



THE MATRIX FOR A INTEGRAL PREVENTIVE HEALTH POLICY

– STRATEGIES & POLICY DOMAINS

Preface

You already know the 'classic' health matrix. This is a variation of it. It will help you on your way to a more integrated approach of your local actions, projects and policies. How that happens? By involving multiple local policy areas in your local health policy. Your own welfare or health service is no longer just an organizer or participant, but also becomes a coordinator or at least motivator.

We used the classic health matrix as the basis for this variant (VIGeZ, 2013). We kept the 4 strategies in the rows (education (=information & sensibilisation), environmental interventions (physical & social), regulation & agreements, care & coaching) but replaced the target groups (the columns) with the policy areas in which a local administration is active and also organizes itself. We are talking about 6 externally oriented policy domains and 6 policy domains that are more internal and supportive in nature (VVSG & ABB - 2012).

The externally oriented policy areas are:

- **Local security:** police, fire brigade, disaster planning, prevention, combating crime and vandalism ...
- **Civil affairs:** birth and death, marital status, nationality, national register, pension applications, driving licenses, travel passes ...
- **Environmental affairs:** spatial planning, urban development, mobility, land policy, waste, the environment, nature, public space, green areas, public works, utilities and water policy.
- **Welfare:** housing, policy for the elderly, asylum policy, childcare, health policy, local social policy, drug prevention ...
- **Cultural affairs:** education, sports, culture, youth, library, tourism, historic preservation, worship services, development cooperation, diversity policy, development cooperation, twinning ...
- **Economic affairs:** local trade, industry, independent entrepreneurs, agriculture, fairs, public markets, local employment policy, port policy

The supportive (internal) policy areas are:

- **Internal governance:** general coordination of services, support for political bodies, management of public procurement, coordination of planning, legal affairs ...
- **Human resources management:** human resources management, recruitments, education and training of employees, personnel evaluation, salary policy, well-being at work act, social services for own staff ...
- **Financial policy:** budget, accounting, annual accounts, fees, taxes, financial analyzes, loans and investments ...
- **ICT:** software and hardware support for operations, geographic information systems (GIS), data management, e-government ...
- **Heritage and technical services:** maintenance and repairs of the municipal heritage.
- **Communication:** municipal website, info sheet, Facebook page, Twitter account, municipal house style, press ...

Why these matrix?

This matrix can help you, together with your Local Health Platform and other partners (local Healthy Municipality steering group, team-meeting of your service, local advisory council for welfare and health), to think about a broader and more integrated approach to a health theme or a project that is priority to you.

You do this by devising multiple sub-actions for as many different policy areas as possible that can contribute to your health theme or project. These sub-actions can be small-scale or large-scale, temporary or permanent. They fit under 1 or more strategies or realized in the short or long term.

Consultation and commitment

In your brainstorming session, aim for the desired situation and go “out-of-the-box”. Only check in a second phase whether your partial actions are also feasible, evidence based and, eventually already tested by other cities and municipalities. Take enough time for this. Then there is a good chance that innovative actions will come up.

You check whether your ideas are feasible in consultation with your colleagues from those other policy areas, the management team, the relevant representatives and with the Local Health Platform that guides you in the context of Healthy Municipality. The advantage of this method is that you never again have to go to your colleagues with a blank page, but you immediately have a starting point for a consultation and perhaps an engagement. Of course, always ask what you can do for them.

Target groups and areas

The target groups and areas (the individual & specific groups, the neighbourhood, the whole municipality/city, the region) that form the columns in the classic health matrix and that you want to reach with your (partial) actions, you put them in parentheses in this matrix to monitor the overview and equal distribution. For example, the civil affairs service gives each new resident a brochure with the sports facilities (specific groups) or the senior service organizes an information evening about healthy aging (specific groups). This way you can easily afterwards go back to the classic health matrix where the target groups are the columns

Finally

Do you not recognize yourself in the policy areas of this matrix? Then you can personalize the columns according to your own organization

For example, as a social welfare service you can write above the columns social service, home care service, senior service, residential care center or debt mediation service. Or, if you are gathering with your colleagues from the leisure Service, you can further refine the matrix by writing at the top the columns sports Service, youth Service, cultural Service ... Use the matrix on the last page for this.

Also know that it is not always possible and desirable to have (sub-) actions for each policy domain for each project or theme. But we still hope in this way to achieve a broader interpretation of your local health policy that can inspire several people in your municipality and encourage joint action. Good luck!

MATRIX 1

THEME / PROJECT

DATE BRAINSTORM



| | LOCAL SECURITY | CIVIL AFFAIRS | ENVIRONMENTAL AFFAIRS | WELFARE | CULTURAL AFFAIRS HERITAGE AN TECHNICAL SERVICES | ECONOMIC AFFAIRS |
|---|----------------|---------------|-----------------------|---------|--|------------------|
| EDUCATION (INFORMATION & SENSIBILISATION) | | | | | | |
| ENVIRONMENTAL INTERVENTIONS (PHYSICAL & SOCIAL) | | | | | | |
| AGREEMENTS & REGULATION | | | | | | |
| CARE & COACHING | | | | | | |

MATRIX 2

THEME / PROJECT

DATE BRAINSTORM



| | INTERNAL GOVERNANCE | HUMAN RESOURCES MANAGEMENT | FINANCIAL POLICY | ICT | HERITAGE AND TECHNICAL SERVICES | COMMUNICATION |
|---|---------------------|----------------------------|------------------|-----|---------------------------------|---------------|
| EDUCATION (INFORMATION & SENSIBILISATION) | | | | | | |
| ENVIRONMENTAL INTERVENTIONS (PHYSICAL & SOCIAL) | | | | | | |
| AGREEMENTS & REGULATION | | | | | | |
| CARE & COACHING | | | | | | |

MATRIX 3

THEME / PROJECT

DATE BRAINSTORM



| EDUCATION (INFORMATION & SENSIBILISATION) | | | | | | |
|---|--|--|--|--|--|--|
| ENVIRONMENTAL INTERVENTIONS (PHYSICAL & SOCIAL) | | | | | | |
| AGREEMENTS & REGULATION | | | | | | |
| CARE & COACHING | | | | | | |

CONTACT

Please contact the Local Health Platform of your region.
You can find all Logos at: www.vlaamselogos.be

Or The Flemish Institute for Healthy Living

Tel: 02 422 49 40

Author: Werner De Wael

Web: www.gezondheidgemeente.be

Twitter: @GezondeGemeente

R.P.: Vlaams Instituut Gezond Leven vzw,
Linda De Boeck, Gustave Schildknechtstraat 9, 1020 Laken

