



GGD Amsterdam

# Dating others

(or: intersectoral policy and planning processes  
in an urban renewal environment)



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# This presentation

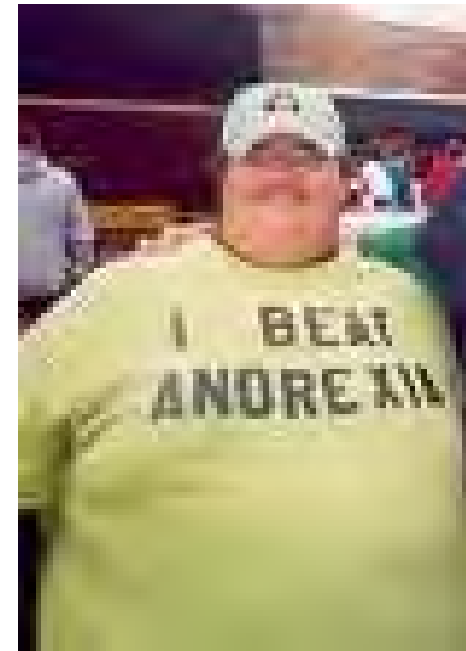
- Amsterdam and health issues
- Healthy Neighbourhood Experiment – urban renewal experiment
- Getting it done together





## Health and welfare: local policies in place

- Health paper and Sports paper – very much in tune
- Systematic approach to exercise, nutrition and obesity
- Health and Welfare linked
- Contract with health insurance provider
  
- But what else? Too “one track minded”





## Where we (try to) do more: Healthy Neighbourhood Experiment

- Awareness of the concept of a Healthy Neighbourhood, before urban renewal Experiment
- Nationally: Health only a recent topic in the urban renewal strategy. Nine cities joined in in the Experiment, including Amsterdam. More following



## “Healthy Neighbourhood Experiment”

- Part of the Urban Renewal Strategy and sharing the goal to facilitate vital, active neighbourhoods with vital, active inhabitants.
- 2 localities in Amsterdam: Nieuw West and Amsterdam Noord.
- Citywide support group with localities, various urban departments, health insurance and university
- 3 pillars of Experiment from a national point of view
  - “healthy inhabitants”
  - “healthy care with prevention”
  - “healthy environment”



## Choices and ambitions at the start

- Focus on relationship between Health and Surroundings/Environment
- Give urban renewal neighbourhoods a “healthy makeover” in unison with science



## And then: how to find a new partner?

- Inspiration: ‘You’ve got to date before you get married...!’
- Meeting people and sharing knowledge: what is health? How do you perceive this information?
- What can your project contribute to the Amsterdammer’s health? And: how can a healthy inhabitant contribute to your goal? (Goal vs means, or goal = means)
- Contacts with the “world of environment”: Dept of Urban Planning, building corporations, Planning Office for the Environment etc.
- Complex problem, no clear solution but lots of leads!



## Amsterdam: health flash

- Many inhabitants are too heavy (40%), don't exercise enough (38%) and 83% do not eat enough fruit and vegetables.
- 27% are smokers (four years ago 33%).
- One in five drinks too much
- A lot of sound pollution (almost a third)
- Houses are not well ventilated
- Green surroundings have an average score of 6,3
- 7 % have serious psychiatric complaints, 41 % have mild mental complaints
- Loneliness is growing: 1 in 3 gets lonely, 1 in 11 very lonely

**“Old news” for the health service, but not for our partners!**



## Two years into the Experiment...

- Slow start: high ambitions and various “levels of knowledge”
- The chemistry was lacking sometimes ...
- After a year adaptation of the ambition – lower level, but more speed/momentum
- More “movement” than project: no clear beginnings or end, but with a mission, momentum and visibility





## Visibility:

### ■ Think

- Structural Planning Process Amsterdam
- Writing brochure “do’s and don’ts”
- Local and urban steering groups with initiative
- Connection with science in different ways
- Awareness urban planning/urban renewal: we do a lot but could do more (with input from health) – what are linking pins?\*
- Part of pilot programme sports institute, starting soon

### ■ Act

- Creative Urbans ([www.creativeurbans.nl](http://www.creativeurbans.nl))
- Participation by exercise and movement: initiated by building corporation(!)
- Local inspiration sessions with a neighbourhood walk
- Natural playgrounds
- Exercise “garden” for the elderly
- Research in Nieuw West



***\* in short: exercise needs to be rewarded!!!***

- Daily exercise = focus on destination
- Exercise with a purpose = less focus on distance
- Good connections with larg(er) recreational areas
- Is less exercise in urban areas related to culture or to spatial conditions?
- Providing a diverse, green, welcoming living and working environment by spatial planning is a collective responsibility in more than one way
  - Movement/exercise
  - economy
  - living
  - working
  - sustainability





## What did and did not work?

### Success

- Link with urban renewal!
- Bottom up approach
- From abstract to visible
- Accessible project co-ordinator with a broad perspective
- Inspiring to work with totally new sectors
- Active colleagues other parties
- Support partly in place
- No time pressure (self imposed deadlines)
- Numbers work
- Measures have win-win quality
- Space to experiment

### Tricky

- Not a “set” project
- No budget
- Language and cultural problems
- “Supposed knowledge” – all parties
- No initial political support
- No priority
- Too slow or too quickly – pace varies per partner and in time
- How to measure success?
- Not many evidence based examples

