

Extending Healthy Lifespans

Unified Approaches to Improving Health and Community Building

6th International Forum on Future City Initiative

August 30, 2016

Yokohama City, Japan

Extending Healthy Lifespans

think global -

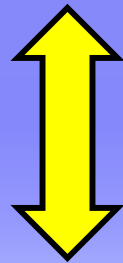
act communal -

enjoy your healthy life

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Sources of Guiding Principles for Community Action

- **Global knowledge:** WHO (UN), international politics
- **Goals and ethics:** *,leave no one behind', ,kokoro', empowerment*
- **Medical knowledge:** clinical and public health, technological innovations
- **Regional knowledge:** science, community, change makers
- **Examples:** Erlangen, transition towns
- **Process:** convergence of perspectives: participation, top down and bottom up



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Guiding Principles: Global Knowledge (1): United Nations, WHO

WHO Constitution 1946: The Right to Health

Universal Declaration of Human Rights 1948; Art. 25

ICESCR 1966 and CESCR 2000, General Comment

Alma Ata 1978 and Ottawa 1986: Social Determinants of Health

Human Rights Based Approach to Health 2008, HRBAH

This is a body of internationally produced and acknowledged principles of public health and welfare enshrined into an international legal framework within international human rights law: the right to health is an enforceable right. States or their constituents are duty bearers .

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Guiding Principles: Global Knowledge (2)

ICESCR 1966 (ratified by Japan 1976) : “The Committee interprets the right to health as an inclusive right extending not only to timely and appropriate health care but also to the **underlying determinants of health...**, such as access to safe and potable water and adequate sanitation, ... safe food, nutrition and housing, healthy occupational and environmental conditions...an important aspect is the **participation of the population in all health-related decision-making at the community**, national and international levels.

All medical and health services must be

available: public health and health-care facilities, goods and services in sufficient quantity

accessible: four dimensions: non-discrimination, physical accessibility, economic accessibility, information accessibility

acceptable: culturally sensitive and medically ethical

qualified: medically and scientifically appropriate

= TRIPLE A-Q!

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Guiding Principles: Global Knowledge (4): International Politics

**Meeting of G7 health ministers
incl. Japan, in Germany, 2015**



- **Strengthening health systems**
- **Sustainability**
- **Fostering international research and sharing databases**

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Guiding Principles: Goals and Ethics (1): *‘Leave no one behind’*

WHO 2016:

Draft of **Shanghai Declaration** on Health Promotion for the achievement of the UN 2030 Agenda for **Sustainable Development Goals (SDGs) 2016-2030:**

*“This Declaration expresses our firm commitment to health for all, based on the **inextricable link between the health of the next generation and the health of the planet.** We recognize health as a universal value, a shared social goal and a political objective for all countries. **We are determined to leave no one behind.***

...we seek to improve urban health and support healthy cities and communities..”

<http://www.who.int/healthpromotion/conferences/9gchp/shanghai-declaration/en/>

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Guiding Principles: Goals and Ethics (2): kokoro and empowerment

"Kokoro" includes the nuances of heart and soul, mind and spirit... Kokoro is invisible energy, acting inherently and irreplaceably in each human being

requiring complementary and integrated approaches from a cognitive neuroscientific understanding of mind, a historico-cultural understanding of mentality, an ethico-religious understanding of the human spirit... social and environmental issues that we face today."


<http://kokoro.kyoto-u.ac.jp/en/AboutUs/greetings.html>

To my understanding, this concept is related to both the **notion of empowerment** and a holistic understanding of mind, body and soul as the whole of human nature.

The experience of one's wholeness brings joy, fulfilment and resilience.

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Medical knowledge : clinical and public health, technological innovations

- ❖ **Classical approach: provision of infrastructure** for clean water, sanitation, food and drug safety, effective vaccinations, sports facilities, etc
- ❖ **Modern approach: health education (literacy) for disease prevention**, fitness programs, anti-stress programs, sex education, drug prevention, smoking ban

Additional approaches

- ❖ **Sustainable and empowering approach („post-modern“)**: care for and work with vulnerable groups: teenagers, isolated seniors, substance abusers and media addicts, disabled, migrants and refugees (etc!), develop integrative medicine
- ❖ **Technological innovations and support**: Minimally invasive procedures, genetic testing, imaging, POCT, **IT** : digital records, web-based medical platforms, social media.

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Regional knowledge:

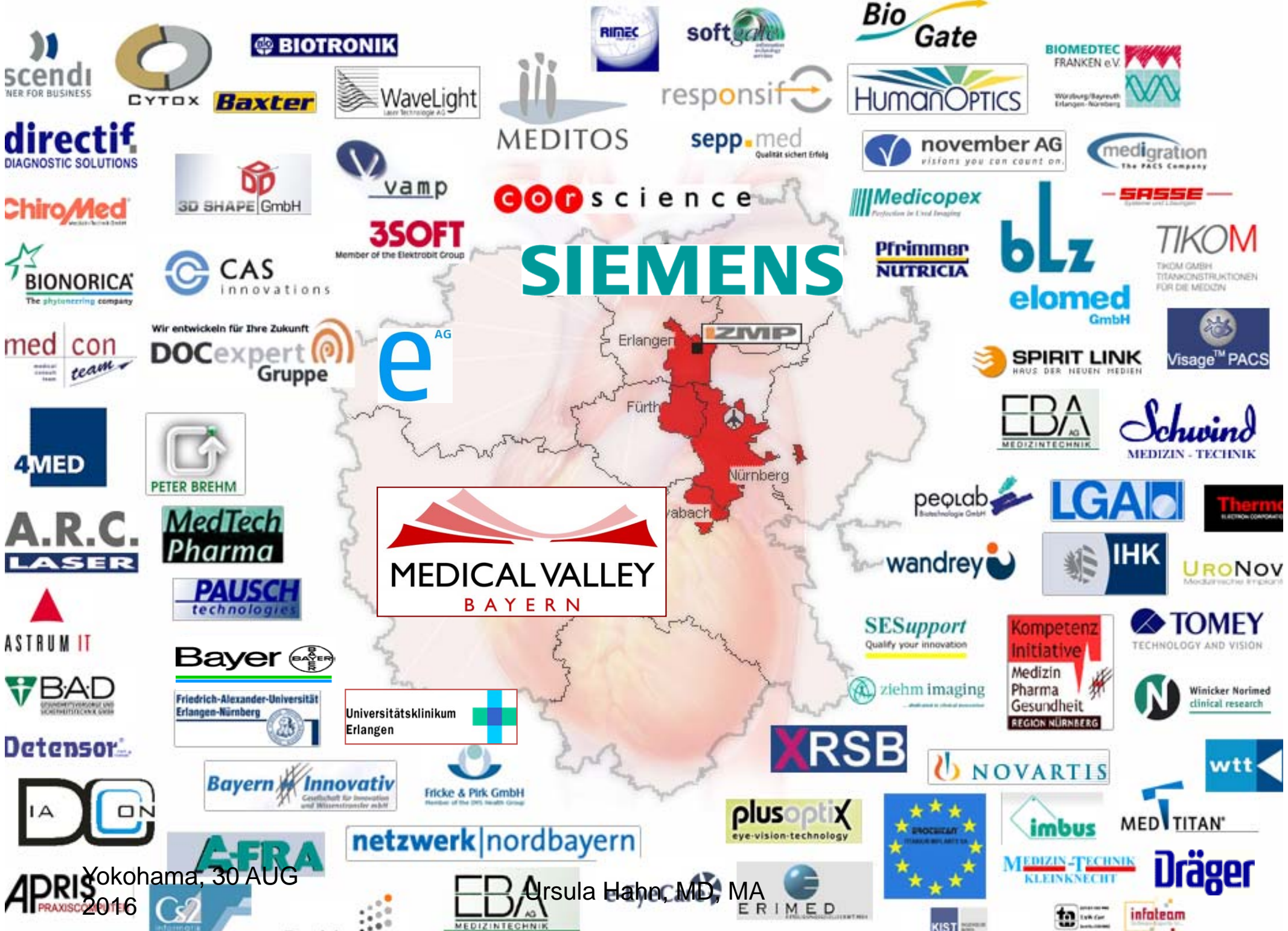
- **science/academia:** evidence-based clinical and public health data, indicators for change, evaluation
- **community:** cultural context and population profile
- **Change makers:** technological and societal innovators

Evolution of ‚Healthy Region‘ Erlangen (EMN):

- | | |
|-------------|--|
| 1996 - 2016 | cluster strategy for medical innovations: regional investment network Medical Valley EMN |
| Since 2003 | public health data / indicators for change |
| 2015 - 2020 | cultural context: ‚healthy region- <i>plus</i> ‘ including scientific evaluation |

Historical evolution of ‚Healthy Region‘ Erlangen (EMN): 1996 – 2016: cluster strategy





SIEMENS

MEDICAL VALLEY
BAYERN

Yokohama, 30 AUG
2016

Ursula Hahn, MD, MA

European Metropolitan Area Nürnberg-Erlangen

- 2,6 mill. inhabitants
- 1,4 mill. employees (90 Bill. € GNP)
- 8 universities and colleges and
20 research institutes
- gateway to the east

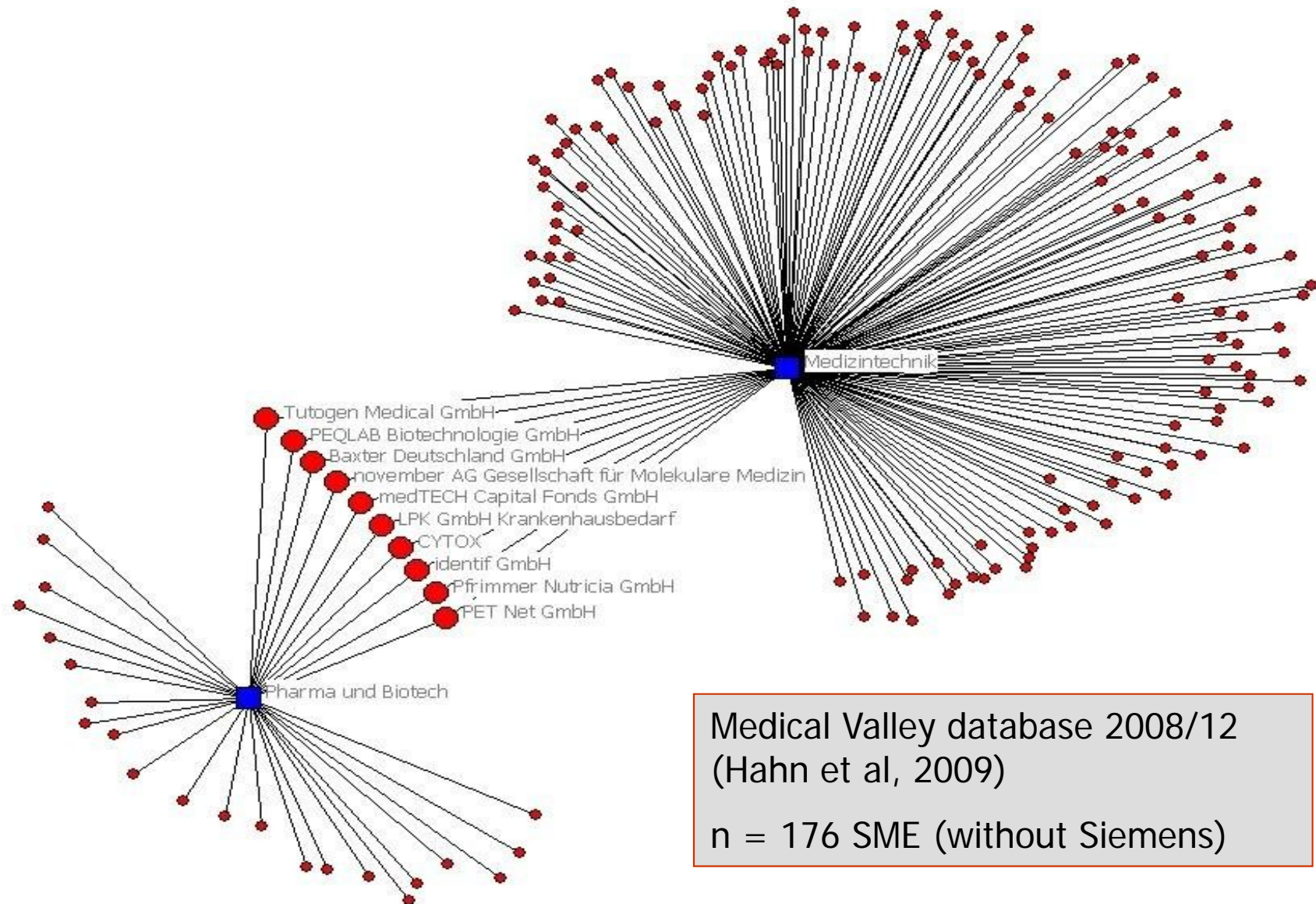


Grafik: Wirtschaftsreferat der Stadt Nürnberg, Juni 2005

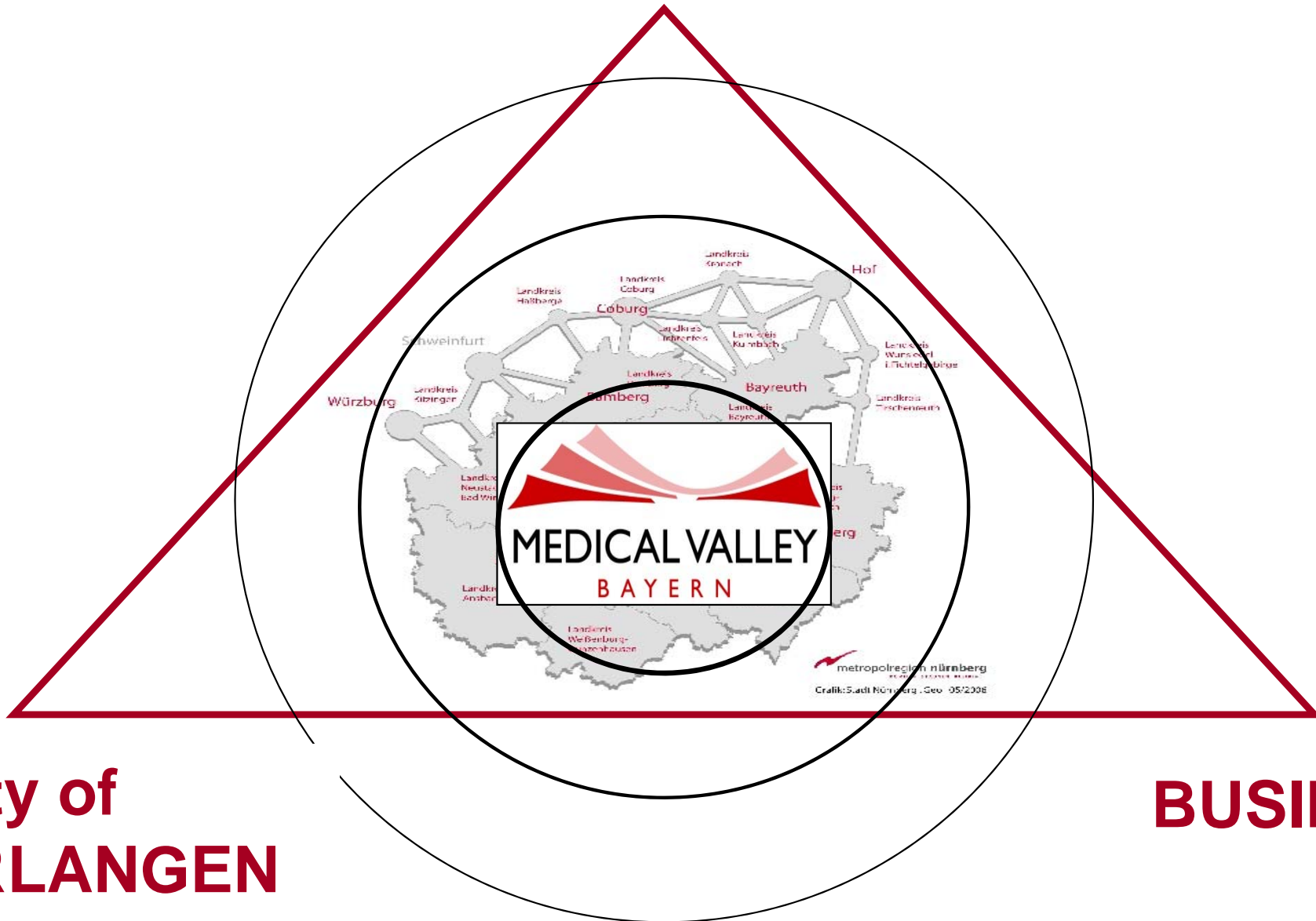


The Incubator in Erlangen

Medical Valley EMN: Cooperation between medical device and pharmaceutical/biotechnological companies



MEDICINE



**City of
ERLANGEN**

BUSINESS

The Medical Valley EMN today: a very successful brand



- *Received 120 mio € federal funding since 2010*
- Created a surplus of 1000 jobs in SMCs

Latest news (01.08.2016)

The Bavarian Ministry for Health and Food Safety

will move from Munich to the Medical Valley EMN in 2018

Beyond the Medical Valley: evolution of a „Healthy Region“ in Erlangen EMN

- by participatory and culturally sensitive approach to a healthy lifestyle: „*healthy region-plus*“
- by strengthening the community

Background: Sportclubs in Germany

Largest mass movement in Germany

DOSB (Deutscher Olympischer Sportbund)



- largest national alliance of sportsclubs in the world, total balance 7.1 billion €
- 28 mio members (population 82 mio, 1/3 of population, m:f 2:1)
- 34 olympic and 28 general disciplines in 91.000 sportsclubs; Rio Olympics, rank 5
- clubs are autonomous
- trend goes towards fitness and health-related sports (for all ages, 1 – 100)

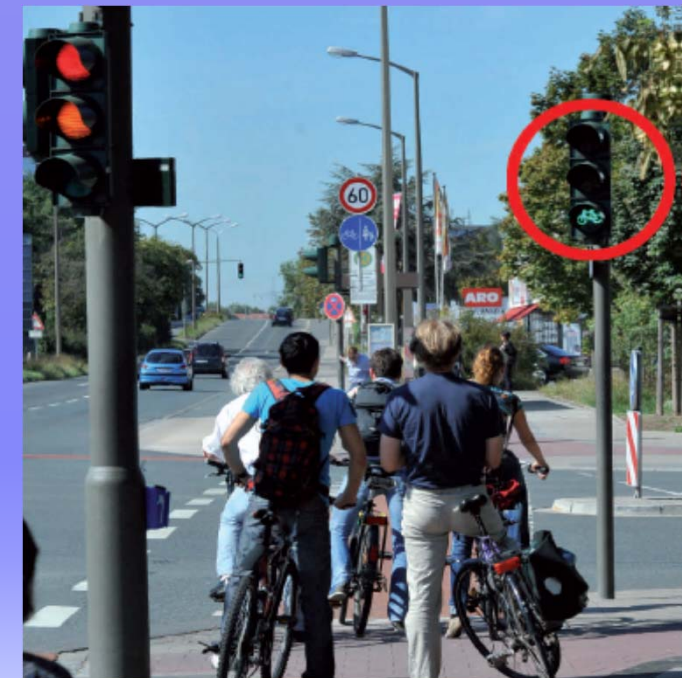


Communal „healthy region-plus“ incorporates

- traditional communal activities: walking, biking, running
- new projects and new processes

Traditional communal activities in Erlangen:

- Walking: pedestrian zones in center city
- Biking, now with e-bikes



2015 -2020

Cultural context: new projects and new processes

„healthy region-plus“



- **Goal:** health care for and with vulnerable groups
- **Approach:** **top down:** political leadership, funding back office, documentation, networking, convening facilities
bottom up: very broad participation, very low barriers for access, continuous multi-stakeholder working groups

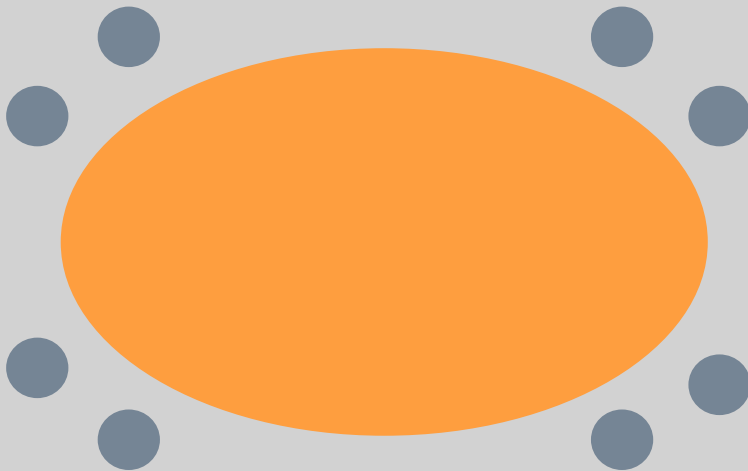
BIG-PROJECT (Bewegung als Investition in Gesundheit): **multi-cultural outreach project towards more physical fitness for women in difficult life situations: migrant, single parent, isolated senior, welfare recipient, poor and/or unemployed women**

BIG Modellprojekt

intersectoral cooperation

female target group

local experts



stakeholders and sponsors

academic research

session 1: brainstorming

session 2: setting priorities

sessions 3-5: planning activities

session 6: finalizing action plan

input

process

output

outcome



Data by Szusanna Majzik, A. Rütten and A. Wolff

BIG-PROJECT (Bewegung als Investition in Gesundheit): **multi-cultural outreach project towards more physical fitness for women in difficult life situations: migrant, single parent, isolated senior, welfare recipient, poor and/or unemployed women**

BIG Modellprojekt

first activities

- ➔ *“We offered walking, running, ball games, etc – but the ladies finally settled for swimming courses for women only!”*
- ➔ **at the beginning only one office at city hall as headquarters**

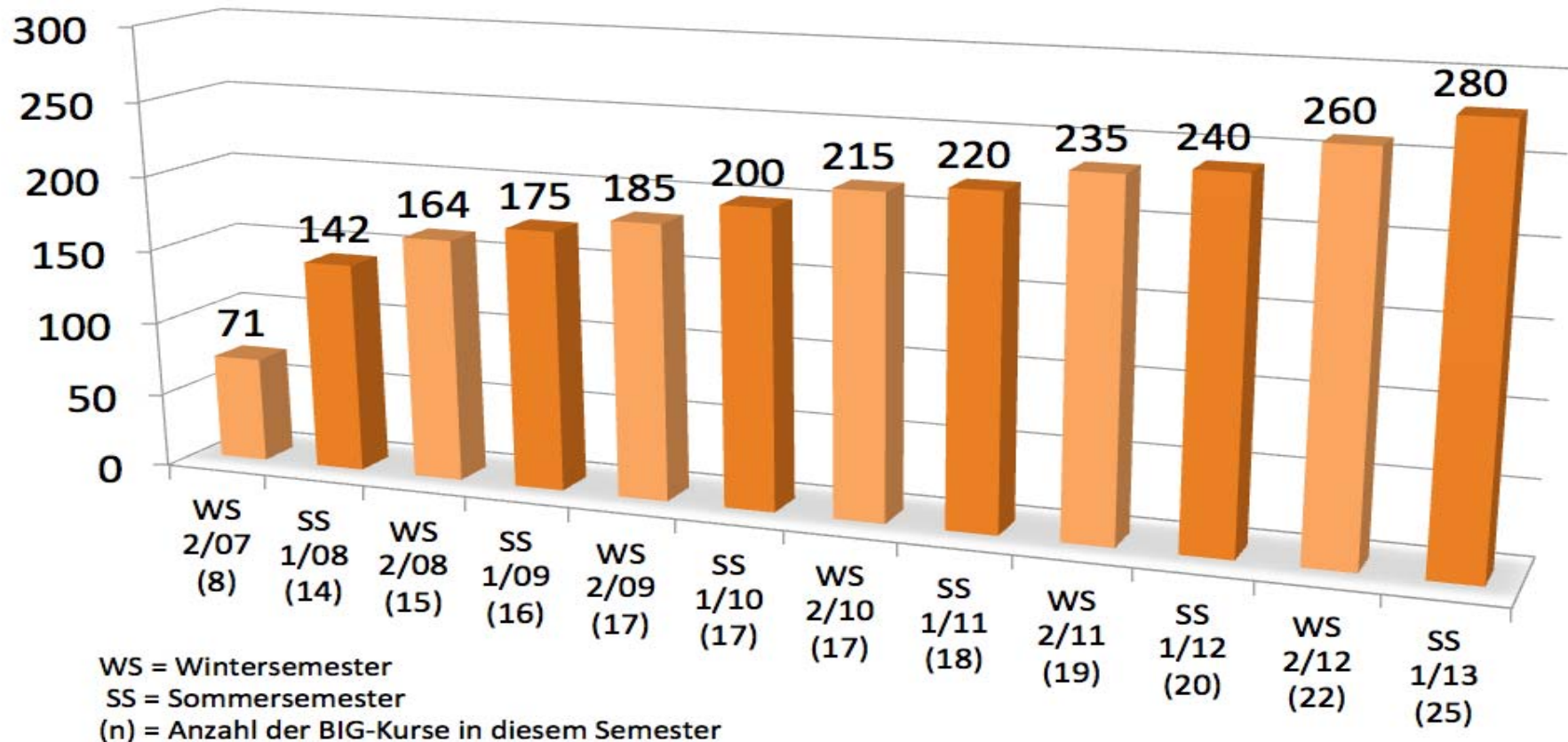


output



number of participants

Anzahl BIG-Teilnehmerinnen pro Semester (02/2007 - 01/2013)



**Cultural context: annual prize for the best innovations
and services in Erlangen**

Prizes in 2014 went to groups working on:

- **Fetal alcohol syndrome: information and advocacy**
- **Anti-depression: easy access points for the elderly**
- **Inclusion of disabled and elderly into the job market
including technological innovations**
- **Mobile sensor sytem for gait analysis in Parkinson syndrome**
**innovative medical device: „eGaIT – Embedded Gait Analysis using Intelligent
Technology“**
- **Therapy with nano-particles in oncology**

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- **Global movements:
transition towns**



The Transition vision is of a move towards self-sufficiency at the local level, in food, energy and health.....

Key is to find ways to bring people together...and persistence.

They say: 'It's really true that doing little things, step by step, makes a difference...'

<https://transitionnetwork.org/>



Will it work ?

The young generation says (Quoted from a discussion with international students at the University of Erlangen 2016):

„Because we need to believe in justice and our personal freedom.

Because we know and feel the risks and we don't want to be ruled.

Because many of us will be experts - and if we are not, we know where to find one - and we want to be active on our own.

Because we want to belong to those who behave right ...“

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Comprehensive Guiding Principle

The process of communal activity towards extending healthy life spans should be firmly established by the convergence of perspectives:

- top down leadership focussing on economic, ecologic and social sustainability : **think global**
- bottom up, broad and true participation for finding creative, local solutions: **act communal**
- empowerment and self-determination for all partners through-out the life span: **enjoy your healthy life**