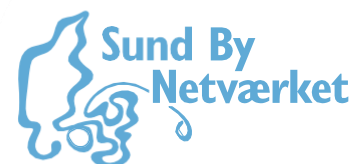


The Danish Healthy Cities Network Strategy 2017-2020



Vision and mission

Our *vision* is to strengthen public health and promote a healthier Denmark.

Our *mission* is to co-create, experiment, develop new knowledge and share experiences and ideas generously – For the benefit of public health.

Our work is...

- **Inspiring:**

WHO, a starting point for municipalities and regions. As part of the WHO Healthy Cities Network, we inspire and create synergy in public health both nationally and internationally, while contributing to the national agenda on public health.

- **Generosity: Sharing of ideas and experiences:**

Theme groups spread knowledge. The quality of our work occurs when we are ready to reap the experiences we learn and share them with each other. The theme groups are the network's most important platform for sharing knowledge and experience. Here, we bring together our network members and relevant partners.

- **Experimental and evolving:**

We collaborate with colleagues, research institutions and partner organisations. New solutions require new knowledge. In the Danish Healthy Cities Network, we work together to generate knowledge about "the good life", and how to make it an opportunity for all.

We not only create knowledge, but also convert it into practise, for the benefit of all.

- **Co-Creation:**

Teaming up with the citizens. In the Danish Health Cities Network, we identify problems and test solutions together with relevant actors. We develop models for co-creation that rethink the way for the municipalities to work for and with their citizens.

Four strategic areas of attention for 2017-2020



Enhanced professionalism

– We are generous



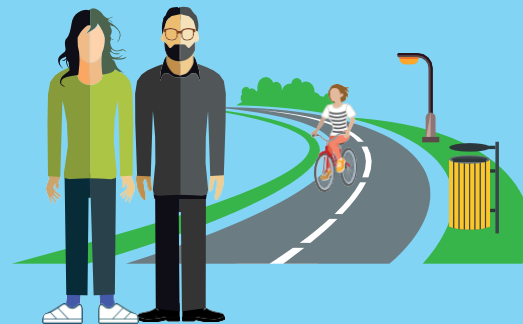
Health in all policies

– We form new ways



Health Equality

– We address the citizens equally different



Structural Prevention

– We create the foundation for the healthy choice

The Danish Healthy Cities Network prioritize 4 strategic areas of attention for 2017-2020

Enhanced Professionalism – We are generous

The theme groups spread the knowledge of the network throughout the member cities and across professional groups. In the network, we share knowledge and experience generously and selflessly. This professional exchange builds bridges and ensures networking across diversities: to colleagues in the WHO Healthy Cities Network in Europe, to colleagues in Denmark and within their own organization.

The theme groups focus on specific areas and projects, thereby ensuring that we develop qualified knowledge. We provide opportunities for immersion and development, and collaborate with research in the field. This means that the Danish Healthy Cities Network operates in a field between knowledge and practice, where we generate new knowledge about the specific health interventions that all our members can access.

The network enhances the professional skill level and ease every member's access to new knowledge. We are stronger together, and see generosity as our key strength. When we share ideas and experiences, we will evolve our collective knowledge. Together we create a 'knowledge bank' to benefit public health.

Health in all policies – We form new ways

In the Danish Healthy Cities Network, we promote health promotion and prevention across policy areas locally and nationally to integrate health into all core tasks of every policy section. The work for and with the citizens in all policies, will create a sustainable foundation for current and future citizens to unfold their attributes despite individual challenges.

The network strengthens public health in close collaboration with state, regions and municipalities. By establishing strong cooperative relations with national actor and research institutions, the network encourages to break down the silo mentality and instead integrate health in all policies. The Danish Healthy Cities Network actively contributes to the local and national agenda for the benefit of public health.

Health Equality – We address the citizens equally different

The Danish Healthy Cities Network develops models that can affect a change for the citizens. We are aware of the challenges meeting the single citizens and determinants of health and life expectancy, and we want to close the gap created by social heritage and environment.

Everyone has a right to health, but there is a need for differentiated approaches, and early interventions in a 0-100 year perspective. Moreover, it is necessary to use a broad approach, including both universal and diverse health measures to truly reduce the gap in health, and lift the health initiatives.

Structural Prevention – We create the foundation for the healthy choice

The Danish Healthy Cities Network work to make the healthy choice the easiest and most beneficial choice. We support the work on healthy behaviour to secure it is not dismissed due to financial costs or other difficult circumstances. The easy healthy choice can promote equality in health among the citizens.

Focus on and implementation of structural prevention in the health promoting work requires organisational readiness and flexibility. The Danish Healthy Cities Network clarifies the mechanisms to promote healthy behaviour, by illuminating the importance of meaningful personal network, social communities and comfortable local societies.

The story of The Danish Healthy Cities Network

Through experimental approaches, local empowerment and sharing of knowledge and experience, The Danish Healthy Cities Network contributes to increase public health.

WHO's Danish Healthy Cities Network was established in 1991. Since then, it has contributed to the development of public health in Denmark through close cooperation with municipalities and regions.

The Danish Healthy Cities Network facilitates collects and exchange knowledge and experiences on public health. We support the municipalities and regions work in developing the health in Denmark based on WHO's broad and positive health definition:

"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

In this light, we approach health in a holistic perspective, where social, mental and personal resources as well as physical abilities support personal health. Health work targeting lifestyle and living conditions strengthens the general public health.

The Danish Healthy Cities Network supports the work of the municipalities and regions to realize the life goals of the citizens, by acknowledging that each citizen understand the purpose of life differently.

Their resources and possibilities are equally diverse, which makes us work for equality in health. We dare to approach the citizens differently to address them equally.

Our work with social and sustainable communities has positive impact on the lives of the citizens while additionally seen as an invitation for cooperation across disciplines and sectors.

In the Danish Healthy Cities Network, we operate in a field developing and qualifying knowledge based on practical experience. Our working groups are central to the organization and the results from their work serves as a practical toolbox for the municipalities and regions in the network. We are engaged in alliances with research institutions, while translating knowledge to practice, reviewing the practical work and create new ideas for new knowledge and research.

The network is a lab, where members make themselves available for new experiments regarding research and implementation of new methods to generate new knowledge of the practical field. We support promoting the results through knowledge sharing in the network.



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