



Dresden.
Dresdener

Dresden – an engaged and healthy city



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Foreword

“Health is our most important asset”

Why is the city of Dresden getting involved in the subject of health?

Because health is important to citizens of Dresden. Sebastian Kneipp once put it very nicely: “Those who do not spend some time on their health every day will one day sacrifice a lot of time for their illnesses.” This is a rather good description of our city’s basic understanding of the matter. Health is our most important asset. It is more than just the absence of illness. Health essentially means physical, mental and social wellbeing. This view is incidentally shared by the World Health Organisation (WHO). A healthy population can have a greater influence on its city’s social, political and economic development. That’s why Dresden has been intensely committed to municipal health promotion within the European “Healthy Cities” network for over 25 years.

How can health be developed in a municipal setting?

Health policy is the job of the entire city council. This is reflected in the WHO motto of “Health in all Policies”. The health of the population is to be respected and supported in all municipal activities. In Dresden, this is done through networking and co-operations, synergies, and the implementation of measures. And it’s not just the city council that gets involved. We work with a number of social establishments, associations, clubs and the people of Dresden. Without these partners, it would be impossible to achieve our goals.

Where is health promoted?

Health needs to be promoted wherever people are growing up, working and living. That means taking action right on the ground, in the community, in the districts and in the suburbs. And the setting needs to be adapted to the needs of the social environment. No district is the same. They differ in terms of residents, architectural structure and infrastructure. This requires different innovative concepts rather than a cookie-cutter principle. It needs interdisciplinary forward planning, and must take into account the various health factors, such as social integration, political involvement, and environmental factors such as noise and air. These are the foundations for sustainable health development. Decisions relating to traffic planning, town planning, environmental measures, transport concepts, urban design and social planning all impact the health factors in different ways. So the process needs to be thought through properly.

What approaches is Dresden currently pursuing?

We want to achieve an even greater reduction in health inequality, which is why our health-promotion measures are being more intensely aimed at people in specific circumstances. Concepts have been tailored for these target groups. For example, we have developed and implemented measures aimed particularly at young citizens of Dresden, at working people, and at seniors.

Dear readers, over the next few pages, you will learn about the measures being taken in the various sectors of our city. The brief descriptions will also provide an insight into the work the city council is doing to achieve the common goal of promoting health.



Photo: Michael Schmidt

Dirk Hilbert
Lord Mayor of the
State Capital Dresden

A handwritten signature in black ink, reading "Dirk Hilbert". The signature is written in a cursive, flowing style.

Fit in the Park – Physical Activity in Public Spaces

Need

Data from various surveys show that physical activity decreases with age. Even throughout middle age, the proportion of active people steadily decreases. Additionally, in neighbourhoods with an increased proportion of people living under socially disadvantaged conditions, people tend to be less active. Moreover, the population has experienced an increase of chronic illnesses, the cause of which is often lack of exercise. Similarly, the results of the municipal citizens survey have shown for years that “stress” is perceived as detrimental to personal health. “Fit in the Park” is embedded in an overall city strategy as a measure to promote physical activity, which is based on the Sports Development Plan 2025 and also on the action plan for “Healthy and Active Aging” of the City of Dresden. The project “Fit in the Park” took place for the first time in 2017 in the state of Saxony.

Target group

The focus was on promoting physical activity with people who had previously been hardly active in sports. Adults of all ages were taken into consideration for the project.

Goals

The aim of the model project is the promotion of physical activity in the population and thus the prevention of chronic diseases. By providing low-threshold, local and free opportunities for being active in public green spaces, people shall be made aware of the importance of exercising on a regular basis. Due to the proximity to homes and the measure being free of charge, it is expected that people who were previously less active will participate in the offers and thus find enjoyment in exercise.

Description of the project

The model project took place throughout two months in the summer of 2017 under the leadership of the City of Dresden in cooperation with StadtSportbund Dresden e. V. (Dresden’s sports association), as well as the statutory health insurance IKK classic and the Federal Centre for Health Education (BZgA). “Fit in the Park” encompasses a diverse mix of free sports courses in various open areas in Dresden. There were 11 different weekly offers, such as training with Smovey rings and the Multi-Elastiband as well as courses such as Dance Fitness and Body Workout. The training sessions were run by professional coaches of established sports clubs to ensure high quality standards.

Participation and empowerment

During the preparation phase, a steering committee was created in order to include

the citizens’ perspective in the planning to supplement the cross-sectoral structures within the city administration and the participating sports clubs. The key messages for the conception of the project were: Promotion of well-being and enjoyment of physical activity, differentiation from performance-focused sports, enjoyment of outdoor exercise, as well as meeting acquaintances and like-minded people in order to be active together. The offers were timed in a way that professionals could participate after work. A registration was not necessary.

Evaluation/ quality assurance

In the project an evaluation was carried out based on previously defined criteria which was divided into three steps: First, the number of participants, their gender, age distribution and the external conditions were determined. Secondly, the satisfaction with the respective offers was examined. In the third part, detailed



↑ Training with the Multi-Elastiband | Photo: DSC 1898 e. V. / Gesundheitssport



← The project started on August 1st, 2017 with the opening ceremony at Ostragehege | Photo: Public Health Office

questionnaires were issued to a subset of participants. Here, inquiries were made for criteria such as a participant's personal sports behaviour and the satisfaction with the availability of offers. The accompanying evaluation shows that people who were previously not active in sports have been reached by local offers. More than 1400 people participated and different age groups were addressed. The project was rated very positively throughout the population. A total of 98 percent of participants were very satisfied with the course offer. The low-threshold offers awoke the desire for exercise even after the end of the model project. Many of the participants intend to continue the courses in clubs.

Public relations

In collaboration with the partners, the project was officially launched on August 1st, 2017 with a publicity event at Sport-park Ostra. This was preceded by extensive public relations work. In addition to flyers and posters, the press was involved and course offers were advertised at local markets. Furthermore, a proprietary key visual (project logo) with a high recognition value was developed. Local staff wore uniform sportswear with the project logo. Furthermore, an internet presence was set up at www.dresden.de/fit-im-park.

Sustainability

Due to the high number of participants and very positive feedback from the evaluation, a continuation and consolidation of "Fit in the Park" is planned as a permanent offer in green spaces of the state capital of Dresden during the summer months.



↑ Key Visual "Fit in the Park"

Mobility in the Neighbourhood

Need

Data from the Healthy City Profile of 2016 demonstrate that physical activity and subjective physical conditions decline with age. At the same time, the rate of chronic diseases, such as cardiovascular diseases, type II diabetes, as well as cancer and falling accidents, increases. Among other things, there is also a perception that being alone as well as an anxiety due to lack of safety in public spaces are inhibiting factors.

Target group

The project targets older residents aged 55 and over and focusses both on persons with reduced mobility, as well as active persons. In particular residents of city districts with increased social needs are involved in the project.

Goals

The purpose of the project is to encourage older people to enjoy daily mobility and/or to maintain their mobility in order to reduce the risk of chronic illness due to lack of exercise. Daily exercise preventatively helps to reduce the risk of falling in old age. Furthermore, the project aims at strengthening participation. Citizens can contribute individually to the project: By having to actively deal with their own neighbourhood, mental activity is supported and the identification with their own neighbourhood is strengthened. In addition, social inclusion and connectedness within the neighbourhood is fostered, thereby preventing loneliness.

The specific project objectives are based on the Strategic Working Plan 2014–2018 of the WHO's "Healthy Cities" project adopted by the city council. Furthermore, the promotion of physical exercise of older people is enshrined in the action plan



↑ So far the project brought forth six "walking tours" | Photo: Public Health Office

"Healthy and Active Aging", as well as in the Sports Development Plan 2025. Both expert plans were approved by the city council. Thus, the aforementioned project objectives are accepted, scheduled and financially supported.

Description of the project

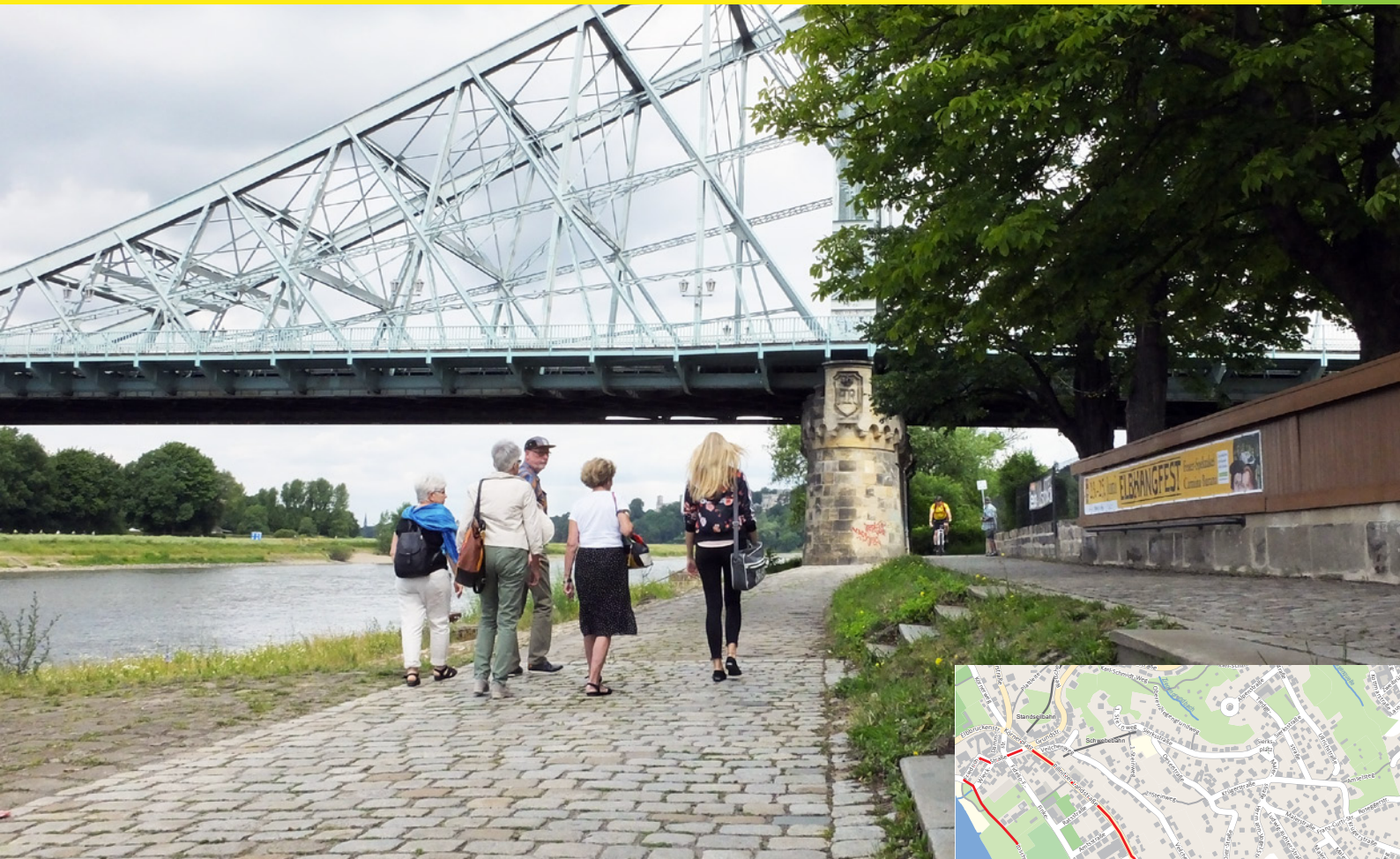
The project was implemented in the form of courses offered in several senior citizens centres of the non-statutory welfare associations and in the environmental centre Dresden. In a moderated group of about eight participants each, individual favourite places in the neighbourhood were collected and photographically recorded. These places were marked on a map of the city district as a walking tour and the special features of the places were described by the participants. Each tour was documented in a brochure.

Participation and empowerment

The participants were asked to actively contribute to the project. The aim was to create tours developed from the perspective of older people for older people, to thereby also achieve a high subsequent use.

Evaluation/ quality assurance

The project was initially based on the concept of guided walks through the neighbourhood. Due to the good feedback and the evaluation by the Saxon State Association for Health Promotion (Sächsische Landesvereinigung für Gesundheitsförderung e.V.), the project was carried over to other parts of the city, albeit with an adapted concept. This "new" project was formatively evaluated at the beginning and the findings gained were used as quality assurance in the further implementation.



↑ Exploring the district of Loschwitz/Wachwitz | Photo: Public Health Office

There is a high demand for the brochures among the population. This can be used as an indicator for the summative evaluation.

Sustainability

The project started in 2014/15 in the city districts of Pieschen and Übigau/Mickten. Other parts of the city have since been added. In order to transfer the project to other city parts or municipalities, a manual for multipliers was created.

Public relations

The brochures are distributed at symposia/ trade fairs among others, as well as via local offices, senior citizens centres, pharmacies and resident doctors etc. With the overall strategy of the state capital of Dresden promoting physical activity and this best-practice project, Dresden was awarded the 3rd place in the federal competition of the Federal Centre for Health Education (BZgA) “Healthy aging in the municipality – motivated and mobile”. It is also listed as a best-practice example in the cooperation network for equal health opportunities.



↑ The route can be easily followed by using the maps in the brochures (in this case: district of Loschwitz/Wachwitz)

From a Man to a Father

Need

Daily work in the pregnancy counselling centre of the Public Health Office often sees pregnant women showing up alone for a consultation, yet their partners are accompanying them more and more frequently. The expectant fathers have other questions, fears and worries that need to be taken seriously. The “pregnant man” experiences ambivalence. On the one hand, he may be pleased with a positive change in his life situation, on the other hand, he is also concerned with possible responsibilities and role changes that are approaching. Yet he still wants to be a man though.

There are currently few offers in the City of Dresden, which are especially designed for expectant fathers. Therefore, an offer was created for these men. As part of the information event, the women hear about how their partners are coping with their journey from man to father, which is sometimes hardly a topic for couples.

Target group

Expectant fathers and their partners, interested men, couples planning on getting a child and interested citizens.

Goals

With this information event, expectant fathers shall be encouraged to get involved in the “adventure of birth”.

A special focus is placed on the inclusion of the man in the pregnancy and preparation for the birth. For pregnant women and their partners, the experience of pregnancy and childbirth can strengthen the relationship and provide a good foundation for the development of the young family, as well as provide a good preparation for the birth itself.

Description of the project

The information event was underpinned by a specialist contribution by an external expert. Besides the mutual exchange of thoughts, the information about imminent paternity, as well as the consequences of a child on the future life formed the core of the event.

Participation and empowerment

The participants were asked to contribute with questions and opinions, and suggest any improvements and wishes for future events. This was accepted very well at the previous events.

Evaluation/ quality assurance

This information evening was evaluated in a reflective discussion with the speaker. The participants were given a questionnaire, which they were able to complete at the end of the event.

Sustainability

This information event has been running since 2016. More events are planned to signal that expectant fathers will receive a platform for discussion.

Public relations

Distribution of posters, leaflets in gynaecological practices, midwife practices, prenatal counselling services, citizen's offices and issuing of a press release.



A Day-Care Centre for Everyone

Need

Until now, the care for children with impairments, disabilities and/or chronic diseases in Saxony was covered by curative education groups and/or via so-called “integration places” in day-care centres. Within the context of the UN Disability Rights Convention, the municipal action plan for its implementation and the Saxon Education Plan, the goal is self-determined and comprehensive opportunities for participation for all children in all educational, child-care and nursery services. The current structure of day-care does not fully achieve this goal. As an important educational resource, learning with and from each other in a social context of diversity requires the development of structural and pedagogical framework conditions that allow equal participation opportunities to every child within the field of early education. From 2013 to 2016, the participation of a municipal day-care centre in the Saxon state model project “Inclusion in Day-Care Centres – Day-Care for Everyone” served to develop and test pedagogical and structural prerequisites which make care for all children possible and thus facilitate equal participation opportunities in education, as well as social inclusion.

Target group

Inclusive day-care is aimed at all children, whereby all children are (shall be) jointly cared for in day-care facilities regardless of their individual requirements and abilities.

Goals

“Day-care for everyone” aims to provide all children with access to day-care centres and equal opportunities in learning and educational processes. For this, it is necessary to further develop Dresden’s day-care system both structurally and technically

so that all children have equal access and educational opportunities. As part of the annual updates to the specialist plan for day-care and nursery facilities, corresponding development concepts were included in the municipal strategic planning, whose implementation is planned for 2027 in a “concept for the implementation of inclusive day-care in the state capital of Dresden”.

Description of the project

In the children's day-care facility involved in the state model project, children from curative education groups and children from regular groups were cared for together. For this purpose, individual and child-oriented childcare concepts, measures and educational approaches were developed and tested in pedagogical and structural terms. For example, individual and shared learning and experiential spaces were created, and day-to-day processes, the design of rooms, cooperation relationships and process structures were carefully reflected on and further developed by all involved.

Participation and empowerment

The children and their parents were actively involved in the change processes and actively helped to shape the “Day-care centre for everyone”. In addition, extensive participatory structures were implemented in the further planning of the development process of inclusive day-care, at the levels of specialist policy, the sponsors/funders and institutions, as well as scientific and parent representatives.

Evaluation/ quality assurance

The implementation of the state model project was scientifically accompanied. The results and conclusions from the project period are presented by the Institute 3L in the final and results report. This documentation forms an important basis for sustainably securing and further developing the experiences and results.

Sustainability

The positive experiences from the state model project were anchored in a political decision of the Youth Welfare Committee of the City of Dresden to solidify the project and to transfer it to the day-care system in Dresden. In 2017, a planning concept was developed for this city-wide process, which is oriented on the municipal action plan for a period of ten years and outlines the continuous development towards inclusive day-care in Dresden.

Public relations

Important results and required actions are documented in the final and results report on the Saxon state model project “Inclusion in Day-care Centres”. At a trade event at the end of the model period in late 2016, these results and required actions were presented to the professional public and derivations from these were discussed. A big public launch event in Dresden’s city museum on November 28th, 2017 marked the kick-off for the city-wide development process towards inclusive day-care services.



Dresden Model for Early Prevention – KiNET

Need

Children should be able to develop well and flourish in Dresden. In addition to the parents, numerous government agencies and institutions, such as day-care centres, schools or doctors also bear responsibility for this. Particularly in the urban areas of Gorbitz and Prohlis, facilities are confronted with extremely unequal development conditions and prerequisites. The “Dresden Model for Early Prevention – KiNET” is the City of Dresden’s answer to the question of how to enable a healthy upbringing for children in “neighbourhoods with special challenges”.

Brief description of the measure

KiNET works according to a dynamic and flexible process model for networking. It brings together the different agents in work forums. The common working basis is an action plan. It describes the common task of all professionals involved in the development of a child and provides conditions conducive to the healthy growth of children in special developmental areas. Individual measures in the fields of action are summarised in a joint action plan for the years 2015 to 2020.

Evaluation/quality assurance/sustainability

The initiated measures are regularly evaluated. The evaluation relates in particular to indicators and impact targets previously mentioned. It is the basis for derivations for the transfer of knowledge, for continuity and for possible transfers to other institutions or social spaces. All needs, issues and recommendations that are included in a regular reporting system are incorporated into urban sectoral planning, socio-spatial and municipal reports, processes and committee decisions.

Target group

The Network for Early Prevention – KiNET is aimed at professionals from the fields of child-, youth- and family care, as well as from school and health sectors in the urban areas of Gorbitz and Prohlis.

Participation and empowerment

The agents of early prevention are actively involved in every step of the “Dresdner Model for Early Prevention”. Their needs and issues are recorded by various methods, such as surveys, round tables, etc., and generalised with the help of possibly necessary statistical data or the like. Subsequently, common strategies and measures are initiated. The effects of all projects are evaluated with the involved agents and necessary adjustments are made for the further development of networking and cooperation.

Public relations

The action and measures plan, as well as other documents and reports are kept available on the city's website www.dresden.de/kinet.

Goals

KiNET aims to improve the upbringing of children living in difficult conditions: Whereby qualified experts intervene in a social space as agents of early prevention, acting in a networked manner and cooperating systematically in this sense. Coordinated networking is designed to support and bolster these professionals in assuming their responsibility for children.



↑ Logo of the project



Promotion of Exercise and Nutritional Information for Children

Need

Nowadays, the conditions surrounding children and those affecting their physical activity have changed. This has resulted in deficits in motor skills, as well as overweight and obesity during childhood. According to the data from a school doctor's examination of grade two pupils (equivalent to primary three), children at special-needs schools are especially affected.

Target group

The primary target group is children in grade three (equivalent to primary four) from socially vulnerable residential areas of

the state capital of Dresden, who have an increased need for support, as well as their parents.

Goals

The ultimate goal is achieving equity in health. To this end, children from socially disadvantaged families or children with learning disabilities are placed in the focus of municipal health promotion measures. Children and parents shall recognise and assume responsibility for their own health. The focus is on the motivation for and guidance of a daily physical activity of at least 60 minutes, as well as raising awareness regarding a balanced diet.

The initiation of the measure is based on

the implementation of the 2015 Act to Strengthen Health Promotion and Prevention, in which the field of action "Growing Up Healthy" was a key topic.

Description of the project

In an intervention period of one school semester per class, 15 module hours of 60 minutes each in the area of promoting physical activity and nutritional information will be carried out as a compulsory school event. The lessons are presented in a clear and easy manner. They shall be implemented in a way that is practical, experimental, as well as relatable to everyday life, to achieve a better consolidation of the learned knowledge for pupils with learning



↑ Healthy nutrition taught in practice | Photo: Public Health Office



↑ Exercise is fun and promotes the development of children | Photo: Public Health Office

difficulties. The main topics in the field of nutrition and physical activity are based on the curriculum for special-needs schools. To accompany this, a parents evening, two “active” parents afternoons, a hiking day and a class party are offered to parents and siblings.

Participation/ empowerment

Pupils and parents are actively involved in designing the content of the measure. Parents are questioned about their daily habits by means of a questionnaire and as to what recommendations they expect from the measure. In the opening event, the pupils express their wishes in the area of exercise, nutrition and everyday life.

Evaluation

Carrying out motor skill tests before and after an intervention shows a marked improvement in coordination and endurance. The knowledge test on the fundamentals of nutrition shows a partial improvement of the knowledge at the end of the measure.

Sustainability

A variety of sports and playground equipment was purchased for the schoolyard break, to ensure “small games” are played independently. A freely-accessible drinking fountain was set up in the school building. The classroom teachers regularly check the lunch boxes. Parents and pupils will be given a variety of practices and game ideas for everyday play and physical activity, as well as recipe books for inexpensive and

well-balanced meals. The measure was first implemented in 2012 and has since been continued in revised forms in other classes. The transfer to further special-needs schools and a multiplier training for interested teachers and educators is desirable.

Public relations

The project was presented at the health conference in Dresden in September 2013 and at the 13th congress of the BVÖGD 2013 in Berlin. Furthermore, the measure was selected for the idea competition for situational prevention in Berlin 2017 and is published in the network <http://ideenwettbewerb.gvg.org/praxisdatenbank-verhaeltnispraevention/>.

Healthy Children's Kitchen with Augustin

Need

According to school surveys conducted by the city's paediatric service, there is a higher prevalence of overweight and obesity among children with socially induced inequalities in health-related opportunities. Currently, 21 percent of pupils from schools for children with learning difficulties and 18 percent of high school students are extremely overweight. Preventive measures to counteract excess weight and obesity should be started as early as possible, as eating behaviour and dietary habits are shaped within the first six years of life.

Target group

The project is aimed at children aged 4 to 6 years and their guardians, educators and oral health specialists (special training to impart healthy nutrition for children by pedagogical professionals).

Goals

The aim of the measure is to raise children's awareness about a healthy and tasty diet as a way of introducing self-reliance to responsibly take care of oneself and one's diet. During childhood, nutritional habits, values and attitudes are actively influenced. Dietary education in kindergarten is part of health promotion. Healthy eating and drinking supports well-being, strengthens the ability to perform and prevents diet-related diseases.

The environment (parents, day-care centre, social surroundings) can transfer various behavioural attitudes towards eating habits to children. The participation is meant to be encouraged through taking an active role in the nutritional modules.

The law on strengthening health promotion and prevention is thereby applied. The Action Plan for the Implementation of the European Strategy for the Prevention and



↑ Mascot "Augustin" as an ambassador of healthy nutrition | Photo: Public Health Office

Control of Non-communicable Diseases and the objective of the National Action Plan of the federal government to sustainably improve nutrition and physical activity in Germany are also taken into account in this measure.

Description of the project

The project takes place during kindergarten in the children's kitchen on site. Once a week, a total of 12 standardised nutrition education practice modules are taught to a group of about 10 children (ages 4 to 6). The project is executed by a dietician and/or nutrition specialist from the health department of the state capital of Dresden. The oral health specialist of the day-care centre is to be integrated in the module units, so that this project is maintained in the day-care facilities in the long term. With the help of the mascot

"Augustin" (role model figure, hand puppet, monkey), the children are introduced to a health-conscious diet in accordance with the guidelines of the German Society for Nutrition (DGE) and the quality standards for day-care centres.

Participation and empowerment

By dividing the modules into a theoretical and a practical part, the children are encouraged to put their learned theoretical knowledge into practice. By learning stories and recipes, the children and facilities will have the opportunity to continue practising what they learned within the centres. To ensure a lasting effect, these are also passed on to the parents.

Evaluation/ quality assurance

The modules in the first round are carried out completely in the 12 units. An evaluation with the educators and the oral health specialist takes place in order to adapt and optimise the modules to the needs of the respective facility. Furthermore, the food supply offer is checked and, if necessary, adapted to the standards of the DGE recommendation.

Sustainability

The pilot project took place in 2012 in a day-care centre in the city district of Pieschen. To date, the project is offered to preschool children. Two more facilities have been added recently. A folder with the module descriptions has been created for the project, so that the centres can offer the project independently, also in a shortened version if desired.

Public relations

The project is regularly presented during the training of oral health specialists and the facilities are given the opportunity to take advantage of this offer.

↓ Children's kitchen with Augustin – “Baking-bus”, “little bakers” | Photos: Public Health Office



Municipal Strategy for the Oral Health of Children in Kindergartens

Need

Data on the dental check-up of the public health services of the state capital of Dresden show that 3-year-old children had an increasing trend regarding the prevalence of caries and that the number of 3-year-old children with caries rose slightly in 2012 and 2013. In particular, children from socially disadvantaged families are affected by tooth decay, and a migration background also plays a role. The occurrence of caries is distributed over a relatively small number of children. A worsening of the so-called “caries polarisation” can be observed. The reasons for this are inadequate and inconsistent oral hygiene in combination with a high sugar diet.

Target group

Children aged 3 to 6 years in day-care facilities in the state capital of Dresden and their caregivers. The focus is on children from socially disadvantaged families.

Goals

The aim of the present municipal approach is to give all children the same chance to begin a healthy (dental) life. Especially children living with parents without adequate own initiative for health-conscious behaviour are also easily accessible by the public health service in the setting of a day-care centre. In the course of controversial discussions

in the public concerning teeth cleaning in the day-care setting (also of parents), health-promoting basic conditions were created in order to make daily oral hygiene a natural part of everyday life. The setting approach of health promotion makes it possible to combine behavioural and preventive measures in line with the health goal of “growing up healthy”.

Description of the project

As part of its quality management, the provider of the municipal day-care centre has established oral health as a central factor for healthy growth, both in the concept of the institution and in further papers. Furthermore, the role model image of caregivers in day-care is used as a key factor of the project’s success. All facilities are bound to create the necessary framework conditions so that the children, and if possible also the educational staff, can brush their teeth at least once a day. The staff of the public health service carry out the legally prescribed dental check-ups. In addition to the locally established dentists, regular group prophylactic measures are carried out in the day-care centre, with

the aim of teaching age appropriate teeth brushing techniques to the children and educating them about healthy dental behaviour. For the children themselves, a pedagogical approach was chosen which allows educators to meet them in their imaginative phase and visually draw attention to the importance of growing up taking care of their teeth. There are six adventure stories in which the protagonists present topics of oral health in an exciting and child-friendly way. The subject of oral health is anchored in the pedagogical conceptions of the individual day-care centres and can be found in a variety of activities throughout the course of the year.

Participation and empowerment

Partners in this process, besides the health department and the municipal day-care providers (n = 125), are, in particular, the steering committee of the local state working group responsible for child and adolescent dental care and the medical faculty, department of dentistry. Thematically, parents’ representatives are included as a partner.

↓ Key Visual of the “Putzbande”
 (“Brushing Band”) |
Design: thonto08





↑ Proper brushing must be learned | Photo: Public Health Office

Evaluation/quality assurance/sustainability

The present preventive approach is effective. We have succeeded in developing a coordinated approach together with the relevant stakeholders. Action- and experience-oriented, awareness-raising impulses of group prophylaxis were linked to a binding framework for teeth brushing in the day-care centre as a criterion of quality management. Thus, a decisive contribution is made to growing up healthy in the community.

Public relations

The strategy was first publicised as part of a kick-off event. In addition, this approach is presented at nation-wide specialist events. The approach was published in the journal Public Health Forum (DOI 10.1515/pubhef-2016-0047).

2Lives1Goal – Offer for Pregnant Drug Users

Need

In 2015, a total of 3650 people were advised in the Dresden addiction counselling and treatment centres. In addition, the Dresden's Report on Addiction shows that from 2006 to 2015, the proportion of illegal drug users rose steadily from 22 to 38 percent. During the same period, the number of new-born babies born in Dresden's children's hospitals whose mothers consumed crystal meth increased several times.

Target group

Pregnant women consuming drugs and/or suffering from substance abuse.

Goals

The goal of 2Lives1Goal is to give pregnant women and new mothers the opportunity to free themselves from addiction under medical and psychological guidance. Two lives one way: Our offer lays the foundation for a drug-free life for both mother and child.

Description of the project

2Lives1Goal is a cooperation between the Perinatal Centre and the Psychiatry Clinics at Dresden City Hospital. Provided that those affected are willing to participate, 2Lives1Goal offers women the option of a hospital detoxification treatment during pregnancy and closely meshed obstetric care. Mothers using drugs who have just given birth may detox in a hospital in close proximity to their child.

Following the acute therapy, the 2Lives1Goal project mediates the transition towards long-term withdrawal for mother and child. The 2Lives1Goal programme provides information and contacts for those affected, their relatives and healthcare professionals. Access to psychologists and physicians is organised to ensure the best possible care during pregnancy and childbirth for every single woman and every situation, with the aim of drug withdrawal, securing the unity of mother and child, as well as the child's welfare. Contact persons are available at any time at the email address zweileben@khdn.de and the telephone number 03 51 8 56 21 21 to coordinate a tailor-made approach with the persons affected depending on the respective care needs.

Evaluation/ quality assurance

The project 2Lives1Goal is continuously evaluated according to scientific criteria. The results are presented at conferences of scientific societies. 2Lives1Goal is a member of the Illegal Drugs working group and the Addiction sub-working group of the City of Dresden.

Sustainability

2Lives1Goal, as an initiative of the Perinatal Centre at the Dresden City Hospital, closely collaborates with the Child Protection Group of the City of Dresden and comparable working groups of the Children's Hospital and the Department of Psychiatry at the University Hospital Dresden. An important basis of the work is the "Dresden path", an instruction manual for obstetricians and neonatologists in Dresden.

Public relations

The concept is promoted via flyers, professional associations of gynaecologists and paediatricians, specialist societies and professional round tables, as well as through the working group Illegal Drugs and the Addiction working group of the City of Dresden. The brochure of 2Lives1Goal will also be handed out at symposia/fairs and the General Social Service of the City of Dresden. The programme was made public through lectures and posters at symposia and scientific congresses, as well as contributions on the radio and television.



Cultural Year of Addiction

Need

The Federal State of Saxony and the City of Dresden are affected by high consumption levels of addictive substances (in particular crystal meth) (see Report on Addiction Dresden 2017).

Target group

Dresden's urban population, artists who come into direct or indirect contact with risky drug use.

Goals

By positioning art within the topic area of addiction, the use of illegal addictive substances shall be prevented in a low-threshold manner and awareness about the responsible handling of legal substances shall be raised. The "Cultural Year of Addiction" also aims at raising prevention of addiction from the sole responsibility of health promotion and to commit lots of multipliers of urban society to the aforementioned goals. To begin with, the subject of addiction is to be discussed openly in society, thereby stimulating a discourse in society as a whole. Nation-wide and especially in Dresden, this is the first common strategic approach of the professional, social affairs, health and housing, as well as cultural and tourism business areas. The financial resources are provided by the Federal Centre for Health Education; the cultural management is delegated to the "Projektschmiede".

Description of the project

Artists can apply by means of a public tender to submit concepts to artistically deal with the subject of addiction prevention.

For the evaluation and approval of these concepts, the "Expert Committee on Addiction Prevention" was convened – a jury of ten representatives from administration, addiction prevention and culture. The successful applications are then carried out and evaluated according to their specific concept and with the support of the cultural management.

Participation and empowerment

Above all, performances and actions in public spaces shall stimulate the discussion and raise awareness on the topic. Visitors can contact the event's support at any time, who can then either provide informative material or information on specific topics (addiction, addiction prevention, dealing with those affected). Participating artists and cultural professionals will be advised and assisted from the time of application until the project's settlement. This advisory service also includes arranging contacts to experts in addiction prevention – thus allowing an interlinking of content, without forcing the artistic process into a specific direction.

Evaluation/ quality assurance

The individual artistic approaches on the topic are evaluated in a case report. Here, the self-imposed goals of the respective production play a role as do the experiences of the artists. In addition, there will be random surveys of the audience by the event support, as well as discussions with the public following events of an appropriate format (theatrical performances, classroom pieces, workshops). The overall embedding of this approach is carried out regularly in the sub-working group "Addiction" of the Psychosocial Working Group of the City of Dresden.



→ Title artwork of the Cultural Year of Addiction 2017 | Design: Stephan Tautz

Sustainability

The project started as a model project in 2017 and will continue in 2018 and 2019 in Dresden. A handout and conference on the project at the end of 2019 shall enable other cities and municipalities to establish such a project as well. Added to this is the planned integration into a variety of support structures that can serve to stabilize this approach of prevention of addiction in the long term.

↓ Impressions of the artistic realization in the cultural
Year of Addiction 2017 | Design/Photos: Stephan
Tautz/Cultural Year of Addiction



Multi-mobile. For you. For Dresden.

Need

Through multi-mobile lifestyles, everyone's quality of life increases, the environment becomes cleaner and more active exercise is included in everyday life. Although mobility habits are fixed, they can be reconsidered and questioned.

This is where the campaign "Multi-mobile. For you. For Dresden" comes in. The project pursues an approach of generating behavioural changes through self-reflection and information on multi-mobile lifestyles comprising the "triad" of transport, health and environmental protection.

Reasons and background

Dresden is growing – but where the city is growing, there is no additional space for new transport infrastructure. Existing space must therefore be used more effectively – fewer vehicles save space on streets and in parking lots, emissions (noise and exhaust gases) are reduced and more space is available for residents. To reduce the amount of vehicles, public transport, bike and car sharing, as well as walking need to become more popular. In addition, more active exercise should be promoted on daily routes through the direct link between health and mobility. The bases of the project are the Transport Development Plan (VEP) 2025plus, the Clean Air Plan, the

Climate Protection Concept (resolutions), all of which call for public relations work in favour of the environmental association.

Target group

The campaign addresses all road users.

Goals

The aim of the campaign with the slogan "MULTI-MOBILE. For you. For Dresden." is to promote and inform people about multi-mobile exercise: instead of driving, more walking, using one's own bike, a rental bike, bus and train, or car sharing, because it is good for the city, your own health and the environment.

Description of the project

The mobility campaign "Multi-mobile. For you. For Dresden." was launched on June 7th, 2017 and ran until the European Mobility Week from 16th to 22nd of September 2017. The initiator of the project was the mobility team of the state capital of Dresden. The content was developed collaboratively. An agency (Heimrich & Hannot from Dresden) professionally designed the

media and all partners implemented the content themselves in their own media according to the design guidelines.

All partners contributed "their" media services to the campaign – including the City of Dresden with its many channels: from parking tickets to Megalight. The website www.dresden.de/multimobil served as the central element of the campaign.

A mix of different media were used (posters, advertising on rental bikes and car sharing vehicles, YouTube and social media channels, city cards, etc.).

Participation and empowerment

Multi-mobile is a Germany-wide premiere as a public-private partnership of a municipal mobility campaign working with private mobility service providers and public transport companies. Partners of the project are the members of the urban mobility team: Offices of the state capital of Dresden, the municipal transport companies DVB AG and the transport association Oberelbe GmbH, as well as private service providers such as the rental bike provider sz-bike, car sharing provider teilAuto and the energy suppliers DREWAG and enso. The partners provide "their" media channels for free. Furthermore, the campaign is "open" for other players: clubs, associations, politics. A participatory campaign for the citizens



with the competition “Multi-mobile wins! For you. For Dresden.” enabled a broad participation. Under this motto, many of Dresden’s residents participated in a special competition: they sent their personal multi-mobile story to the City of Dresden. A jury from all mobility areas selected the best ones and rewarded the authors with mobility packages. These stories are published on www.dresden.de/multimobil.

Evaluation/quality assurance

The Multi-mobile campaign generated a lot of attention in the city and received almost exclusively positive feedback.

A strong affirmation of multi-mobility (“I do it already”) was communicated through the competition in particular. Hence, multi-mobility is perceived as an expression of the mobile freedom of choice. All participants consider the project a successful partnership between the city and the private sector. For the first time, all media of the city administration were used in concert. Thus, Multi-mobile reached more than 41,000 clicks on YouTube and over 13,000 visitors on the homepage www.dresden.de/multimobil.

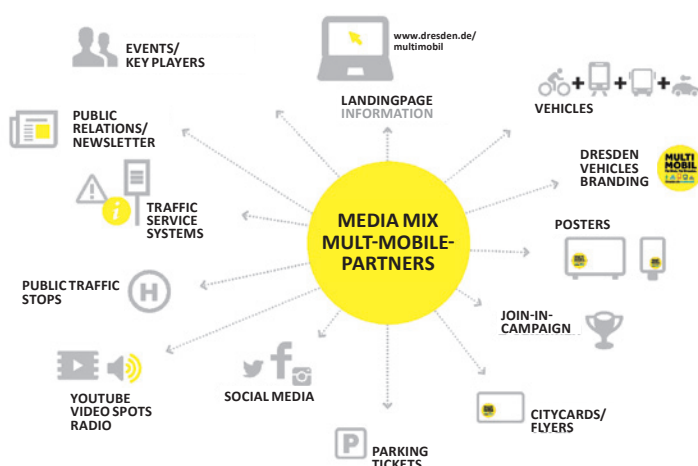
Thereby, the project has a high media impact. The campaign is professional and, thanks to the public-private partnership, cost-effective and media-savvy.

Sustainability

The campaign is still ongoing. For example, the MULTI-MOBILE tram continues to operate in Dresden, the key visual is still used for publications and the rollups are still used for events. A continuation is seen positively by the partners and activities for establishing new priorities in the campaign’s context are being discussed.

Public relations

Multi-mobile is a publicity campaign which uses a variety of media, as the image below illustrates.



↑ Two examples of the posters – in total, five motives were available with people in different life situations

← Mix of media in the campaign | Graphic: Heimrich & Hannot

←← High attention is achieved by a “Multi-mobile”-themed tram of the Dresdner Verkehrsbetriebe AG | Photo: Urban Planning Office/Sylvia Wagner

Survey on Climate Change – The Basis for Health-Promoting Urban Design

Need

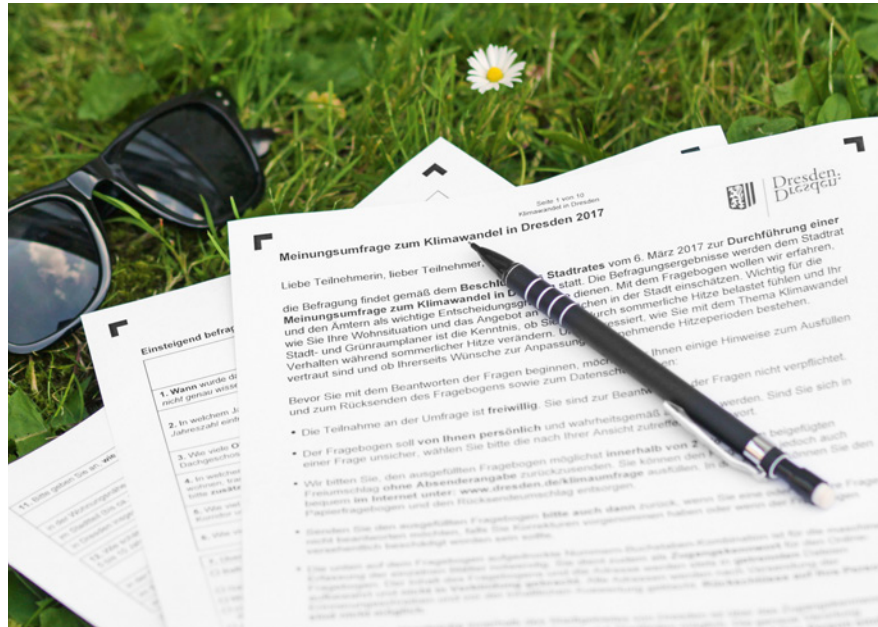
With the “German Strategy for Adaptation to Climate Change”, the federal government made it clear in 2008 that the implementation of measures is necessary to make Germany more resilient to climate changes in the future. For Dresden, the expected rise in temperature, the increase in drought and growing intensity of bouts of heavy rainfall pose the greatest climate-related challenges and therefore play a significant role in future health care provision. In order to preserve Dresden as a resilient place that is liveable even under future climatic conditions, it is important to push climate adaptation forward in Dresden. Using a survey, the public opinion on climate change shall be assessed. The perceived impact of heat and weather extremes and the need for adaptation measures can be derived from this. Urban green spaces play an essential part in mitigating the effects of climate change and serve as a contribution to health care. In order to verify the updated reference values for the degree of coverage of publicly usable green in the context of a city planning office project, feedback from the population is required, in particular with regard to determined deficit areas and the requirements placed on public open spaces.

Target group

The respective living circumstances (apartment location and age of the house, age, gender, education level, occupation, household size and income) can have a decisive influence on the subjective perception. The survey participants were representative of Dresden’s population.

Goals

The survey is intended to give individual insights into the public opinion on the



↑ The printed version of the questionnaires – participation in the survey was also possible online | Photo: Environmental Office

subject of climate change, the perception of being affected by heat and the satisfaction with the amount of green spaces in the residential surroundings. The findings show to what extent high summer temperatures already lead to health-related stressful situations today. Conclusions can be drawn as to which building structures lead to particularly high indoor temperatures which are perceived as detrimental in high summer temperatures. The distribution of answers gives an overview of the extent to which the people of Dresden adjust to heat and which measures for adapting to hot temperatures are particularly desired and accepted.

Description of the project

A statistically representative survey was carried out with Dresden’s urban population. In order to filter out possible differences, the survey was conducted throughout the entire city, as well as in selected focus areas. Some of these focus

areas differ considerably in terms of their potential degree of overheating, their supply of public and privately usable green spaces, and their social structure. In order to gain an insight into the public opinion and to work out connections between lifestyles, the questionnaire also includes classification questions.

Participation and empowerment

Over a survey period of eight weeks, citizens had the opportunity to return the completed questionnaire by post or to submit their opinions using an online questionnaire. About two weeks after sending out the questionnaire, a reminder was sent with a request to participate in the survey.



Evaluation/ quality assurance

The quality assurance took place within the municipal statistics office after the questionnaires were received. The completeness of the questionnaires was checked and manually entered values or comments were made legible.

Sustainability

The results of the survey form the essential basis to determine the direction of the further climate adaptation process. In addition, these results should be considered in the planning decisions regarding the needs-based distribution of green spaces. The survey can be used to identify target-specific needs, promote positive health effects and adapt health counselling.

Public relations

The results are published in brochures and individual actions are planned to educate people on how to deal with heat and/or heavy rain (in retirement homes, schools, day-care centres, hospitals).

Contacts

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Multi-mobile. For you. For Dresden.

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Survey on Climate Change –

The Basis for Health-Promoting Urban Design

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January 2018

Electronic documents with qualified electronic signature can be submitted via a form. In addition, E-Mails to the City of Dresden can be sent encrypted with S/MIME-certificate or via DE-Mail. More information can be found here: www.dresden.de/kontakt. This information material is part of the public relations service of the City of Dresden. It is not to be used for political and campaign advertising. Political parties, however, are allowed to use it to inform their members.