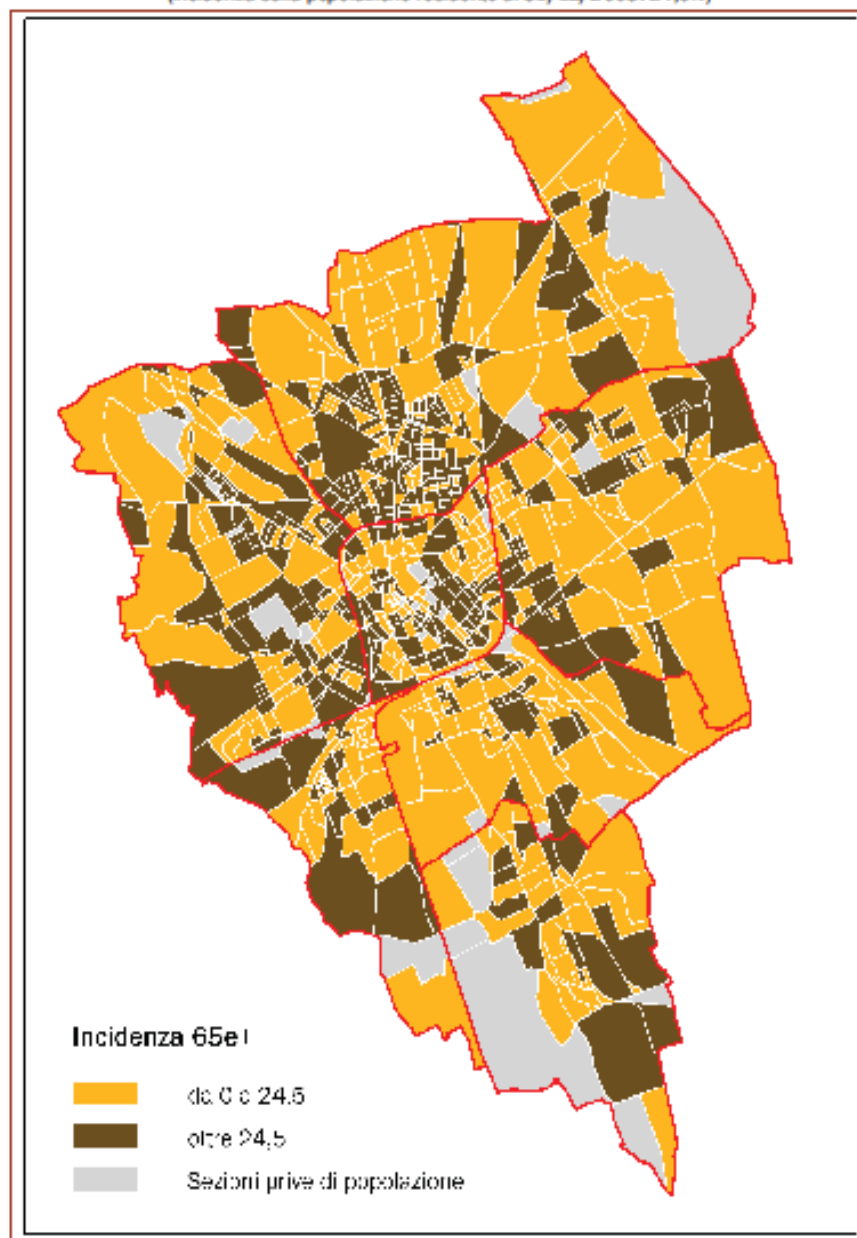
12	Values
13	City delivery and social support system
14	Health and social care responsibility

Section C The socioeconomic portrait: vulnerabilities and strengths

C1	<i>Employment, income and social position</i>
15	Economic status
16	Income
17	Education
C2	<i>Housing and environment</i>
18	Housing ownership
19	Safety and security at home and in the neighbourhood
20	Access to transport
C3	<i>Participation and empowerment</i>
21	Participation in decision-making
22	Influence in the community

Scheda n. 4.a - La presenza di anziani nella città

Incidenza degli over 65 sulla popolazione per quartiere
(incidenza sulla popolazione residente al 31/12/2008: 24,5%)

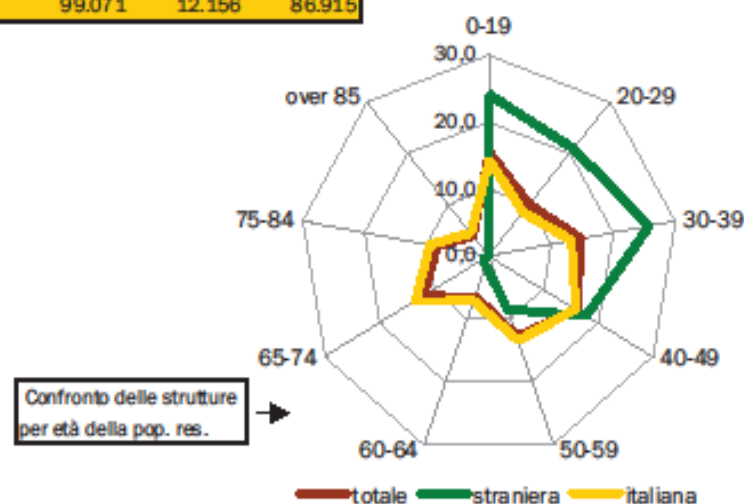


Popolazione residente comune di Udine al 31/12/2008

classi	comunale	straniera	italiana
0-4	4.107	1.057	3.050
5-9	3.721	644	3.077
10-14	3.684	550	3.134
15-19	3.810	679	3.131
20-24	4.326	1.056	3.270
25-29	5.503	1.479	4.024
30-34	6.722	1.528	5.194
35-39	7.935	1.599	6.336
40-44	8.274	1.275	6.999
45-49	7.613	890	6.723
50-54	6.493	646	5.847
55-59	6.236	393	5.843
60-64	6.420	190	6.230
65-69	6.435	101	6.334
70-74	5.483	44	5.439
75-79	4.563	16	4.547
80-84	3.787	5	3.782
85-89	2.738	4	2.734
90-94	852	0	852
95-99	317	0	317
100 e +	52	0	52
Totale	99.071	12.156	86.915

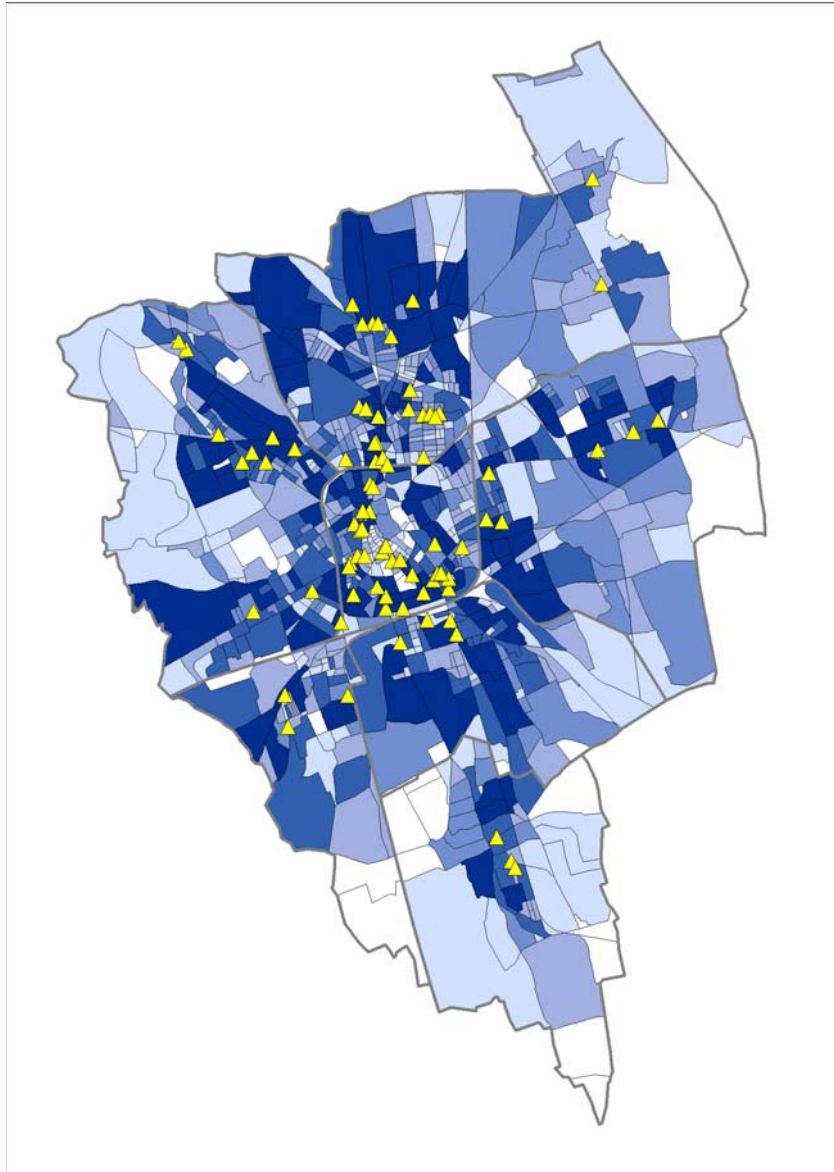
Incidenza over 65 per quartiere

Quartieri	inc over 65	Maschi	Femmine
Q1	27,8	20,8	33,4
Q2	24,2	20,2	27,8
Q3	23,5	20,3	26,4
Q4	21,4	17,9	24,6
Q5	19,2	16,4	21,8
Q6	20,7	17,1	24,0
Q7	25,9	21,9	29,4

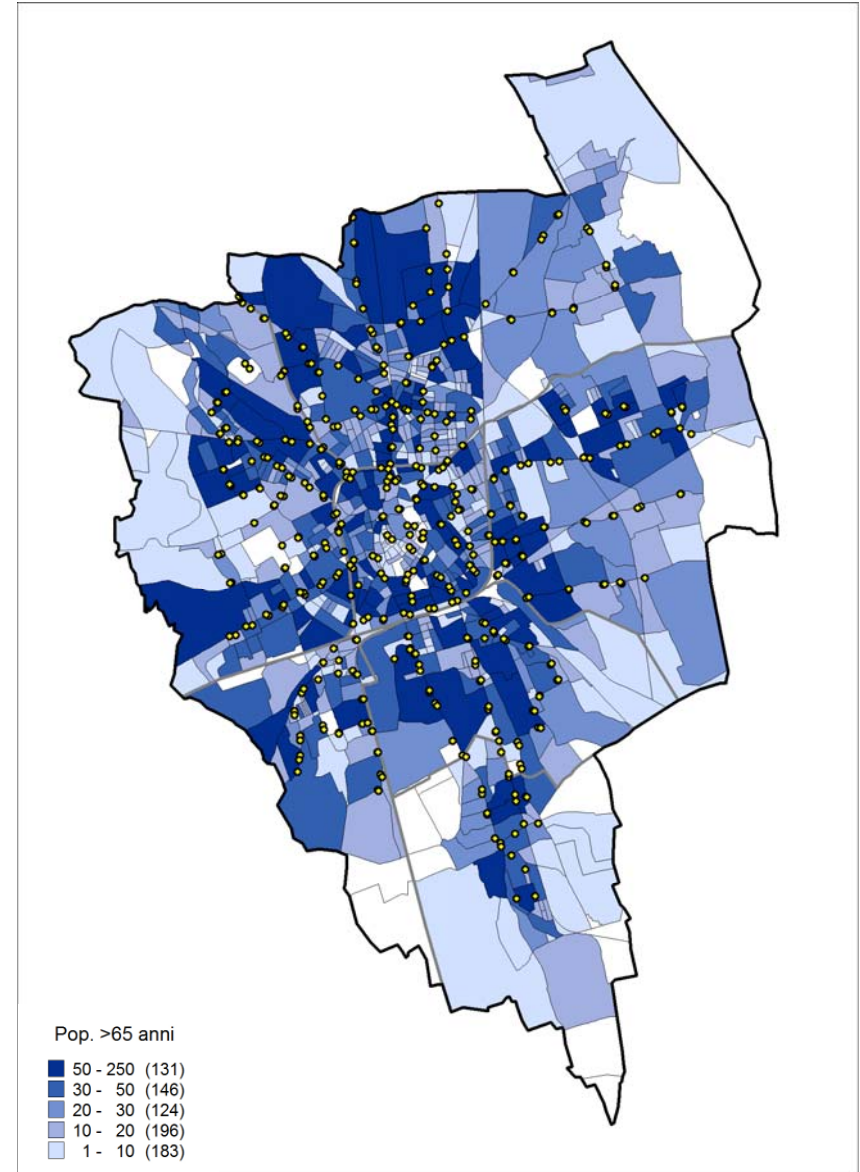




POPULATION OVER 65 & GPs

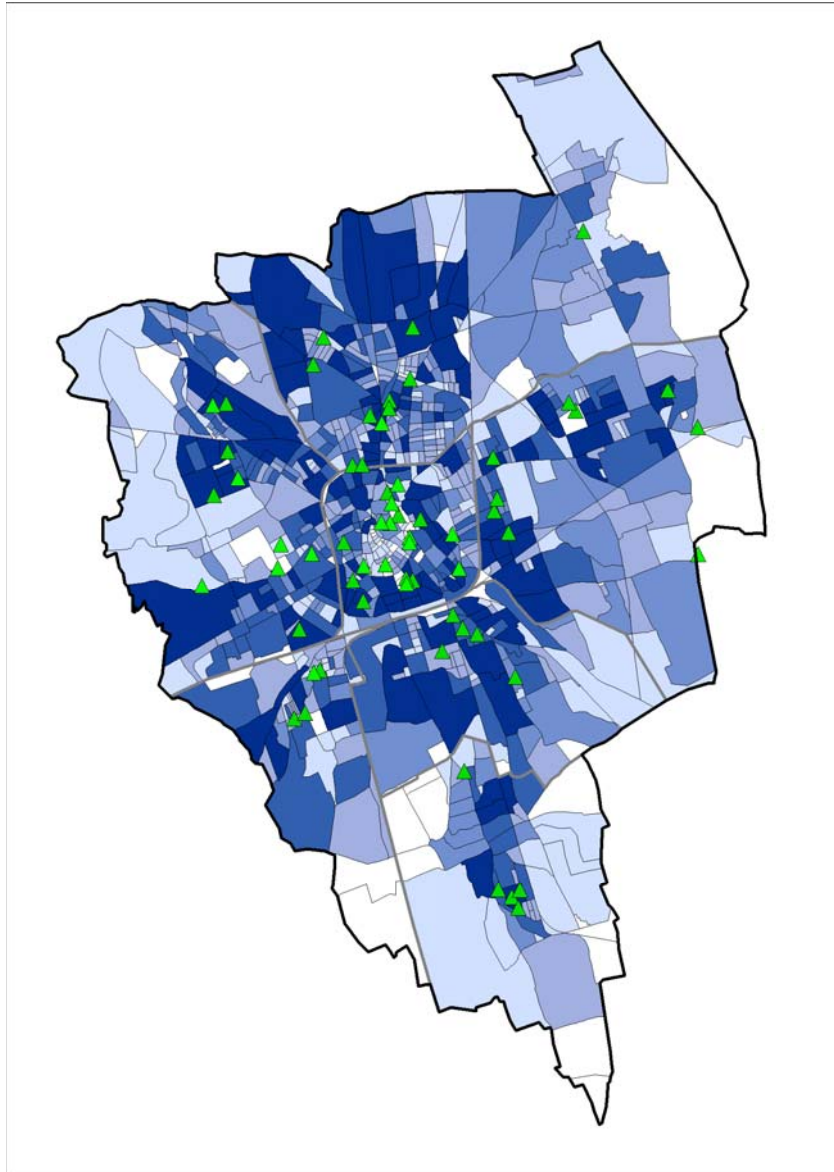


POPULATION OVER 65 & BUS STOPS



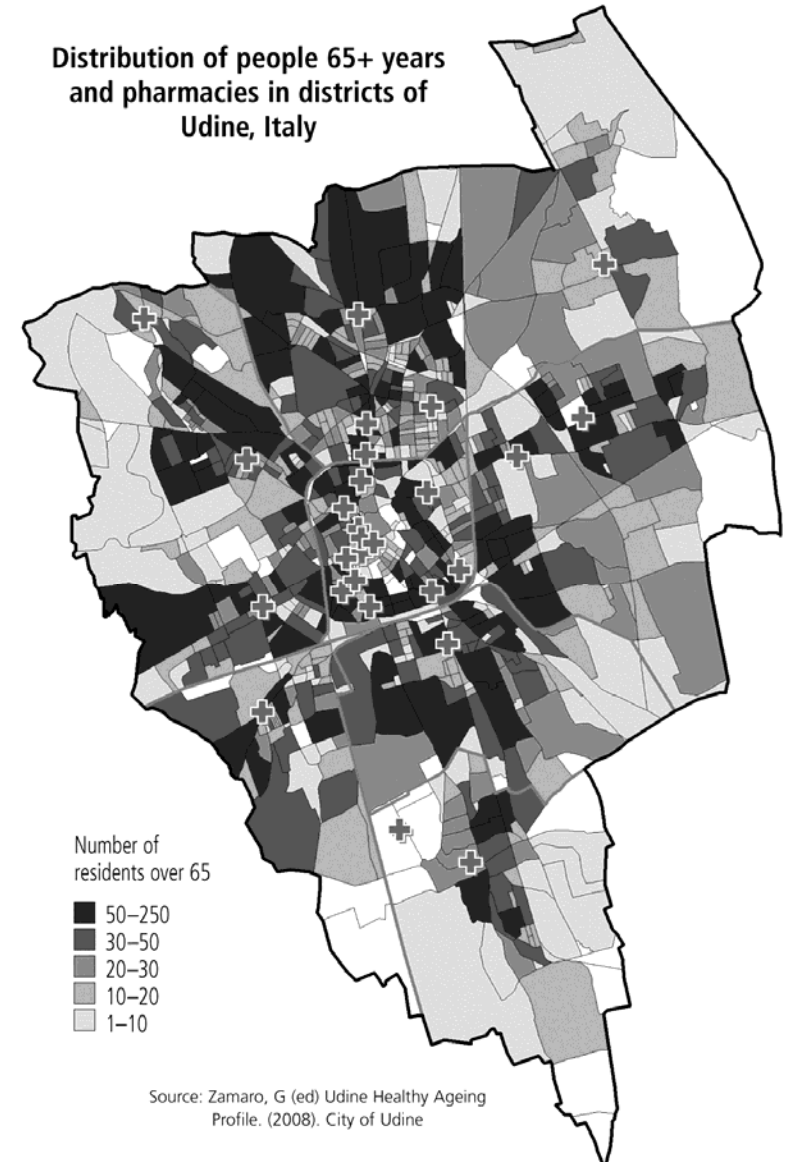


POPULATION OVER 65 & GREEN AREAS



POPULATION OVER 65 & PHARMACIES

Distribution of people 65+ years
and pharmacies in districts of
Udine, Italy



COMBINING Healthy Ageing with the Age-Friendly Cities Programme



Americas

Argentina, La Plata
Brazil, Rio de Janeiro
Canada, Halifax
Canada, Portage la Prairie
Canada, Saanich
Canada, Sherbrooke
Costa Rica, San Jose
Jamaica, Kingston
Jamaica, Montego Bay
Mexico, Cancun
Mexico, Mexico City
Puerto Rico, Mayaguez
Puerto Rico, Ponce
USA, New York
USA, Portland

Africa

Kenya, Nairobi

Eastern Mediterranean

Jordan, Amman
Lebanon, Tripoli
Pakistan, Islamabad

Europe

Germany, Ruhr
Ireland, Dundalk
Italy, Udine
Russia, Moscow
Russia, Tuymazy
Switzerland, Geneva
Turkey, Istanbul

UK, Edinburgh
UK, London

South-east Asia

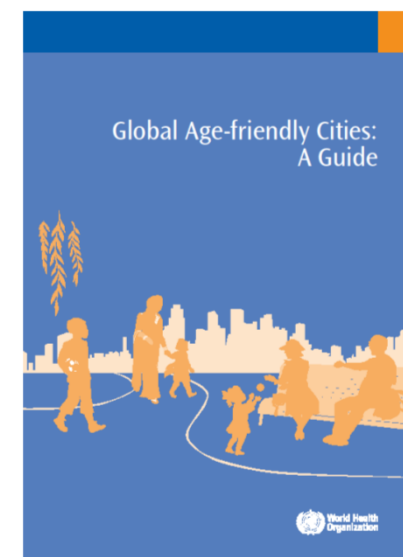
India, New Delhi
India, Udaipur

Western Pacific

Australia, Melbourne
Australia, Melville
China, Shanghai
Japan, Himeji
Japan, Tokyo

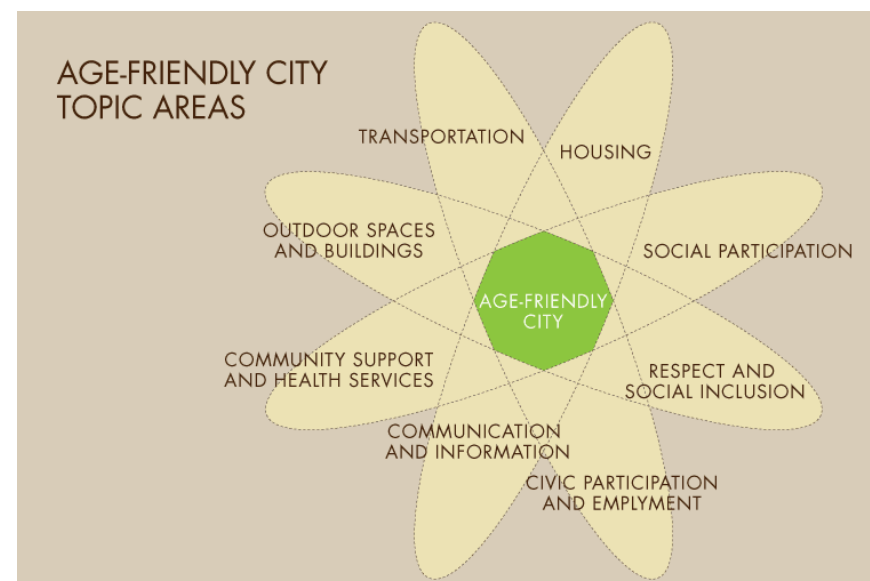
Collaborating cities involved: 33
cities (22 countries)

Objective: to identify age-friendliness features of the physical & social environment and elicit suggestions for improvement
results published in



Age-friendliness community assessment applied to Udine

- Methodology adopted: **Vancouver Protocol**
- Period of assessment: January – December 2007
- Topics: What is it like to live in Udine as an older person?
- People involved: about 100 people
- 8 focus groups (10-12 people each group):
 - 4 with older people divided according to Age (2 groups aged 60-74 & 2 aged >75) & Income (2 groups with low income & 2 with high-middle income)
 - 1 with caregivers
 - 1 with voluntary sector
 - 1 with public sector
 - 1 with private sector



Udine Decalogue of Healthy INitiatives for the Elderly

- Healthy lifestyle (over the life-course)
 - Physically active: gentle fitness, walking groups, physical activity at home
 - Mentally active: brain training, playing, humour
 - Healthy habits: No smoking, less alcohol consumption, less TV
 - Healthy eating habits
 - Health checks, screening, vaccinations opportunities
- Age-friendly housing: fall prevention, accessibility
- Social inclusion, conviviality, aggregation
- Intergenerational solidarity: walk to school, grandpa-traffic warden, local history
- Social support and care-giving, home-care
- Time for yourselves vs contrasting isolation



Shortening the supply chain: “0 km Markets”

Are healthy eating
habits more
expensive?





1. Hands on the wall



2. On the tip of your toes



3. Eyes closed & lift your hands

GENTLE FITNESS

PHYSICAL ACTIVITY AT HOME

The aim is to stimulate the elderly towards a regular physical exercise and encourage them to participate to physical activity programmes





URBACT LSG
Summer University

DUBLIN

28 / 29 / 30 / 31 AUGUST 2013



Leadership & European Networking

European Union
European Regional Development Fund

Connecting cities
Building successes

ACT



KEEP PHYSICALLY & MENTALLY MOVING

Walk together up to the library
and then read a book and have a
healthy snack

"Testa & Piedi in movimento"





PEDIBUS

An intergenerational activity

“Which vehicles have the smallest carbon footprint: black cars or blue cars with little white clouds painted on?”





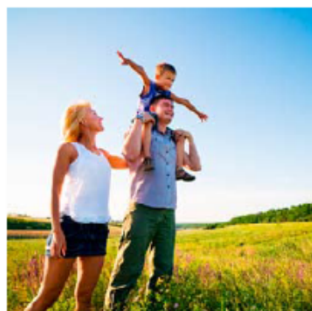
Urban planning improving house to school route's through Children's and Senior Citizen's City Councils





Piramide della Salute

0 / 31 AUGUST 2013



HEALTH PYRAMID CONSUMERS AWARE OF THEIR CHOICES FOR HEALTHIER LIFESTYLES

Social marketing and health info
point in a supermarket

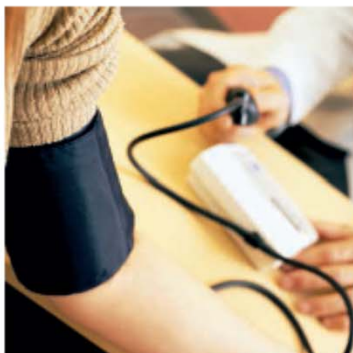
Scelte informate e consapevoli
per uno stile di vita salutare.

DESPAR

EUROSPAR

INTERSPAR

**MISURAZIONE
DELLA PRESSIONE**



**CONTROLLO
DELLA GLICEMIA**



**RILEVAZIONE
DEL BATTITO CARDIACO**



**CALCOLO DELL'INDICE
DI MASSA CORPOREA**







13



IRBACT LSG

DUBLIN

2013





UST 2013





PRIMA

Ingresso
scuola



DOPO

Ingresso
scuola



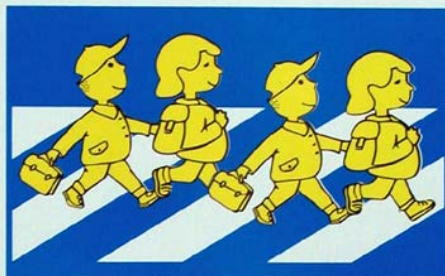
PRIMA



PEDIBUS

un servizio strutturato di
accompagnamento dei bambini
a piedi; funziona tutti i
giorni come uno scuolabus, con
linee, delle fermate e
orari precisi segnalati da
appositi cartelli

ATTENZIONE



« A scuola
ci andiamo da soli »

PASSAGGIO BAMBINI







CamminaMenti
... le menti in cammino





CAMMINA MENTI

LE MENTI IN CAMMINO

PER IL MANTENIMENTO DELL'INTEGRITÀ DELLE
FUNZIONI COGNITIVE

Indizi ed enigmistica e
biblioteca

Tradizioni popolari: con
la valigia della memoria

Logica e matematica

Aggiungi benessere alla
tua vita

Calligrafia

Inglese e friulano:
partecipiamo insieme

Artigiani creativi:
lavorare con le spezie

Allenamento della
memoria

Alberi, funghi ed erbe:
micologia, botanica e
cucina

Attività (e)
cucina



ORTI²⁰¹³ URBANI



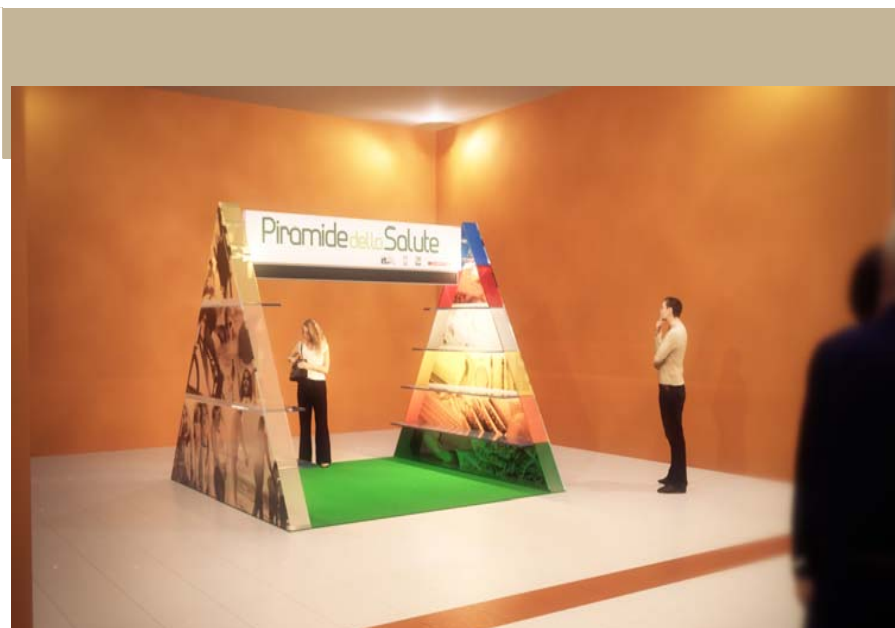
- Spazio naturale organizzato, per favorire il rapporto uomo-terra-coltura, la socializzazione e l'inclusione sociale
- Proprietà comunale, in concessione a cittadini, scuole, associazioni, non a scopo di lucro
- Coltivazione ortaggi, fiori e piccoli frutti



Piramide della Salute



e informate e consapevoli



Il servizio è attivo un servizio gratuito di informazioni
alla presenza degli operatori sanitari e dei
volontari delle seguenti associazioni:

 LILT PER LA LOTTA CONTRO I TUMORI prevenire è vivere	 Associazione Insufficienti Respiratori Regione Friuli Venezia Giulia
 Associazione Nazionale Dimagrire Insieme "lo" - ONLUS	 A.C.A.T. Udinese
 Associazione Friuli Reumatici Friuli Venezia Giulia	 UISP sportpertutti Comitato di Udine
 AMBIENTE UDINE	

Il servizio è operativo da aprile a giugno 2011
secondo il seguente calendario:

	ore 10-12	ore 16-18
Mercoledì	L.I.L.T. Udine	A.I.R. FVG onlus
Venerdì	ANDI / ACAT	UISP Udine

Ogni mercoledì e giovedì, dalle 16 alle 18, sarà possibile
effettuare gratuitamente i seguenti test:

MISURAZIONE
DELLA PRESSIONE



CONTROLLO
DELLA GLICEMIA



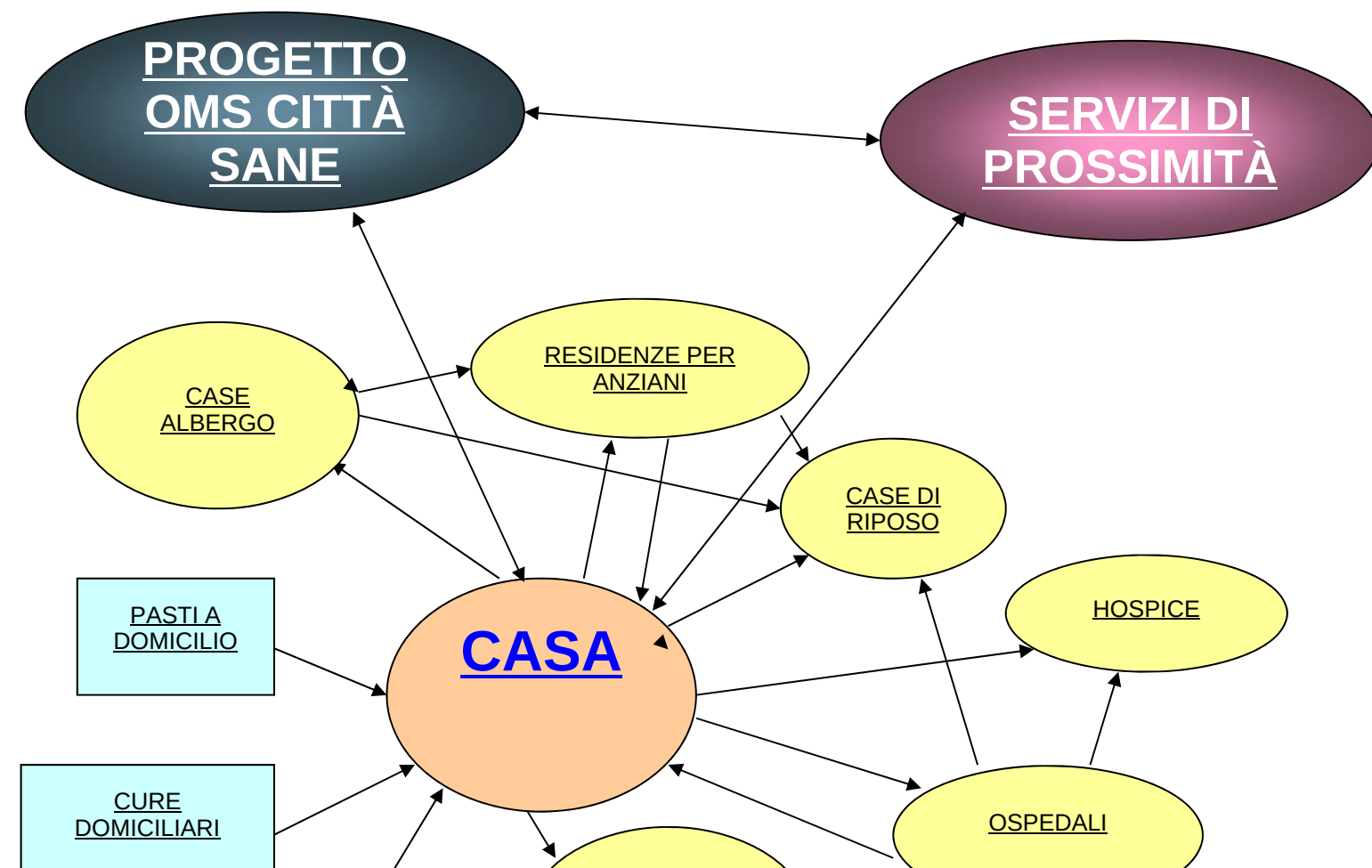
RILEVAZIONE
DEL BATTITO CARDIACO



CALCOLO DELL'INDICE
DI MASSA CORPOREA



SERVIZI OFFERTI ALL'ANZIANO



NO ALLA SOLIT'UDINE



INNOVATIVE IDEA :

**JUST PROVIDE NETWORKING & A CALL
CENTRE FOR INTEGRATING ACTIVITIES OF
VOLUNTARY ASSOCIATIONS AND THIRD
SECTOR**

**Giving support to older and frail people
in their everyday life, especially those living
alone, with disabilities or economic difficulties**







URBAN GARDENS

013

DEFINITION

Land plots owned by the Municipality
and rented by citizens to grow vegetables
and small plants

IN UDINE

3 areas (60 total land plots)

Surface: 30 sq. m each

Several other areas planned

USERS

Families

Seniors

Schools

Associations





VE YOUR MINDS...

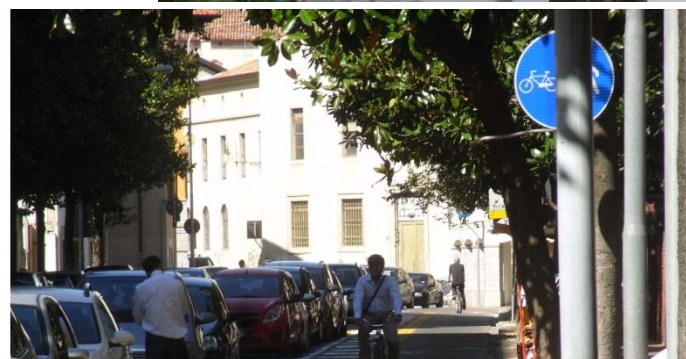
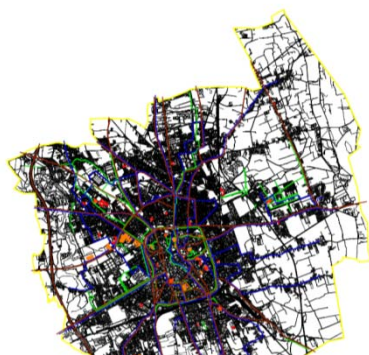


DS ON THE MOVE

- is an integral part of the comprehensive strategy aimed at improving the quality of life of older people in Udine
- provides opportunities for people to meet and share learning activities in a useful and entertaining way

Creare comunità resilienti e ambienti «sani»

L'ambiente urbano determina cambiamenti
e ambientali incidendo sulla qualità della
che il sistema città, con i suoi spazi fisici, i
e le relazioni sociali può concorrere a
inare elementi di disagio o, viceversa
e da catalizzatore nei processi positivi per la
e il benessere dei cittadini





Azioni per la promozione di **ILI DI VITA SANI & AMBIENTI SANI**



Decalogue of Healthy Initiatives for the Elderly

Healthy lifestyle (over the life-course)

Physically active: gentle fitness, walking groups, physical activity at home

Mentally active: brain training, playing, humour

Healthy habits: No smoking, less alcohol consumption, less TV

Healthy eating habits

Health checks, screening, vaccinations opportunities

Age-friendly housing: fall prevention, accessibility

Social inclusion, conviviality, aggregation

Intergenerational solidarity: walk to school, grandpa-traffic warden,
Local history

**CORRETTA
ALIMENTAZIONE
CONTRATTO DELLA
MERENDA**



**LIBERTÀ
STICA
NIBILE
BUS**



**sicurezza
delle aree
scolastiche**

**SICUREZZA
RADALE**



MISURA IL TUO RESPIRO!

ogni 3° mercoledì del mese

ore 9.00 - 12.00

presso il Distretto Sanitario di Udine
in Via San Valentino, 20 - 1°p.

potrai fruire di

**PROVE GRATUITE DELLE
FUNZIONALITÀ RESPIRATORIE**



**FUMO E
PATOLOGIE
RESPIRATORIE**

**EDUCAZIONE
SESSUALE**



Gruppi di Cammino



**ATTIVITÀ
FISICA**



**MARKETING
SOCIALE**