NETHERLANDS

Still recovering from losing the world cup finals

Julie Huibregsten: Regional Health Service Rotterdam

Julie has been working in the field of Public Health for almost 10 years. She earned her degree at the Erasmus University Rotterdam for Policy and Management Healthcare. She’s received education by Prof. Jeff French & Clive Blair-Stevens of Strategic Social Marketing© (UK). She’s been trained by the National Social Marketing Centre, both in London, during the Summer School Social Marketing in Bled.

With her background as a teacher, policymaker and project manager she understands the challenges of Public Health. As an advisor she is involved in different projects applying Social Marketing. She also runs a training bureau “Huibregtsen Training & Advice” for training Social Marketing.

AND: She attended the Conservatory, has performed as a singer, and has been teaching singing students for ten years.
INTRODUCTION

• JULIE HUIBREGTSEN, MSC POLICY & MANAGEMENT HEALTHCARE
• REGIONAL HEALTH SERVICE ROTTERDAM
• PROGRAM-MANAGEMENT/SOCIAL MARKETING

Where did it all start?

WHO Healthy Cities Network Phase IV (2003-2007) in the WHO European Region (Designated, Applicants, Associate)
The city of Rotterdam

International harbour

600,000 residents

Figures

- 1 1/2 year less life expectancy;
- perceived health more often reported low;
- Index Perceived Health Rotterdam (scale 1-10):
  - in 2009: 5.2
  - In 2010: 4.8
  - with a variation of 3.6 – 8.6
How come?

Large groups with low income

Aim of our Public Health Program

Perceived health
CORE of the presentation: strategy

SUSTAINABLE HEALTH

1. CITIZEN (PERSPECTIVE) CENTRED

2. POSITION HEALTH DIFFERENTLY (in policy)

Insight determinants perceived health

Health as an determinant

SOCIAL MARKETING

Strategy of Rotterdam

1. CITIZEN CENTRED
CITIZEN (PERSPECTIVE) CENTRED

- Determinants of Health

Determinants of health

Social Marketing approach

Valued intervention
CITIZEN (PERSPECTIVE) CENTRED

Causes of health inequalities
→ BIG 5:
  smoking, misuse of alcohol, overweight,
  diabetes, depression

Prof. Mackenbach 2008 (Erasmus University Rotterdam):
  work, education, air quality

→ Underlying causes?
  empowerment, coping, safety,
  perspective, …

CITIZEN (PERSPECTIVE) CENTRED

Social Marketing approach

Citizen’s Determinants?

Valued intervention 2.0
Strategy of Rotterdam (2)

2. POSITION HEALTH DIFF’ RENT

How do others benefit from a healthier population?

A valued asset
POSITION HEALTH DIFFERENTLY

- Health as a determinant (of a strong society & economy)

IMPROVE “PERCEIVED HEALTH”

EMPOWER THE PEOPLE OF R’ DAM

STRENGTHEN SOCIETY & ECONOMY

Target

Health as a determinant

Empower other policies

Empower other policies
IMPLEMENTATION in Rotterdam
IMPLEMENTATION in Rotterdam

- Last 2 years:
  - Research the need for Social Marketing
  - Presentations, discussion, interviews
  - Training
    -> Skeptisism
    -> Energy
    -> Interest
    -> Call for training
- Projects start based on Social Marketing
The lessons of Rotterdam

Practical

- Social marketing proves to be practical
- Something you practice yourself
Customer focus

It helps us to reach the right people:

Qualitative research

We re-value qualitative research
Mindset

- Social Marketing is a method, mindset, as well as a competence

Our daily work

We learn to first receive and then give
Sustainable, effective Public Health