Implementation program

Rotterdam: a healthy city 2016-2020
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1 Introduction

1.1 Rotterdam: a healthy city
Rotterdam is keen to be a healthy city with healthy citizens. The municipality is working to increase the number of healthy years of life enjoyed by residents of Rotterdam. When residents of Rotterdam enjoy good health and vitality, it is easier for them to find and keep jobs, develop their talents, raise their children and look out for each other. In the first instance, residents work on their own health — the municipality offers them the encouragement, support and protection they need in cooperation with a wide variety of partners. Our strategy aims to attract residents towards healthy choices and initiatives, making good practices visible and encouraging partners to contribute to our healthy city.

The municipality is raising awareness among Rotterdam residents of how they themselves can improve their health, by sharing knowledge and information, giving advice, making connections between residents and healthy initiatives and offering support where it is needed. To achieve this, the municipality uses digital forms of support and engages social marketing to reach the various target groups. We are actively engaging with Rotterdam residents and with our partners to carry out the actions contained in this implementation programme, and an up-to-date website connected to social media networks is a key part of this engagement campaign.

1.2 Purpose of this programme
The implementation programme for ‘Rotterdam: a healthy city 2016-2020’ expands on the eight goals established in the Public Health 2016 - 2020 memorandum Rotterdam: a healthy city (Municipality of Rotterdam, 2016; hereafter referred to as ‘Rotterdam: a healthy city’).

The memorandum on ‘Rotterdam: a healthy city’ brings together our considerations in terms of health aspects and priorities. Figure 1 shows how the municipality is translating the goals given in the memorandum into actions.

For each health topic, this implementation programme lists the actions that should lead to a healthier and more vital Rotterdam. This memorandum is also relevant to actions resulting from Sportnota 17+, Rotterdam is Growing [Rotterdam Groeit] and the Go Outdoors! [Kom op naar Buiten!] memorandum. In the memorandum, we also name the partners the municipality either already works with or is intending to work with: in all kinds of areas, residents of Rotterdam, professionals and organisations are working hard to achieve a healthier, more vital Rotterdam. New partners are welcome: the municipality is keen to challenge them to contribute to a healthy Rotterdam.

Along with the staff of the Werf Gezond 010, a variety of partners are coming together to form long-term partnerships in the city. The goal of these partnerships is to achieve a sustainable movement in the city over the coming four years, a movement made up of people and organisations who naturally come together to work on a given health topic and who translate their discussions into concrete actions and projects. The Municipality of Rotterdam is a partner, facilitator and occasional director or client in this process. During the first Werf Gezond 010 (January 2017), the municipalities and partners signed the Everything is Healthy… [Alles is Gezondheid…] pledge (part of the National Prevention Programme), marking the start of the Gezond 010 regional network.

In line with the ‘Rotterdam: a healthy city’ memorandum, the network focuses on achieving a healthy weight, combating type 2 diabetes (DM2), improving mental and sexual health and reducing smoking and the use of alcohol and drugs. The municipality is also committed to fulfilling its legal protection duties and is working to improve air quality and reduce early hearing damage. With this commitment in mind, the municipality uses digital options (e-health) wherever possible. Each chapter has a similar structure: the introduction links the topic to the objectives in the ‘Rotterdam: a healthy city’ memorandum, then this is followed by the planned actions. Chapter 2 discusses healthy weight and combating DM2. Next, Chapter 3 describes the aforementioned actions aimed at reducing the use of tobacco, drugs and alcohol. Chapter 4 concerns measures for Rotterdam residents’ mental health, while Chapter 5 discusses health protection. Chapter 6 goes on to discuss the measures relating to e-public health, which is followed by Chapter 7, which covers several overarching procedural measures the municipality hopes to use to get the movement going with the partners. The final chapter looks at measuring, learning, listening and making adjustments. To determine whether our commitment is really making a difference, and whether the municipality is doing the right things for the city, this chapter focuses more specifically on gathering knowledge, carrying out research and talking to residents.

The objective of the implementation programme is as follows. In 2020, Rotterdam residents will be demonstrably healthier. They will take the initiative to become healthier and gain vitality. They will receive support where necessary. There will also be a broad movement for health in the city, and partners will feel jointly responsible for Rotterdam residents’ healthy lifestyle. Each year, the municipality will show how the campaigns for the implementation programme are going. At the end of 2018, we will produce a detailed report in the form of a mid-term review.
Figure 1: From the objectives in the policy memorandum to the campaigns in the implementation programme

Rotterdam

Residents Enjoy Healthier Years of Life

- Taking health into your own hands: More Rotterdam residents are making healthy choices; The outdoor environment motivates them to relax, play sports, exercise and get together.
- Prevention is prominent in healthcare, welfare and youth policy: Contracted healthcare and welfare options focus more on prevention; Health and welfare professionals are more committed to healthy lifestyles.
- Healthy and safe in the city: High-quality infection control, environmental medicine and hygiene care; Good crisis response.
- E-public health and innovation: More Rotterdam residents have access to e-health and home technology.

Some campaigns:
- Healthy weight, type 2 diabetes
- Smoking, drug use, alcohol
- Mental health
- Health protection
- E-health

- Rotterdam: cycling city
- Healthy eating
- Stoptober
- Smoke-free Generation
- Regional outbreak registration point
- Digital STD clinic
- My data our health
- GGD AppStore
- Stay Clear! Drugs and Alcohol
- Mental health nurse practitioner as link
- Environmental zone
- Demouch
- Health events
- Information about early hearing damage
- Intensifying the approach to contraception
- Training professionals to recognize depression
- Comprehensively approach obesity and type 2 diabetes
- Stay Clear! Drugs and Alcohol
- Education about early hearing damage
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2 Healthy weight, exercise, nutrition and combating type 2 diabetes

In the ‘Rotterdam: a healthy city’ memorandum, the municipality established the following objectives:

- In 2020, more residents of Rotterdam will be at a healthier weight compared with the measurements taken in 2012.
- Compared with 2012, more residents will be exercising according to the Dutch Standard for Healthy Exercise [Nederlandse Norm Gezond Bewegen] in 2020.
- The proportion of people who have DM2 in 2020 will be no greater than the proportion in 2012, taking an ageing population into account.

Encouraging Rotterdam residents to achieve a healthier weight and combating DM2 requires an integrated approach. Outdoor spaces that invite people to exercise can contribute to achieving a healthy weight and to reducing the risks from DM2. It also helps if family doctors are quick to detect the first signs of DM2 and know where to refer affected patients. In order to have as great an impact as possible, the municipality has made commitments in relation to three of the four factors that are decisive for health:

Factor 1. The municipality and our partners are committed to creating an accessible, comprehensive system for prevention, welfare and care.

Factor 2. The municipality and our partners strive to create an environment that challenges people to eat well and enjoy exercise.

Factor 3. The municipality and our partners promote a healthy lifestyle.

The Werf Gezond 010 on healthy weight (diet and exercise) and DM2 (January 2017) made a start in the area of exercise, meaning that now our partners know where to find each other and how best to work together. Our task now is to build on the positive energy this stimulated:

- Residents of Rotterdam are more aware of the importance of achieving a healthy weight, and of the ways their own lifestyle contributes to this (factor 1). We aim to ensure that residents can generally find the support they need on their own. Where necessary, the municipality will identify the need for support and make referrals.
- Outdoor spaces are designed to invite people to behave in healthy ways (factor 2).
- A large proportion of the 225 businesses in Rotterdam that employ 100 people or more incorporate vitality and health goals into their operations (factor 3).

2.1 Healthy weight and exercise

In line with the Sportnota 2017+, in the second half of 2017 the municipality formulated an action plan to integrate exercise into people’s daily routine: cycling to work, using the stairs more often. This action plan will be implemented from the spring of 2018, when the municipality will use targeted actions to contribute to sustainable mobility across the city.

Actions

- When the Sportnota 2017+ is put into effect, the actions it will offer include:
  - The municipality will establish ‘sport and exercise’ as a permanent part of efforts to reach people for whom it is most difficult to find work into the labour market. Welfare programmes will offer guidance to people insured under the Rotterdampakket (570 in 2017) who must contribute to activities for a healthier lifestyle (you can find a more extensive explanation of this under Mental Health, 4.2). If this proves successful, it will be carried forward into 2018.
  - The municipality will coordinate with partners to decide how best to approach prevention, welfare and care, with the objective of encouraging Rotterdam residents to make healthier choices in their daily lives, such as deciding to exercise more. The municipality will stimulate training for education, welfare, care and youth assistance, with the aim of including ‘exercising more’ and an increase in participation in sports in the curriculum from the 2018-2019 academic year.
  - We will build a sports and recreation network of routes for walking, cycling and jogging. The routes will be equipped with better lighting and road markings, as well as extra facilities such as public water taps, and the municipality will promote these routes. In 2017, the municipality began developing and expanding on a strategy.
  - Our Lekker Fit! programme promotes good

1 Lalonde model: As well as the physical and social environment, lifestyle and access to healthcare, biological and genetic factors also play a role in the onset of illness. Biological and genetic factors can be decisive for the choice of approach and target group.

2 Werf Gezond 010 is a platform of partners from various sectors. The following parties have already joined: Havenziekenhuis, Erasmus MC, RET, Verkeersonderhouding, BVD’s Feyenoord en Excelsior, het Topsporthcentrum, Sportsupport, Groente en Fruithuiss, LTO Glaskracht, Stichting Innovatie Glastuinbouw Nederland, TNO, Medical Delta, VU, Erasmus University College, HAS University of Applied Sciences [Hogere Agrarische School], Rotterdam University of Applied Sciences [Hogeschool Rotterdam], ECT, Apartmental, ECE Integraal Netwerk, Netherlands General Employers’ Association [Algemene Werkgeversvereniging Nederland], Oser, IZER, general practitioner training, Zorg op Zuid, Gezondheidscentrum Zuiderplein, VGZ, Zilveren Kruis, Fonds Achterstandwijken, Rabobank, Zorgimpuls, Fysio Holland, various social entrepreneurs.
Exercise education, healthy nutrition and healthy choices for young people.

- Measures drawn from a variety of programmes which both directly and indirectly contribute to a healthier and more vital Rotterdam. Here are a few examples:
  - In the Go Outdoors! vision the municipality laid out the intention, when replacing facilities such as playgrounds, to make these facilities more inviting as places to exercise.
  - We are making ‘exercise and sport’ more visible in the design of the city centre, and adding surprising elements to encourage movement and exercise.
  - To ensure that children and young people grow up healthy, the municipality is reinforcing protective factors and limiting risk factors. The Youth Policy Framework 2015-2020 ‘Rotterdam is Growing’ has a strong scientific basis and represents our commitment to a better outlook for young people, as well as reducing the scale of the problem.

- The municipality is making Rotterdam attractive to cyclists. Your trusty bicycle is welcome in Rotterdam — cycling keeps residents healthy and brings them together, not to mention that cycling is also environmentally friendly. Together with the Cycle Plan 2016-2018 (Cycling has priority [Fietsen heeft voorrang]), the municipality is implementing the following initiatives:
  - We are working with the ANWB in 2017 to collect abandoned bicycles. Once all the bicycles have been collected, the municipality, the ANWB and schools will make sure they are roadworthy and then distribute them among children living in poverty. If this initiative is successful, a proposal for a structural approach will follow.
  - The municipality is aiming to deliver municipal post by bicycle.
  - As one of the largest employers in Rotterdam, we are keen to set a good example to other employers by strongly motivating our own employees to travel by bike. Our HR policy makes it easier for employees to use rented bicycles and ‘OV-fietsen’ (public transport bikes).

- The municipality invites large employers with connections to the Gezond O10 regional network to include a paragraph on vitality or health in their staff policy. Employers who have more than 100 employees share their ambitions in terms of vitality and of physically and mentally healthy employees. The inclusion of such a paragraph on health or vitality in a staff policy document will encourage many Rotterdam residents to adopt healthier habits. The Municipality of Rotterdam is making the first move by introducing the Vitality and Absenteeism Programme [Programma Vitaliteit en Verzuim], which focuses on our own employees, and by providing sample paragraphs. The municipality is also sharing its own good practices with companies, with the aim of spreading these good practices throughout the city.

2.2 Healthy weight and nutrition

A healthy diet is high on the list of priorities. People are more aware of sustainable and organic produce, and demand for locally-sourced products and vegetarian and vegan dishes is increasing. Developments around the world mean that an integrated approach is necessary to tackle food-related issues such as the growing demand for food, food waste, health problems associated with people’s diet, fluctuations in food prices and animal welfare. The recently signed City Deal ‘Food on the City Agenda’ marks the switch to this integrated approach. The municipality is committed to a multi-year, integrated food policy in Rotterdam.

We are working with our partners to offer a healthier range of food options and to raise awareness and encourage changes in behaviour. As of 2017, the municipality is supporting initiatives to ensure that healthier options are available in cafeterias and in places where Rotterdam residents go when they go out (such as cultural and entertainment venues) or when they are on their way to somewhere else. To enable us to establish targeted interventions and campaigns, the municipality is drawing up more detailed categories for target groups, based on the questions: who eats what, why, when and with whom? This initiative begins with young people and their parents and guardians, and with Rotterdam residents who are overweight. The municipality is drawing on the knowledge, understanding and results achieved during the Lekker Fit! programme.

The growing demographic of older people in the city deserves special attention. A healthy diet is just as essential for older people who live at home as it is for those in healthcare facilities, but research (Ziylan, 2016) has shown that care and welfare professionals lack the structural awareness to detect malnutrition in people over 65.

The municipality is focusing on the following objectives:

- Residents of Rotterdam are increasingly aware of the importance of healthy nutrition.
- They choose to eat vegetables more often, and more residents drink water on a daily basis.

**Actions**

- The municipality is making it possible for residents to make healthy choices when they are out and about by:
  - making it possible for people to scan the range of options in places where they go often or on a daily basis, such as cafeterias at offices, schools or sports facilities. Cafeteria managers will be offered training based on

3. We are looking for indicators to give us a better understanding of peoples’ consumption of vegetables.
The municipality has put the topic of healthy nutrition on its agenda and is committed to raising awareness in the city by:

- promoting the successful water campaign Lekker Fit! engaging with other target groups, not just young people;
- raising the profile of ongoing initiatives in the city through targeted communication, such as a documentary series about the initiatives in the Werf Gezond 010;
- working with the Erasmus MC and Stichting Arts en Voeding (doctors and nutrition foundation) in 2018 to identify ways in which nutrition can be included as a prominent theme in medical training curricula.
- appointing a (temporary) officer to investigate which initiatives are necessary to give more weight to a healthy diet for older people in general, and malnutrition in particular, in everyday practice. To promote the treatment perspectives of professionals in the field, such as district nurses, welfare officers and neighbourhood team leaders, but also carers’ perspectives, the municipality is considering guidelines that include clear steps to take in terms of detection, distribution of tasks and follow-up measures.

2.3 Combating type 2 diabetes (DM2)

The core of our approach to tackling DM2 is threefold: Residents of Rotterdam have become more aware of the consequences of DM2⁴, residents who are at increased risk of DM2 are identified more often and these people receive more appropriate referrals to preventive options - diet, exercise and sport - and if necessary also to welfare and healthcare. The municipality is working towards the following objectives⁵:

- In 2018, the municipality will investigate the achievability of its objective of halting the increase in DM2 in Rotterdam by 2020.
- By 2020, more Rotterdam residents will be aware of the potential consequences of DM2.
- By 2020, more residents expected to have an increased risk of developing DM2 will have taken a diabetes risk test and received advice.
- By 2020, more residents with pre-diabetes or DM2 will be referred to appropriate preventive treatments or care options.

Actions

Together with our partners, the municipality is taking an integrated approach to obesity and DM2 and improving the identification of residents who are overweight or obese and who have DM2. Together, our partners provide effective prevention and support options.

The municipal programmes Healthy Weight [Gezond Gewicht] and Lekker Fit! created the foundations for this approach. The municipality has developed an action plan for this integrated approach, which will be put into practice in the first half of 2018. To this end, the municipality has worked with the Ministry of VWS, healthcare insurers, the Centre for Healthy Weight [Centrum Gezond Gewicht] (Erasmus MC, St. Franciscus and the Maasstad Hospital) and with partners who provide preventive treatments, welfare and healthcare.

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4. In the long term, DM2 increases the risk of poor eyesight, nerve pain, cardiovascular disease, problems with the feet and depression.

5. The objectives have been established in comparison with 2012.
Many residents of Rotterdam can find information about the range of lifestyle options themselves, for instance online. For those residents who need more guidance, the municipality is committed to the following initiatives:

- in partnership with primary care providers and healthcare insurers, the municipality is taking on the role of a central healthcare provider. This function is the first point of contact for overweight and obese residents and residents with DM2 during their entire course of treatment; it is also a central hub and ensures seamless linking of all support and healthcare, with the aim of achieving long-term behavioural change. The central healthcare provider guides residents from institutional healthcare to the options available in their neighbourhoods (and vice versa), and is essential to a seamlessly integrated approach. The concrete duties and position of the central healthcare provider are explained in an action plan. One potential aspect of that plan is the single-entrance principle, applied when residents’ support is transferred from the medical to the social sphere. The municipality intends to begin in 2018 in the Feijenoord and Delfshaven areas, in conjunction with the existing networks in those areas. If it is demonstrated to be successful, our intention is to phase in this approach in other areas of the city.

- The key idea is for the combined lifestyle intervention (gecombineerde leefstijlinterventie) (CLI) to become a specified category in the basic health insurance package. Once the CLI treatment is covered by healthcare insurance, many of the target group will be eligible for this good healthcare. The integrated approach sorts participants on this basis. Professionals in Rotterdam use a straightforward methodology: they identify the problem and refer patients competently to the right treatment: lower-level where possible, higher where necessary.

- For overweight or obese Rotterdam residents and those with DM2, the municipality is considering whether the existing range of support options is sufficiently accessible and appropriate.

- The options for exercise in each neighbourhood have already been reviewed. The municipality is expanding on this with a broader range of support options focused on a healthy lifestyle. The next step is for residents to become aware of these options and to make active use of them, and for professionals to actively refer patients where necessary.

- Together with the healthcare insurer VGZ, the municipality is starting the Turn Back Diabetes [Keer Diabetes Om] programme for 300 residents.

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6 [1] http://keerdiabetesom.nl/ Turn Diabetes Around (Keer Diabetes Om) is a lifestyle intervention that offers participants guidance on changing their lifestyle, with the aim of reducing both the prevalence of type 2 diabetes and the use of medication.
3 Smoking, alcohol and drugs

In the ‘Rotterdam: a healthy city’ memorandum, the municipality established the following objectives:

- By 2020, there will be fewer smokers in Rotterdam, among both young people and adults, compared with 2015 and 2012 respectively.
- The use of alcohol and drugs by schoolchildren will have been reduced in comparison with 2013.
- There will have been a reduction in the use of alcohol and drugs among at-risk young people and a reduction in high-risk settings compared with 2013.

To discourage tobacco use, the municipality is joining forces with the national movement ‘On the way to a Smoke-free Generation’ [Op weg naar een Rookvrije Generatie].

3.1 Smoking

The shift towards a smoke-free generation focuses on making environments smoke-free where children and young people grow up, play and go to school:

- Smoke-free pregnancy
- Smoke-free childcare, including childminders
- Smoke-free playgrounds and petting zoos
- Smoke-free sports associations
- Smoke-free primary and secondary education
- Smoke-free homes: supporting the parents of (young) children in giving up smoking

Actions

- The municipality is continuing its partnership with the Alliance for a Smoke-free Netherlands [Alliantie Nederland Rookvrij].
- The partners in the A Good Start [Stevige Start] programme encourage pregnant women not to smoke, and promote a smoke-free environment by offering health information to pregnant women and women who are trying to get pregnant; fathers also receive information.
- Attention for the implementation of smoke-free childcare, including childminders.
- With the inclusion of non-smoking in the new policy regulation for subsidising playground organisations in Rotterdam, playgrounds and petting zoos will become smoke-free on 1 January 2018. Petting zoos have expressed a wish to become smoke-free. The Longfonds (Dutch lung foundation), the municipality encourages sports clubs to make sports fields smoke-free. The municipality has also included non-smoking in the annual vitality scan for sports clubs, and is investigating the possibility of including a provision making sports facilities (partially) smoke-free in the usage agreements for these facilities from 2020. In 2017, the municipality and SRS joined the Hartstichting’s national media campaign for smoke-free sports fields.
- In the ‘Jeugd en Onderwijs 010’ (Youth and Education) newsletter for secondary school directors, the municipality has called on these directors to act proactively to make school playgrounds smoke-free, as a prelude to the legal requirement for smoke-free school playgrounds that will come into force in 2020. The municipality is contacting schools and actively promoting the Longfonds’ range of support options and the Healthy School [Gezonde School] national approach.
- We support Rotterdam residents who want to quit smoking by continuing to offer the annual regional initiatives in relation to Stoptober, with a focus on parents of young children. We are also bringing attention to effective support for giving up smoking, such as the stop-smoking apps in the GGD AppStore.
- From 2017 to 2019, Indigo Preventie, Avant sanare and EMC/RCHP will implement the FNO project ‘Grip en Gezondheid’ (Grip on Health), which aims to offer integrated support to 300 vulnerable families in Rotterdam and Spijkenisse to help them tackle debts, stress and smoking, with the ultimate objective of improving their mental health. If the project is shown to be cost-effective, the municipality will consider expanding it to other areas.

3.2 Alcohol and drugs

The approach to Drugs & Alcohol is based on the Youth Policy Framework 2015-2020 ‘Rotterdam is Growing’, and aims to give children the chance to grow up healthy and safe and with real opportunities. Rotterdam is Growing is built on a scientific foundation of protective factors and risk factors. The municipality is using the Blijf Helder! Drugs & Alcohol II (2014-2018) programme to promote prevention through a combination of awareness-raising and education, policy and regulations, and supervision and enforcement. Youth healthcare (jeugdgezondheidszorg, JGZ) will play an important role in this initiative.

7 Young people in practical and special education, and in the first two levels of the ROC colleges.
8 For other childcare facilities, childcare legislation requires a health risk assessment in which measures are linked in order to reduce these risks. Smoking is one of these health risks, for which the childcare provider must have measures in place. If this requirement is not met, this is counted as a violation of the legislation and the municipality can step in to correct this violation. Moreover, labour legislation does not permit professionals to smoke in the workplace (the childcare location).

9 The Healthy Sports Club (Vitale Sportvereniging) predicate is a requirement to receive a subsidy.
10 Not smoking during the month of October, with the aid of online support.
The implementation of the Drugs & Alcohol II programme is going well, and yielded positive results for the period from 2014 to 2016.

**Actions**

- Since the police were given powers to enforce the ban on smoking cannabis in 2017, the municipality is getting more attention to cannabis smoking with the platform ‘Denknajoh’, with the help of various partners including a vlogger.
- The municipality is launching a screening app that will enable professionals to carry out a quick test to determine a young person’s drug use. If the test returns a troubling score, the professional can get in touch directly with YOUZ for short-term, timely assistance.
- The topic of ‘laughing gas’ is gaining more attention.
- In 2017, the municipality continued to use mystery shoppers to improve compliance with NIX18. (Under 18’s people cannot buy alcohol) The municipality has used independent research to gain a good idea of the compliance of the various sectors.

Research will be conducted in 2017 showing whether the municipality has achieved the programme’s objectives. The Drugs & Alcohol II programme will run until 2018. The municipality will base any potential new programme on the evaluation of this one.
4 Mental health

Depression is common in Rotterdam, and the number of patients with depression is increasing\(^{11}\). Mental health problems are among the most significant causes of absence from work. Depression is not only a heavy burden for the individual concerned, but also for society as a whole.

The municipality is working towards the following objectives:
- more young people will have better social-emotional health in 2020, compared with 2015;
- the increase in the proportion of Rotterdam residents living with depression will level out by 2020.

The municipality uses a coherent approach that centres awareness-raising, early detection, motivation and healthcare.

4.1 Raising awareness

The municipality is keen to make it easier to talk about depression, and is working to ensure that by 2020 at least half of all residents of Rotterdam will be aware that depression exists. The municipality will use a question in the omnibus survey\(^{12}\) to assess whether it has achieved this objective.

**Actions**

- A Rotterdam depression deal will be concluded. Several umbrella organisations signed a national depression deal at the start of 2017, at the instigation of the Ministry of Health, Welfare and Sport (VWS). The Municipality of Rotterdam is currently looking to sign a similar depression deal in the city, and talks will get under way in 2018 between the municipality and various partners with the aim of agreeing a deal during the Werf Gezond 010 in 2019 about a joint project to tackle depression.
- In the coming years, Rotterdam will see a publicity campaign surrounding depression prevention in which the municipality will use the VWS’ national campaign ‘Coping with depression’ [Omgaan met depressie].

4.2 Detection, promoting prevention and access to treatment

Symptoms that people experience are often related to problems in several areas of life, such as debt, unemployment and limited child-raising skills. Simultaneously treating mental health issues and problems in other areas of life offers the best chance for a sustainable solution.

**Actions**

- The municipality gives more attention to people who receive benefits. Residents of Rotterdam who have difficulties in the labour market often have health problems, including symptoms of depression. These people can fulfil their compulsory work requirement by working on their health problems. In 2017, over 500 Rotterdam residents are working harder on their personal health, some of whom are working to reduce symptoms of depression. This helps them to improve their chances in the labour market and counts as a form of compulsory work. The guidance is financed from arrangements concerning Social Return On Investment in the contract with VGZ healthcare insurer. If it proves successful, the municipality and VGZ will continue this approach in 2018.
- Professionals in Rotterdam receive training in detecting and discussing depression and its symptoms, as well as training in how to include depression prevention in pathway plans and support plans and in referrals to the patient’s family doctor or to preventive treatments, including online. Contract procedures for welfare and Wmo social support 2018-2021 therefore focus on depression prevention. The aim is to make attention to depression a permanent part of the process by which professionals increase their expertise, and to include it in the development of the profession itself. This involves professionals employed by the municipality and contractors, such as members of neighbourhood teams and VraagWijzer infodesks, education officers, job centres, the Taskforce for compulsory work requirements, and welfare and Wmo organisations. In addition to training options, the professional organisations offer a depression prevention e-learning module to family doctors, Youth and Family Centres [Centrum Jeugd en Gezin] (YFCs)/consultancy firms, midwives and maternity staff.
- A focus on post-partum depression (the depression a mother may experience following childbirth) forms part of the municipal programme A Good Start (2016-2020).
- Together with the VGZ healthcare insurer, the municipality is developing opportunity-rich interventions to improve methodologies and cooperation between the medical and social spheres. The implementation of these interventions should lead to better-quality healthcare and support for residents of Rotterdam who live with long-term mental health issues. The healthcare insurer VGZ, the Municipalities

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\(^{11}\) 10% of Rotterdam residents aged 19 and over have a high risk of developing depression or an anxiety disorder (K10 cut-off point 30 and higher), which amounts to almost 50,000 people. Source: Health Monitor for Adults and Older People [Gezondheidsmonitor Volwassenen en Ouderen] 2016, GGDs, CBS and RIVM. In 2012, this figure was 9.1%.

\(^{12}\) The Municipality of Rotterdam carries out an annual Omnibus survey among 3,600 residents of Rotterdam aged between 18 and 85. The topic of health comes up in the survey, but also happiness.
of The Hague and Rotterdam have joined with
the research organisation Instituut voor Publieke
Waarden (IPW) to commission research, using
mental health casuistry, into the opportunities for
better and smarter healthcare and support that
goes beyond the boundaries of health insurance
legislation and the social sphere. The results of
this research will be made public in the autumn of
2017.

4.3 Prevention and treatment of depression

Actions
● The municipality encourages the use of effective
e-health interventions which may be found at
www.snelbeterinjevel.nl or
www.mentaalvitaal.nl or in the WellMom app.
These interventions are intended to increase
people’s mental resilience and to prevent and
reduce symptoms of depression in pregnant
women and new mothers.
● Through Rotterdam is Growing, the municipality is
making widespread use of interventions that have
been proven to be effective in reinforcing social-
emotional skills, which in turn improves mental
health. The programmes A Good Start, Growing
up with Opportunities [Kansrijk Opgroeien] and
Drugs & Alcohol incorporate actions to strengthen
the social-emotional development of young
people.
● The Trimbos institute carries out research into
better interventions for residents of Rotterdam
who have low literacy levels.
● As of 1 January 2017, Rotterdam residents with
the Rotterdampakket (a low-cost health insurance)
can register for a group training course on
depression prevention. Depending on the uptake,
the municipality will include this course in the new
procurement procedure for the Rotterdampakket
(after 2018).
● On the basis of collaboration with the healthcare
insurers, the municipality is committed to building
a more transparent cooperation structure
between the social and medical spheres.
Welfare professionals, VraagWijzer, YFCs and
neighbourhood teams are quick to refer residents
who have early signs of depression to family
doctors or mental health nurse practitioners to
obtain appropriate care and support. (See 7.1).
5 Health protection

In the near future, the municipality will focus its health protection measures on two objectives: preventing the early symptoms of hearing damage and promoting clean air. In addition, the municipality will continue its focus on excellence in the implementation of its ordinary and legal duties. The realisation of a Regional Registration Point for Outbreaks of Infectious Diseases and Resistance to Antibiotics, a healthy living environment, sexual health and youth healthcare are areas where the GGD also carries out health protection tasks.

The ‘Rotterdam: a healthy city’ memorandum contains the following objectives:
- By 2020, fewer adolescents and young adults will have early signs of hearing damage compared with the survey carried out in 2015.
- Exposure to elemental carbon (soot particles) and nitrogen dioxide (NO2) in the air in 2020 will show a reduction in comparison with the measurements taken in 2014.

5.1 Early hearing damage
Hearing damage is a health threat that presents an obstacle to children and young people's ability to grow up safely and healthy. The municipality is working to combat hearing damage. We aim to ensure that, in 2020, fewer than 30% of young people will suffer with hearing problems after listening to music through earphones or headphones. Compared with 2015, fewer young people should have hearing problems following a visit to a place where they play loud music, by 2020. In 2015, that percentage was 52%.

In a similar way to the Action Plan for the Prevention of Hearing Damage [Actieplan Preventie Gehoorschade] instigated by the Secretary of State for VWS (November 2015), the Hearing Damage Strategy [Aanpak Gehoorschade] (September 2016, Municipality of Rotterdam) includes the following measures to achieve this.

Actions
- From 2018, the municipality will join with national education and awareness-raising campaigns to offer children, young people and parents the knowledge and tools they need to prevent their own hearing damage.
- The municipality is motivating event organisers to take measures to protect attendees against high noise levels.
- We are exploring how high-risk behaviours and hearing damage can often be avoided in children and young people in Rotterdam. We are doing this alongside national monitoring and research.

5.2 Cleaner air
In 2018, the municipality aims to achieve the target of reducing pollution from road traffic by 40% compared with 2014. This objective will require strong measures. The municipality is not alone in tackling this issue; recently there has been a great deal of cooperation with the parties concerned. The Municipality of Rotterdam is using a coherent set of measures to achieve the goal of enjoying cleaner air, an objective which is expected to be achievable. The actions will arise from the following programmes:
- Clean Air [Schone Lucht], for an attractive and healthy Rotterdam 2015-2018 (pathway memorandum).
- Smart accessibility for a healthy, economically strong and attractive city (Urban Traffic Plan Rotterdam [Stedelijk Verkeersplan Rotterdam] - 2016).
- Cycling has priority (Rotterdam Cycle Plan 2016-2018).

Actions
- The environmental zone has been in effect since 2016 for passenger vehicles and rental cars that were built before 2001 if they run on diesel, before July 1992 if they run on petrol, and for lorries that were built before 2005.
- The scrap and premium regulations for older cars have been introduced; the premium has already been applied to more than 5,000 cars.
- The municipality has introduced subsidy regulations that allow owners to receive a contribution to help them convert old petrol vehicles to achieve a Euro 1 standard.
- The municipality is also installing e-charging points to encourage people to drive electric cars.
- We are cleaning up our own vehicle fleet.
- We are also encouraging people to cycle more, by improving cycle routes and availability of bicycle parking. See Chapter 2.1.
- The municipality has made agreements with the transport sector under the name ‘GreenDeal zero emission city logistics 010’ which are intended to achieve an emission-free city logistics strategy by 2020. For example, this could include making deliveries to shops using electric vehicles.

5.3 Excellence in implementing core legal tasks
In Rotterdam, the GGD Rotterdam-Rijnmond is responsible for carrying out public health duties, which include detecting undesirable situations, advising on risks, education and research. The quality of the activities is maintained using ISO certification and audits, and Lloyds updated the processes in June 2016, in the lead-up to the audit. The Healthcare Inspectorate (Inspectie voor de Gezondheidszorg, IGZ) has oversight over the safety and quality of public healthcare. GGD Rotterdam-Rijnmond’s infectious disease control received one of the IGZ’s few ‘very good’ ratings.
Action

- The municipality will maintain the quality of its activities by meeting ISO certification requirements and implementing audits.

5.4 Regional Registration Point for Outbreaks of Infectious Diseases and Resistance to Antibiotics

The municipality wishes to be better prepared for outbreaks of infectious diseases, resistance to antibiotics (antibioticresistent, ABR) and especially resistant micro-organisms (BRMO). We are aiming to gain a better understanding of outbreaks in healthcare organisations and to encourage people to report outbreaks.

Actions

- Setting up a Registration Point for Outbreaks of Infectious Diseases. The web app, which allows healthcare organisations and others to report outbreaks of infectious diseases, was presented on 22 February 2017. Healthcare organisations can now take the right measures, for instance when a patient is transferred from a hospital to a care home.
- The GGD is actively combating ABR by setting up the registration point, carrying out evaluations and improvements and expanding to other regions.
- In terms of BRMO, the GGD and its partners are establishing research into preventing resistant bacteria from entering doctors’ surgeries and care homes, and into preventing infection in care homes.

5.5 Indoor environment in schools and environmental planning act

The municipality and school boards are improving the quality of the indoor environment in schools, taking measures such as the set of requirements for Fresh schools [Frisse scholen]. The municipality is taking advantage of the opportunities offered by the new environmental planning act to achieve a healthy living environment in Rotterdam.

Actions

- The municipality is improving the quality of the indoor environment through new building projects and renovations carried out under the Integrated Accommodation Plan [Integraal Huisvestingsplan]. Giving advice and carrying out test measurements and research into people’s experiences in relation to new buildings and the renovation of schools.
- The municipality is supporting school boards in ‘freshening up’ dozens of non-Fresh schools.
- We are supporting school boards in implementing a policy pathway mapped out by a specialist consultancy firm; this document will establish a performance contract containing agreements about the indoor environment and energy use (maximum 14 schools).
- The municipality is offering support to at least 20 primary schools to help them safeguard the quality of their indoor environment and set an example to the other primary schools in Rotterdam.
- Shining a spotlight on prevention and health by implementing the new environmental regulations in Rotterdam.

5.6 Playgrounds and meeting spaces, a neighbourhood-led approach and healthy-green initiatives

The municipality is working to create outdoor spaces in Rotterdam that invite people to use them to play, exercise and come together. This joins with the neighbourhood-focused approach of ‘Rotterdam: a healthy city’ (see also, for example, the approach to obesity and DM2) and suits the neighbourhood-led style the municipality is using in the city. In health terms, this offers us the opportunity to focus our actions more on people’s needs at a neighbourhood level. There may also be needs that are not yet being met, which means that the implementation programme must include space to accommodate these extra needs.

Rotterdam has a great deal of health potential to tap by encouraging healthy choices and by improving the air quality. Considering the green, natural living environment and all its facets, it is clear that this potential can be unlocked. The objective is for more Rotterdam residents to contribute to and make use of the green environment to improve their physical and mental health and wellbeing.

Actions

- The municipality deploys maintenance teams to take the right measures for the 1,200 playgrounds and meeting spaces in Rotterdam more attractive as places to exercise and get together. The municipality decides on the design and planning of these places with the needs of the surrounding residents in mind (the Go Outdoors! programme).
- Green prescriptions. The Institute for Nature Education and Sustainability [Instituut voor Natuureducatie en duurzaamheid] (IVN) has developed the ‘Green prescriptions’ [Groen op recept] concept. As part of the green connection, the municipality is now experimenting with this with a family doctor in Delfshaven. The doctor prescribes, for as many patients as possible, a walk along part of the green route or a visit to a green initiative, where the patient could perhaps eventually become a volunteer. Following a positive evaluation, it has been decided that this will be slowly expanded in 2018 to all family doctors and other healthcare professionals along the route, and it will be promoted among other doctors.
- Green initiators and social entrepreneurs are visible and receive publicity:
  - All initiatives are incorporated in the MAEX Rotterdam.
  - In 2017, all green and health-related initiatives
and social entrepreneurs have registered with the MAEX Rotterdam, the social transaction platform. They use their profiles to demonstrate their social value and showcase their activities, products and services. As well as increasing their visibility and value, they are also more noticeable to potential investors and collaborators. The MAEX organisation regularly carries out an analysis of the data in the MAEX to demonstrate the total impact the initiatives are having on health. The baseline measurement was taken before the summer of 2017.

- The MAEX Rotterdam is developing a webshop in 2017 and 2018 where initiators can offer their products and services directly and where potential clients and users can find and use this range of options more easily. This action forms part of the Social Entrepreneurship Action Plan [Actieplan sociaal ondernemen].
- Green and healthy on the map. In 2018, the municipality will produce a city-wide green & healthy map, including exercise locations, green playgrounds, petting zoos and more.

5.7 Sexual health

The municipality is committed to ensuring that sexual behaviour is safe: no infections and no unplanned pregnancies. Sexual behaviour must also be consensual: no force, no violence, no inappropriate behaviour. The GGD is focusing on the prevention and early detection of STDs and unplanned and unwanted pregnancies, and on reducing incidences of sexually inappropriate behaviour, trafficking, sexual violence and the fight against AIDS.

**Actions**

- The municipality is implementing measures focused on safe sexual behaviour, including the L.P.M. Kleijn motion ‘Low threshold for STD research’ [Lage drempel voor soa-onderzoek]. In this regard, from 1 May until 1 August 2017 the GGD will carry out a self-testing STD pilot with 500 clients.
- Annually, from 2017 to 2020, the municipality will talk to 500 vulnerable women about whether they wish to become mothers, their sexuality and contraception. We will increase the expertise within organisations such as Frontlijn, Antes, Middin, Humanitas, YFCs and neighbourhood teams about how to talk to clients about their desire to have children and their sexuality. The municipality is also drawing the attention of family doctors, midwives, gynaecologists and mental health organisations to the ‘Contraception and vulnerable parents’ [Anticonceptie bij kwetsbare ouders] programme and making agreements about accelerated referrals and consultation. The municipality has intensified this approach since July 2017 by working in more places where vulnerable parents go; it is also increasing formative efforts with a view to the motions that have been undertaken regarding contraception.

  In addition, care providers, neighbourhood teams and YFCs play a more significant role. Where necessary, the municipality finds funding for this from the custom and project budgets.

- The GGD will hold surgeries on sexual health and provide education in 2017-2020 at the ROC colleges, with special attention paid to contraception. The municipality has entered into cooperation agreements with the Rutgers Info Centre for Sexuality [Rutgers Kenniscentrum Seksualiteit] and is investigating ways to expand education about contraception to MBO students. The GGD informs young people about the online STD test orientation service Advieschat, which offers 24/7 access to reliable advice on STD testing.

- The municipality is implementing the strategy on sexual violence in 2017 together with Veilig Thuis and the STD and Sexuality team. The Centre for Sexual Violence [Centrum Seksueel Geweld], opened in 2016, offers victims of sexual violence refuge and guidance, in coordination with the police, public prosecution service, Erasmus MC (in the case of victims under 16), Forensische Artsen Rotterdam Rijnmond (FARR), Veilig Thuis and other relevant organisations.

- The municipality is working on ‘AIDS-free Rotterdam’ [Rotterdam aidsvrij] by tackling untreated HIV. An estimated 425 people in the Rotterdam Rijnmond region who have HIV but are not aware of it. The objective is to achieve the UNAIDS objectives no later than 2020:
  - more than 90% of people with HIV will be aware that they have it;
  - more than 90% of people with HIV will be being treated with medication;
  - the virus will have been suppressed in at least 92% of the people taking that medication.

- In 2017, the municipality will publish the results of the Sex under 25 [Seks onder je 25e] survey about sexuality in collaboration with SOA Nederland to enable updates to the sexual health policy. The results of the survey will be translated into policy in 2018-2020.

5.8 Youth healthcare

The municipality is realising the objectives and measures related to youth healthcare through the Youth Policy Framework 2015-2020, ‘Rotterdam is Growing’, with the aim of giving children the chance to grow up healthy and safe and with real opportunities. Rotterdam is Growing is built on a scientific foundation of protective factors and risk factors. The municipality is also committed to creating a better perspective for young people and limiting problems. In addition, there is a significant focus on stronger social-emotional skills.
The Rijnmond YFC is THE organisation for raising children and promoting young people’s health. The YFC’s focus in the coming year will be on its role in the neighbourhood network, as well as renewing youth healthcare.

**Actions**

- The YFC will use a new tool for birthplace visits to enable them to detect risks earlier, which will give the professionals involved in maternity care a prevention road map.
- The YFC will be more visible and accessible to parents and children. Examples include evening opening hours, living room meetings, discussions and educational meetings for parents and young people focused on specific topics relating to raising children, the digital parents’ portal and the ‘teen challenge’ [puberchallenge] online course. The YFC is also working to achieve a better transition from youth welfare to the healthcare and support available to adults in Rotterdam.
- Together with Passend Primair Onderwijs (PPO), KOERS VO, the social work service point and educators, the YFC will offer primary-school children guidance with absence from school due to illness, because preventive and early interventions with this group prevent them from dropping out of school later on.
- During the interactions with residents of Rotterdam, the YFC provides information and advice about dental hygiene right from the first year of life. The ‘growing book’ [groeiboekje], which all parents are given, also contains information about how to take care of children’s teeth. The YFC offers advice and education about healthy nutrition, including in relation to teeth. Finally, during some of its interactions, the YFC inspects children’s teeth; if the inspection turns up anything unusual, the YFC will offer specific advice or refer people to a dentist. However, this is not always enough to prevent tooth decay, so the YFC and the municipality are also consulting several partners on how to prevent tooth decay even more effectively.

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13 Causes are: lack of knowledge among parents, incorrect dietary pattern, insufficient dental hygiene and insufficient dental care for children under 4.
6 E-public Health

Many Rotterdam residents are using the new digital options available to them. They look up health information more often on the internet, use technology to enable them to remain independent for longer, use pulse monitors and pedometers on smart watches or smartphones, and download health-related apps.

One of the objectives of the ‘Rotterdam: a healthy city’ memorandum is to give residents access to e-health and home technology, and to get them to use these innovations.

The promotion of e-health is not an objective in itself, but rather a way to support health objectives. Previous chapters have described measures the GGD is using to implement e-health to improve the health of Rotterdam residents. There are apps to help people stop smoking, exercise more and make healthy food choices, and the Trimbos institute provides good online support in recognising the symptoms of depression. This chapter includes more generic measures.

6.1 Encouraging e-health and home technology

The municipality is keen to stimulate the use of qualitatively good e-health and home technology. This demands entrepreneurship. The Life Sciences & Health 010 programme provides a lot of the structure for these developments, is a catalyst for results and actively stimulates the developments.

Actions

- Stimulating a strategy to take advantage of e-health, in connection with the national up-scaling coalition with the Platform for the Information Society (ECP), Ministry of Health, Welfare & Sport and other municipalities.
- In 2017, the GGD is further developing its AppStore and encouraging Rotterdam residents and professionals to use it. The aim of the GGD AppStore is to offer an accessible overview of reliable applications of e-public health.
- Active use of TOOS: a wooden demonstration house which includes 20 simple technical tools that make it easier to continue living independently for longer. Tools such as a robot vacuum cleaner and a lamp under the bed are all available locally. The house shows residents and professionals what is possible, and has received positive reactions from Humanitas and Spirit 55+.
- The Erasmus MC/TTO, Life Sciences & Health Consortium, Municipality of Rotterdam and ECE are setting up the Life Sciences & Health Hub (LSH Hub) in the Rotterdam Science Tower: the place to find innovative answers to social questions. The LSH Hub is both a physical location and a planning space where Life Sciences & Health companies, start-ups, knowledge institutions, care organisations, educational institutions, end users and other interested parties can meet, exchange knowledge and develop new ideas. It also contains a ‘living room of the future’ for professionals to demonstrate the technological possibilities available to us.
- For some years now, the Municipality of Rotterdam has organised the Care Innovation Networking Breakfast [Netwerk Ontbijt Zorginnovatie]; now, many local entrepreneurs and organisations in the Rijnmond regional care sector attend these events. In the coming years, the municipality will be focusing on e-health and home technology during the networking breakfasts.
- Organising at least two health events in collaboration with Medical Delta and TNO, focused on knowledge exchange with and for the residents of Rotterdam. At an e-health event, people learn in an accessible way how fun and easy it is to take care of their own health. They can collect information about their health in a simple way, and they also test a variety of new health apps and wearables and become familiar with all kinds of useful healthcare services. The objective is to motivate them to get to work on improving their health.
- Boosting and monitoring the role of innovative medical options related to information and communication technology in the procurement of Wmo social support and youth welfare, with a view to optimising care.

6.2 Services

The municipality promotes digital services that enable citizens to quickly and easily contact the municipality when looking for information about their health, such as by making an appointment or using the chat function.
Actions

- Improving information and ‘findability’, starting with our own websites:
  - Updating Soapoli.nl (STD support website),
  - Updating the GGD website. Improving Rotterdam.nl/zorgdichtbij, including the Rotterdam care map, and improving its findability and the ease of submitting forms.
- Where possible, connecting with national initiatives such as jouwggd.nl (youth health website).
- Creating a single digital portal (application) to report isolation and confused persons, ensuring that the application’s methodology does everything possible to harmonise services into one central tool for detection and reporting. This will give Rotterdam residents and our partners in the city a single entry point and a single coherent methodology.

6.3 Big data
The municipality is keen to encourage the use of information - existing datasets, open data or personal data - to recalibrate policy or link back to Rotterdam residents. We do this by finding better ways to reuse existing data. The municipality already uses datasets from all kinds of different monitors, such as the youth monitor, Wmo implementation monitor, generation R and the concern dashboard. The aim now is to uncover new insights and, where necessary, to adjust municipal policy. Through the use of pilots and challenges, the municipality promotes the development of knowledge and partnerships.

Actions

- A pilot of My Data, Our Health [Mijn Data Onze Gezondheid]; together with residents of Rotterdam, a partnership between Medical Delta (TU Delft, Erasmus MC and Leiden MC), TNO and Stichting Patiënt en Voeding, with the municipality acting as the trigger, will set up and use a digital platform that functions as a kind of cooperative utility, ensuring that residents own their personal health data and decide who can do what with that information.
- The municipality promotes several pilots, including a number of living labs that promote e-health applications and robotics, projects that upscale Health Deals and national innovative projects within GGD GHOR Netherlands.

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14 zorgkaartrotterdam.nl has been specially developed for Rotterdam. This digital online map allows Rotterdam residents to find a municipal office in their area, or to find a local organisation which offers a given type of care and which is associated with the municipality. The organisation’s services may relate to health, money, housing, work or education.
7 Cooperation between the municipality and its partners for an integrated approach to public health

Rotterdam residents’ health will only improve if the municipality and its partners tackle various issues simultaneously, taking an integrated approach. Together with its partners, the municipality is starting a movement where the parties involved strengthen each other. Since not all the forms of collaboration fit comfortably within just one of the five previous topics, this chapter will focus on partnerships that incorporate aspects of all the topics. Firstly, it examines the cooperation with care partners and healthcare insurers. Next, the chapter covers the foundation of the Rotterdam Health Promotion Centre [Centrum voor Gezondheidsbevordering Rotterdam] (HPC), which is not to be missed if you are looking for knowledge about health and behaviour in the city, and which makes a real contribution to the health of the people of Rotterdam. In 2020, the municipality and scientists will be working together to take advantage of this resource. The last topic concerns the collaboration between internal and external partners on a knowledge agenda.

7.1 Joining forces for the health of Rotterdam’s residents

By combining the commitment and actions of the municipality and its partners, the residents of Rotterdam can profit from improved health. For this reason, the municipality is boosting collaboration.

In the coming years, the municipality, healthcare partners and healthcare insurers, together with the input of other professionals, will work on changing and coaching roles to connect welfare to healthcare. The basis for this will be the covenants Rotterdam has signed with the Zilveren Kruis and VGZ healthcare insurers, as well as the contract for the Rotterdampakket. In the specifications for the procurement of Wmo social support, the municipality has included a link to health issues.

Together with the health insurers, the municipality is focused on increasing residents’ vitality in Rotterdam, and a joint agenda is laid out each year. The collaboration between the municipality and the healthcare insurers has been enshrined in covenants which run until the end of 2017 and 2018. The Municipality of Rotterdam is looking to extend these covenants.

Actions

- A regional intervention statement has been signed by four healthcare insurers, Pharos15, the Municipality of Rotterdam and regional municipalities with the goal of improving the health of those Rotterdam residents and the people of the Rijnmond area with a lower level of education and lower incomes, and of doing that in a meaningful and affordable way. This will reduce health disparities.
- Together, healthcare insurers and the municipality are entering into joint procurement agreements about care and support for older people, care and support for mental health patients and cooperation with primary care providers. Coaching and triggering tasks relating to depression, type 2 diabetes and obesity form part of these agreements.
- Giving concrete form to the Gezond 010 pledge, which was signed on 26 January 2017 to kick off the regional network of Everything is Health…. The programme office for Everything is Health… (part of the National Prevention Programme) is actively supporting the Gezond 010 regional network, which ensures cooperation at a national level.

7.2 Rotterdam Health Promotion Centre [Centrum voor Gezondheidsbevordering Rotterdam] (CGR)

The Rotterdam HPC became active in the summer of 2017, representing a partnership between Erasmus University College and the Municipality of Rotterdam. The centre has begun to develop, test and monitor minor interventions in the environment (‘nudges’). Nudges help Rotterdam’s residents and professionals to make healthy choices simply and naturally and can give that extra little push towards healthy behaviour. An example of a nudge is: in a cafeteria, offering a healthy salad first, and offering unhealthy fried snacks last, to help more people to make the healthy choice more often. The centre prioritises nudges that contribute to achieving the objectives of the ‘Rotterdam: a healthy city’ memorandum. The CGR develops nudges upon request, both within the municipal area and beyond, and tests their effectiveness. If they are effective and relatively affordable, the centre advises people on how to widen the scope of the intervention. In this way, the Municipality of Rotterdam is incentivising residents of Rotterdam to change their behaviour. The municipality is keen to learn more about existing nudges that are already being implemented. For example, the nudge ‘you eat less off a small plate’ works better with adults than with children. This nudge is also less effective with people who are already obese and who have a strong fixation on food. With that in mind, it is also important to ask: ‘What works for whom?’

The CGR is linked to the Behavioural Insight Group Rotterdam (BIG-R), a team that advises much of
the municipal organisation on how to apply social psychological insights to behaviour-focused challenges the municipality is facing.

**Actions**
- The CGR has provided two fully-tested behavioural interventions in 2017, and it is expected to provide at least three each year from 2018 to 2020. The CGR began with a nudge focused on quitting smoking and on an intervention for vegetable-packed snacks for people on the go.
- The centre has set up a knowledge bank filled with financial and social cost-benefit analyses of behaviour-focused interventions/nudges, and it is also starting to review interventions designed to promote health in Rotterdam that have already been developed and put into practice.
- It provides knowledge products in the form of workshops, training courses and contributions to curricula. Potential future projects include a collaboration with family doctors and the development of a TopClass Health Promotion, and the centre is also looking to give customised advice.
- In 2020, the centre will present its results at a symposium for all interested parties.
- Staff at the centre are working with the municipality’s Life Sciences & Health 010 cluster and Food cluster. In 2017, the centre organised an expert session on Knowledge Valorisation [Kennisvalorisatie]; among other aspects, the session explored the possibilities for implementing externally-financed assignments for the centre.
- In 2020, the centre will give advice about the optimal governance structure, advice which will also cover the centre's financial viability on the basis of an extensive earnings model, including organisational safeguards.

### 7.3 Cooperation in knowledge, policy and implementation

The municipality works with partners to develop knowledge, policy and implementation. This takes place within:
- The annual organisation of the Werf Gezond 010 which, in the coming four years, aims to create a sustainable movement in the city, made up of parties who work naturally together on a health-related topic and translate their cooperation into concrete actions and projects. The Municipality of Rotterdam is a partner, facilitator and occasional director or client in this process. The first Werf Gezond 010 (January 2017) focused on healthy weight. The next instances will cover other current health topics, such as cycling or mental health.
- Cephir, the Academic Workplace for Public Health [Academische Werkplaats Publieke gezondheid] in which the municipality and Erasmus MC are working on supporting local policy. Cephir’s planning serves the research programming contained in the ‘Rotterdam: a healthy city’ memorandum, with the implementation of:
  - two short studies each year to support this implementation plan,
  - two or three seminars, on a topic contained in this implementation programme, which develop the connection between policy, scientific research and practice,
  - six-monthly consultation (with PGW&Z directors and a lecturer in Social Healthcare at Erasmus MC) about the progress and knowledge base of this implementation plan.
- The Rotterdam CGR, with the development of cost-effective interventions that have a broad impact on behaviour (nudges).
- The context of the preparations for the new environmental legislation. One key principle is the integrated approach to the living environment. The municipality is currently investigating how knowledge and information about health, the environment and public spaces can be brought together in an integrated framework for consideration. To achieve this, the municipality works with the Regional Environmental Service [Regionale Milieudienst] DCMR and the Rotterdam Rijnmond Safety Region [Veiligheidsregio Rotterdam Rijnmond].
- The municipality also generates knowledge in cooperation with other parties, including the Rotterdam University of Applied Sciences, the Veldacademie, Regional Support Structure for primary care [Regionale Ondersteuningsstructuur voor de eerstelijnszorg] Zorgimpuls and healthcare insurers. Together with Zilveren Kruis healthcare insurer, the municipality finances a study into whether healthcare and support in five Rotterdam neighbourhoods are appropriate and integrated. The IBMG department of the Erasmus University Rotterdam carries out the study.
- Participation in the Data Alliance Rotterdam Erasmus (DARE), which focuses on a concrete collaboration with knowledge institutions, making use of the influx of data with a special focus on the social sphere.

**Actions**
- The results of the study within the forms of collaboration will provide the municipality with more information, and the municipality will implement the results as desired.
8 Measuring, learning, listening and making adjustments

The municipality reports on the realisation of the ambitions and goals of the 'Rotterdam: a healthy city' memorandum. This covers the current situation in terms of health in Rotterdam and the impact of the policy: what actions are Rotterdam residents taking, and what kind of health gains are we seeing?

The municipality will present the results of this implementation programme in 2020. In the meantime, the municipality will report on the progress and results of the programme at the end of 2018, in the midterm evaluation. This means that the municipality can make and justify any adjustments, and the City Council can gain insight into the programme's progress and the actions that have been taken.

The research programme has laid down a thorough and dynamic knowledge base. The presentation of the results achieved and of 'newly' discovered data forms a standard part of the communication surrounding this implementation programme.

8.1 Scientific advisory council and strategic knowledge agenda

The municipality has set up a scientific advisory council to give the necessary advice on the knowledge base to enable the direction of the complex health-related topics that are relevant now, and those topics that will arise in the near future. The result is a strategic knowledge agenda for the longer term. In addition, the advisory council is looking into whether the research programme in the 'Rotterdam: a healthy city' memorandum (see paragraph 8.2) is complete and sufficient.

The advisory council's first meeting took place on 21 June 2017; from now on, the council will meet twice a year. Within the council, experts will make recommendations about:

- lifestyle (RIVM, Erasmus University and Maastricht University)
- behavioural change and nudges (Erasmus University, Behavioural Sciences)
- social healthcare (Erasmus University, Social HealthCare department)
- positive health
- complex changes (Erasmus University, Public Administration department)
- Healthy Urban Living (RIVM, Utrecht University, Geosciences department)

**Actions**

- A scientific advisory council has been set up; in 2017, the council issued advice about the research programme in the 'Rotterdam: a healthy city' memorandum.
- In 2018, the scientific advisory council will advise on the content of a strategic knowledge agenda that will include trends the council anticipates for the large city, the impact of these trends on health and the implications for monitoring and knowledge development.

8.2 Four-year research programme

The municipality drafted a research programme in the 'Rotterdam: a healthy city' memorandum. This programme was completed in 2017 and has three sections:

- a description of the topics at the heart of the research.
- current and proposed research, both at the level of the 'Rotterdam: a healthy city' memorandum as a whole and at the level of the actions contained in this implementation programme.
- actions that apply the knowledge gained, to ensure that this knowledge does not just 'sit on a shelf gathering dust'.

The programme will be updated each year and its design includes space to accommodate new insights.

**Actions**

- In May 2017, the municipality made the results of the 2016 health monitor accessible to all.
- The municipality will establish the 2017-2020 research programme in the fourth quarter of 2017. The municipality is identifying the research necessary to obtain the baseline measurement and planning research into data that is still missing or more in-depth studies.
- The annual progress reports and the midterm reporting will contain the most up-to-date information.
- The municipality will provide the data for the final report in 2020.

8.3 Listening and dialogue

The conversation with Rotterdam residents about health and vitality is an essential part of the implementation plan. The municipality is keen to listen to the concerns of the residents of Rotterdam: what are people worried about, what motivates them, what annoys them and what drives them? The municipality will incorporate this knowledge into the development and testing of the actions contained in this plan.

**Actions**

- Each year, the municipality will consult the Broad Council 010 [Brede Raad 010] on a number of specific health-related topics. It will put a selection of targeted questions to the Citizen Panel [Burgerpanel] before the midterm evaluation, and the Youth Council [Jongerenraad] will also be consulted.
- The municipality will make use of online contact with Rotterdam residents, both young and old,
by using social media to invite them to enter into
dialogue, asking questions of the digital e-panel
(which has a reach of 5,000 residents) and
analysing questions and complaints via www.
rotterdam.nl.

● Each year, focusing on the topic of ‘Why should
I care?’ [Mij een zorg], the municipality will stage
four dialogue tables with citizens in different
areas of Rotterdam; these dialogue tables will be
implemented by the organisation ‘Day of dialogue’
[Dag van de dialoog]. This initiative will reach 100
participants each year.

● The municipality will use the information collected
during home visits to residents aged 75 and over.

● The municipality promotes and collects
information on health from citizens through
the ‘story of the city’ [verhaal van de stad]
programme.