Our City, Our Health, Our Future – Taipei Health City Campaign Examples

Department of Health, Taipei City Government
Director Shi-Jie Huang
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Presentation Outline

1. Abstract
2. Current Situation Analysis
3. Health City Overview
4. Promotion Strategies
5. Results
6. Future Vision
1. Abstract

Provide services and urban innovation for the public and construct people-oriented sustainable city

Campaign Timeline:
1. Undertake city mission, vision and core value to promote public health and safety and to build the first health city in Asia
2. City Mayor, Ke Wen Zhe, instructed the construction of cross-department collaboration to bring Taipei into the International Health City Organization in 2 years

2016 Results:
1. Set up cross-department campaigning organization with 5 groups and an expert guidance team
2. Convene 4 council meetings, 5 secretary group meetings, and 3 group meetings
3. Organize 4 educational training and leader consensus meeting
4. Joined AFHC, become vice members, and participate in international seminar. Received Health System Innovation Award and 1 Outstanding Paper Poster Award
2. Current Situation Analysis

Global Urbanization

Global urbanization will reach **66% in 2050**, with approximately **7 billion people** living in urban areas.

Overpopulation in urban cities has created inequalities and threats for people’s living environments, social economic statuses, and overall health.

## 2. Current Situation Analysis

### Taipei Overview

<table>
<thead>
<tr>
<th>Area</th>
<th>271.7997 km² (16th biggest in Taiwan)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Division</td>
<td>12 districts and 456 villages</td>
</tr>
</tbody>
</table>

### District Features

Taipei, connected with surrounding satellite towns, is the densest populated metropolitan area in Taiwan.

- **2015/2** Reported as the number 1 city out of the “53 Beautiful Cities Everyone Should Visit At Least Once” by Buzzfeed
- **2014/1** Free City Wi-Fi listed as one of the “10 things Taiwan does better than anywhere else” (CNN)
- **2014/2** The Telegraph (UK) nominated Taipei as one of the world’s most connected cities due to its public Wi-Fi

### Population

- 2,698,591 people (2015/12), 4th in Taiwan
- Population density 9,951 people/km², 1st in Taiwan
- Crude birth rate: 10.72‰, approx. 28,987 people, 5th in Taiwan (2015)
- 65 years and above account for 14.76% of the population; approx. 399,182 people
- Aging Index 105.76, 12th in Taiwan and 1st among cosmopolitan cities

### Medical Resources

- 37 Hospitals, 3,457 Clinics, 49.48 doctors/10,000 people, 85.44 beds/10,000 PEOPLE,
- **Abundant Medical Resources** (2015年)

### Top 10 COD

- 1-5 malignant tumor, heart diseases, cerebrovascular diseases, pneumonia, diabetes.
- Accidents was listed as the 10th COD (2015年)
2. Current Situation Analysis 4

- City Average Life Expectancy is higher than national ALE

Women: 86.25 years-old (Taipei) > 83.62 (National)
Men: 80.64 years-old (Taipei) > 77.01 (National)
☆ The average life expectancy in Taipei increases year after year and continuously surpass the national average
☆ Women live longer than men

Statistics Date: 2015/12/31
Taiwanese society is faced with new public issues such as aging and low birth rate. Taiwan’s ageing population is growing at a faster rate than anywhere else in the world. In 2015, Taipei’s elderly population has reached 14.76%, making Taipei the most aged city among the six main district cities in Taiwan.
3. Health City Overview

**Health City**

In 1986, the WHO held the first International Conference on Health Promotion. During the conference, WHO proposed that health related issues are not just the health sector’s responsibilities; as a result, the “Health City Planning Movement” was proposed. The movement hopes to improve healthy problems in the city through public participation and public and private sector cooperation. The movement does not believe in an ontological approach; instead, it focuses on the process through collecting health indicator, monitoring problems, and proposing solutions. Each city constructs their city according to who’s 32 quantifiable international health city indicators (health, environment, social economy).

**Recommended Timeline**

- 開始期(6個月)
  1. 建立核心團隊
  2. 了解健康城市概念
  3. 了解城市現況
  4. 尋求經費
  5. 決定組織架構
  6. 準備計畫書
  7. 獲得市府或議會承諾

- 組織期(6個月)
  8. 成立推動委員會
  9. 分析計畫的處境
  10. 確定計畫任務
  11. 設立計畫辦公室
  12. 建立計畫執行策略
  13. 建立計畫之能力
  14. 建立具體評估機制

- 行動期(2-3年)
  15. 增加健康自覺
  16. 堅持策略性計畫
  17. 活化跨部門行動
  18. 增進社區參與
  19. 促進革新
  20. 確保健康的公共政策
3. Health City Overview 2

- WHO Health City Structure

- **European Healthy Cities Network**
- **Alliance For Healthy Cities**
- **WHO**
- **Western Pacific**
- **Americas**
- **Africa**
- **Eastern Mediterranean**
- **South-East Asia**

**WHO**

- **Formal Members**
  - 177 cities
- **Associate Members**
  - 44 organizations
  - NGO☆Academic Organizations☆Private organizations☆Individuals

**Western Pacific**

- 13 cities/counties & 11 districts (Total: 24): Tainan City, Hualien County, Miaoli County, Chiayi City, Kaohsiung City, Taitung County, Nantou County, Hsinchu City, Hsinchu County, Kinmen County, Pingtung County (City), New Taipei City (Danshui, Shuangxi, Pingxi, Pinglin), Taoyuan County and Taipei City (Daan, Shihlin, Beitou, Wanhua, Songshan, Zhongshan districts) joined as associate members

Taiwan Health City League is a global organization, composed of expert teams, that is committed to assisting cities in joining the Western Pacific Health City Alliance and participating in the AFHC award selection.

Statistics Date: 2016/08/31
Source: AFHC Website
3. Health City Overview 3

1. Development of Taiwan Health City Alliance Campaign

- Forming Taiwan Health City Alliance (2005)
- Summit Meeting of Taiwan Health City Alliance (2006)
- Taiwan Health City Alliance Established (2008)
- Taiwan Health City Award held annually (2009)

2. Establishment

Launched by Department of Health (Ministry of Health and Welfare), Tainan, Kaohsiung, and Taipei in 2005. Summit Meeting was held in 2006. A total of 23 city and county mayors and deputy mayors participated.

3. Specific Content

1. Form expert team to assist cities and counties, cities in joining the Western Pacific Health City Alliance and participating in the AFHC award selection.
2. Organize Health City International Academic Exchange and Domestic Awards.
3. Regularly collect new information on health cities domestically and internationally.
In 2010, the **district campaign** was completed with all 12 districts in Taipei successfully joining a health or safety related international network.

### Taipei District Campaigns

- **Neihu**
- **Zhongzheng**
- **Wenshan**
- **Nangang**
- **Xinyi**
- **Xindian**
- **Zhongguan**
- **Nangang**
- **Songshan**
- **Wanhua**
- **Beitou**
- **Daan**
- **Shihlin**

**Health City League**

- Daan
- Shihlin
- Beitou
- Songshan
- Wanhua

**International Safe Communities**

- Neihu
- Zhongzheng
- Wenshan
- Nangang
- Datung
3. Health City Overview

Taipei Campaign Timeline

- **Taipei Health City Establishment**
- **Mayor instruct Taipei to become a WHO Healthy City within 2 years**
- **Integrate health and safety issues to promote cross-department organization for health cities**

**2002年**
- **Taipei Health City Establishment**
- **Songshan, Zhongshan, and Wanhua District pass International Safe Community certification**
- **Integrate 19 organizations under City Government to establish Elderly-Friendly City Promotional Team**

**2003年**
- **Finish team meetings and confirm team indicators**
- **Maihui District, Neihu District, Shihlin and Beitou District joined AFHC**

**2004年**
- **Wanhua Elderly-Friendly Declaration Published**
- **Integrate 19 organizations under City Government to establish Elderly-Friendly City Promotional Team**

**2005年**
- **Taipei City joined AFHC**
- **Daan District joined AFHC**
- **Zhongzheng District pass International Safe Community certification**
- **Integrate 19 organizations under City Government to establish Elderly-Friendly City Promotional Team**

**2006年**
- **Neihu District pass International Safe Community certification**
- **Songshan, Zhongshan, and Wanhua District passed International Safe Community certification**
- **Integrate 19 organizations under City Government to establish Elderly-Friendly City Promotional Team**

**2007年**
- **Chungshin and Xinyi District joined AFHC**
- **Taipei Health City Promotion Association Established**

**2010年**
- **12 Districts promote elderly-friendly city**
- **Taipei City joined AFHC**
- **12 Districts promote elderly-friendly city**

**2011年**
- **Taipei Health City Promotion Association Established**

**2012年**
- **Pass WHO Elderly-Friendly Network**

**2015年**
- **Pass WHO Elderly-Friendly Network**

**2016年**
- **Finish team meetings and confirm team indicators**
3. Health City Overview

Confirm Promotion Strategies:
City Government promotes health city through integrating health, safety, and elderly-friendly related issues.

Build Safe Environment

Holistic Urban Development

Achieve City Government Vision, Become Sustainable Living City

Ensure Health and Vitality

Develop Sustainable Environment

Develop Friendly Culture

SWOT Analysis

- 優勢
  - 高齡人口比例高
  - 市民參與度
  - 政府預算充足

- 威脅
  - 臺南外来人口與國際限制
  - 政府幹部的意見分歧

- 機會
  - 人民國家的政策一致性
  - 政府機構間的協作

- 弱勢
  - 地方政府的自主性與彈性
  - 城市發展缺乏長期規劃與目標

City Government promotes health city through integrating health, safety, and elderly-friendly related issues.
4. Promotion Strategies 1

- Establish cross-department promotional organization and expert consul team

Establish expert scholars consul team
4. Promotion Strategies 2

1. Organize Educational Training Workshop
   Promote personnel education and practical workshops

2. Domestic and International Seminar
   • Participate in domestic and international conferences and events on health city, elderly-friendliness, and community safety
     • AFHC Conference
     • IFA (Int’l Federation of Ageing 1st Int’l Conference) Poster Submission
     • Taiwan Health City & Elderly-Friendly Awards Selection
4. Promotion Strategies

PDCA Sustainable Promotion

Utilizing WHO’s PDCA Cycle (Plan-Do-Check-Act), Taipei is on its way to sustainable development stage on the foundation of district health city promotion, safe communities, and elderly-friendliness.

1. Political promises and consensus
2. Listen to community leaders’ and members’ voices
3. Build city profile and confirm indexes
4. Develop action plan
5. Build core team and consensus
6. Information dissemination and domestic and international information exchanges

1. Continuous monitoring on indexes and action plan execution
2. Report success rate and areas of improvement
3. Produce progress report and improvement measures

1. Strengthen organizational operation and cross-departmental collaboration
2. Develop concrete action plan
3. Monitor action plan execution and conduct survey
4. Establish goal oriented indexes
5. Establish performance evaluation and reward mechanism
6. Establish active community participation mechanism
7. Domestic and international information exchange events

1st to 2nd year 2015-2016
3rd to 4th year 2017-2018
5th year 2019
5. Results 1

- Joined AFHC

City Promotion
In 2016, Taipei City

Joined AFHC
And became an international health city

Citizen Needs
International City Indexes
Governmental Strategies
5. Results

- Taipei Health City Indexes
  Established 63 indexes, monitored through rolling management

1. Follow WHO’S 32 Quantifiable Indexes (health, environment, social economy)

2. Integrate Taipei City Government Strategy Map, policy focus, and citizen needs

3. Integrate health city, safe community and elderly-friendly city issues
5. Results 3

Indexes Analysis

Health City Indexes:
- International: 20
- Domestic: 43

Elderly-Friendly City Indexes: 10

Safe Community Indexes: 13

Indexes Analysis

<table>
<thead>
<tr>
<th>組別</th>
<th>策略主題</th>
<th>主題</th>
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<tbody>
<tr>
<td>安全組(16)</td>
<td>打造安全環境</td>
<td>社會治安 (7)</td>
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<td></td>
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<td>交通安全 (3)</td>
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<td></td>
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<td>防災應變 (6)</td>
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<tr>
<td>永續生態組(11)</td>
<td>營造永續環境</td>
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<td>環境品質 (8)</td>
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<td>社會福利 (4)</td>
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<td>優質教育 (3)</td>
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<td>活力康健組(13)</td>
<td>確保健康活力</td>
<td>健康促進 (6)</td>
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<td>食品安全 (2)</td>
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<td>繁榮便捷組(13)</td>
<td>健全都市發展</td>
<td>都市規劃 (4)</td>
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<td>交通運輸 (6)</td>
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<td>都市更新 (3)</td>
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<td>疾病防治 (3)</td>
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## 5. Results 4

### Cross-Department Meeting and Team Meetings – Strategic Topics

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<th>Jan</th>
<th>Feb</th>
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<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
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<th>Sept</th>
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<td>【Third】</td>
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<td>Team Meetings</td>
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<td>04.12</td>
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<td>【Second】</td>
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<td>【Second】</td>
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<td>Secretary Core Meeting</td>
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<td>03.09</td>
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<td>05.19</td>
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<td>10.21</td>
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## 5. Results 5

### Educational Training – Enhance Professional Knowledge

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<tr>
<th>Date</th>
<th>Details</th>
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<tbody>
<tr>
<td>4/12</td>
<td>2016 Taipei promoted Health City AFHC Participation and Poster Submission workshop</td>
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<tr>
<td></td>
<td>51 participants (13 departments and 12 Taipei district health service center)</td>
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<tr>
<td>5/13</td>
<td>2016 Taipei Health City Alliance Poster Submission and Awards</td>
</tr>
<tr>
<td></td>
<td>34 participants (13 departments and 12 Taipei district health service center)</td>
</tr>
<tr>
<td>6/14</td>
<td>Healthy City and Elderly-Friendly City Award Selection and Work Submission Workshop</td>
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<tr>
<td>6/17</td>
<td>55 participants</td>
</tr>
<tr>
<td>9/9</td>
<td>Health City Action Plan Writing Workshop</td>
</tr>
<tr>
<td></td>
<td>62 participants</td>
</tr>
</tbody>
</table>
5. Results

Participated in Various Exchanges - International Recognition

1. AFHC Award

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Award Number</th>
<th>Oral Papers</th>
<th>Exhibited Posters</th>
</tr>
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<tbody>
<tr>
<td>2008</td>
<td>Ichikawa, Japan</td>
<td>1 (Taipei Daan Dist.)</td>
<td>14</td>
<td>4</td>
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<tr>
<td>2010</td>
<td>Seoul, Korea</td>
<td>1 (Taipei Beitou Dist.)</td>
<td>13</td>
<td>24</td>
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<tr>
<td>2012</td>
<td>Brisbane, Australia</td>
<td>0</td>
<td>15</td>
<td>50</td>
</tr>
<tr>
<td>2014</td>
<td>Hong Kong</td>
<td>1 (Taipei Beitou Dist.)</td>
<td>21</td>
<td>36</td>
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<tr>
<td>2016</td>
<td>Wonju, Korea</td>
<td>2 (Department of Health, Taipei Zhongzheng Dist.)</td>
<td>8</td>
<td>17</td>
</tr>
</tbody>
</table>

2. IFA(1st International Conference)
Taipei Elderly-Friendly Poster exhibited at Brisbane Conferences
Taipei City entered the **AFHC** in 2016, becoming an alliance member on the international arena.

**Constructing Asia’s First Health City**

**5. Future Vision**

Taipei City entered the **AFHC** in 2016, becoming an alliance member on the international arena. 

**Constructing Asia’s First Health City**

- **全民參與**
  - 「Health for All」全民參與理念
  - 跨局處合作
  - 讓市民有感，臺北市持續改善、向上提升

- **城市分享**
  - 促進國內外城市經驗分享與交流

- **施政重點**
  - 秉持「Health in All Policies」
  - 結合本府策略地圖策略主題「精進健康安全」，實現市府施政重點、展現台北亮點

成為宜居永續城市
Healthy Localization, Joyful Living
Build a Healthy Friendly and Safe Taipei