



Vienna Health Targets 2025

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Office for Women's Health & Health Targets
Workshop in Lyon, February 14th, 2020



Vienna Women's Health Programme

1998: Resolution by the Vienna City Council

Fields of action:

- Reproductive health – Pregnancy and Birth
- Sexual Health
- Body-Positivity – Body norms – Body image
- Ageing
- Violence against Girls and Women, FGM
- Migrant Women /Refugees
- Healthpromotion for women in the workplace
- Health Inequity
- ...

Wiener Programm für Frauengesundheit

Ihre Gesundheit. Unser Programm.



Network for Gender Equality in the City Administration

Chief Executive Office – Executive Group for Organisation and Security, Section Gender Mainstreaming

Chief Executive Office – Executive Group for Construction and Technology – Gender Planning

MD 5 – Financial Affairs, Gender Budgeting

Vienna Business Agency

Equal Opportunities Advisors and Equal Opportunities Contact Persons

Network for Gender Equality

Vienna Employment Fund (waff)

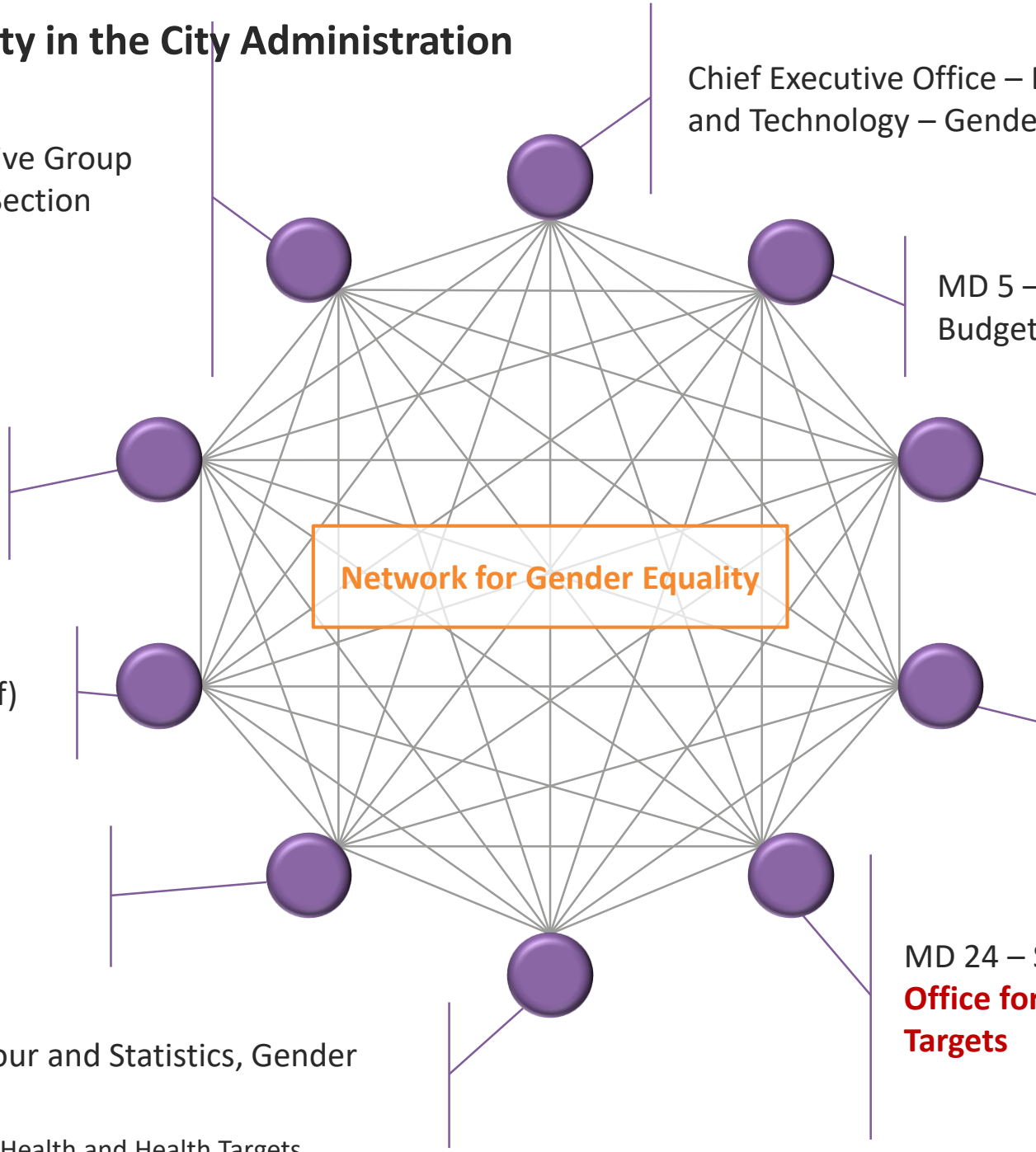
MD 57 – Vienna Women’s Affairs

Vienna Hospital Association

MD 24 – Strategic Healthcare, **Office for Women’s Health and Health Targets**

MD 23 – Economic Affairs, Labour and Statistics, Gender Statistics

Office for Women’s Health and Health Targets



Our Measures as Part of the Vienna Health Policy

How do we work:

- Realize own projects/measures
- Lobbying for women's health, for health targets
- Lobbying for Health in All Policies Approach
- Networking (stakeholder, multipliers, experts)
- Events for health staff, multipliers, experts, ...
- Events for the public, esp. girls and women
- Trainings for health staff
- Influencing curricula



Health Definition by WHO

Health is ... “A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”..“

The social determinants of health are the conditions in which we are born, we grow and age, and in which we live and work. The factors below impact on our health and wellbeing.



What are health targets?

- Health targets are a public health strategy, i.e. Orientation towards the benefit of the entire population
- Health problems should be noticed and specified
- Promote understanding of "Health in All Policies"
- They are oriented towards health determinants - the personal, social, economic, environmental factors influencing the health status of individual people

Health Targes international and national

WHO 2020 – Health Targets for the European Region

Under the title *Health 2020* the 53 member states of the WHO in the European Region have developed a common framework and a strategy for their planned health policy of the 21st century.

10 Health Targets Austria (decided 2011)

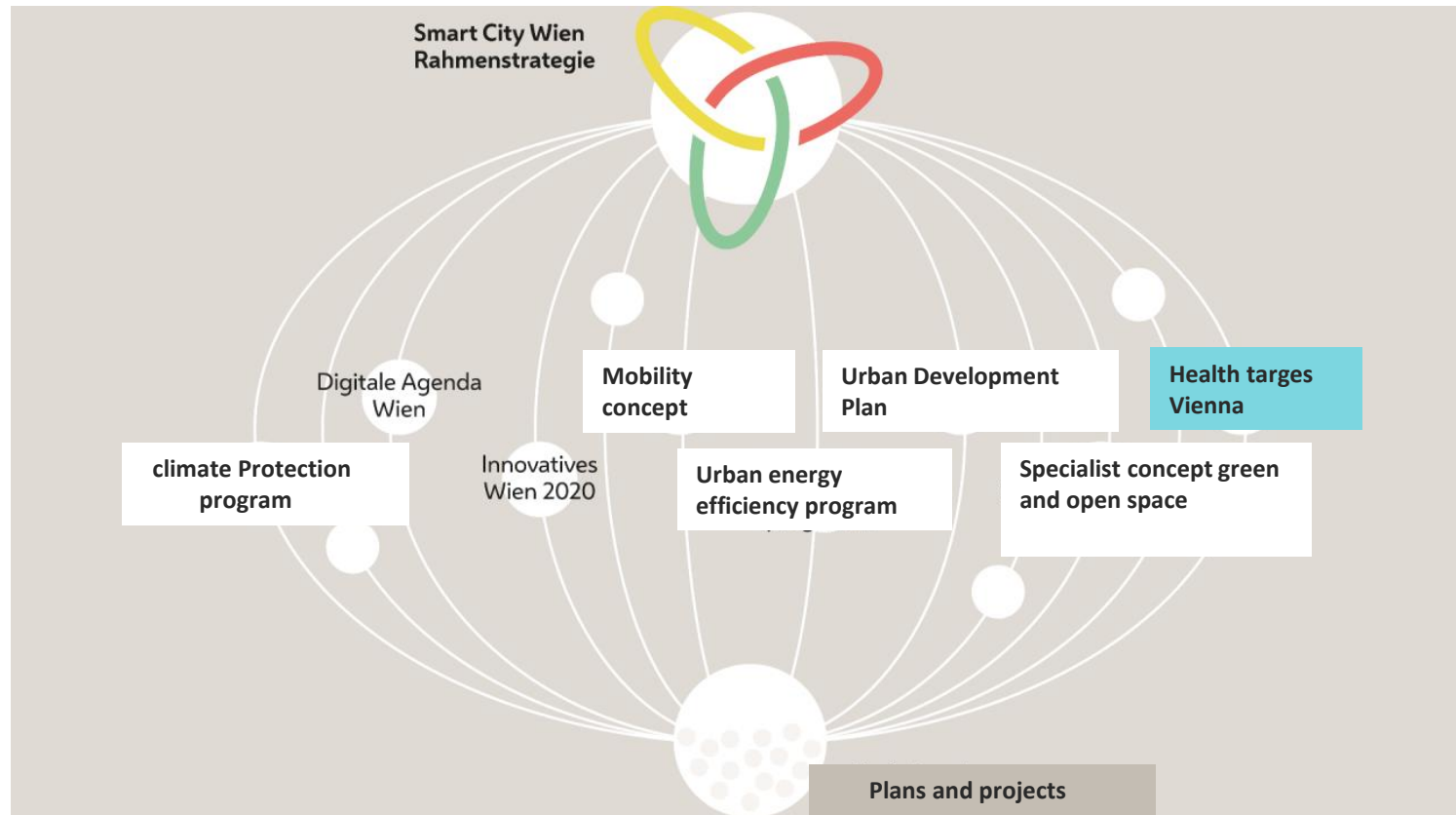
Ziel 1  Gesundheitsförderliche Lebens- und Arbeitsbedingungen für alle Bevölkerungsgruppen durch Kooperation aller Politik- und Gesellschaftsbereiche schaffen	Ziel 6  Gesundes Aufwachsen für alle Kinder und Jugendlichen bestmöglich gestalten und unterstützen
Ziel 2  Für gesundheitliche Chancengerechtigkeit zwischen den Geschlechtern und sozioökonomischen Gruppen, unabhängig von der Herkunft, für alle Altersgruppen sorgen	Ziel 7  Gesunde Ernährung mit qualitativ hochwertigen Lebensmitteln für alle zugänglich machen
Ziel 3  Die Gesundheitskompetenz der Bevölkerung stärken	Ziel 8  Gesunde und sichere Bewegung im Alltag durch die entsprechende Gestaltung der Lebenswelten fördern
Ziel 4  Die natürlichen Lebensgrundlagen wie Luft, Wasser und Boden sowie alle unsere Lebensräume auch für künftige Generationen nachhaltig gestalten und sichern	Ziel 9  Psychosoziale Gesundheit bei allen Bevölkerungsgruppen fördern
Ziel 5  Durch sozialen Zusammenhalt die Gesundheit stärken	Ziel 10  Psychosoziale Gesundheit bei allen Bevölkerungsgruppen fördern



Strategies in the federal government and in Vienna



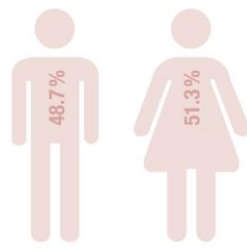
Die Smart City Vienna framework strategy as an umbrella strategy



Life Expectancy by District

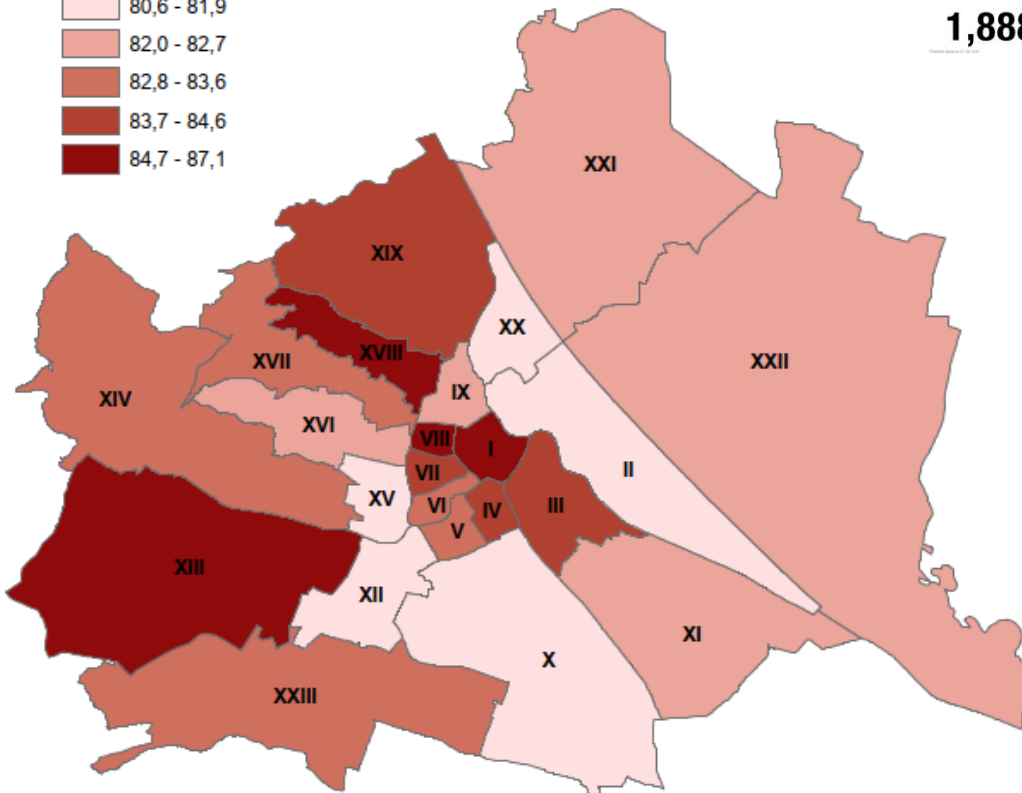
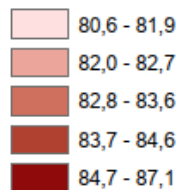
By Birth 2018, Source: Statistik Austria

Who lives in Vienna in 2018?!

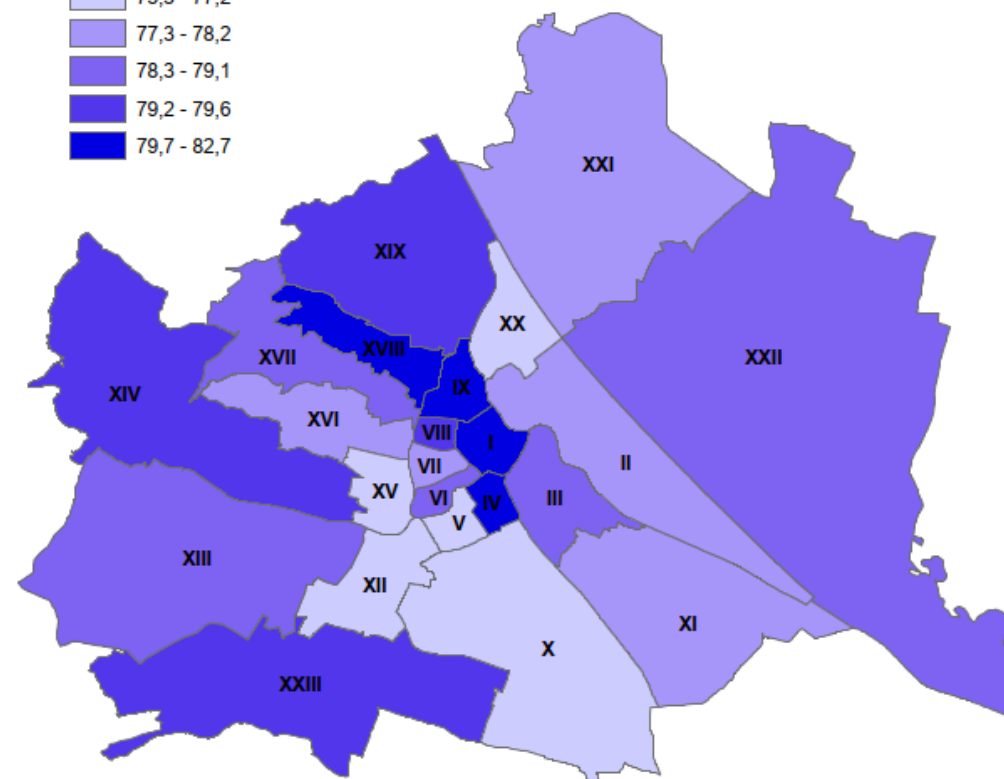
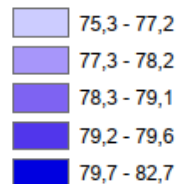


1,888,776 people¹⁾

Bezirke
Lebenserwartung Frauen



Bezirke
Lebenserwartung Männer



Office for Women's Health and Health Targets

Life expectancy men 2016
78.3 years



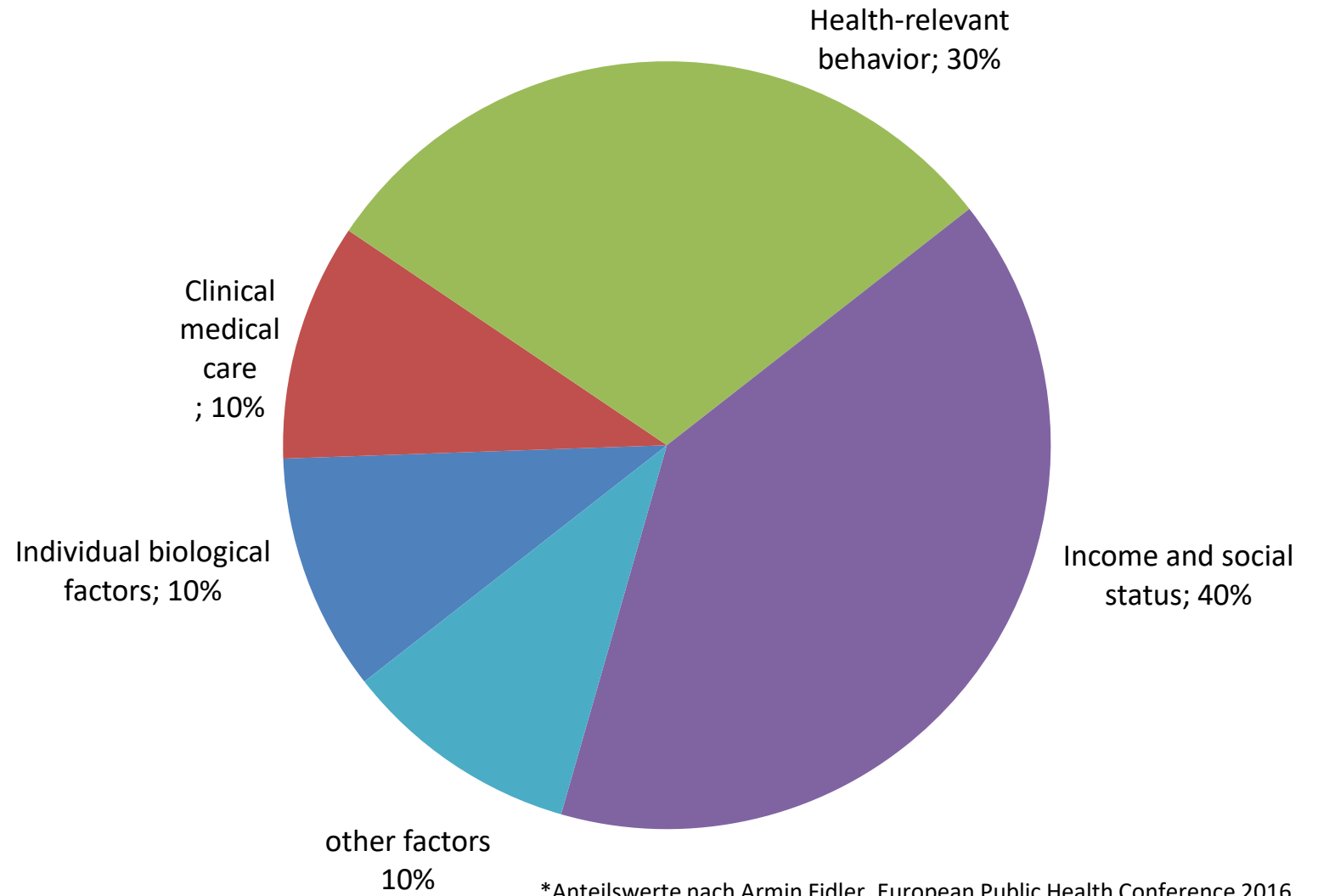
Life expectancy women 2016
82.9 years

Healthy life years



What affects health :

Resource distribution in healthcare: almost 90 percent go to direct medical care.



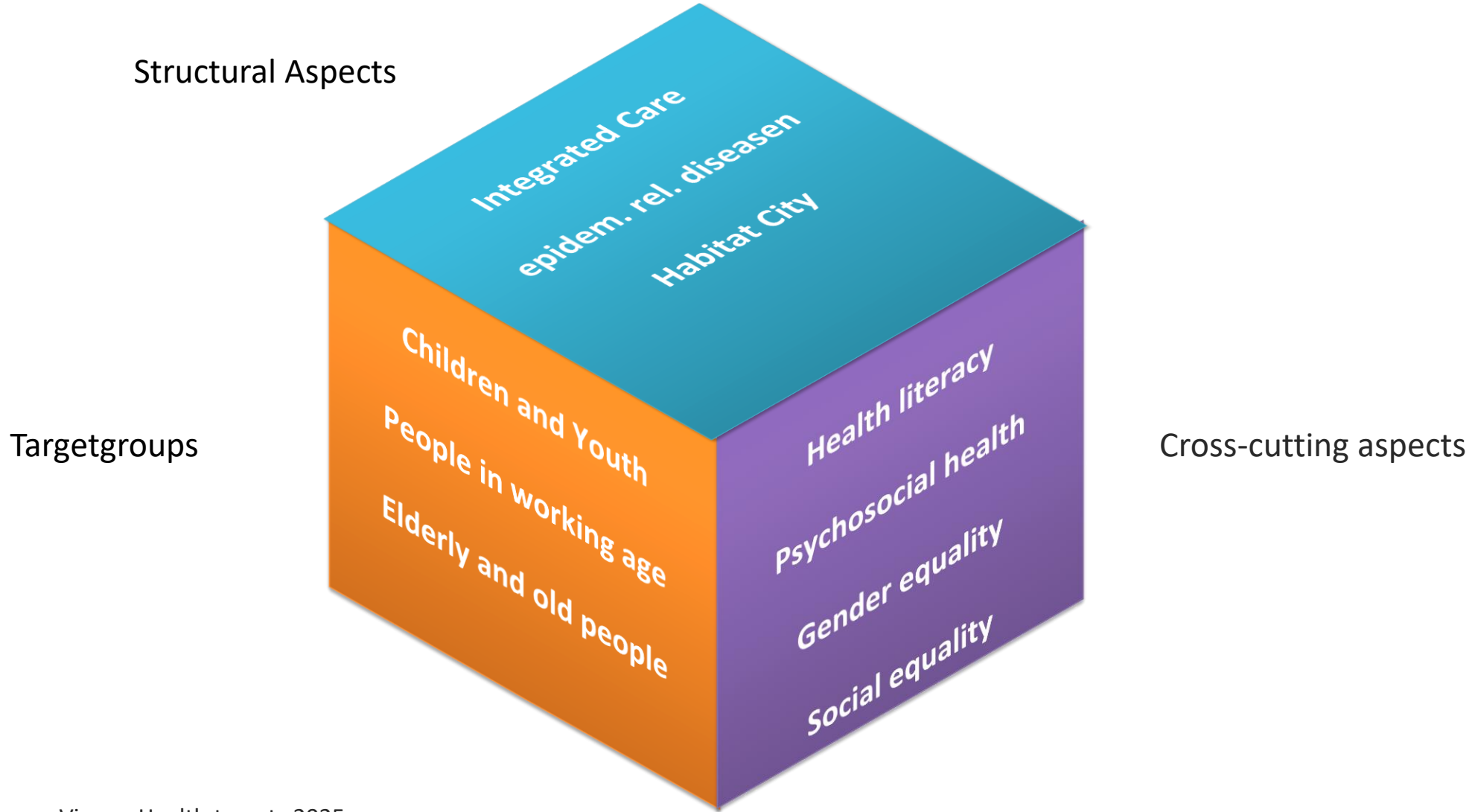
Vienna Health Targets

2015: Resolution by the City Parliament, 9 Targets:

1. Right from the start: Increasing health equity for children and young people
2. Strengthening health promotion in the workplace
3. Promoting independence and quality of life till old age
4. Establishing integrated health care
5. Strengthening health literacy of the Viennese population
6. Optimising prevention, early diagnosis, and treatment processes of epidemiologically relevant diseases
7. Strengthening psychosocial health of the Viennese population
8. Continue to make the city's living space more attractive, keep environmental pollution low and promote physical activity
9. Developing integrated health monitoring



Vienna Health Targets 2025



Vienna Health Targets 2025

Country targeting

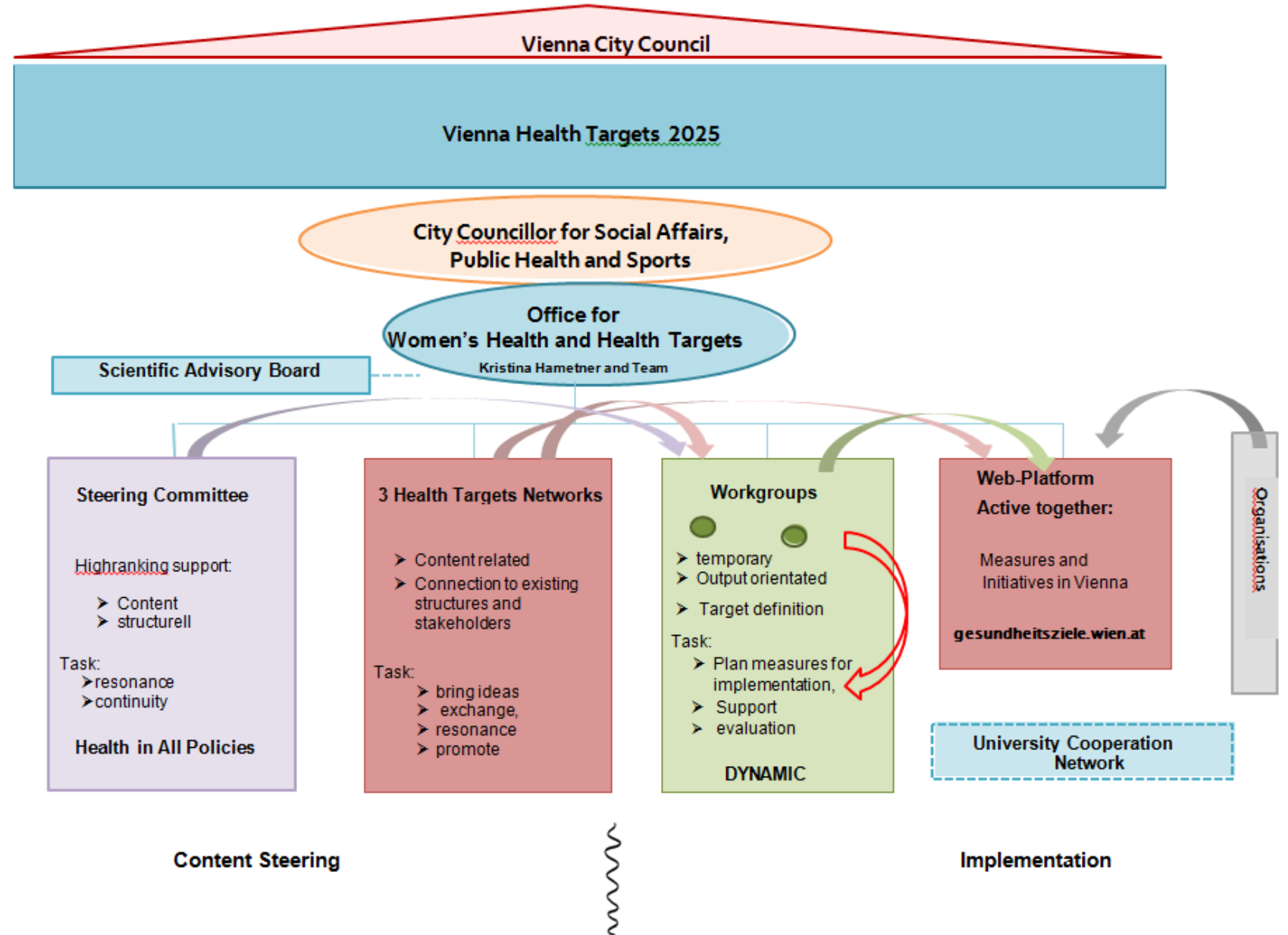
Environmental department, urban planning, Smart City



* Health literacy is the ability to find, understand, assess and apply health information in order to make appropriate health decisions in everyday life. Health literacy is part of education and includes knowledge, motivation and competence to act.

Implementation of Vienna Health Targets

How do we work:



Scientific Advisory Board:

6 Members (Theda Borde (D), Christina Dietscher (A), Ilona Kickbusch (CH), Jürgen Pelikan (A), Doris Schäffer (D), Matthias Wismar (WHO), Beate Wimmer-Puchinger (A))

Steering Committee:

32 Members: City of Vienna– Municipal departments, Vienna Hospital Association, Board of Trustees for Vienna Pensioners' Homes, Medical Association, Vienna Health Insurance, Chamber of Pharmacists, Umbrella Association of Vienna Social institutions, Vienna Directorate of Education,....

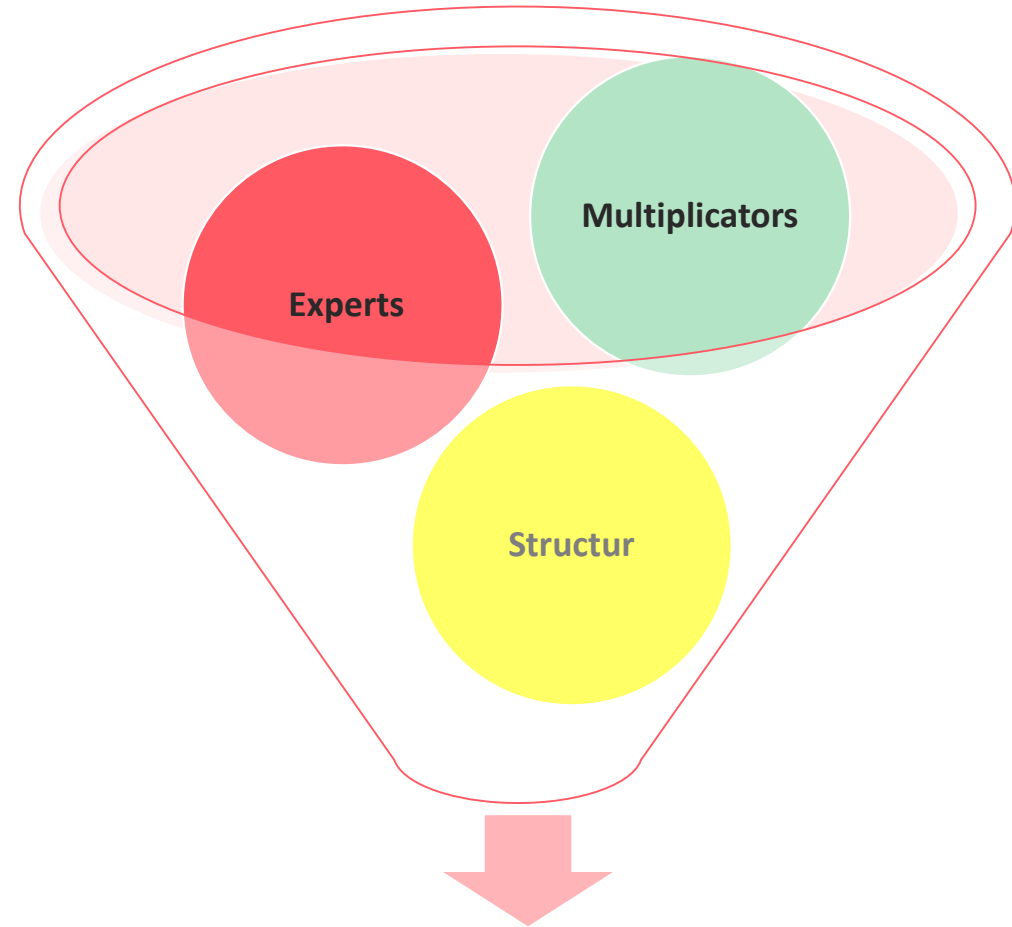
Implementation of Vienna Health Targets

How do we work

We work on various levels :

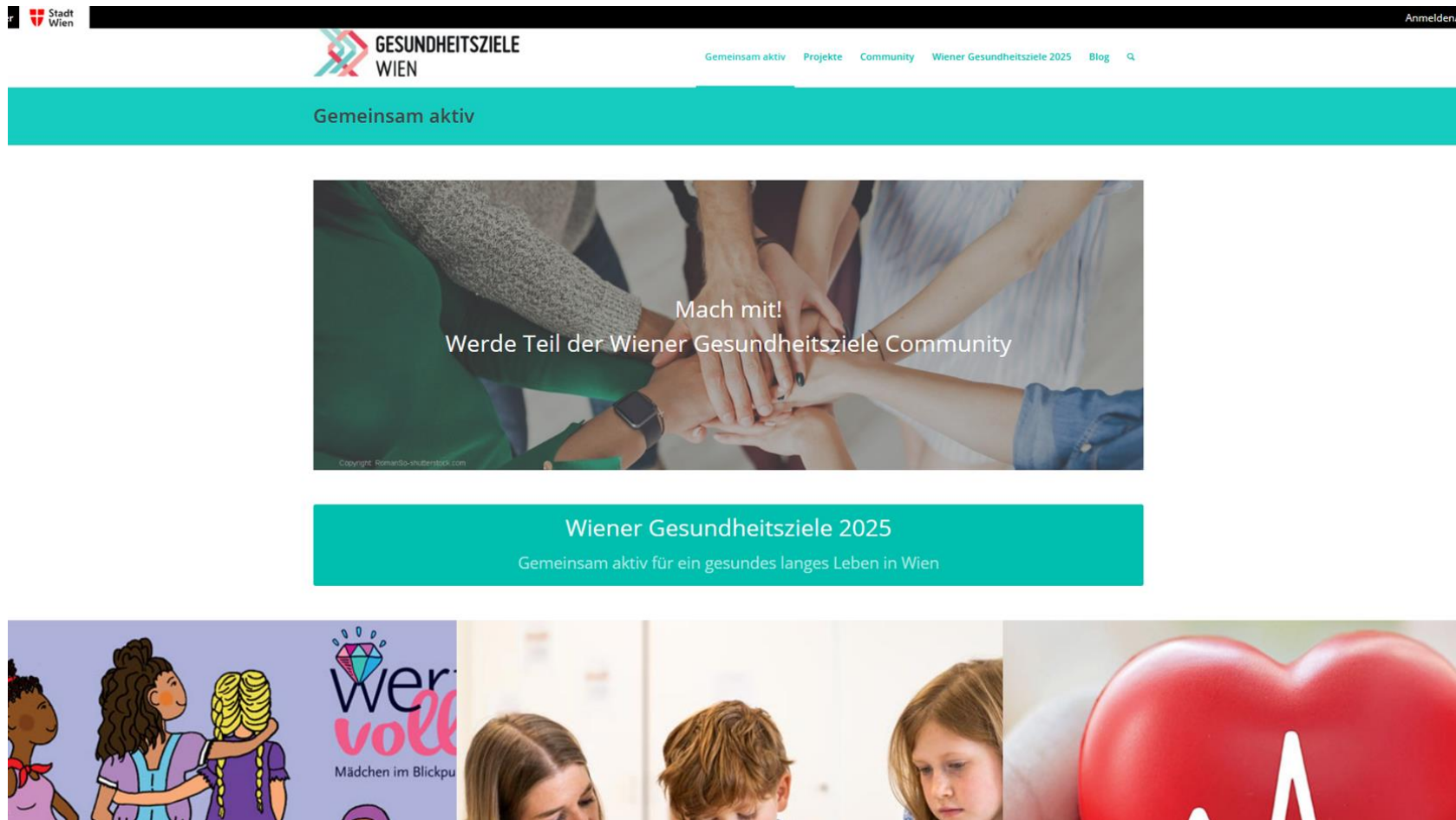
- ❖ With Experts
- ❖ With Multipliers
- ❖ Structur

- ❖ For Example: improve Sectiorate 25 %
 - ❖ Develop Recommendations with Experts
 - ❖ Hava an Impact on the Structur of obstetric stations
 - ❖ Inform pregnant woman about methods of birth



Vienna Health Targets

Vienna Health Targets Web-Plattform „Active together“ gesundheitsziele.wien.at



Target 1 – Right from the start: Increasing health equity for children and young people

Detailed Targets:

- Improve psychological and physical health of pregnant women
- Increase the chance of spontaneous delivery
- Improve Parents competence



Indicators (examples):

- Sectorate 25 % until 2025 (Database: Statistic Austria, birth register)
- Reduced percentage pregnant women smoking and/or drinking alcohol (max. 10 %; smoking = 1 or more cigarettes/day) (Database: TILAK)

Target 1:

Right from the start: Increasing health equity for children and young people

Increase the chance of spontaneous delivery



Workgroup: chief gynecologists, midwives, psychologists, pediatricians

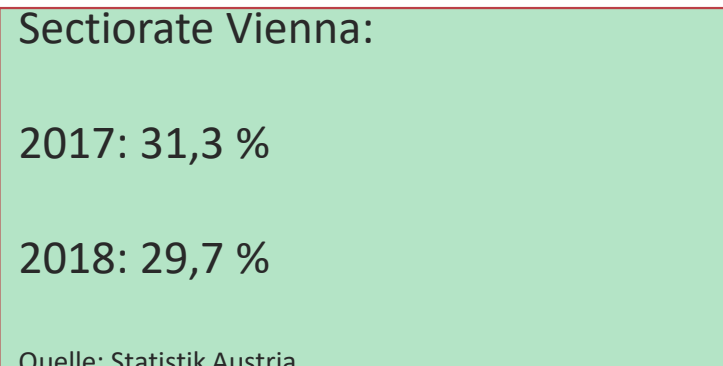
Recommendations for measures

- Pregnant women (eg. more preparation f. birth, information, ...)
- Health staff (eg. „culture“ concerning birth modi)
- Health system (ressources, qualification)

„Roadshow“ in the hospitals:

- Set of measures for each hospital

Decoupling Sterilisation - Sectio



**WIENER GRUNDSATZERKLÄRUNG
ZUR SPONTANGEBURT**

Die Chance auf
Spontangeburt erhöhen

ge
GEMEINSAM FÜR WIRTSCHAFT UND ARBEIT
GEWANDTESSEL
WIEN
Stadt Wien
eKör

Target 1:

Right from the start: Increasing health equity for children and young people

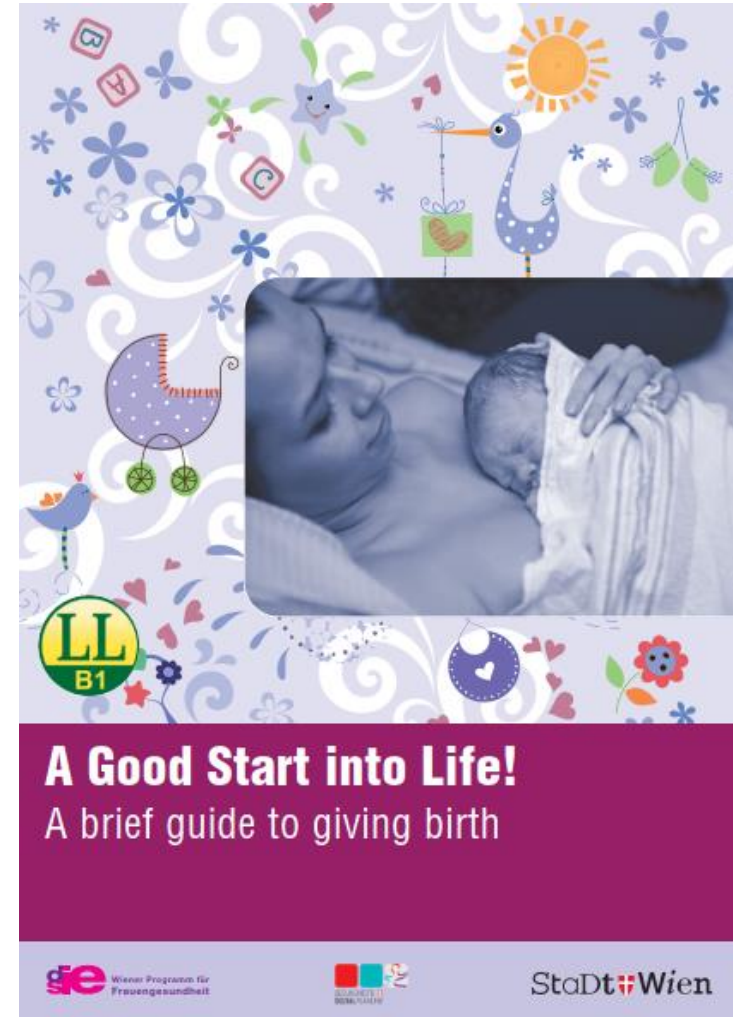
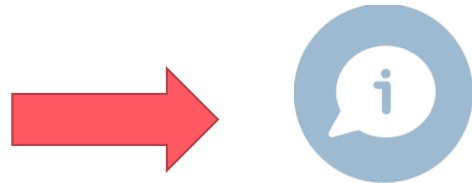
Increase the chance of spontaneous delivery



Target group: pregnant women

Birth information

- Easy reading
- Relevant Information about Birth methods
- Distribution by gynecological outpatient clinics, resident gynecologists, midwives, advice centers...



Target 1:

Right from the start: Increasing health equity for children and young people

Reduced percentage pregnant women smoking and/or drinking alcohol



Brochure for women „A Break for your Baby“

- In every mother-child-Pass

Talking-Guidelines for Health staff

- Aim: Unbiased talking, no judging
- For gynecologists, midwives, doctor's receptionists, ...
- Cooperation: Rauchfrei Telefon, Anton-Proksch Institut, Sucht-Drogenkoordination, MA 15, FEM Süd



Work in progress: Curricula health care education





Target 1:

Right from the start: Increasing health equity for children and young people

Improve the mental and physical health of pregnant women

- Network Mental Health All About Parenthood and Birth
- Postpartum depression - information brochures, further education
- Special outpatient clinic for peripartum psychiatry in the Wilhelminen Hospital

parenting skills

Fred the ex-beard– Videos to different topics , Kooperation with MA 11 Child and Youth Services

<https://www.wien.gv.at/video/982/Fred-der-Exbaerte-Ueber-die-Eltern-Kind-Bindung>



Target 1:

Right from the start: Increasing health equity for children and young people
Increase Life Competence and Health Literacy of children and young people



3 Youtube-Video „Belly, Legs, Pommes“

- Parody of Youtube-Fitness-channels „Perfect hints for perfect bodies“
- Chocolate-Sit-Ups und Butter-Detox against social thinness obsession and eating disorders
- Cooperation with Vienna Health Promotion



Target 1:

Right from the start: Increasing health equity for children and young people
Increase Life Competence and Health Literacy of children and young people



14 Youtube-Videos „Love, sex and plain-talking“

- Eleven girls, aged 15-19 years, talking about sex-myths and sexual self-determination
- Myths about hymen, orgasm, homo/bi/heterosexuality, labia, ...
- 1 month on facebook, instagram, ...
- Freecards
- 80.000 hits
- Cooperation with Vienna Health Promotion



Impact targets **to health target 1** - Right from the start: Increasing health equity for children and young people

B: Promote healthy development of children and young people, especially in socially disadvantaged groups, in their living environment and in their families

- Improve nutrition in children and adolescents
- Promote physical activity of children & adolescents (especially girls)
- Strengthen mental health - especially gender-specific
- improve the life and health literacy of children and adolescents and improve them, particularly in vulnerable groups and with special needs
- Increase the proportion of young people without substance-dependent and substance-dependent addictions

Indicators to Health Target 1 this age group (selection):

- More than half of all six-year-olds will be caries-free in 2025
- Decrease the proportion of 11, 13, 15 year old and underweight people who feel that they are too fat (by 10% compared to 2010)

Impact targets to Health Target 1 - Right from the start: Increasing health equity for children and young people

B: Promote healthy development of children and young people, especially in socially disadvantaged groups, in their living environment and in their families

- Improve dental health

Tiptopp. Healthy in the mouth and all around



Vienna	2006	2011*	2016
caries-free to WHO	34%	39,8%	44,6%

Quelle: Länderzahnstatuserhebung Sechsjährige Wien 2016

Implementation: Vienna Health promotion

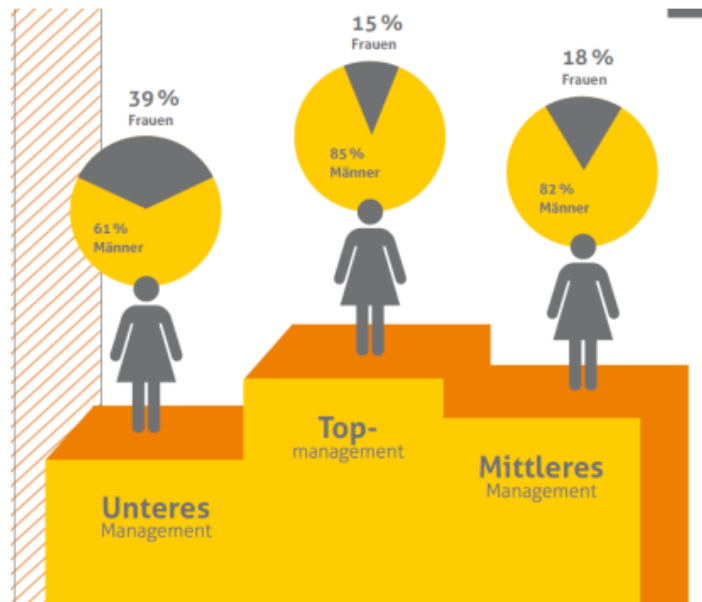
Target 2: Strengthening health promotion in the workplace

Promote aging and gender-appropriate work in Viennese companies



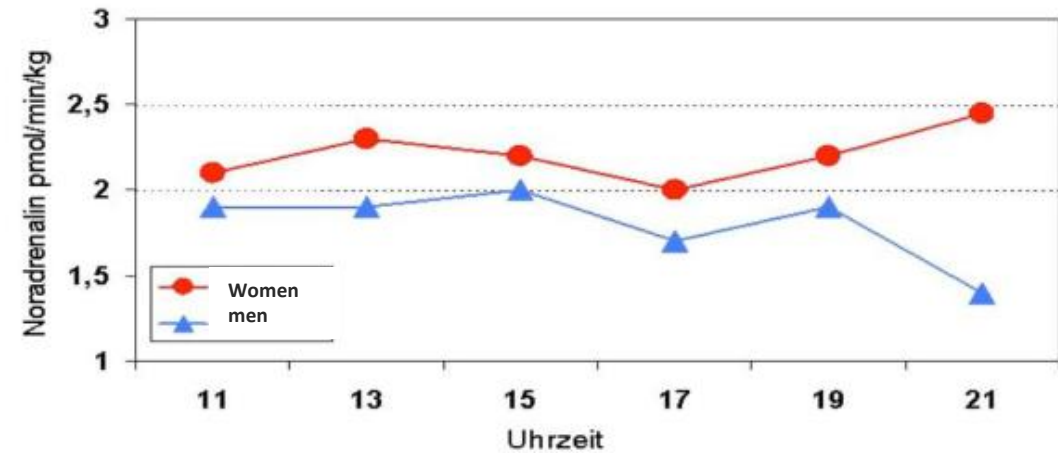
Workplace WOMEN health promotion

what does gender have to do with work?
Women in leadership positions



Quelle: Monitor Frauen im Arbeitsleben (inqa 2011)

what has compatibility to do with health ?



Development of the stress hormone norepinephrine in working women and men in middle management during the day (Frankenhaeuser et al., 1989)

Quelle: Gender Gesundheitsbericht Schweiz 2006

Impact targets **to Health Target 2** - Strengthening health promotion in the workplace



- Promoting health in Viennese companies, especially in small and small companies, including one-person companies (OPCs)
- Promote age-appropriate work in Viennese companies (appropriate to life phase: focus on 50+, young employees and apprentices)
- Promote psychosocial health of workers
- Strengthening the health of recipients of minimum security and unemployed people, taking young unemployed into account

Indicators (selection):

- Number of people working in a company that has a valid Workplace Health Promotion seal of approval 25%
- Reduce early retirement for 50-65 year old women and men (disability or occupational disability pension) due to psychiatric illnesses

Target 2: Strengthening health promotion in the workplace

Promote age-appropriate and gender-sensitive Working



Curriculum Women's Health Promotion in the workplace

- **Workshops in 3 Organizations**

- **½ day Impuls-Workshop:**

- Overview „Gender, Work & Health“, „Women's Health & Workplace“, sensitisation, Knowhow about coherences and benefits of WHP

- **2 days:**

- consolidation „Gender, Work & Health“, „Womens's Health & Workplace“, Practice Modul, genders-senzitive work place health promotion ; argumentarium.

- Knowhow and competence how to implement with the aim of women's health promotion connections with occupational safety and health law/ reintegration, casework

- **Implementation in WHP-trainings**

- Fonds Healthy Austria Educationnetwork: 2-days Workshops

- 12. Juni 2019 Conference in Vienna City Hall

- Work in progress: Manual



health target 3 - promoting and maintaining independence and quality of life into old age

Promoting independence and quality of life till old age



Brochure "This is good for me" Tipps for healthy aging

- Information and tips on preventive examinations, breast health, vaccinations, heart health, healthy abdominal circumference, healthy metabolism, exercise, strong bones, healthy bladder, mental well-being, mental fitness and sexuality
- Info zu Healthinformation
- Talk to doctor

Opening des Monats der SeniorInnen
1. Oktober 2019
10 bis 20 Uhr
Festsaal des Wiener Rathauses

Eintritt frei

Stadt Wien
senior-in-wien.at

Das tut mir gut!
Tipps für gesundes Älterwerden

LL B1 Leicht Lesen

die Wiener Programm für Frauengesundheit
Stadt Wien
GESUNDHEITZIELE WIEN

Impact goals for health target 3 - promoting and maintaining independence and quality of life into old age



- Promote differentiated, needs-based forms of living with regard to self-determined, affordable living
- Enable meaningful social, political, economic, cultural participation in the living environment for old people
- Promote physical and mental health into old age.
- Create equal opportunities in access to cross-sector geriatric rehabilitation and remobilization to delay the need for long-term care



Indicators (selection):

- Women and men in Vienna should live in good health for 1.5 years longer in 2025.
- The physical, psychological and social quality of life of the older Viennese population increases by 5 points (out of a possible 100).

Target 5: Strengthening health literacy of the Viennese population



Brochure about Prenatal Diagnosis

- For pregnant women / couples
- Crucial informations & easy to understand, easy to read
- Right „Not-to-know“
- Free of ideology, unbiased information
- Cooperation with experts
- Cooperation with Vienna Hospital Association



Target 7: Strengthening psychosocial health of the Viennese population



Health Equity

Discrimination of people with high weight / obesity in the health care system

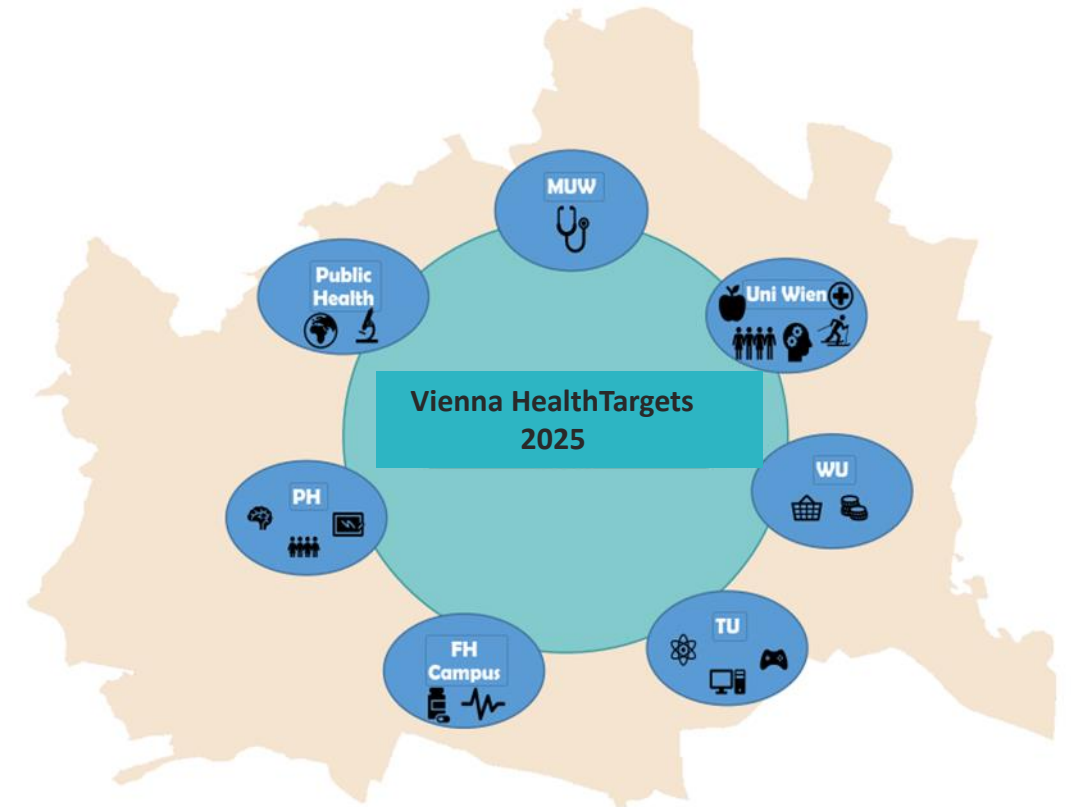
- Literatur Review (german)
 - No women's issue => women and men are affected
 - Health care is an important context for the normative culture producing stigma
 - Obesity as self-inflicted, stereotypes, contemptuous remarks, wrong diagnoses, kept-back therapies, ...
- Process – Sensitizing Health care providers, develop recommendations, guidelines, ...



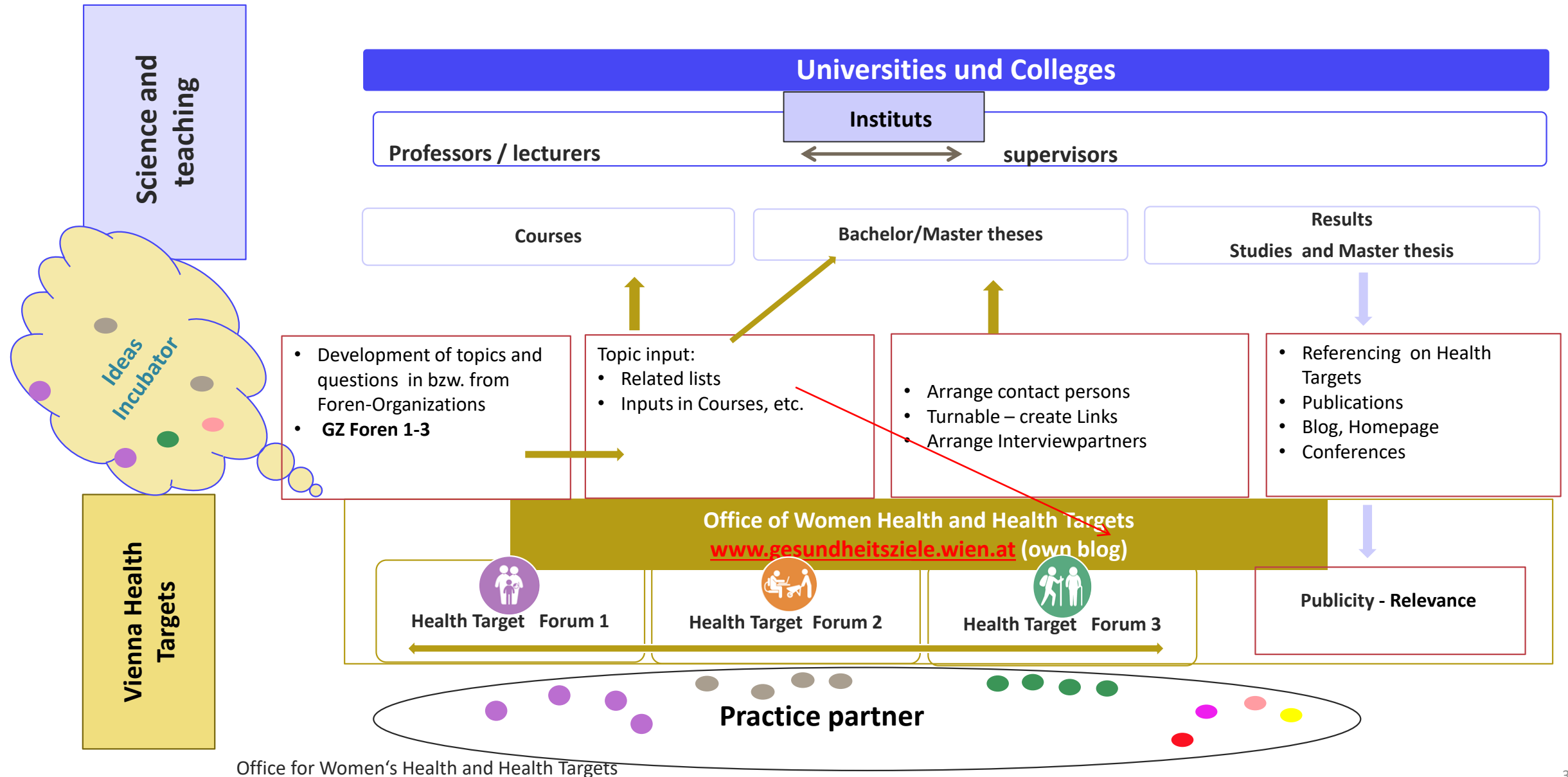
University Cooperation Network Vienna Health Goals

Establishing cooperation with health goals forums

- Presentations of relevant studies in the forums
- Discussion on possible forms of cooperation
- Development of first topics
- Blog on: www.gesundheitsziele.wien.at



University Cooperation Network Vienna Health Goals

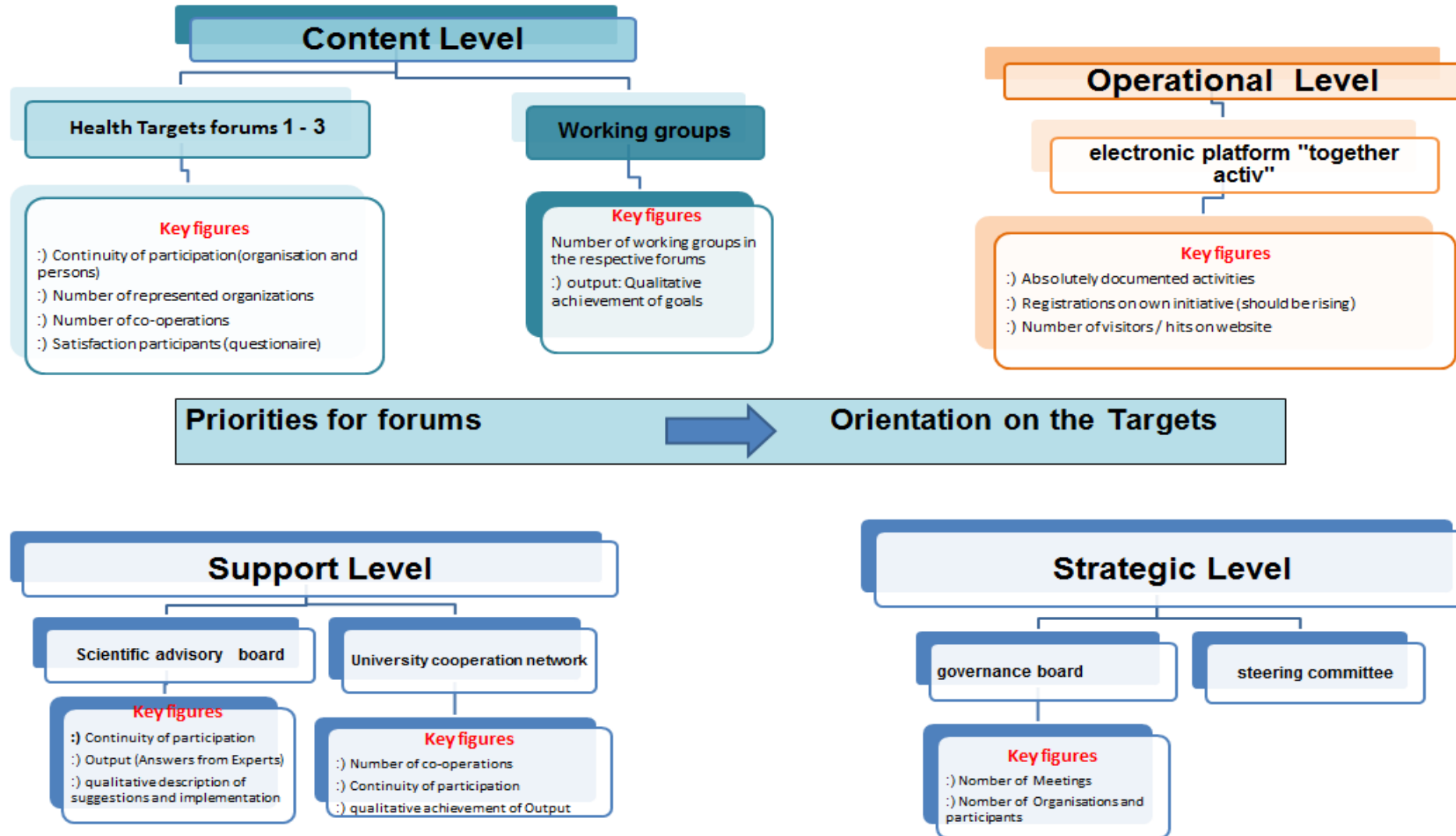


Monitoring Vienna Health Targets

- 33 Indicators for Targets 1, 2, 3
 - Quality assessment
 - Development over time until 2016
 - Comparison Vienna – National level
-
- Update: 2021



Monitoring Implementation process of the Vienna Health Targets 2025



Still a lot to do...



You want to know more?



Ausgabe Nr. 5

Wir bleiben dran ...

Newsletter subscribe:
gesundheitsziele@wien.gv.at

Thank you for your attention!

Kontakt:

Email: sabine.hofireck@wien.gv.at