

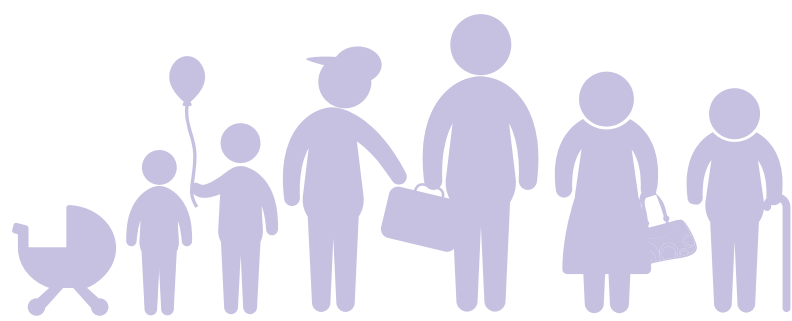
HEALTH AND WELL-BEING FOR EVERYONE

The welfare plan of the City of Helsinki 2019–2021

Contents

1. Health and well-being for all Helsinkians	3
2. Reduce inequality.....	7
3. A city for all – healthy and on the move	10
4. Preventing the marginalisation of children and youth.....	13
5. Buttressing elderly people’s ability to function and their feeling of partnership	16
6. Promoting mental well-being and the non-use of intoxicants.....	20
7. Lively, distinct and safe neighbourhoods.....	22

Helsinki



Stadin HYTE





1. Health and well-being for all Helsinkians

Every Helsinkians – young, old or with functional defects – should have the opportunity to live a good and fulfilling life and receive the necessary support and services at all stages of their life. Health and welfare promotion influences the comfort of life of the citizens, improves their experienced well-being, quality of life and health and ensures that their everyday environments support a good and physically active life.

Health and welfare promotion is seen in Helsinki in a broad sense. The citizens' health and well-being are influenced extensively by economic, employment, education, housing, regional, social and health policy and community planning solutions.

Health and welfare focuses give direction for joint actions

Health and welfare promotion is activities focused on individuals, families, communities, populations and their living environments carried out through various city divisions working together. The third sector and the city residents are also important partners.

In autumn 2018, Helsinki's health and welfare promotion preparation group outlined the focuses for the council term:

1. **Reduce inequality**
2. **A city for all – healthy and on the move**
3. **Preventing the marginalisation of children and youth**
4. **Buttressing elderly people's ability to function and their feeling of partnership**
5. **Promoting mental well-being and the non-use of intoxicants**
6. **Lively, distinct and safe neighbourhoods**

Legislation and national recommendations guide and support the city's health and welfare promotion. It is provided in the Local Government Act that municipalities shall advance the well-being of their residents and the vitality of their respective areas, and shall arrange services for their residents in a way that is financially, socially and environmentally sustainable. Similarly, the Health Care Act requires that, in their strategic plans, local authorities shall identify objectives for health and welfare promotion based on local conditions and demand and measures for meeting these objectives by making use of local welfare and health indicators. Furthermore, the Health Care Act directs local authorities to assign coordinators for health and welfare promotion. In Helsinki, the new management and coordination structure for health and welfare promotion fulfils this obligation.

The welfare plan brings together and guides health and welfare promotion

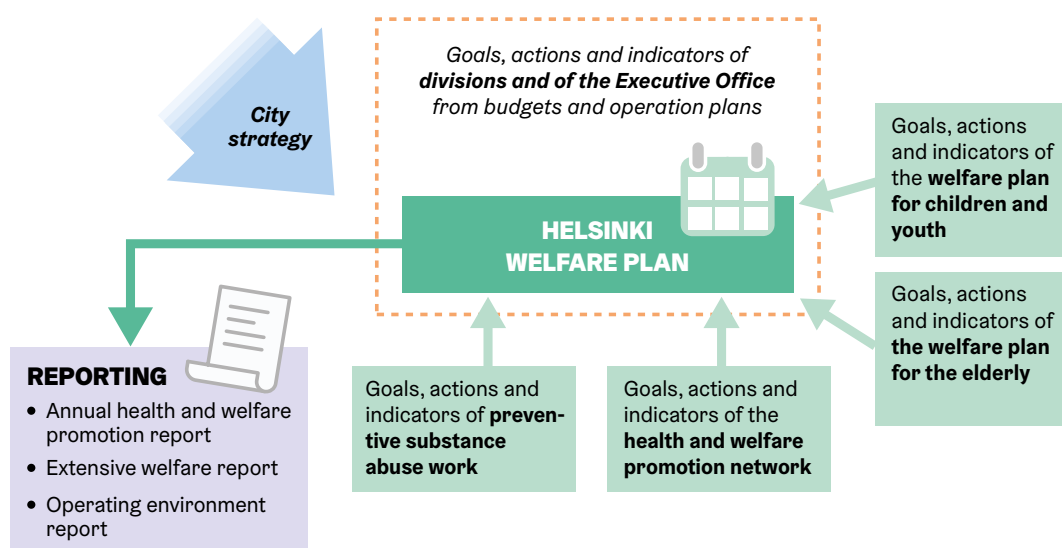
The welfare plan is a compilation of city-wide actions compliant with the focuses and knowledge-based effective actions for promoting the citizens' health and well-being. The welfare plan has been built and its goals and actions set with extensive consideration of equality, human rights, equal opportunities and participation.

The goals and actions of the plan have been compiled from the budgets, operation plans and action plans of city-wide projects of the divisions and Executive Office. Health and welfare promotion is a fundamental duty of municipalities, which is implemented in all of the city's service activities. There are also numerous networks, projects and working groups operating in the city that promote the health and well-being of Helsinkians through their activities. The actions of these networks have been incorporated in the welfare plan, where applicable. According to a City Board decision (14 May 2018, § 350), the focus of the work on health and welfare promotion is on increasing the physical activity of Helsinkians and resolving the problem of youth marginalisation. For this reason, some actions of the Exercise and Mobility Scheme and Project for Youth Social Inclusion are part of the city-level welfare plan.

Legislation requires that City Council-approved welfare plans has to be prepared for children and young people and for the elderly. Helsinki's city-level welfare plan fulfils these legal obligations. The starting point of the welfare plan is a research-based description of the well-being and services of Helsinkians, which can be found in the following reports prepared for the City Council: Helsinki's present state and development 2016 and Operating environment report 2017

Actions to increase the city's vitality, such as improving employment or housing policy measures, are implemented closely in the city's operations, and actions associated with them have not been drawn directly into the welfare plan. However, these aspects are taken into account in the reporting of the citizens' health and welfare promotion.

Image 1. The city-level welfare plan includes main focuses on health and welfare promotion and the associated goals, actions and monitoring, with consideration of different population groups



The welfare plan has been built in cooperation between the city’s divisions and is guided by the city’s health and welfare promotion steering group. This helps achieve the city strategy item that the focus during the present City Council term is to ensure the full benefit of the organisational reform as well as to renew the city’s leadership practices.

Matters guided by the city strategy and legislation, more precise goals, coordinators and monitoring are specified under the welfare plan focuses. Most of the actions are a fixed part of the financial and operational planning and implementation of the divisions and Executive Office. Under the focuses of the welfare plan, there are a total of 29 sub-goals and 110 actions. **These goals and measures are contained in a separate actionplan (only in finish).** The realisation of the welfare plan is monitored annually with a new kind of annual report on health and welfare promotion. The contents of the welfare plan are reviewed and, if necessary, adjusted once annually as a part of the divisions’ financial and operational planning during budget preparation.

The presentation of the working group that prepared the steering structure of health and welfare promotion included completion of the first welfare plan in 2018 and was approved by the City Council in June 2019.

Management and coordination of health and welfare promotion in Helsinki

On 14 May 2018, the City Board decided to adopt a management and coordination structure for health and welfare promotion in accordance with the presentation of the preparation team.

The City Board also decided that responsible for preventive substance abuse work referred to in Section 5 of the Act on organising alcohol, tobacco, drugs and gambling prevention is the City Board and that preventive substance abuse work is the responsibility of the health and welfare promotion steering group.

The City Council is responsible for the strategic decisions through which health and well-being are promoted in the city. Health and welfare promotion is directed by the City Executive Group. On 22 August 2018, the City Manager appointed a health and welfare promotion steering group, expert team and secretaries in accordance with the City Board decision.

The steering group specifies and outlines the focuses of health and welfare promotion and guides the implementation of health and welfare promotion. The group guides the preparation of the Helsinki welfare plan and takes part in the welfare report process. The preparation group also promotes the realisation of the participation and interaction practices in the operating models of health and welfare promotion.

The health and welfare promotion expert team prepares matters for the preparation group and coordinates the visibility of the goals and actions of health and welfare promotion in the annual operation plans of divisions. The expert team ensures sufficient cooperation in divisions in the preparation of matters and, if necessary, requests targeted opinions from operational management. The team helps prepare the Helsinki welfare plan and ensure its connection to the drawing up of the implementation plans for children and youth and for the elderly. The team contributes to the drawing up of the annual health and welfare promotion report and produces contents for the extensive welfare report prepared once every council term.

The coordination of health and welfare promotion has been centralised to the Executive Office's Economic Development and Planning Division, and a full-time health and welfare promotion coordinator has been appointed for the work, tasked with overall coordination, advancement of cooperation between multisectoral networks and the development of welfare plans and reporting.

The City Board decision on 14 May 2018 also stated that the City Board will revisit the proposal on the organisation of health and welfare promotion in the autumn (2018), with consideration of what happens regarding the social and health care reform. With the cancellation of the social and health care reform of Juha Sipilä's government, the city can continue the coordination of health and welfare promotion under the current structure.



2. Reduce inequality

According to the Helsinki city strategy, the increasingly segregated realities of city residents is one of the biggest challenges for cities worldwide. Growth obligates the city to offer enough jobs, housing, day-care centres, schools, libraries, sports and exercise venues and health care services, and transportation must also run smoothly. The increasing segregation of neighbourhoods in regard to income level and well-being is taken very seriously in Helsinki. Helsinki will continue to pursue a position of a model city of segregation prevention in Europe, facilitating the equality and well-being of different neighbourhoods and population groups.

Goals

- Reducing inequality through the city strategy's flagship projects
- Narrowing the health and welfare disparities between population groups using knowledge- and efficiency-based methods
- Securing equal access to services for various population groups irrespective of income level and background
- Using affirmative action to promote the realisation of equal services and to prevent segregation
- Developing models of cooperation to locate and identify groups at risk and to refer them to the appropriate service
- Reducing poverty among families with children

The general level of health and well-being has constantly improved, but health and well-being are still unevenly distributed

According to various studies, health and welfare disparities are linked to underlying socioeconomic factors, accumulation of deprivation and poverty. Increasing inequality is also visible in the positive development of the standard of living, quality of life and lifestyle, which is not accessible to all people or groups. (*Rapporteur Juho Saari's report: Hyvinvointivaltio eriarvoistuneessa yhteiskunnassa [The welfare state in an unequal society] and Final report of a working group appointed to address inequality issues, 21 March 2018*) For example, Helsinki's high-morbidity areas have a higher unemployment rate and lower average income and share of residents with a higher education degree than the city on average.

Health and welfare disparities begin in childhood, which is why special attention is paid to the inequality of children and young people. According to several studies, the well-being of children and young people is strongly segregated according to their parents' education, socioeconomic status and financial situation. A family's financial distress and differences in living conditions and day-to-day life can influence children's social relationships and loneliness. For this reason, city operations strive to identify poverty in families with children and increase preventive measures.

Furthermore, research results show that issues, such as lack of education, mental health and financial problems, accumulate and are transmitted intergenerationally. The prevention of marginalisation must begin early on in all development environments of families' day-to-day life, such as day care, school and hobbies.

In order to reduce the inequality of Helsinkians, we need more effective actions and systematic monitoring of the effects

To facilitate this, we need to achieve better understanding of marginalisation, inequality and well-being by using new research methods, creating new information resources and making research information better available to decision-makers. To combat increasing inequality, new information is needed on not only the state and development trends of the entire population's well-being but also on the situation of new and vulnerable groups, in particular.

In future, the divisions and Executive Office will be able to better identify the impact of their activities and decisions on the health and well-being of different population groups, paying special attention to ensuring that solutions do not increase inequality.

When health and welfare disparities are reduced and inequality is prevented, this also affects the underlying social factors of the disparities and their prevailing inequality. Equal and high-quality basic services are the key to preventing inequality and marginalisation. Inequality is prevented, for example, through the city's health and welfare promotion (HYTE), the actions of the Exercise and Mobility Scheme and Project for Youth Social Inclusion, a comprehensive and diverse Helsinki integration programme, family poverty reduction actions, the development of methods to identify group at risks, the development of affirmative-action calculation models, free early childhood education and ensuring the realisation of the Training Guarantee.

The reduction of health and welfare disparities requires wide-scale cooperation between the divisions and other non-profit bodies operating in the municipality as well as long-term commitment, information and new perspectives for analysis.

The prevention of inequality is visibly present in the work planning and implementation of divisions

The goals and actions have been compiled from the budgets and action plans of the divisions and Executive Office; they are based on existing research information on health and welfare disparities. Inequality is also combated through other actions by the city, such as employment measures and housing policy, etc., but they have not been directly included in the welfare plan at this stage.

Monitoring and assessment

On an annual basis, the progress of the actions is monitored through the health and welfare promotion report. Monitoring is also carried out using strategic indicators, which are the regional segregation index, effectiveness of preventive action, deprivation index, family poverty, unemployment and long-term unemployment, early childhood education attendance rate and its quality and youth left without a study place after finishing comprehensive school. The table of measures in the separate actionplan also includes monitoring indicators.



3. A city for all – healthy and on the move

In accordance with the city strategy, Helsinki puts collaboration structures in place for health and welfare promotion and highlights increased exercise and mobility as a pilot project in its health and welfare work. Exercise is promoted increasingly comprehensively through services produced by the city. The urban environment, sports and exercise opportunities and cultural offerings are developed so that they encourage exercise and active day-to-day life equally in different neighbourhoods. Children and young people do more sports as a fixed part of their day in early childhood education and schools. Helsinki supports the citizens ability to function and opportunities for safe self-care and living at home.

Goals

- Helsinkians increasingly exercise, while health-detrimental and excessive sitting is reduced. The share of people who do not exercise in their spare time decreases. More Helsinkians exercise sufficiently to keep themselves healthy.
- Promoting a healthy life style and supporting people's opportunities to maintain and improve their well-being and health. Creating opportunities by seeing to it that there are adequate conditions for sustaining people's well-being and healthy choices.

The goals are implemented through actions of the Exercise and Mobility Scheme, Sutjakka Stadi anti-obesity programme, the National Nutrition Council and oral health measures, and more detailed sub-goals for these are specified in the welfare actionplan.

In many ways, health and well-being have improved. People's lifespan has increased and their experience of health and quality of life has improved. However, health and welfare problems have not completely gone away, but rather transformed. Today, problems are caused by lifestyle diseases, mental health problems and reduced ability to function, in

particular. One of the most substantive new health and welfare problems is exercising too little and sitting too much.

A significant share of Helsinkians exercises in their free time. Despite increased sports and exercise recommendations, only around 10–40 per cent of people of different ages exercise enough for their health.

Good nutrition promotes the healthy growth, development and learning of children and young people, maintains adults' ability to work and helps elderly people maintain their ability to function and social and mental well-being. Healthy nutrition can also reduce the risk of central public health problems. Obesity and sedentary lifestyles increase the risk of contracting various diseases, such as type 2 diabetes, vascular diseases, musculoskeletal diseases and depression. A connection has also been found between oral health and overall well-being; poor oral health is a risk factor for cardi-ovascular diseases and damages the therapeutic equilibrium of many diseases. Opportunities are created by ensuring that the circumstances support healthy choices.

The Exercise and Mobility Scheme is one of the flagship projects of the City of Helsinki, aimed at inspiring citizens to exercise more and sit less

The scheme is about understanding, promoting and coordinating exercise and mobility more comprehensive than previously. All of the city's services develop their own methods for increasing exercise and mobility. The urban environment is developed to encourage mobility and incidental exercise. People are used to conceiving exercise and mobility through different exercise and sports achievements. 'Even a little movement helps' way of thinking removes blocks that hinder starting to exercise and prods everyone to change their daily habits to favour mobility. Exercise and mobility also increase mental well-being. The Exercise and Mobility Scheme is carried out in cooperation with civic organisations, communities, sports clubs, companies and residents. Its aim is to have exercise and mobility be an easy, convenient and attractive choice in day-to-day life in Helsinki. The Exercise and Mobility Scheme website is available at the address www.helsinkiliikkuu.fi (in Finnish).

Helsinki has an action plan for obesity prevention and treatment

Based on the results of the school health survey, the number of overweight children and young people has increased further in Helsinki. Over one-half of Finnish adults are overweight, and one in five is obese. Some 13 per cent of the adult population in Helsinki are obese. The action plan is based on the National Obesity Programme 2012–2018 of the National Institute for Health and Welfare and Helsinki's city strategy. The plan supports the health and well-being of residents of the municipality, makes it easier to make healthy choices in day-to-day life and strengthens Helsinkians' services in a way that enhances obesity prevention and treatment. The plan includes actions for promoting healthy nutrition and physical activity in day-to-day life, reducing sedentary lifestyles and developing obesity treatments.

Nutrition is the foundation of health and well-being

The National Nutrition Council is a team of experts appointed by the Executive Director of the Social Services and Health Care Division, which supports the line management in matters related to nutritional therapy. Its target group includes all citizens who use various social and health care services. The council develops and harmonises evidence-based nutritional therapy, prepares recommendations for line management and reports to the division's executive team on the realisation of nutritional therapy. The council monitors the realisation of dietary guidelines, outlines educational needs connected to nutrition, makes good practices and new information connected to nutritional therapy available to the entire organisation and monitors the cost development of meal services for patients and residents.

Oral health as a part of health and welfare promotion

Oral health promotion is a part of overall health and welfare promotion. Cooperation between maternity and child health clinics, day-care centres and oral health care supports children's health and welfare promotion and strengthens children's resources in maintaining oral health. For elderly people, good oral health is a precondition for good life. Healthy teeth and a healthy mouth improve quality of life. The actions of the welfare plan include the expansion of the 'child welfare clinic at day care' operating model throughout the city and the piloting of multi-professional geriatric oral health teams as a part of the comprehensive service centre operating model.

Monitoring and assessment

On an annual basis, the progress of the actions is monitored through the health and welfare promotion report. Monitoring is also carried out using strategic indicators, which are the share of movement and sitting in citizens' waking hours, share of citizens who exercise in their free time, children's and young people's physical ability to function (Move!), experience of health and experienced quality of life. The table of measures in the separate actionplan also includes monitoring indicators.



4. Preventing the marginalisation of children and youth

The contents of the focus 'Preventing the marginalisation of children and youth' comprises the statutory welfare plan for children and youth (Child Welfare Act, Section 12).

According to the city strategy, the increasing inequality between children and young people is reduced through high-quality teaching and early childhood education, in particular. Children and young people have healthy learning environments. It is Helsinki's goal that every child and young person has a hobby and that young people believe in Helsinki's future as a place to live and can influence its activities.

Helsinki is strengthening the service chain for children and young people at the foundation level, such as local maternity and child health clinics, day-care centres, family counselling, school health care, schools, youth work, health services and child welfare services. The high quality of health clinics, day-care centres, schools and recreational opportunities everywhere in the city is a precondition for equal and good life.

Young people's marginalisation spiral, especially from education and employment, is one of the most serious problems of our society and a troubling result of the emphasised polarisation of metropolitan areas. Mitigating the problem is important for humane and economic reasons and in order to promote the city's safety, comfort and industrial policy interests. Helsinki has launched an extensive and comprehensive project (Project for Youth Social Inclusion) with partners to seek systemic solutions for the challenge of youth marginalisation. The project investigates intergenerational marginalisation, in particular, and will be used as a basis for measures to stop the marginalisation spiral.

The set of actions under this focus helps ensure at city-level that activities associated with children's and young people's welfare and prevention of marginalisation are systematic, target-oriented, long-term, continuously developed and collaborative between various actors. The welfare plan for children and youth helps guide, direct and develop the

city-wide work to promote the well-being of children, young people and families. The plan is a concrete operation plan that includes the selected goals, actions, presumed effects and coordinators of monitoring and actions from the viewpoints of different divisions and networks. The other focuses of the city-level welfare plan and the annual operation plans of divisions also include actions to prevent the marginalisation and promote the well-being of children, young people and families.

Planning is guided by information on the well-being of children and young people and their services

The actions and services that promote children's and young people's well-being and prevent their marginalisation are shaped and produced by the Education Division, Culture and Leisure Division, Social Services and Health Care Division and Urban Environment Division. The resources reserved for the work and services are decided on an annual basis in the city budget along with the other resourcing targeted at children and young people. Services are also provided by several third-sector organisations and companies that also act as the city's partners in the work on children's and young people's well-being. Furthermore, the services for children and young people are also guided by the city's early childhood education plan and curriculum and its section on student welfare activities as well as the action plan for preventive health care and oral health care, which is being prepared.

The city strategy and the welfare plan for children and youth are both guided by the documents Helsinki's present state and development 2019 and Operating environment report 2017, which describe the present state and development of children's and young people's welfare in Helsinki and the associated services

Goals

- Advancing well-being among children and youth, buttressing a healthy and safe living environment for children and young people, reinforcing parenting
- Preventing the marginalisation of children and youth
- Preventing intergenerational and regional marginalisation
- Reducing bullying and experiences of loneliness
- Strengthening a knowledge-based approach for directing and developing services.

Professionals of many fields work with children, young people and families, and their responsibilities and obligations are laid down in various acts and decrees. These define the age bracket of children and young people differently. The target group of this plan extends from infants to 29-year-old young adults.

Many city-wide goals and development themes have been highlighted in the welfare plan for children and youth

Key goals and actions estimated to be the most effective and important based on existing information have been selected for the welfare plan for children and youth. Several actions are carried out at city-level, meaning that they are managed by several divisions in cooperation. The activities of individual networks and working groups have been compiled into a set of actions that considers the needs and life situations of children,

young people and families as well as increasing their well-being and the multi-professional competence of personnel.

The actions are connected to, for example, children's and young people's leisure activities and increasing their hobbies, developing substance abuse and mental health services, reducing bullying at schools and increasing community spirit and experiences of participation. In health and welfare promotion work, exercise and mobility has been highlighted as a strategic focus, and actions to increase children's and young people's physical activity are implemented through the city's Exercise and Mobility Scheme. More information on the Exercise and Mobility Scheme is provided in the focus 'A city for all – healthy and on the move'. A responsible adult, a community to belong in and meaningful activities must be available at all development stages of every child's and young person's path. For this reason, the prevention of intergenerational marginalisation has also been highlighted in the plan.

The welfare plan for children and youth has been produced in cooperation by various networks and divisions

The contents have been produced in collaboration by experts of the children and youth collegium, network for youth counselling and services (NOP), student welfare steering group, Project for Youth Social Inclusion and experts of health and welfare promotion. Information collected using various methods has been utilised in the preparation of the welfare plan for children and youth. In the preparation, it has been sought to ensure that the welfare plan for children and youth is aligned with the operation plans of the divisions, implementing the same goals and actions. The implementation of the actions is coordinated by the divisions and networks for children and young people.

Monitoring and assessment

On an annual basis, the progress of the actions is monitored through the health and welfare promotion report. Monitoring is also carried out using strategic indicators, which are youth who are not employed or studying, youth left without a study place after finishing comprehensive school, share of children and young people with a hobby and the mental and social well-being of children and young people. The table of measures in the separate actionplan also includes monitoring indicators.



Photo: Konsta Linkola.

5. Buttressing elderly people's ability to function and their feeling of partnership

The focus incorporates Stadin ikäohjelma, Helsinki's programme for the elderly, which comprises the city's statutory plan for supporting the elderly population (*Act on Supporting the Functional Capacity of the Older Population and on Social and Health Care Services for Older Persons, Section 5*).

Elderly Helsinkians' health and welfare promotion is considered in many ways in the Helsinki city strategy. Helsinki is the most functional city in the world, where everyone can live a good life. A functional city benefits elderly people and those who need help and support, in particular. Helsinki is safe and pleasant, smoothly functioning, convenient and caring. The city plans to reach earlier the citizens who need help and support – especially those who need a great deal of support or treatment. The city also identifies key groups for prevention of marginalisation among elderly age groups and tailors better and more individual service packages for them. The city invests in accessible e-services. When services are modernised, their accessibility is ensured, multisectoral competence is applied, the one-stop service principle is reinforced and different work methods close to the resident are developed.

In order to promote health and well-being, Helsinki increases its residents' ability to function and opportunities for safe self-care and living at home. Helsinki reinforces home care and the well-being of its residents and staff and strives to prevent acute situations. Special attention is paid to the opportunities of persons with functional defects to lead a good and fulfilling life and receive the necessary support and services at all stages of their life. Services for the elderly are developed as a whole from early support to the final stages of life. Access to 24-hour care is ensured when securing care at home is no longer possible. The availability and quality of services is monitored regularly.

The set of actions of Helsinki's programme for the elderly functions as the city's plan to support the well-being, health, ability to function and ability to manage independently of the elderly population and for organising and developing the services and informal care needed by elderly people. The maintenance of well-being and ability to function is patient and target-oriented work.

The plan is a concrete action plan that includes the goals, actions, presumed effects and coordinators of monitoring and actions from the viewpoints of different divisions and networks.

Planning is guided by information on the well-being of elderly people and their services

The services targeted at elderly people are shaped and produced by the Social Services and Health Care Division, Education Division, Culture and Leisure Division, Urban Environment Division and the Executive Office. The resources reserved for the work and services are decided on an annual basis in the city budget along with the other resourcing targeted at elderly people. Services are also provided by several third-sector organisations and companies that also act as the city's partners in the work on elderly people's well-being.

Information collected using various methods has been utilised in the preparation of Helsinki's programme for the elderly. The city strategy and this plan for are both guided by the documents Helsinki's present state and development 2019 and Operating environment report 2017, which describe the present state and development of elderly people's welfare in Helsinki and the associated services. Information on the health and well-being of elderly people is also available at the website on elderly people in Helsinki.

Elderly people in Helsinki in light of statistics

In this millennium, the number of Helsinkians aged 65 or older has increased by 46 per cent, while the city's total population has increased by approximately 17 per cent during the same time period. At the beginning of 2018, there were 108,000 elderly Helsinkians. By 2050, their number is predicted to climb to 170,000. Compared to the entire country, however, the ageing of the population structure remains fairly moderate in Helsinki, and the city's old-age dependency ratio is below the national average. At the beginning of 2018, Helsinki had approximately 25 elderly residents for every 100 working-age residents, while the national average was 36 elderly people for every 100 working-age people.

Elderly people are increasingly healthier with better ability to function, and their life expectancy has also clearly increased. On the other hand, mortality from alcohol-related diseases, accidents, dementia and, for women, lung cancer has also increased among elderly people. Most elderly people live at home, and living at home has become more common among older age groups. With age, however, comes a more frequent need for regular assistance to facilitate living at home, and the share of 24-hour services also increases. Nevertheless, just one-fifth of persons aged 85 years or older lived in 24-hour service housing or institutional care.

On average, elderly people manage fairly well financially. For elderly people, a low income usually derives from the time preceding their retirement. A low income may result from, for example, prolonged unemployment or chronic diseases and inability to work due to

various disabilities. On average, a low income is more common among older age groups and women. The gender pay gap grows wider with age.

Goals

- Buttressing the elderly population's well-being and ability to function
- Reinforcing the opportunities for the elderly population to receive information and supporting the development of the elderly's digital skills
- Sustaining the elderly population's possibilities to participate and influence actively
- Developing housing for the elderly population and the possibilities for the elderly to live at home, safeguarding their prospects for a good day-to-day life and for moving about in their immediate surroundings
- Improving the quality of services provided to the elderly population and endeavouring to make improvements regarding how the elderly are taken into consideration in the production of services
- Developing the municipal operations and services towards increasing dementia-friendliness.

Several city-wide goals and development themes have been highlighted in Helsinki's programme for the elderly

Key goals and actions estimated to be the most effective and important for maintaining elderly people's well-being and ability to function based on existing information have been selected for Helsinki's programme for the elderly. Several actions are carried out at city-level, meaning that they are managed by several divisions in cooperation.

Helsinki's programme for the elderly helps reinforce the elderly population's opportunities to participate and influence actively and receive information. The plan emphasises actions that promote living at home and rehabilitation. The other focuses of the city-level welfare plan and the annual operation plans also include several actions to promote the well-being and ability to function of the elderly population.

In health and welfare promotion work, exercise and mobility has been highlighted as a strategic focus, and actions to increase the elderly population's physical activity are implemented through the city's Exercise and Mobility Scheme. More information on the Exercise and Mobility Scheme is provided in the focus 'A city for all – healthy and on the move'. There are also actions that affect the elderly population in the focus 'Lively, distinct and safe neighbourhoods'.

Helsinki's programme for the elderly has been prepared by an extensive network and in cooperation with elderly people

Persons from different city divisions and the Elderly Council have contributed to the planning of Helsinki's programme for the elderly. The preparation has been coordinated by the Executive Office's Participation and Citizen Information unit. Residents and representatives of organisations for the elderly also influenced the actions recorded in the programme for the elderly at four residents' events and through a KerroKantasi survey conducted in October 2018. Regarding interaction, the primary focus was on which actions of Helsinki's programme for the elderly are found the most important by elderly

people. The feedback received at the residents' events and in the survey was taken into consideration in choosing the actions of the programme for the elderly.

Monitoring and assessment

Realisation is monitored through the annual health and welfare promotion report. The progress of the focus is monitored using city-level strategic indicators: experience of health, experienced quality of life, experience of loneliness, user satisfaction with the city's digital services and realisation of resident engagement. The table of measures in the separate actionplan also includes monitoring indicators.



6. Promoting mental well-being and the non-use of intoxicants

According to the city strategy, Helsinki promotes its residents' mental health, agency and non-use of intoxicants. The aim of preventive substance abuse work is to reduce the demand for and availability and supply of intoxicants and the harm attributable to substance abuse as well as promote health, safety and well-being. The Act on organising alcohol, tobacco, drugs and gambling prevention aims to reduce the harm caused by these problems. Legislation requires municipalities to organise, plan and report these activities. In Helsinki, preventive substance abuse work is coordinated by the City Board, and the duties are managed by the health and welfare promotion steering group.

Goals

- Promoting mental well-being
- Reducing the harm caused by alcohol, tobacco products, narcotics and other intoxicating substances, and the harm caused by gambling
- Promoting smoke- and nicotine-free environments
- Reducing the suicide prevalence in Helsinki.

This focus brings together goals and actions related to promoting mental health and the non-use of intoxicants. The actions are implemented in the divisions and coordinated by actors of the health and welfare promotion network, such as Smoke-free Helsinki or the Pakka network. Actions to promote mental health are listed under the focus 'Preventing the marginalisation of children and youth', in particular.

Mental well-being improves quality of life and well-being

Mental well-being means good mental health. A sustainable society is built on good mental health, which is supported in all environments and all divisions. The foundation of mental well-being is built in early childhood, but it can be reinforced all through life. Mental well-being can be promoted by influencing underlying social factors, for example by supporting parenting, maintaining healthy communities at schools and workplaces, reducing experiences of loneliness, supporting access to hobbies and providing opportunities for cultural services and exercise. The accessibility of mental health services is also key; it is increased by, for example, developing mobile and electronic services.

Reducing the harm caused by alcohol, tobacco products, narcotics and other intoxicating substances, and the harm caused by gambling

Excessive drinking is significantly more common in Helsinki than in Finland on average. In 2015, some 40 per cent of male and 27 per cent of female Helsinkians drank excessively. However, men's alcohol abuse seems to be decreasing.

Smoking has decreased among adults and young people. However, the use of snuff has increased. New actions are still needed to reinforce the positive trends and overcome new challenges. The national goal is Tobacco-free and nicotine-free Finland 2030. The Smoke-free Helsinki programme focuses on, for example, supporting smoking cessation in families that are expecting a child.

In Helsinki, actions of preventive substance abuse work utilise effective operating models, such as the Pakka model for preventing harms related to alcohol, tobacco, drugs and gambling. Preventive substance abuse work is also carried out at maternity and child health clinics, schools and other educational institutes, workplaces and leisure environments. Preventive substance abuse work also strives to strengthen the engagement of young people and parents.

Monitoring and assessment

Realisation is monitored through the annual health and welfare promotion report. The progress of the focus is monitored using city-level strategic indicators: experienced quality of life, substance abuse among different population groups, moderate or severe depression experienced by children and young people, share of people drinking for the sake of intoxication and share of people who feel lonely. The table of measures in the separate actionplan also includes monitoring indicators.



Photo: City of Helsinki Media Bank / Lauri Rotko.

7. Lively, distinct and safe neighbourhoods

Helsinki aims to be a city where all neighbourhoods are lively, pleasant and distinct and where the residents identify with their neighbourhood. The starting point of Helsinki's city strategy is that all Helsinkians have the right to consider themselves Helsinkians and take impactful actions for the good of their community. In Helsinki, everyone feels safe. All neighbourhoods have the preconditions for good day-to-day life, smooth traffic and diverse local services. An interesting urban space creates preconditions for interaction and well-being. Helsinki also promotes the diversity and accessibility of urban nature.

A significant law reform is taking place in the sphere of culture. Re-enactments of the repealed Museums Act and Municipal Cultural Activities Act entered into force in early 2019. The legislation on municipal cultural activities concretise and clarify the multifaceted goals, activities and boundaries of culture. It emphasises the indirect effects of culture, such as well-being, regional vitality and participation, and requires municipalities to engage their residents and cooperate with other actors.

Goals

- Developing the vitality of the city centre and the neighbourhoods
- Promoting fluent mobility through sustainable modes of transport
- Promoting the diversity of the web of green belts and parks; promoting outdoors exercise and spending time in a green space
- Enabling participation in cultural and hobby activities for all Helsinkians
- Advancing measures that contribute to the safety and agreeability of the day-to-day surroundings in every neighbourhood all over the city
- Preventing accidents and violence in close relationships

All neighbourhoods must have good preconditions for good day-to-day life, diverse local services and promotion of active citizenship

Lively neighbourhoods offer Helsinkians opportunities for participation and active agency in improving comfort in the city. Diverse events and opportunities to spend time in a safe and comfortable urban space increase well-being and the city's appeal. Smooth modes of travel ensure that events and the city's recreational areas are accessible to all. Smooth movement is also promoted through the goals of cycling and walking promotion of the focus 'A city for all – healthy and on the move'.

An inspiring, diverse and high-quality cultural life is a key part of the city's vitality, comfort and appeal and absolutely vital for well-being. In the chain of cultural services, culture and art play an important role in promoting community spirit, increasing mental well-being and providing experiences of participation. A vibrant urban culture and year-round offering of events strengthen the area's competitiveness and well-being. Culture is a part of urban day-to-day life.

It is important for the development of cultural services that the services are made visible in the municipality's and area's strategies, culture is a part of the municipal service chains, services are co-produced across administrative branches and structures are created for joint processes. Cultural services promote the identity formation, community spirit, tolerance, participation, well-being and vitality of the municipality's residents as well as its economy and appeal development.

Mutual trust and a sense of solidarity between the citizens are factors that especially increase the city's comfort and safety. Helsinki carries out local safety planning aimed at preventing crimes, disturbances and accidents and increasing people's sense of security. Sense of security is an important urban-development indicator because the experience of personal safety in one's everyday environment affects well-being, daily movement decisions and even decisions regarding moving house. Although people mostly feel that Helsinki is a very safe city, there are clear differences in people's experiences depending on their population group and neighbourhood.

Good day-to-day life is promoted through concrete actions

In order to improve the accessibility of cultural and recreational services, long-term planning principles will be drawn up for how the city's new neighbourhoods, equality between neighbourhoods, population growth and diversification of the population structure will be considered in the building of facilities and areas for culture and recreation. The aim is to market opportunities for civic activities even more and make facilities easier to book through the use of convenient electronic booking systems.

The area of Baana and Töölölahti is developed as a co-creation project by residents and an extensive network of other actors, with the aim of making it a high-quality and internationally acclaimed cluster of culture and recreation. The evolving museum network will be strengthened further. The activities of Central Library Oodi increase the service provision and visitor numbers of the Töölölahti area.

Community planning and environmental maintenance contribute to safety and comfort in the city. Traffic accidents and domestic and leisure-time accidents cause human suf-

fering and injuries that require medical treatment to Helsinki residents of all ages. Tripping and slipping accidents are especially common, which is why divisions work together through communications and preparation of plans to prevent slipping accidents and domestic and leisure-time accidents. City divisions and other authorities also work together to prevent violence in close relationships.

A lively, pleasant and vibrant city is built in cooperation between divisions and partners

The actions have been compiled from the actions of the network for the prevention of domestic and leisure-time accidents, Helsinki Safe City Network, working group for the prevention of domestic and intimate partner violence and the cultural network. It also includes goals of the traffic safety development programme and local traffic planning as well as goals from the budgets and operation plans of the divisions and Executive Office.

Monitoring and assessment

Realisation is monitored through the annual health and welfare promotion report. The progress of the focus is monitored using city-level strategic indicators: experience of safety, resident satisfaction, accessibility from resident perspective and customer experience/satisfaction with services. The table of measures in the separate action plan also includes monitoring indicators.