Wellbeing for All
in a Health Promoting Community

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Iceland

• **Island, 2nd largest in Europe** (103.000 km²)

• **Two administrative levels:** The state and municipalities.

• **Population:** 383.726 in Jan. ´24.

• **Municipalities:**
  
  64 in May ´24 (204 in 1990).

  ~64% live in the capital area
## Public Health indicators 2023
### Adults, country average

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Status %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment rate</td>
<td>3,8</td>
</tr>
<tr>
<td>Difficulty to make ends meet</td>
<td>15,5</td>
</tr>
<tr>
<td>Live in a rental housing</td>
<td>14,5</td>
</tr>
<tr>
<td>Mental health, bad</td>
<td>32,6</td>
</tr>
<tr>
<td>High levels of stress, often</td>
<td>25,9</td>
</tr>
<tr>
<td>Physical health, bad</td>
<td>41,0</td>
</tr>
<tr>
<td>Loneliness, often</td>
<td>11,7</td>
</tr>
<tr>
<td>Daily smoking</td>
<td>6,5</td>
</tr>
<tr>
<td>Alcohol consumption, risky pattern</td>
<td>24,0</td>
</tr>
</tbody>
</table>

Source: island.is/lydheilsuvisar
WHY HiAP?

1. It’s not only the PEOPLE but also the PLACE!

→ Tailoring the Determinants of Health rainbow to Icelandic context, inc. priority SDGs, has been helpful to find common ground with different sectors.

THE GREEN ARC:

“Your decisions will impact people’s health and wellbeing”
What matters most for health and wellbeing?
HPC MAIN AIM
Support communities to work in systematic, datadriven way to create environments and conditions that promote healthy behavior and lifestyle, health and wellbeing for all.

→ allocate funding and other resources to actions that matter for wellbeing.

First HPCs in 2013: City of Reykjavik and Mosfellsbær

96,2% live in HPC in November '23
Health promoting community (HPC) and related work is a result of ongoing “fusion cooking”

For example:

- The Ottawa Charter (WHO, 1986).
- The Rainbow model
- **WHO Healthy Cities**
- Flagship course on Equity in HiAP (WHO).
- Various EU-projects
- Previous HP&P work in Iceland, other Nordic countries, Europe and other parts of the world.
Solid foundation for HPC and other HP&P work

- **Directorate of Health**, act and policy:
  
  *Good health and wellbeing with health promotion and prevention work and accessible and safe health care services based on best available knowledge and experience.*
  
  ⇒ Comprehensive approach, relying on active participation across sectors and levels is effective.

- **National Public Health Policy 2030** (2021)

- **The National Health Policy 2030** (2019)

- **First Public Health Policy** (2016)
  
  *All municipalities should become Health promoting communities, including preschools, compulsory schools, upper secondary schools and workplaces.*

- **National curriculum guides** (2011)
  
  Health and welfare one of six pillars of education.

- **The Association of Local Authorities strategy 2022-26:**
  
  4.10: ...the Association continues to collaborate with the Directorate of Health in the implementation of health promotion work and the Public Health Policy.

- **The UN Sustainable Development Goals 2030 – Sustainable Iceland**

- **Numerous other policies and plans at national and local level.**
In Iceland the SDG and wellbeing agenda is lead by the PMO.

In 2018, Iceland joined the WEGo partnership. Katrín Jakobsdóttir, Prime Minister of Iceland, explained that the decision to do so was based on the following philosophy:

"The inclusion and liberation of the many, rather than the few, is the right thing to do not only from a social justice perspective but also from an economic perspective. It is one of the many reasons Iceland is now taking part in the group of Wellbeing Economy Governments, working towards sustainability and well-being for all, within the context of the SDGs” (60).
Wellbeing priorities guiding the governments five year Fiscal strategic plan

1. Mental health
2. Secure housing
3. Better work-life balance
4. Zero carbon emissions
5. Innovation growth
6. Better communication with the public

→ 39 wellbeing indicators (economic, social, environment) to monitor progress.
<table>
<thead>
<tr>
<th>Goal</th>
<th>SDG</th>
<th>Indicators</th>
<th>Status 2022</th>
<th>Target 2024</th>
<th>Target 2028</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoting health and healthy lifestyle</td>
<td>3.4, 3.5, 3.7, 3.A</td>
<td>Hlutfall landsmanna 18 ára og eldri sem nota nikótínþúða daglega.</td>
<td>Karlar: 15% Konur: 5%</td>
<td>&lt;5%</td>
<td>&lt;5%</td>
</tr>
<tr>
<td></td>
<td>3.4, 3.5, 3.7, 3.A</td>
<td>Dættaka í skimun fyrir brjóstakrabbameini (B) og leghálakrabbameini (L).</td>
<td>B: 52%* L: 62%*</td>
<td>B&gt;75% L&gt;75%</td>
<td>B&gt;75% L&gt;75%</td>
</tr>
<tr>
<td></td>
<td>3.4, 3.5, 3.7, 3.A</td>
<td>% of the population living in Health promoting community/municipality</td>
<td>94,5%</td>
<td>&gt;95%</td>
<td>&gt;96%</td>
</tr>
</tbody>
</table>

HPC Guiding Principles

- **Active participation of all stakeholders** across sectors and levels.
- Work is based on **best knowledge and experience** available.
- **Do no harm**.
- **Equity** in health, universal measures and additional efforts to meet the needs of vulnerable groups.
- **Sustainability**. Long term approach incl. establish structures and processes that survive changes in local governments.
1. Health and wellbeing is a result of complex interactions between individuals and their environment and conditions.

2. The Determinants of health rainbow tailored to Icelandic context (2019)

3. Public health indicators

4. Intersectoral steering groups on all levels

5. On-line Check-lists

   1. Systematic PH work
   2. Cornerstones of Health
   3. Mental health
   4. Physical activity & Outdoor recreation
   5. Healthy Diet
   6. Tobacco, Alcohol, other substances
   7. Safe life without violence or injuries

6. (Health) impact assessment

The UN Sustainable Development Goals and Determinants of Health and Well-being, Dahlgren and Whitehead (1991), adapted version by the Directorate of Health Iceland 2019 (3.0).
HEALTH PROMOTING COMMUNITY = SUSTAINABLE COMMUNITY → Better life for all!