



National Institute for Public Health
and the Environment
Ministry of Health, Welfare and Sport

Healthy in

a good practice from the
Netherlands to reduce health
inequalities

Karin Proper



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About RIVM

How can we keep ourselves and our environment healthy? That is the challenge facing government authorities at all levels, from the local to the international. The Dutch National Institute for Public Health and the Environment ([RIVM](#)) carries out independent research and provides policy advice to assist them in this task.

- ⊞ [Mission and strategy](#)
- ⊞ [Knowledge and expertise](#)
- ⊞ [Organisation](#)
- ⊞ [International](#)
- ⊞ [Corporate publications](#)
- ⊞ [RIVM films](#)



[RIVM](#) works to prevent and control outbreaks of infectious diseases. We promote public health and consumer safety, and we help to protect the quality of the environment. [RIVM](#) collects and collates knowledge and information from various sources, both national and international. We apply this knowledge ourselves, and we place it at the disposal of policy-makers, researchers, regulatory authorities and the general public. Each year, [RIVM](#) produces numerous reports on all aspects of public health, nutrition and diet, health care, disaster management, nature and the environment.

[RIVM](#) has a total of approximately 1,500 staff. Our main commissioning clients are:

- [The Ministry of Health, Welfare and Sport](#)
- [The Ministry of Infrastructure and the Environment](#)
- [The Ministry of Economic Affairs, Agriculture and Innovation](#)
- [Various government inspectorates](#)
- [The European Union](#)
- [The United Nations](#)

National Institute for Public Health and the Environment (RIVM)



Centres

Centres

- > [Centre for Infectious Disease Control](#)
- > [National Coordination Centre for Communicable Disease Control](#)
- > [Centre for Infectious Diseases, Epidemiology and Surveillance](#)
- > [Centre for Infectious Diseases Research, Diagnostics and Screening](#)
- > [Centre for Zoonoses and Environmental Microbiology](#)
- > [Centre for Immunology of Infectious Diseases and Vaccines](#)
- > [Centre for Safety of Substances and Products](#)
- > [Centre for Sustainability, Environment and Health](#)
- > [Centre for Environmental Quality](#)
- > [Centre for Environmental Safety and Security](#)
- > [Centre for Health and Society](#)
- > [Centre for Health Protection](#)
- > [Centre for Nutrition, Prevention and Health Services](#)
- > [Department for Vaccine Supply and Prevention Programmes](#)
- > [Staff services](#)
- > [Project office new premisses](#)



RIVM Centre for Healthy Living mission statement

...to contribute to the health
of all Dutch citizens by
supporting
health promotion
professionals
primarily with information



Dissemination strategies

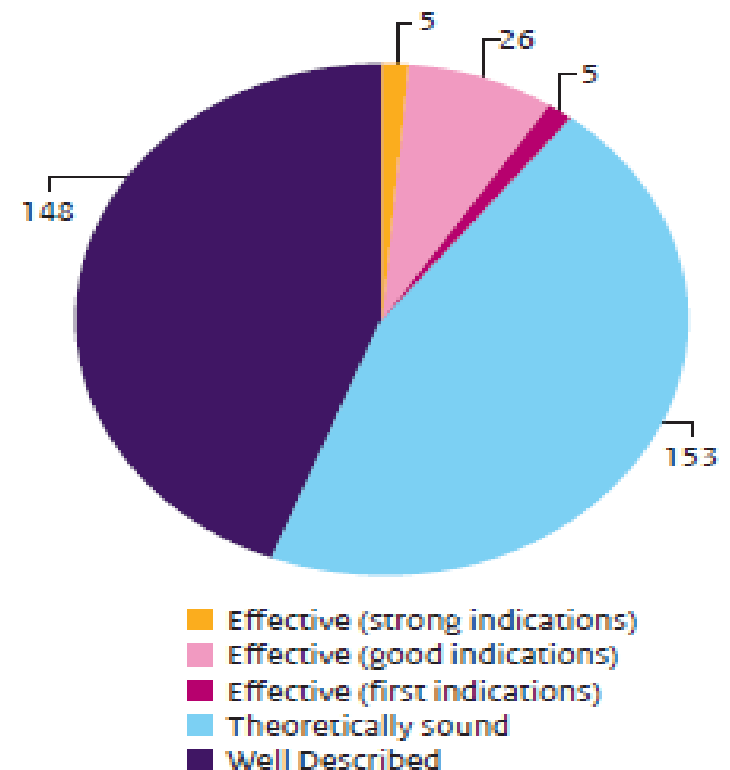
- Infographic on website and for online communication
- Tweets about best practices every day #ErkendGezond
- Overview of best practices is available in the online Manual Healthy Municipality and Healthy School (as recommended interventions)
- E-magazine to all municipalities





Database with health promotion interventions

- Best practices and 'all' lifestyle interventions in the Netherlands
- Recognized interventions: 5 levels





Interventions to address health inequalities

- An example (good practice) from the Netherlands



GEZOND IN ...

STIMULERINGSPROGRAMMA GIDS
LOKALE AANPAK GEZONDHEIDSACHTERSTANDEN

Translation: **Healthy in ...**



- 📍 **Gezond in...:** incentive programme to help municipalities to strengthen their approach to addressing health inequalities
- 📍 Financed by Min Health, Welfare and Sports
- 📍 Targeted funding for 164 municipalities
 - 📍 based on social status score: education, income, and distance to labour market





164
municipalities

€ 70 million
2014 - 2017



- Gezond in... offers local authorities assistance in the development and implementation of their own targeted approaches.
- **Municipalities are in the lead!**
- Pharos and Platform 31 offer customized advice and support on local authorities to health disparities to 164 municipalities





GEZOND IN ...

STIMULERINGSPROGRAMMA GIDS
LOKALE AANPAK GEZONDHEIDSACHTERSTANDEN

[FAQ](#)[Over dit platform](#)[Help](#)

Framework:

5 tracks

Zoeken op



8 pillars for success

[HOME](#)[INTEGRALE AANPAK](#)[INSTRUMENTEN](#)[NIEUWS](#)[PROGRAMMA GEZOND IN...](#)[GIDS-GEMEENTEN](#)[PRAKTIJKVOORBEELDEN](#)[BLOGS](#)[PRIKBORD](#)[AGENDA](#)[DEELNEMERS](#)[INLOGGEN / REGISTREREN](#)

Welkom op het online platform!
Hier deelt u informatie en goede voorbeelden over de lokale aanpak van gezondheidsachterstanden.

Lees meer over dit platform

GEZONDIN IN 1 MINUUT



Participatie



Sociale omgeving



Preventie & zorg



Fysieke omgeving



Gedrag & vaardigheden

**Burgers zijn
hoofdrospelers**

**Bestuurlijke
betrokkenheid**

Synergie circuits

**Sociale
marketing op alle
niveaus**

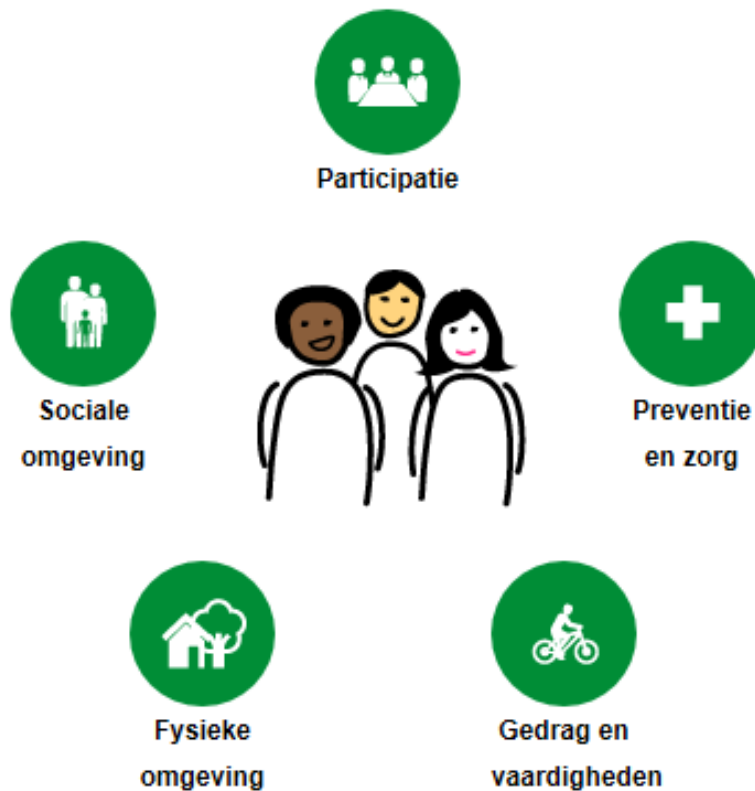
**Procesgerichte
aanpak**

Publiek & privaat

**Monitoren
voortgang en
resultaten**

**Differentiatie is
essentieel**

Framework: 5 tracks



- 📍 Lifestyle and health literacy
- 📍 Social environment
- 📍 Physical environment
- 📍 Prevention and health care
- 📍 Participation



8 Pillars for success

- 📍 Involvement of (political) authorities
- 📍 Citizens are key players
- 📍 Differentiation is essential
- 📍 Monitoring process and results
- 📍 Process-targeted approach
- 📍 Public and private
- 📍 Social Marketing at all levels
- 📍 Synergy circuits



More information

www.gezondin.nu

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