

# **Tackling Health Inequalities through Investing in Housing**

*Quality housing for population health and equity:  
EU cross-sector collaboration amidst health and  
social crises*

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# Background

- In 2006: Fredensborg Municipality did an overall "health profile" on the municipality that showed that health problems were concentrated in the social housing areas.
- In 2008: action is needed for Social Housing area in Nivå in Fredensborg Municipality due to increased insecurity, vandalism and drug issues
- Action: to come up with a masterplan that would target relevant issues within Nivå in order to create positive effects throughout the municipality.

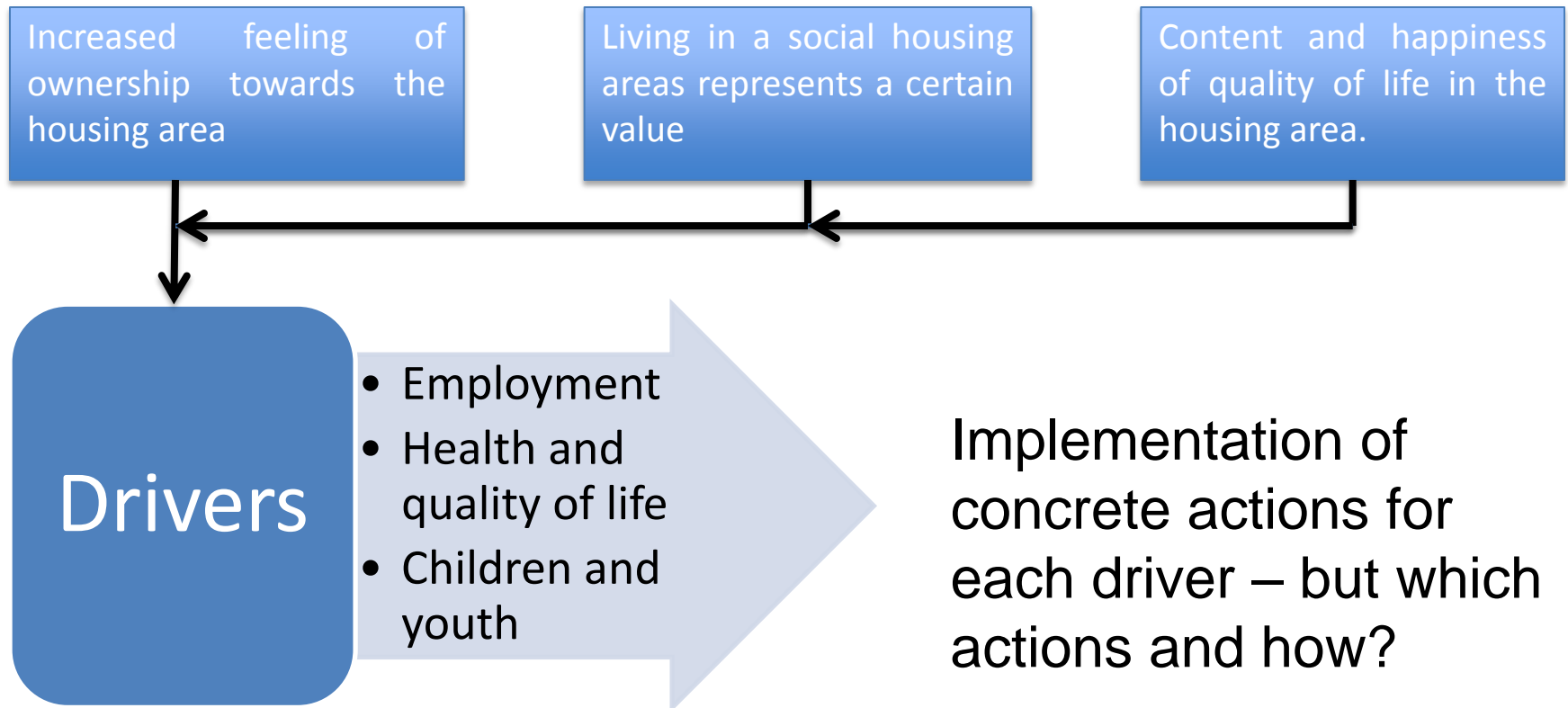


# Masterplan for Nivå

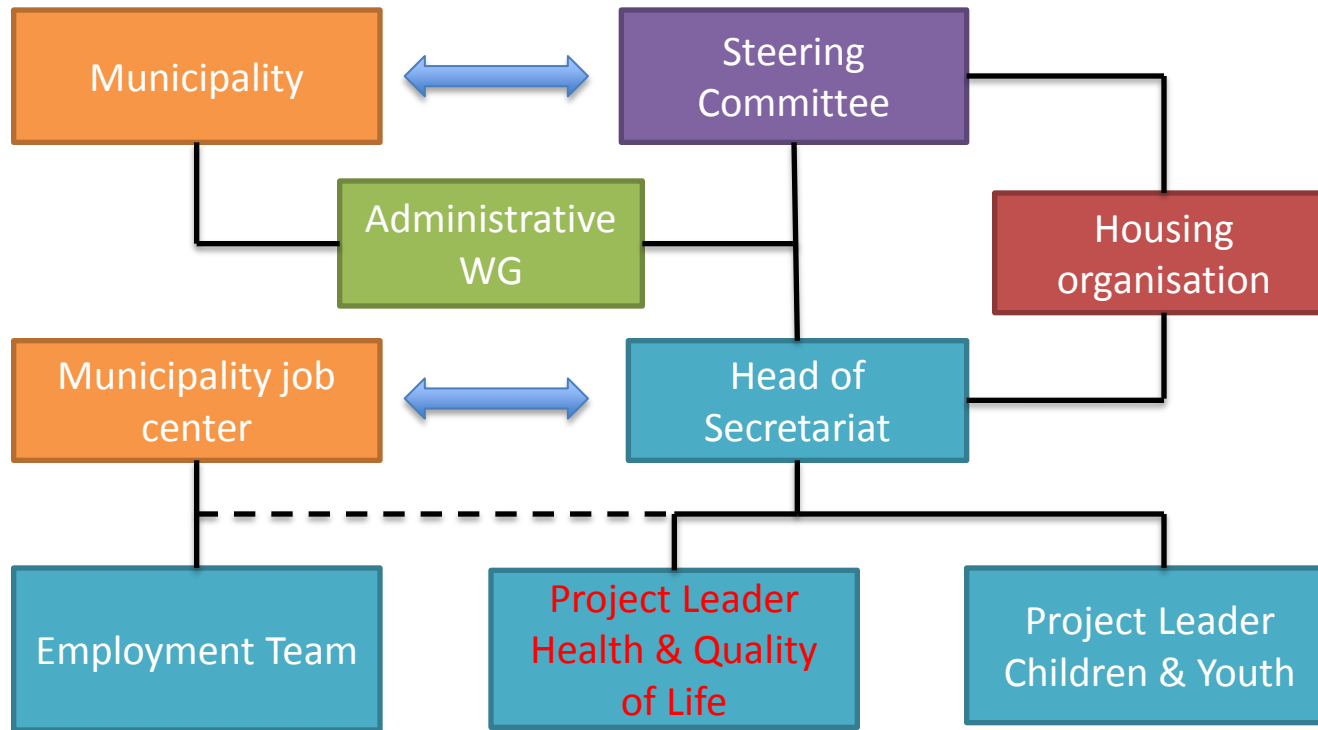
Challenges	Solutions
<ul style="list-style-type: none"><li>• Large amount of tenant replacement</li><li>• Decreasing interest for "the community"</li><li>• Lack of interest in having contact with surrounding housing areas (private)</li><li>• Young "troublemakers"</li><li>• Vandalism, run-down buildings and improper fitting</li></ul>	<ul style="list-style-type: none"><li>• Increased feeling of ownership towards the housing area</li><li>• <b>Content and happiness of living in the housing area</b></li><li>• Recognize that living in a social housing area represents a certain value</li></ul>

➤ Partners: schools, institutions, youth clubs, public administrations (e.g. health), municipal organs and the police

# Masterplan for Nivå



# Implementation of masterplan



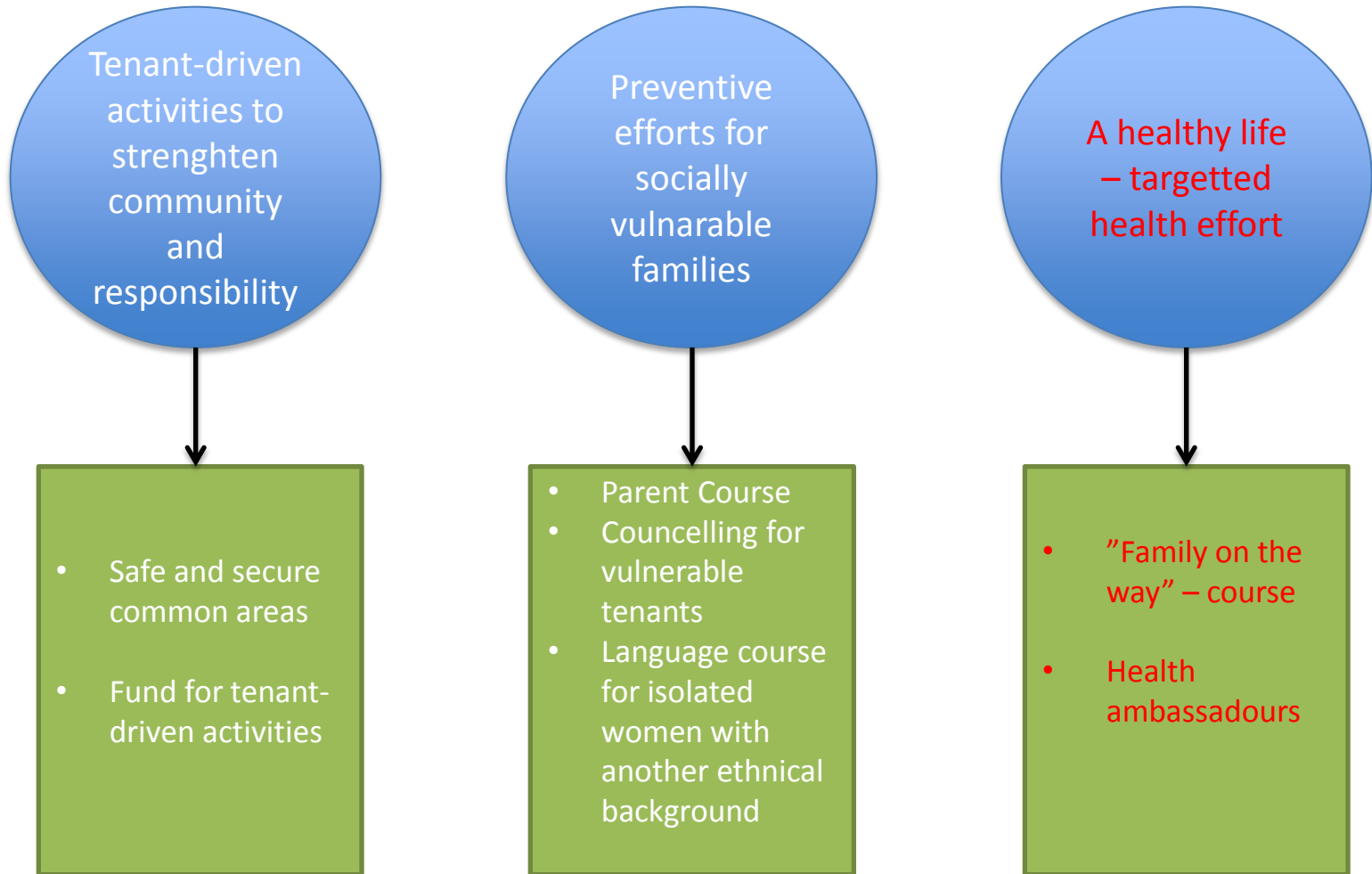
Municipal organ

Decisive organ

Adm. organ

Leading executive organ

# Health and Quality of Life



# A healthy life – targetted health effort

Health profile from 2006 showed:

➤ Nivå had:

- Twice as many heavily overweight persons compared to rest of municipality (average)
- Larger amount of every day smokers (36,6 % compared to 23,5 %)
- More people who are non-physically active, suffer from stress and loneliness
- Higher amount of poor ability to judge own-health -> higher percentage of cardiovascular diseases, cancer, medical use, absence from work and mortality

# Rings in the water approach

- We want action to be as close to the issue as possible
- We want action to reach out to as many as possible
- We want action to be as less invasive and sustainable as possible





## "Family on the way"

Target	Soon to be / new parents
Aim	A healthy family life

### ACTIVITIES:

- Pre and after birth exercise, education on diet, exercise and prevention of lifestyle-diseases
- Preparation of parents of parenthood, communicate positive tools to empower the parents, focus on how to handle stressful and difficult situations
- Education on children's language and development

## "Health Ambassadors"

Target	Locals interested to do a voluntary effort
Aim	To educate 10-15 health ambassadors yearly – and create job possibilities for the interested

### ACTIVITIES

- Education of health ambassadors (30 hour course)
- To set up seminars run by health ambassadors on e.g. lifestyle, nutrition, exercise, diets, health in the family, healthy cooking and others by own choice

# Healthy cooking



"We come to learn about healthy cooking - we end up happier, stronger, healthier and with new friends"

"I bring my son to the classes. Suddenly, I realised that he not only enjoys the cooking and to learn about healthy food - he sees me in a different light and he listen to what I say. That makes me very happy".

"We have changed our diet at home, I have more energy and I want to start running to loose more weight now that I learned about nutrition and by body".

" I love to learn again, and I love to pass what I learn on to friends and family. And I am happy that I can learn my children not to make the same mistakes. I love being a health ambassador – it makes me proud.

# Does it work?

Evaluation end 2013...but questionnaire shows:

- Better self-esteem among mothers
- Children think their mothers are happier
- All asked talk about "happier homes"
- All asked talk about increased ability to deal with conflicts at home
- Increased feeling of "connection" between parents and children -> better dialogue on issues at school and with friends



# THANK YOU

