





**“ WE SHOULDN'T
FORGET ABOUT OUR
PERSONAL HEALTH**

Thilde, high school student

Preface

Health means different things to different people. Health can be about physical and mental health, activity, thriving, joy of life and much more.

With this health policy, the Municipality of Skive is bringing a sharper focus on well-being and quality of life. Well-being and quality of life in particular has a considerable influence on both physical and mental health.

We acknowledge that the individual is an expert on his or her own life and therefore knows best what will provide meaning, health and well-being in his or her everyday life. But we also acknowledge that we as a municipality

has both a responsibility and opportunity to create a good framework that makes it easier for everyone living in the Municipality of Skive to live a healthy and active life.

Health and well-being should be a natural part of everyday life. We believe that we in the Municipality of Skive can achieve this by working together – the municipality, citizens, educational institutions, schools, business community, organizations and volunteer associations – and in unison ensuring the best opportunities for a healthier everyday life.

In the Municipality of Skive we are **United for Health** for everyone.



**“ HEALTH MEANS
DIFFERENT THINGS
TO DIFFERENT PEOPLE**





United for Health

Together, we will achieve more, and together, we can create a new and positive view on health that will benefit everyone in the municipality. Because of this, health in the Municipality of Skive is a shared responsibility with a shared goal in the coming together of the employee and the individual, across administrations and out in the local communities.

In the Municipality of Skive, we believe that health is about thriving, well-being, quality of life and the environments that surround us. We will now bring a focus on the opportunities that exist for us to work together towards improved health for everyone.

This means that health in the Municipality of Skive is more than a lifestyle change that solely focuses on quitting smoking, not drinking too much or being more physically active.

The health policy takes as its starting point two kinds of views on health. One is the official health messages. This view is used by health professionals and in the established system, as it is scientifically founded, measurable and objective. This is the one the media is talking about when they, for instance, tell us that we should eat "six pieces of fruit and vegetables every day" and engage in "30 minutes of exercise every day".

The other view on health is the one we form ourselves based on our own experience in our everyday lives. This view is crucial to how health is perceived and what is considered important to the individual.

These two views can differ considerably, and the individual's view on health can carry

more weight than the official health messages, which can create a gulf between the professionals and the individual when coming together in relation to the health work.

Because of this, we wish in the Municipality of Skive to work on how the individual citizen can become a more active partner in the municipality's health efforts from beginning to end, making the individual's and the official health views come together.

This can only happen by taking the starting point in the individual's health view and together work towards health-related change and improvement. With a starting point in the individual's everyday life, we will take into account the individual's needs and expertise and consequently create greater equality in health.

For this policy, four topics have been chosen that are all based on *United for Health*. Two of these topics, *Exercise for Life* and *Smoke-Free Future*, are examples of how we as a municipality through partnerships with external partners can collaborate across both local and national boundaries and as a result work together for health.



Søren, organic farmer



SMOKE-FREE FUTURE

EXERCISE FOR LIFE



ONE STEP AHEAD

GOOD FOOD FOR EVERYONE



“ ENSURING GOOD BICYCLE LANES, CREATING SMOKE-FREE ENVIRONMENTS, ENSURING GOOD OUTDOOR FACILITIES FOR PEOPLE WISHING TO EXERCISE

One Step Ahead

One Step Ahead is first and foremost about how we as a municipality create the framework for a good and healthy life – from the first to the last years.

We do this by ensuring optimum conditions that support the individual's health in the aspects of everyday life that we as a municipality are involved in.

We want to be one step ahead when it comes to discovering disease and a failure to thrive. This means that we as a municipality have a special focus on all employees of the Municipality of Skive keeping an eye out for disease and a failure to thrive as well as helping the individual towards the proper service offer. This requires that we have a strong and solid net of efforts and service offers to catch the individual if he or she should be suffering from a disease or otherwise isn't thriving. We are working towards connecting the various efforts and service offers so that the threads are gathered and make sense for the individual.

If disease and a failure to thrive cannot be avoided, it should be detected and handled in collaboration with the citizen as ear-

ly as possible. In this detecting work, it is important that the employees of the Municipality of Skive are particularly mindful of the very fine line between demonstrating solicitude and generating unnecessary concern in the individual.

As a municipality, we dare to lead the way and be part of creating the framework and structures that support lasting health-related changes. This could, for example, be through ensuring good bicycle lanes, creating smoke-free environments, ensuring good outdoor facilities for people wishing to exercise and much more.

New trends and currents are always arising to affect our health in positive or negative directions. Because of this, we will in the Municipality of Skive be curious, investigating and constantly keeping abreast of what is going on. This could, for example, be digital developments and the effect that smartphones and iPads have on our everyday lives. These developments contribute both positive and negative changes that influence our health, social life and the way in which we socialize.

AS A CONSEQUENCE, WE WILL IN THE MUNICIPALITY OF SKIVE:

- conduct earlier and closer follow-up when children stay away from school – this can be the first sign of not thriving
- move health offers out of the Health House when possible, for example through Health Satellites spread around the municipality and by creating health offers at BOMI;
- strengthen attention to physical health at our social and psychiatric service offers, among other things by strengthening the collaboration with experienced nurses from eldercare;
- offer open counselling for citizens going through social or mental crises – as well as courses for both young people and adults on how to deal with stress and depression



**“ I'D LIKE TO BE ACTIVE
SO THAT I CAN KEEP
AT IT LONGER**

Ib, retiree



“ I LIKE THE IDEA OF
OUR FUTURE BEING
SMOKE-FREE

Thilde, high school student

“ NO CHILDREN OR YOUNG PEOPLE BELOW THE AGE OF 18 SMOKING, AND LESS THAN 5% AMONG THE ADULT POPULATION SMOKING



Smoke-Free Future

In the Municipality of Skive, we wish for as many people as possible to choose a life without tobacco and nicotine as well as not passing on the tobacco to the next generation.

The past many years, one campaign after another has encouraged people to quit smoking, and it has indeed had an effect. But new figures show that the number of smokers is once again on the rise. It would appear that we with all the campaigns and the *Smoke-Free Environments* Act from 2007 have reached a ceiling, and it's time to think differently. Everybody knows that smoking is unhealthy and harmful. This doesn't, however, prevent 40 children and young people from lighting their first cigarette every day in Denmark.

Children and youngsters should grow up in smoke-free environments. Because of this, the Municipality of Skive has joined the nationwide partnership of *Smoke-Free Future*.

Smoke-Free Future has a vision and has set a goal for 2030 that has no children or young people below the age of 18 smoking, and less than 5% among the adult population smoking.

Over the course of the next four years, we will accordingly strive towards putting these ambitious goals for *Smoke-Free Future* on the municipality's agenda and as a result put the Municipality of Skive on the map of municipalities that dare take responsibility for reaching the goal of a *Smoke-Free Future* in 2030.

We need to have a special focus on preventing the young people in the municipality from lighting their first cigarette. Equally important is it to focus on further developing and qualifying our already existing service offers targeting the people that wish to end their addiction to nicotine.

AS A CONSEQUENCE, WE WILL IN THE MUNICIPALITY OF SKIVE:

- ensure more smoke-free environments for children and young people in the municipality by implementing smoke-free school day for all children and young people as well as smoke-free workday for all employees of the Municipality of Skive (who work with children and young people)
- continue to offer free courses and counselling on quitting smoking, both at the Health Centre and as tailored processes at youth education programmes, companies or in associations
- conduct preventive teaching in 8th grade municipal public school about tobacco and nicotine
- increase the collaboration with the hospital and practicing doctors, making it as easy as possible for doctors to refer patients to processes that help quit smoking
- be up to date on the newest knowledge and ensure that in particular the young citizens of the municipality are regularly informed about the effects of smoking and using snuff.



“HEALTHY FOOD AND MEALS TO BE A
NATURAL PART OF EVERYBODY’S DAY

Good Food for Everyone

The Municipality of Skive wants healthy food and meals to be a natural, nutritious and manageable part of everybody’s day, for children as well as the elderly.

We want Good Food for Everyone to contribute to a positive experience of eating healthy food, which can contribute to joy and a surplus of energy in everyday life. We will promote this with more knowledge about healthy fast, delicious and cheap solutions as well as discussing how a small change towards a healthier direction also has an effect.

A lot of people – young and old alike – have their meals outside of their home. With Good

Food for Everyone, we wish to ensure that healthy food that is also delicious and appetising is served in all places where we as the municipality are responsible for the food. We will uphold and support the qualities of the “shared meal”, which is undergoing change these days.

Good Food for Everyone is to ensure that we in the Municipality of Skive are in accordance with the official recommendations both in the contact with the individual and in the places where we serve meals – and that we translate these official recommendations into practical use every day.

AS A CONSEQUENCE, WE WILL IN THE MUNICIPALITY OF SKIVE:

- offer citizens at the municipality’s care home good and tasty food, among other things by having a kitchen where food can be cooked;
- systematically examine if overweight elderly citizens are getting the proper nutrition, and if not, assist them with dietary advice and support;
- supply citizens on sickness benefits with service offers that include dietary advice
- have service offers for overweight families that include dietary advice and weight loss processes



“ FOR ME, IT’S
ABOUT THE LITTLE
DIFFERENCES IN
EVERYDAY LIFE

Anne Marie, physiotherapist



**“ YOU DON'T HAVE TO
GO ALL IN TO MAKE
A DIFFERENCE FOR
YOURSELF**

Søren, organic farmer

“ EXERCISE CAN ALSO BE WALKING THE DOG OR PLAYING TAG WITH THE KIDS



Exercise for Life

We want exercise in the Municipality of Skive to be fun and healthy as well as possible at all times, places and ages – in associations, communities and on your own.

In a time when sedentary activities are becoming an ever-growing part of everyday life and many people are unable to find the time or energy for exercise, it's important to rethink how moving and physical activity can become a natural part of life. We will do this, among other things, by asking and including the individual, who is an expert on his or her own life and the obstacles in the way of living a life with exercise.

As a municipality, we will strive towards integrating exercise in all the efforts and service offers where it makes sense.

Exercise can be much more than being active in a sports club or partaking in sweat dripping fitness training. Exercise can also be walking the dog, playing tag with the kids or parking the car a bit further away from the workplace.

At the same time, we have in the Municipality of Skive considerable and active association activities that beyond exercise and fitness training also offer “membership” of strong and positive communities. There are association offers all over the municipality, and the activities encompass both cosy exercise and focused training – and both baby swimming and senior sports.

Because of this, the Municipality of Skive has joined the nationwide partnership of Exercise for Life that sees municipalities, sports associations, DGI and DIF collaborating on motivating more people towards sports and exercise.

By making Exercise for Life a topic in the health policy – and through that a central part of the municipality's health work in the next four years – we wish to support the vision in this partnership agreement, provide a wider focus on exercise and use the many opportunities the partnership with the associations gives us.

AS A CONSEQUENCE, WE WILL IN THE MUNICIPALITY OF SKIVE:

- renovate the area surrounding Skive Stadium, building a new Sports and Culture Park that stimulates activities and exercise in a new way that is both directed towards organised and spontaneous sports
- get as many institutions, municipal workplaces, companies, associations and local communities to become active partners in the local partnership of Exercise for Life in the Municipality of Skive
- lay new pathways based on a general plan for pathways that will in the long run connect the various pathways of the municipality and create appealing opportunities for walking and cycling trips in nature
- have exercise and activity as part of the service offers to citizens on sickness benefits, at the language school and at BOMI;
- work purposefully with exercise and activity in both day-care institutions and school – and through that promote play and movement still being a part of all children's everyday life

The 17 Global Goals

The ambition with the UN's 17 global goals is to increase the focus on sustainable development for both people and the planet. With the health policy, we wish to contribute towards the fulfilment of the global goals at a local level. Four of the global goals are relevant to this health policy:



Goal 3: Health and Thriving

With the health policy, we wish to support all citizens in the Municipality of Skive in achieving a more healthy and active life where the individual has high quality of life and is thriving in his or her surroundings



Goal 6: Clean Water

With the health policy, we wish to continue to preserve the municipality's drinking water resources, as clean drinking water is one of the requisites for a good health and healthy life.



Goal 9: Industry, Innovation and Infrastructure

With the health policy, pathways will be expanded and improved. These pathways will support the opportunities for citizens to jog, go on walking trips and bicycle rides – and through that live a life with exercise.



Goal 10: Less Inequality

With the health policy, we wish to decrease the inequality when it comes to health by supplying service offers that promote healthier lifestyles for many different target and age groups. All citizens of the Municipality of Skive will be able to get help and guidance for a healthier everyday life should they need it.



**“ THE HEALTHY FOOD
SHOULD BE EASILY
ACCESSIBLE**

Anne Marie, physiotherapist



“ IT MEANS A LOT TO
ME TO STAY ACTIVE

Ib, retiree

