

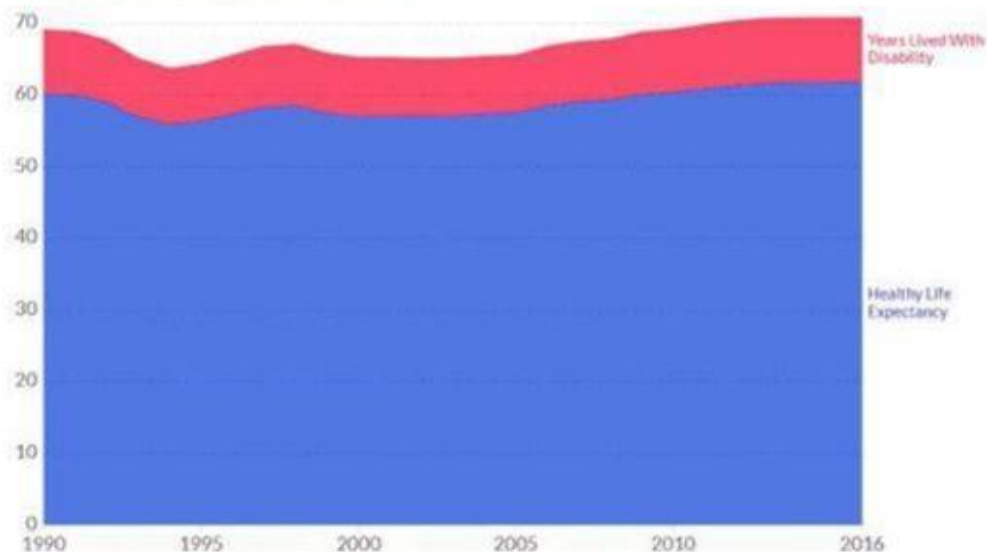
Kazan: synergies for the health of citizens

Vladimir Zhavoronkov
Deputy Minister of Health of the Republic of Tatarstan -
Head of Kazan Health Department

Healthy life expectancy (Russia and Europe)

Healthy life expectancy and years lived with disability, Russia, 1990 to 2016

Average life expectancy of an individual born in a given year, disaggregated into the expected number of healthy years, and the number lived with disability or disease burden.

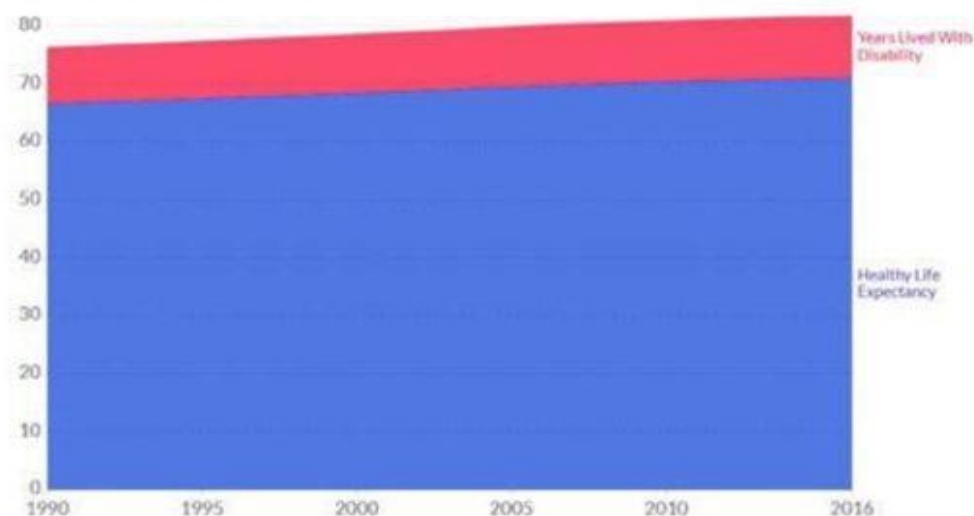


Source: IHME, Global Burden of Disease

Our World
in Data

Healthy life expectancy and years lived with disability, Western Europe, 1990 to 2016

Average life expectancy of an individual born in a given year, disaggregated into the expected number of healthy years, and the number lived with disability or disease burden.



Source: IHME, Global Burden of Disease

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Russia lags behind Europe in terms of healthy life expectancy by about 10 years



Municipal initiatives and projects

- ✓ Physical education and sport development in Kazan between 2018 and 2022;
- ✓ Development of youth policy in the city of Kazan for 2018-2022;
- ✓ Development of education in the city of Kazan for 2015-2021;
- ✓ Healthy School Project;
- ✓ Child Protection Project «SaMoStoyatelnye deti»;
- ✓ Program on prevention of drug abuse in the population of Kazan for 2016-2020;
- ✓ Program on prevention of crime and delinquency in Kazan 2016-2021.

✓ **Adopted**

Maintenance and strengthening of public health in Kazan for 2020-2025.

Goals:

- Maintaining and promoting public health;
- Developing a culture of public health and responsible attitude towards health.

The project coordinator in the municipality
Department of coordination and interaction of the units of the Executive Committee of the city of Kazan in the social sphere.

Programme goals

- Organization of activities to promote healthy lifestyles among citizens, including in labor collectives and institutions, with the involvement of voluntary associations;
- reduction of alcohol abuse and prevention of alcoholism;
- compliance with the requirements of the Federal Law No. 15-FZ of 23 February 2013 "On Protection of Citizens' Health from the Effects of Tobacco Surrounding Smoke, the Consequences of Tobacco Consumption or Consumption of Nicotine-Containing Products";
- formation and implementation of measures for the development of mass physical culture

The cross-sectoral environment of programme implementation

Education	Education and training programs on healthy lifestyles, adapted for different ages
Media	Creating a fashion for physical and spiritual health, adapted programs for different social groups through information videos, reality shows, interactive sessions, computer viruses
Sport and physical education	Mass physical education and sports development
Natural resources and industry	A safe natural and artificial environment
Regional development	New approaches to urban planning, communication planning
Agriculture	Safe and healthy foods
Labour	Safe working conditions and workplaces. Workplace health promotion programs
Economics, finance, legislation	Support for priorities

Kazan Executive Committee Health Centre

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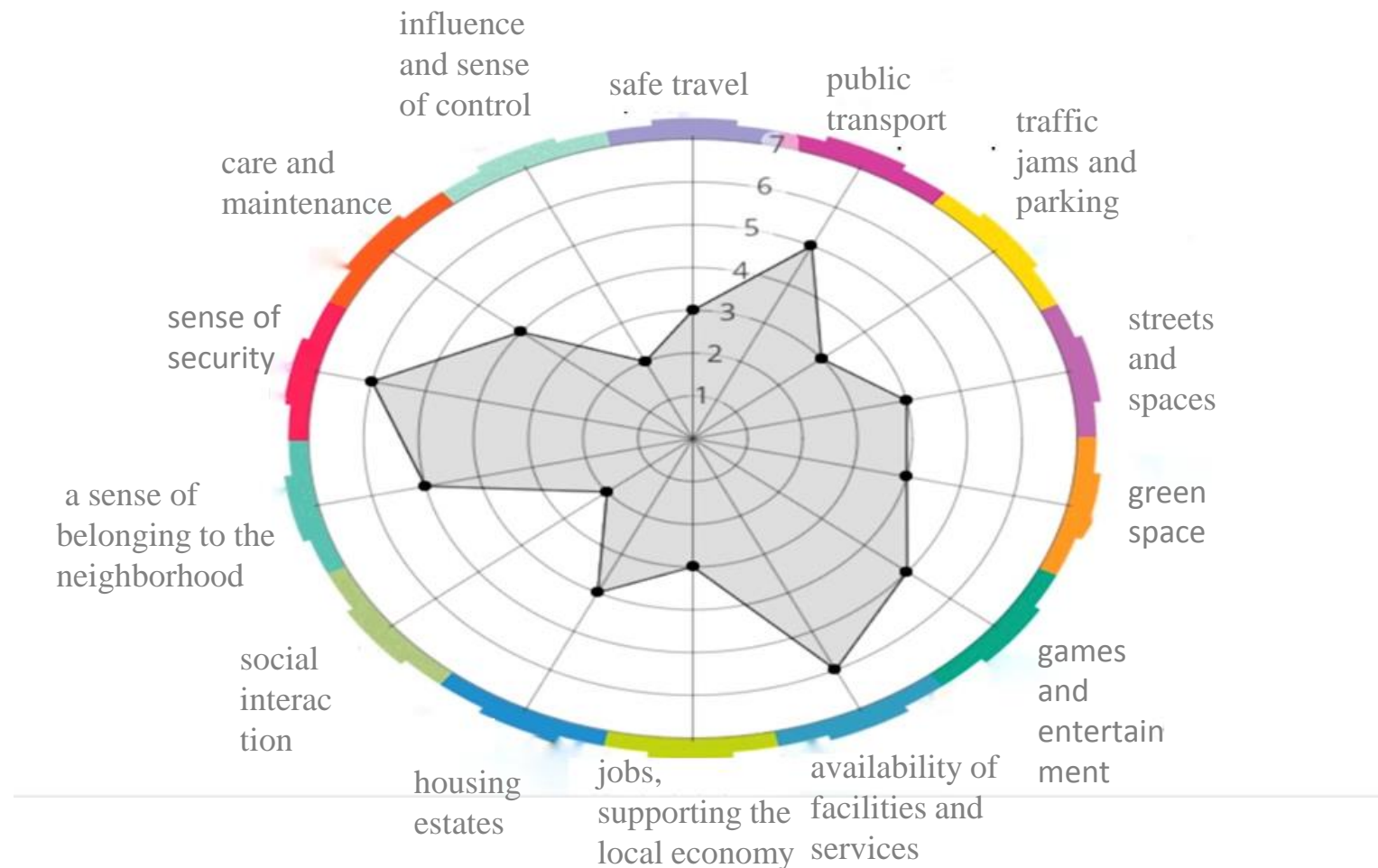
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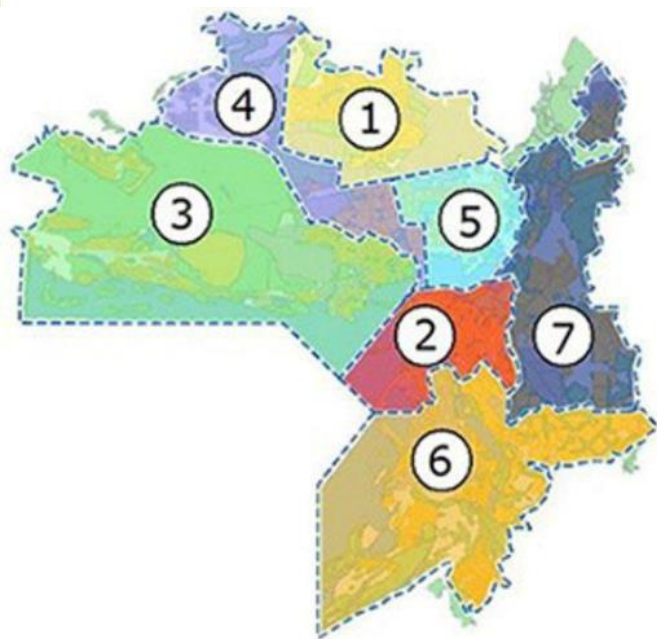
NPO

Charities

Place Standard Tool

A tool that allows residents to assess their surroundings (neighbourhood/micro district/street) in terms of health and well-being and identify key areas for development in the urban environment





- ① — Aviastroitel'nyy district
- ② — Vakhitovskiy district
- ③ — Kirovskiy district
- ④ — Moskovskiy district
- ⑤ — Novosavinovskiy district
- ⑥ — Privolzhskiy district
- ⑦ — Sovetskiiy district

Highest rating: Novo-Savinovskiy district



Lowest rating: Sovetskiiy district



- ✓ A questionnaire survey was conducted among the residents of the districts of Kazan: 500 people were interviewed
- ✓ After conducting the survey for each district, an average evaluation coefficient was calculated for all 14 areas
- ✓ Under the city map we can see residents' evaluation of these criteria: neighborhood with the highest score and neighborhood with the lowest score.
- ✓ By comparing the statistics with the residents' opinions, we can identify priority areas for the development of a well-functioning, healthy and happy city.

Ranking of Kazan's neighbourhoods to live in

<u>Novo-Savinovskiy</u>	The best infrastructure
<u>Vakhitovskiy</u>	The safest
<u>Moskovskiy</u>	Affordable apartments and accessible transportation
<u>Sovetskiy</u>	Well-maintained district, young population
<u>Privolzhskiy</u>	High healthcare level, good landscaping
<u>Kirovskiy</u>	Good infrastructure
<u>Aviastroitelniy</u>	Industrial area

Interaction with NPOs

103 NPOs

The NPOs were
selected with a
profile of
promoting a
healthy lifestyle

26
winners

joint meetings
were held,
finding common
ground

Joint
projects
with NPOs

implementation
of mutually
beneficial projects
in 2021

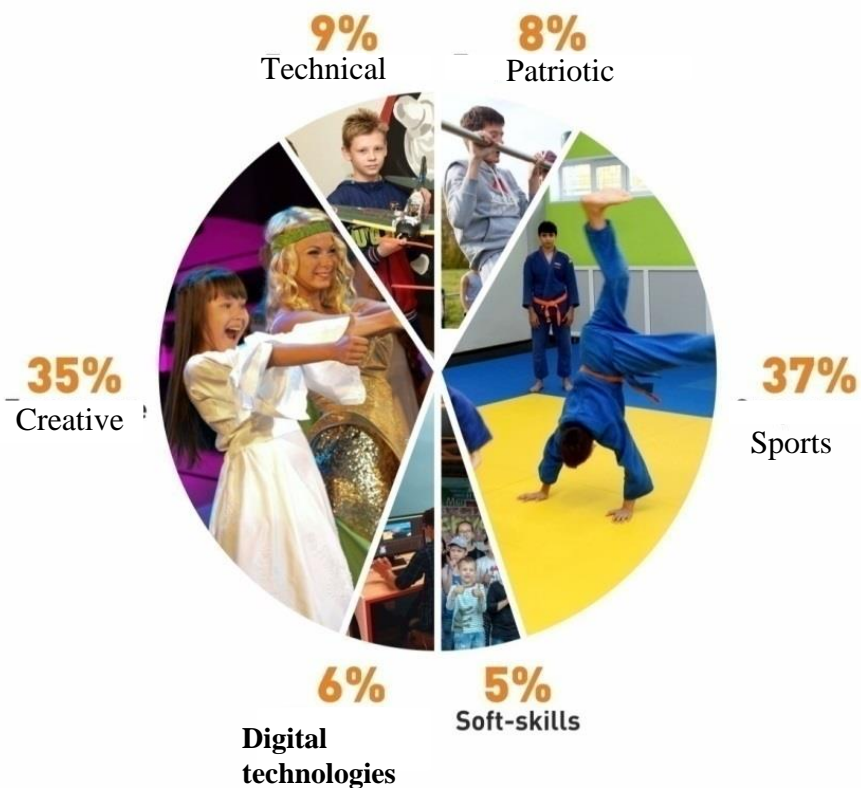
2078 Sports facilities (stadiums with stands, flat sports facilities, sports halls, ice rinks, swimming pools, ski resorts,...)



The number of people participating in physical education and sport is 49.54%

Teenage clubs

Directions for the «Teenager» association



Summer camps



«50 million roubles per camp»

Lectures by the Health School project. 21 schools in Kazan were covered.



Healthy meals for children

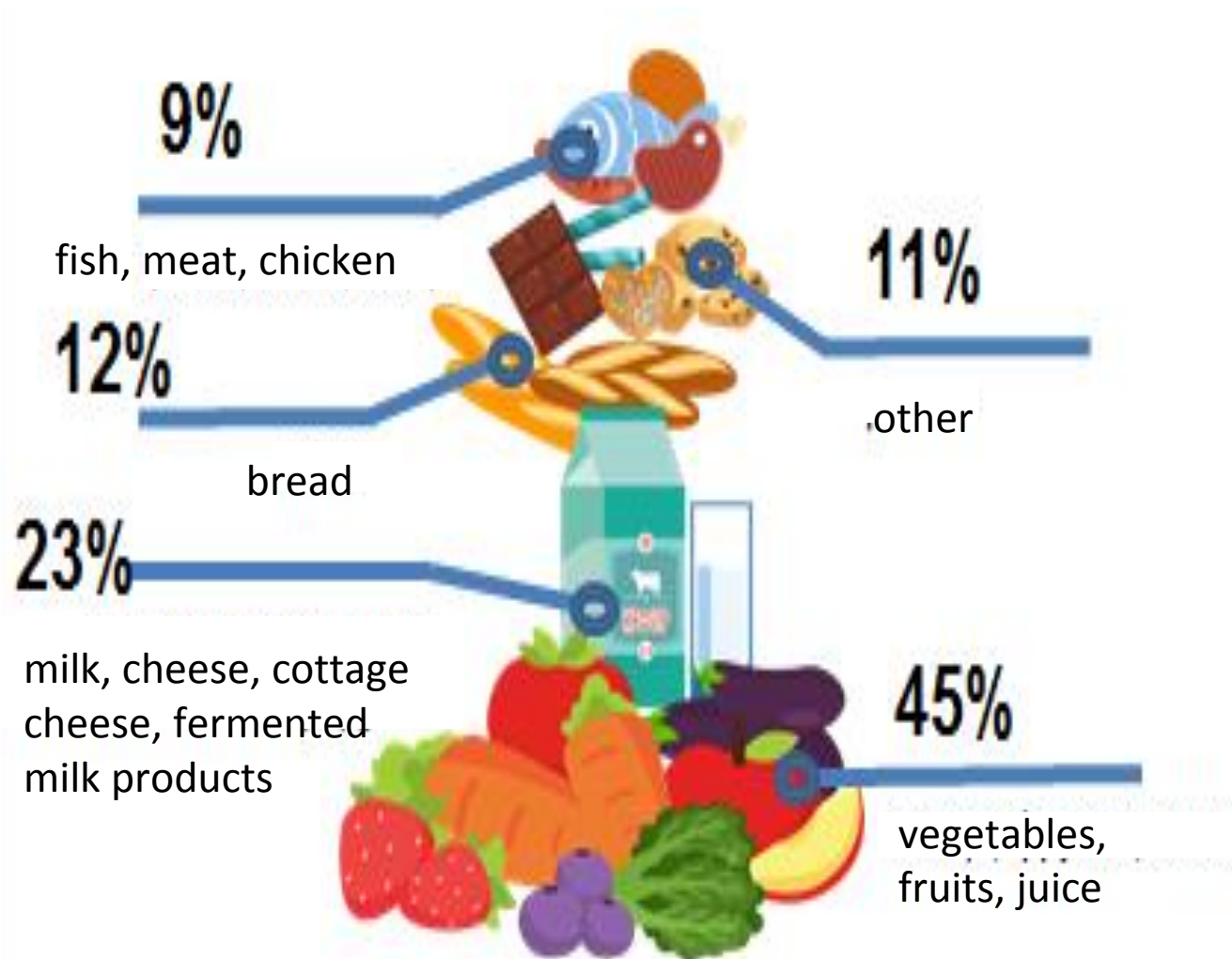


- **Menu Design Criteria:**
Development of a two-week menu taking into account seasonality, required calorie content (proteins, fats, carbohydrates) and age requirements for the daily ration, approved by FBUZ "Centre for
- Hygiene and Epidemiology in the Republic of Tatarstan.
- Organization of school meals in accordance with the requirements of SanPin 2.4.5.2409-08
Orientation to the taste preferences of school children based on the tasting results, rotation of new meals.
- "Gentle" cooking with a steamer
Organization of additional meals in buffets agreed with Rospotrebnadzor of Republic of Tatarstan.



- **Promoting healthy eating:**
New training format for chefs with video tutorials on preparing school meals.
- Educational posters in school cafeterias
- Food production tours, master classes and quizzes for school children
- Cartoons for younger pupils on the subject of healthy eating
- Control journal for parents
- A Mum's in the loop project for active parents and bloggers
- Family event School picnics

The principles of school meals



1. Regularity

2. Balance

3. Safety

Project

Zhiznelyub

**Attendance at
classes and events:**

100 000 in 2019



93 years
for the
oldest
male
participant



94 years
old oldest
female
participan
t

56 city sites





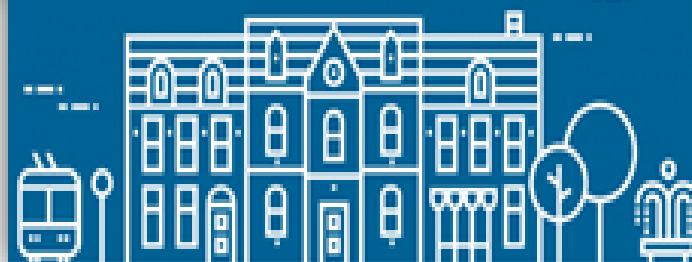
2015

Is the year of parks
and landscapes in
TATARSTAN



2016 is the year of water
protection zones in
Tatarstan

Priority project "Forming a
comfortable urban
environment"



2017
IS THE YEAR
OF ECOLOGY

25 parks were reconstructed in Kazan





НАШ ДВОР
Программа Президента Татарстана

Landscaping projects

>1000

courtyards in Tatarstan
have passed the public
consultation stage

НАШ ДВОР
Программа Президента Татарстана

~7 THOUSAND
COURTYARDS

will be improved as
part of the «Nash
Dvor» program

Scheme of bicycle lanes in Kazan

Общая протяженность
Существующих велодорожек 10 км*

* без учета инфраструктуры парков и скверов

- Велодорожка по ул.Парина
- Велодорожка вдоль набережной реки Казанки
- Велодорожка вдоль набережной озера Нижний Кабан
- Велодорожка по ул.Н.Ершова
- Велодорожка вдоль бульвара "Белые цветы"
- Велодорожка Малое кольцо
- Велодорожка вдоль ул.С.Хакима
- Велодорожка вдоль бульвара "Фестивальный"

The concept of developing cycling infrastructure in Kazan Scheme of bicycle lanes

Общая протяженность
предлагаемых веломаршрутов 75 км

- Предлагаемая сеть велодорожек
- Предлагаемые связи велодорожек через р.Казанка
- станции велопроката планируемые к размещению в 1-й очереди
- станции велопроката планируемые к размещению во 2-й очереди
- Велодорожка по ул.Парина
- Велодорожка вдоль набережной реки Казанки
- Велодорожка вдоль набережной озера Нижний Кабан
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Thank you for your attention!