



GGD
Amsterdam

Public health in Amsterdam

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Public health act

- Every safety region must have a public health organisation
- Not all tasks are mandatory, but every public health organisation (GGD) must be prepared to act in case of a calamity or disaster and is thus also linked to crisis regulation act
- GGD Amsterdam package will follow later in the presentation

Characteristics:

- Usually funded by all the municipalities in the region via special governmental construction
- Aimed at prevention of health problems throughout society
- Aims at the population (usually those with problems, for example lower social economic status, not the individual)
- GGD can vary greatly in size per region



GGD Amsterdam (show company movie)

- Mission of the GGD: 'The Amsterdam Public Health Service actively monitors and promotes the health of the population. We aim to reduce health arrears and to foster self-reliance to increase participation'
- Traditional: care for people with special needs
- Special focus: those who can't find their way in the health care system
- Focus at combined services aimed at health and welfare of the population

Company movie:

<https://www.ggd.amsterdam.nl/english/about-the-public/>

thrive^{AMS}

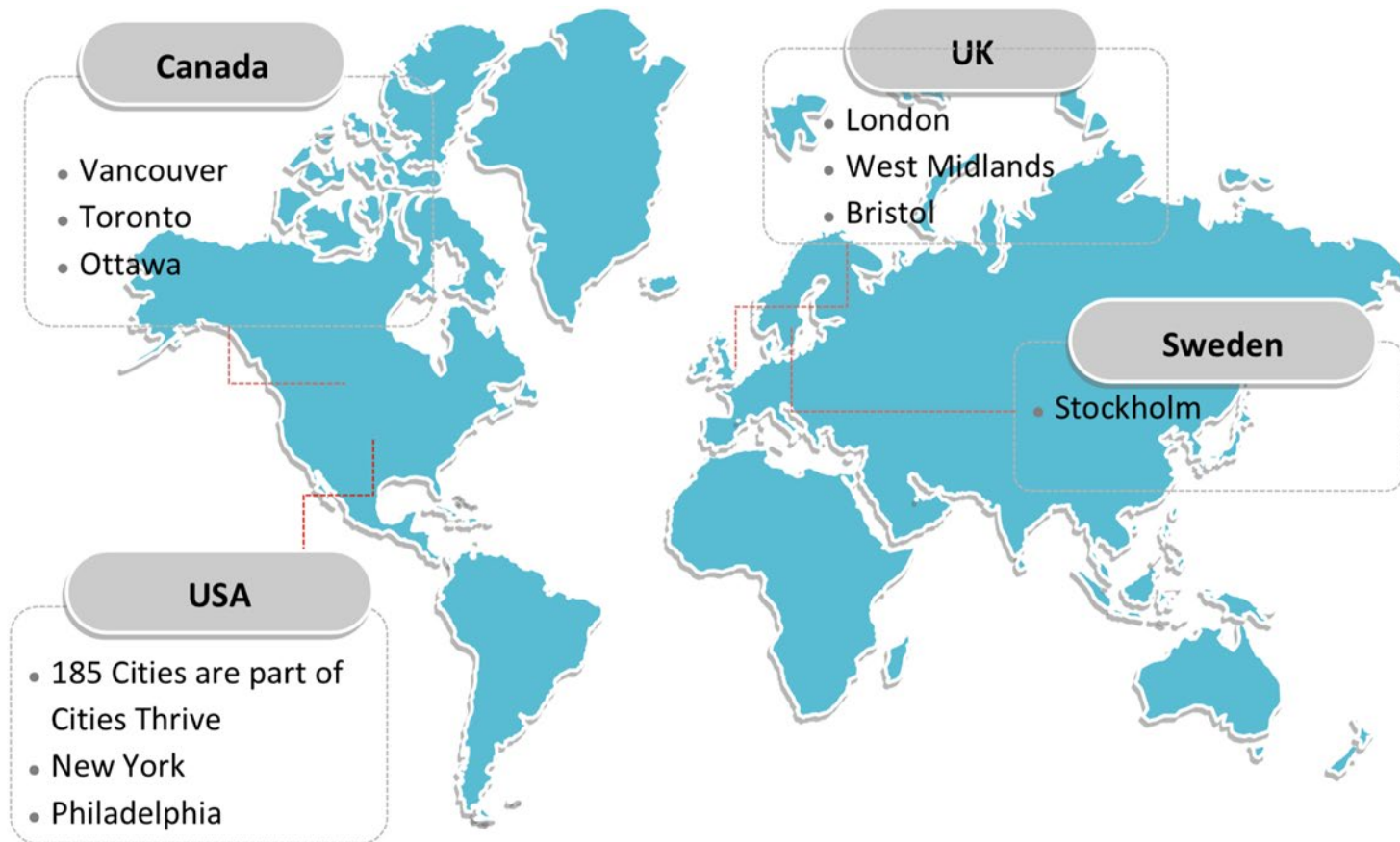
**Voor een mentaal
gezond Amsterdam**

Voor een mentaal gezond Amsterdam



'Thrive Amsterdam Mentaal Gezond' is een startende, sociale beweging door en voor alle Amsterdammers. Doel is onze mentale gezondheid en veerkracht bevorderen.

International Thrive cities



Situation in Amsterdam: the stats

In the past the main focus of the city of Amsterdam was to prevent development of anxiety disorders and depression in vulnerable citizens and target groups

What's new?

Thrive Amsterdam: main focus will be on the general population to increase mental health and to enhance resilience



*Stemmingsstoornis/Angststoornis/Alcoholafhankelijkheid

Increasing percentage of citizens with any form of mental problems:

1 in 3 Amsterdammers is suffering in one shape or form from mental problems
(national level: 1 in 4)

40,9% van de Amsterdammers
ervaren een vorm van
mentale klachten, dat zijn

131

mensen op iedere volle veerpont



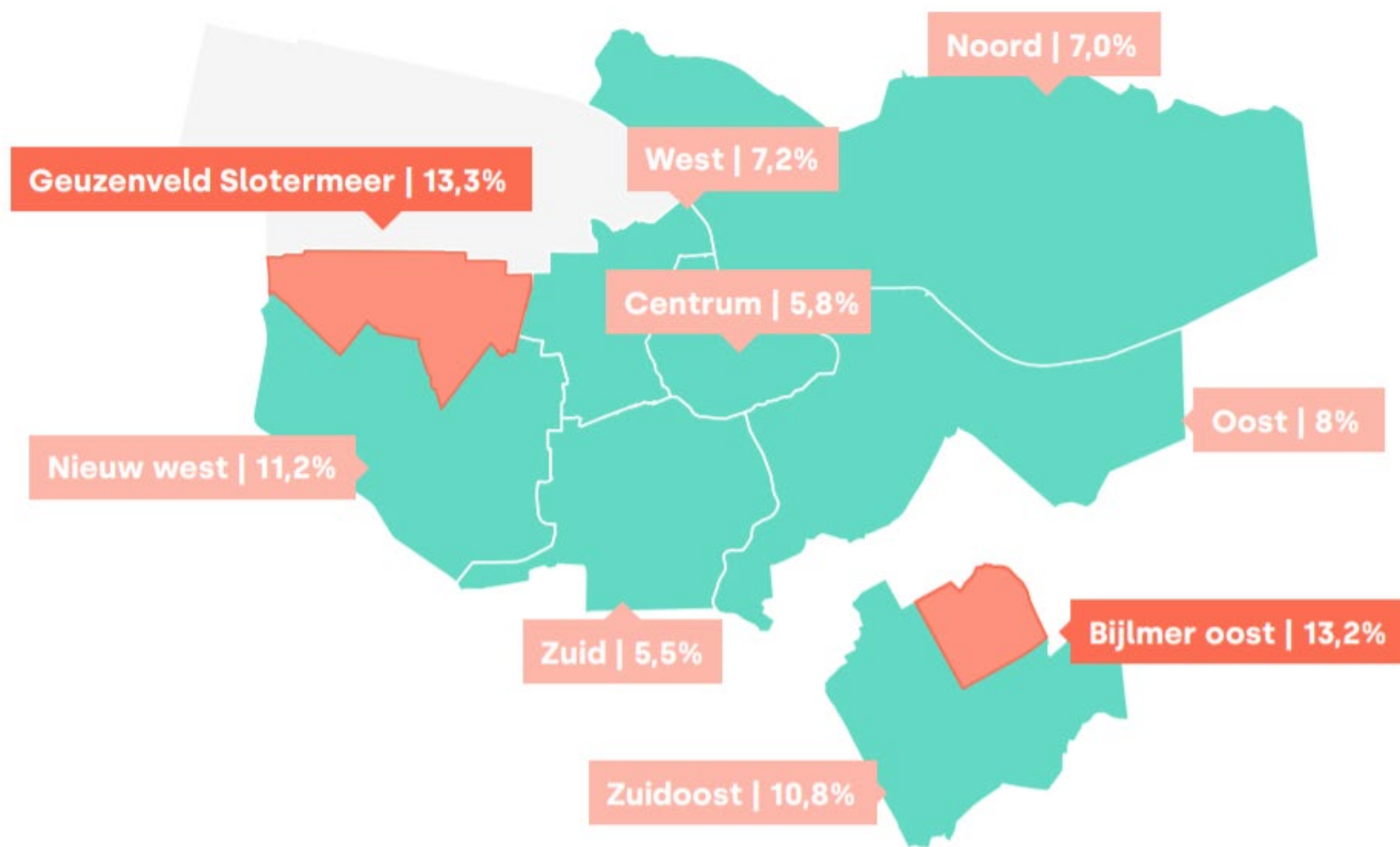
7,9% van de Amsterdammers ervaren
ernstige psychische klachten, dat zijn

14

mensen in iedere volle tram



Amsterdamse gezondheidsmonitor 2016 | percentage volwassenen met mentale klachten per stadsdeel:



Thrive in 'Zuidoost' district

Numbers:

Increasing rate of citizens suffering from mental health problems: compared to average rates in Amsterdam

11% adults report severe mental problems: 7.000 citizens (average in Amsterdam is 8%)

Highest rates in Bijlmer-Centrum and Bijlmer-Oost: 13%

Increasing trend in Zuidoost:

7% in 2008

9% in 2012

11% in 2016

2000 citizens need any form of mental help but didn't receive it

Information from health Insurance:

Increasing numbers of crisis and forced hospitalisation in Zuidoost: 9.5 % (7% in Amsterdam)
barely no uptake of funded prevention programs

Preventive social Movement

- Ambassadors:** Alderman Kukenheim
Jacobine Geel (Dutch association of mental health)
- Steering board:** Cliëntenbelang Amsterdam (Client interest)
GGZ ingeest, Arkin, General practitioners(ELAA) city of Amsterdam
- Projectgroup:** executive members of steering board
- Partners:** citizens of Amsterdam, people with lived experience, Academy, ROC, @ease, Samen Beter MIND, Urban Mental Health

What does Amsterdam youth tell us?



How do you tackle the bad times and deal with common misfortune in life?

How do you help somebody suffering from mental health problems?

If you want to talk with somebody, where can you go to talk?

What do citizens of 'Zuidoost' district tell us?



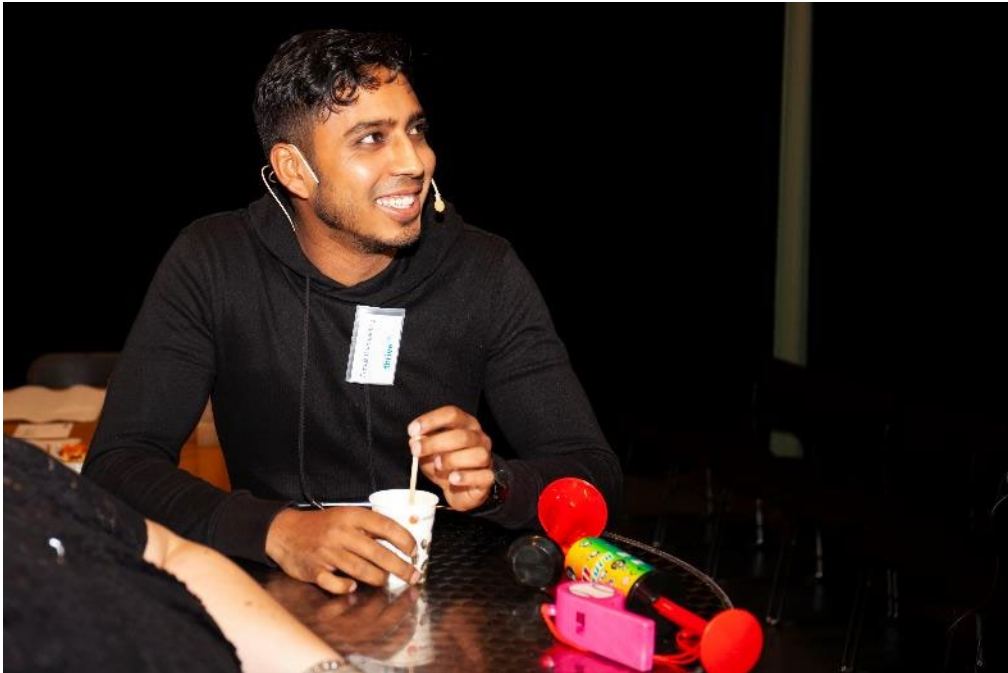
Preventive activities and informal care regarding mental health problems do not fit the needs and perception of communities

Stigma and shame towards mental health issues

Traditional coverage of mental health care is not accessible and sufficient enough to fit the demands of the communities

More knowledge about mental health problems and a toolkit containing communication skills is required

Faraaz geeft les op scholen



“Ik merkte dat juist omdat ik er open over was, het langzamerhand beter met me ging. Daarom vind ik het zo belangrijk dat er geen filters zijn en we elkaar echt zien zoals we zijn en zoals we ons voelen. Het is serieus zo belangrijk. Nog steeds plegen veel te veel jongeren zelfmoord.”

Mission, vision and aim

Mission: in 2030 the topic of mental health is a matter of course for all citizens in our city

Vision: to reach that mission we start this social movement with and for all Amsterdam citizens to prevent the development of mental problems and to make this topic an issue in all layers of society

Aim

- The number of Amsterdammers with mental problems will be decreased in 2030
- Less people drop out from school, work and society due to mental health problems
- More people can handle misfortune and feel resilient
- More people feel confident to talk about mental health with each other and there is a lower threshold to ask people how they feel
- There are more places for youth to go to talk about how they feel
- People with ongoing mental health issues experience a supportive and sensitive environment

What to do the coming year?

Actions

- Courses (Mental Health First Aid) for key figures
- Researchprogram
- Tools and guidance how to proceed (E-health) knowledge and how to act
- Support communities in tackling stigma and develop more tools that reach and fit the needs of communities/migrants regarding mental health
- Public campaign
- Club Thrive as Network to exchange knowledge with professionals
- Incorporation of Mental health in policy of local government and in performance
- Collaboration with existing networks, organisations and good practices (local academy)

Preventive social movement in collaboration with citizens

Special attention to

- Youth
- Citizens with migration background
- Employers



Suicideprevention

- **Amsterdam is rolling out a prevention program for many years now**
- **Based on 4 cornerstones:**
 - 1 Casemanagement**
 - 2 Gatekeeperstraining**
 - 3 Meetings for the bereaved**
 - 4 Limitation of availability of deadly substances/ attributes**
- **Among Thrive we pay extra attention to casemanagement on the emergency units of hospitals after suicide attempt**
- **Reduced number of suicides and suicide attempt**

Everybody is needed!! You too

mentale gezondheid raakt ons allemaal!



www.thriveamsterdam.nl

Discussion

- How do you think Thrive can contribute to pay more attention to the prevention of mental health problems in your city or region?
- Wich opportunities do you see?
- Do you have recommendations for Thrive?
- Do you have examples of best practices regarding mental health and communities in your city or region?