

Quality of Life in Vienna



Environment

In addition to personal lifestyle, environmental factors and working conditions play an important role in personal state of health, as well – both in the cause and intensity of diseases.

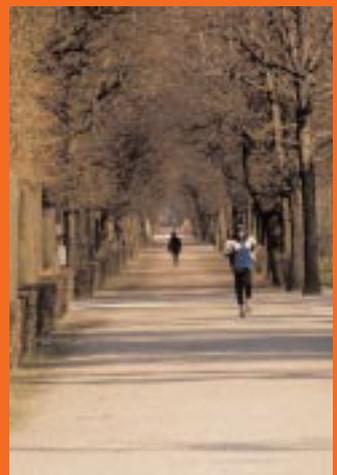
Water and air quality and traffic intensity are among the most important environmental factors. The metropolis Vienna benefits from a unique form of water supply. The water springs in the Kalkhochalpen mountain range in Lower Austria and Styria. The source area of the I. Wiener Hochquellenleitung (1st Vienna spring water duct) lies in the region of the Schneeberg, Rax and Schneealpe mountains, and the 2nd duct has its spring area in the Hochschwab massif. These two ducts, 340 km long in total, bring over 400,000 cubic metres of fresh spring water from the mountains to the Austrian capital every day. Due to the Vienna's geographic location and climate, as well as the low proportion of industrial activity, the air quality in Vienna is relatively good. A network of 18 stationary immission measurement stations continually monitor Vienna's air quality.

One of the main goals of the Vienna Traffic and Transport Concept is to reduce the proportion of private traffic from 37 per cent in 1990 to 25 per cent by the year 2010. In 2001, the Vienna public transport registered an increase by 4.5 million passengers. The KlIP Climate Protection Programme of the city of Vienna aims at reducing emissions and greenhouse gases. The goals are to stimulate the economy and transform Vienna into a model environmental city.

Recreational Areas and Sports Facilities

Nearly half of Vienna's municipal area, i.e. approx. 150 square kilometres, is taken up by green spaces. This puts Vienna in a privileged place among European cities.

One of the largest recreation areas is the Wienerwald forest, which is mainly used for hiking and walking. The Donauinsel (Danube Island) can be used for a variety of recreational activities, from swimming, sunbathing and relaxing to beach volleyball and water skiing. The Prater park, the Lobau and other extensive parks also provide countless opportunities for healthy activities. Vienna also has about 2,340 sports facilities, ranging from soccer fields to facilities for skateboarding or archery.





Housing Situation in Vienna

Traditionally, Vienna is committed more than comparable cities to providing an adequate housing situation. More than 220,000 municipality-funded social flats provide affordable accommodation for half a million of the city's inhabitants.

New housing projects in the south and northeast of Vienna include a conscious integration of green spaces, a well-planned infrastructure and the necessary connections to the public transportation network. Some of the newer innovative housing projects are so-called »car free« neighbourhoods, where private traffic is kept to a minimum.

A first so-called »passive house« project was recently constructed in Vienna's 21st district. This model represents an important step towards climate protection in housing construction. With 15 kilowatt-hours per square metre of effective area, a passive house consumes 80 per cent less energy per year than traditional houses.

Low energy houses are built with public subventions and much attention is being paid to the quality of the construction materials in the last years. The use of ecologically unsound products has been greatly reduced. PVC is seldom used and materials containing HCFC/HFC are forbidden.



Working Environment

In 2001, the unemployment rate in Vienna climbed moderately to 6.1 per cent compared to 5.8 per cent in the previous year. A further increase is expected in 2003, with estimates ranging from 6.6 to 6.9 per cent.

This development is also relevant with regard to the state of health of the population. Studies show that unemployed persons are less likely to feel healthy and have a higher incidence of chronic diseases than gainfully employed persons. Whether poor health is a cause or consequence of unemployment cannot be clearly ascertained from the available data. However, many studies clearly show that unemployment, or the threat thereof, creates a situation that can have a harmful impact on health.

Another relevant aspect concerning health and working environment are occupational diseases. Nearly 1,600 such cases were recorded by the Austrian social insurance in 2001. In most cases, occupational diseases are caused by chemo-toxic working materials (such as lead or mercury) or by physical influences, such as noise, jolts, etc.

The average duration of sick leave has continually declined in Austria since 1997. Between 2000 and 2001, the number of days of sick leave decreased by approx. 4.5 per cent. This is partly attributed to increasing job insecurity due to the growing economic competition.

Strategies and Visions

Health 21 –

Health for All in the 21st Century

The City of Vienna supports the implementation of the »Health 21« policy in the WHO's European region with the goal of achieving full health potential for the entire population.

The policy has two main objectives: to promote and protect people's state of health throughout their lives and to reduce the incidence of common diseases and injuries.

»Health 21« serves as an ethical and scientific framework for decision makers at all levels to help them assess the impact of their policies on the health sector.

The City Health Plan 2000

General framework

- Visions
- Political maxims
- Strategy

Analysis of the current situation

- Health reporting
- Documentation of current projects
- International experiences

Health Action Programmes

- Vienna Women's Health Programme
- City Health Plan for Vienna

Going Public

- Putting plans into action
- Communication campaign
- Conference

The City Health Plan 2000

The City Health Plan 2000 sets the framework for current and future health projects and defines concrete goals based on the findings of the Vienna health reporting.

This programme is founded on the conviction that in order to further improve the overall state of health of the population, more non-medical and population-oriented strategies must be implemented despite all advances in modern medicine. Therefore, measures have been devised which relate directly to the root causes of the most common chronic diseases — and which therefore extend beyond individual responsibility to areas of work, the environment, and everyday life.

The City Health Plan 2000, which consolidates and extends Vienna's internationally recognized leading role in the promotion of health defines »Principles and Strategies«, which serve as guidelines for all of the City of Vienna's health promotion measures. The goal is not only to increase the efficiency of such measures, but also to create synergistic effects through a strong cooperation of all people working in the field of health promotion.

The programme especially focuses on widespread diseases and ailments. Particular attention is given to the prevention or reduction of cardiovascular diseases and bad posture and the promotion of healthy nutrition.

What we want



The Vienna Women's Health Programme

In November 1998, the City Council of Vienna adopted a health programme designed to improve the quality of medical, psychological and social services for women. The concept will also give new impetus to necessary studies, projects and prevention measures. Vienna was the second European city after Glasgow to implement such an ambitious programme. The programme consists of 12 main areas of activity and is tailored to specific target groups.

Women have a higher risk of illness, because they are under higher social pressure to be young, attractive, fit and dynamic. They are also affected by loneliness in old age and poverty more frequently than men. Additionally, women are more prone to psychological stress due to multiple stress, reproductive issues and physical or sexual abuse. The Women's Health Programme is a step towards a better management of specifically female health issues and making specific risks and requirements visible according to the principles of gender mainstreaming.

The Vision of the Vienna Hospital Association

The Vienna Hospital Association (KAV), which administers 20 hospitals, nursing homes and geriatric centres in Vienna, has developed a vision for the entire group. It is meant to serve as a framework for orientation for the current and future development of the hospitals, health care centres, geriatric centres and other KAV institutions.

The association's self-definition lays down the following principles that all employees should adhere to, inter alia:

- The success of KAV institutions should be measured in terms of to which extent they satisfy the needs and expectations of those in need of treatment and care.
- Openness towards new developments and findings.
- An atmosphere of security and trust should be created for the patients, respecting their sense of dignity.
- The employees of KAV institutions shall act as partners in a service-oriented, transparent and open way and provide information and advice.
- The rights of patients are not viewed from a purely legal basis, but as something to be assumed a priori.
- While providing the most modern treatment available to medical science, the Viennese hospital institutions try to maintain a holistic and individual approach, respecting social, cultural and religious factors.

Health Care in Vienna



The Austrian Social Security System

The Austrian social security system is based on the general responsibility of the state to provide health care for the Austrian population. The compulsory insurance guarantees the access to medical and social services for all citizens. Additional private insurances are also available.

The Austrian social security system is funded by the social health insurance, accident insurance and pension insurance funds. Financial support of people in need of nursing care is regulated by the Federal Law on Nursing Allowance. In 2001, the total social insurance budget reached about 34.7 billion euros, of which 10.4 billion went to health insurance funds, 23.3 billion to retirement insurance funds, and 1.0 billion to accident insurance. The following sectors saw the greatest expenditures:

- inpatient hospital care, 2.9 billion euros
- physicians' consultations, 2.6 billion euros
- medication, 2.1 billion euros
- dentists, 7.0 billion euros

The social insurance covers about 80 per cent of the funding of the Austrian health care system. The rest is funded by the Federal Republic, the federal provinces and municipalities, as well as private insurance companies.

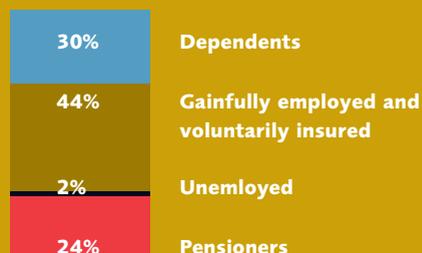
Eight million Austrian men and women or 99 per cent of the population were covered by social health insurance in 2001.

Public Health and Hospitals in Vienna

Vienna's public health care system guarantees excellent medical services for the entire community. Nearly 100 percent of the population are covered by insurance, and are therefore entitled to all services of health care facilities – from routine treatment to transplant surgery. Today, the Austrian capital is once more an internationally acknowledged centre of medical research and can live up to the great tradition of the Vienna Medical School.

The Vienna Hospital Association runs 14 hospitals, with several adjacent geriatric centres included in the same organizational units. The other institutions belong to other entities, such as the Vienna Health Insurance Fund or religious orders. Among the hospitals belonging to the Vienna Hospital Association, the Vienna General Hospital (AKH) is considered to offer the maximum care. Five specialized and eight further hospitals also belong to the association. Additionally, the KAV has six geriatric centres.

Social health insurance in the year 2001



What we do

Since 1997 a decentralization programme is being carried out that gives the individual hospitals more financial independence. The general management of the KAV coordinates the institutions and draws up a master plan. Since 2002, the institutions are run in the form of an enterprise.

In 2002, hospitals and nursing homes managed by the city had about 14,600 available hospital beds; 60 per cent of them in hospitals, and 40 per cent in nursing homes. Approximately one million outpatients are treated each year in KAV hospitals. About 400,000 inpatients were treated in 2002. There has been a general decrease in the average length of hospital stays, as well as an increase in the proportion of one-night stays and stays in day clinics.

Day clinics provide facilities for admitting patients for only one day of hospital care for diagnostic or therapeutic measures. They differ from outpatient departments in hospitals in that at least four hours of stay and actual treatment must be necessary.

The hospitals, nursing homes and geriatric centres of the Vienna Hospital Association employ more personnel than the Austrian average. In total, the KAV employs some 32,000 people – 80 per cent of them in hospitals, and 20 per cent in nursing homes and geriatric centres. The city also has the greatest number of training facilities for nursing and medical and technical staff.



Patient-oriented, Integrated Care (PIC)

Since November 2002, the model project »Patient-oriented, integrated care« has been carried out in four of Vienna's municipal districts. The basis of the project is a feasibility study by the Main Association of Austrian Social Security Institutions and the City of Vienna, in which a catalogue of 32 measures for the improvement of the quality of patient care was developed. The model project, which will be carried out in the 14th to 17th districts of Vienna until December 2004, was commissioned by the Vienna Health Insurance Fund and the City of Vienna. Project partners are patients, family members, hospitals, physicians, care and social services, physiotherapists, ergo-therapists, logopaedists and pharmacies

www.univie.ac.at/pik



Outpatient care

In addition to the outpatient wards of hospitals, extramural care is extended to the Viennese population at 223 outpatient facilities covering a wide spectrum of diagnostic and therapeutic possibilities. Of these, 44 are facilities for physical medicine, 15 are institutes for laboratory medicine, 14 are institutes for computer tomography, 11 are psychosocial stations, and nine are dental clinics.

Moreover, a special district nursing service is available, which enables ill persons to remain in their home and social environment and still receive the appropriate care and counselling. Counselling and instruction given to care-giving relatives serves to shorten, delay or even avoid the need for hospital stays and nursing home care.

In 2001, a total of 110 qualified district nurses were employed by the City of Vienna at 11 support facilities and six incontinence counselling centres, and paid a total of 202,920 house calls to 4,494 people. In addition to the home care by district nurses a large number of private facilities offer nursing care services. They are organized in the umbrella association »Wiener Pflege- und Sozialdienste«. In this context, the growing number of freelance nursing professionals is worth mentioning.

A number of high quality medical and technical services are also offered by freelancers – both as an outpatient service and in doctors' practices. The number of freelancers in this field is continually increasing. In 2000, a total of 1,639 medical-technical freelancers were registered. Over 1,200 of these are physiotherapists.



For pregnant women, the mobile midwife service organized by the city has been available since 1989. It offers birth preparation classes, providing information on nutrition, breast-feeding and infant care. They also offer individual counselling and counselling for couples. Especially in cases of high-risk pregnancies, the midwives also make house calls. After delivery, young parents can also attend »baby meetings«, where they can exchange their experiences. All courses, counselling sessions and house calls are free of charge. In addition to the ten mobile family midwives, 145 freelance midwives were working in Vienna in 2000.

Psychosocial care is extended in Vienna through eight socio-psychiatric outpatient clinics, a socio-psychiatric emergency service, an outpatient clinic for addicts, institutions for transitional care, and socio-psychiatric liaison services to the hospitals. In addition, numerous clinical psychologists, health psychologists and psychotherapists care for the mental health of the Viennese population.

Physicians' services

In 2002, a total of 11,718 physicians were practicing in Vienna. 48 per cent of these were specialists, 24 per cent were general practitioners and 11 per cent dentist. Approx. 17 per cent were medical students doing their rotation.

Since 1991, there has been a slight yearly increase in the number of practicing physicians in Vienna. This increase is mainly attributable to the increase in specialists, among general practitioners it was less pronounced. However, the number of medical students has been decreasing since 1994.

In 2002, for every 10,000 people in Vienna there were an average of 34 specialists, 18 general practitioners and eight dentists. In private practices, for every 10,000 people there were 16 specialists, eight general practitioners and six dentists. Of these private practitioners, only six specialists, five general practitioners and five dentists per 10,000 inhabitants have a contract with the Vienna Health Insurance Fund.

Community or group practices are still rather uncommon, as the legal basis for this type of practice has only recently been adopted. There are, however, a number of so-called »medical centres« in Vienna, where physicians from various fields have their practices in the same building but do not have any closer cooperation.

In recent years, a marked increase has been noted in the number of physicians in Vienna who have also completed courses in one of several fields of complementary medicine.

Ambulance services

In 2001, the Vienna Ambulance Services (municipal ambulances of the Municipal Department 70, the Red Cross, Arbeiter-Samariter-Bund, and Johanniter-Unfallhilfe) administered first aid to 122,163 people. A total of 142,000 ambulance calls were made. In 795 cases, the rescue helicopter was employed.

The municipal department 70 currently employs 647 persons, 69 of whom are doctors. The normal time to destination was no more than 12 minutes.

The majority of emergency calls were due to cardiovascular diseases, followed by strokes. The number of emergencies related to alcohol consumption is relatively high – about 4,700. By comparison, only 465 ambulance calls were due to drug abuse in 2001.

A further important development of the emergency system in Vienna is the Radio Dispatch Service, which is available between 7 pm and 7 am, as well as on weekends. It is not a substitute for the family doctor, but may only be called if an illness has suddenly appeared or significantly worsened.

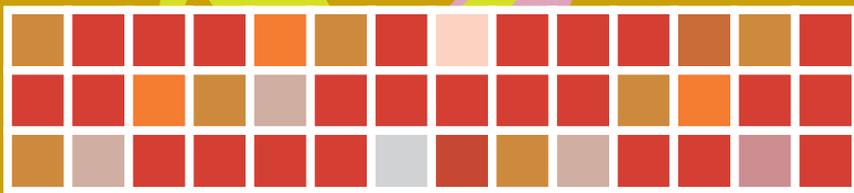
Pharmacies

In 2002, a total of 288 public pharmacies supplied medication to the Viennese population.

On average, there is one pharmacy for every 5,556 inhabitants of Vienna. The first district has the most pharmacies, with one pharmacy serving 907 people.

In the 13th district, the density of pharmacies is particularly low, with more than 10,000 inhabitants per pharmacy. Generally speaking, the density of pharmacies in the inner districts is extremely high, while in the peripheral, newly established districts it is comparably low.





Health Spas and Rehabilitation

Each year, about three per cent of Viennese men and women go to health spas. The proportion of people making use of these services increases dramatically with age.

After the state introduced an income-dependent deductible amount for spa services in 1996, the number of applications for health spa visits dropped by 17 per cent. In 2001, however, almost 242,000 applications were filed, which indicated a 6.5 per cent increase compared to the previous year.

On average, spa visits last about three weeks and are a voluntary service of insurance companies, while rehabilitation is mandatory. The latter is needed for the acute treatment of serious diseases and injuries, such as heart attacks, strokes or craniocerebral injuries. These treatments are intended to postpone or prevent a person's incapacity to work or dependence on nursing care.

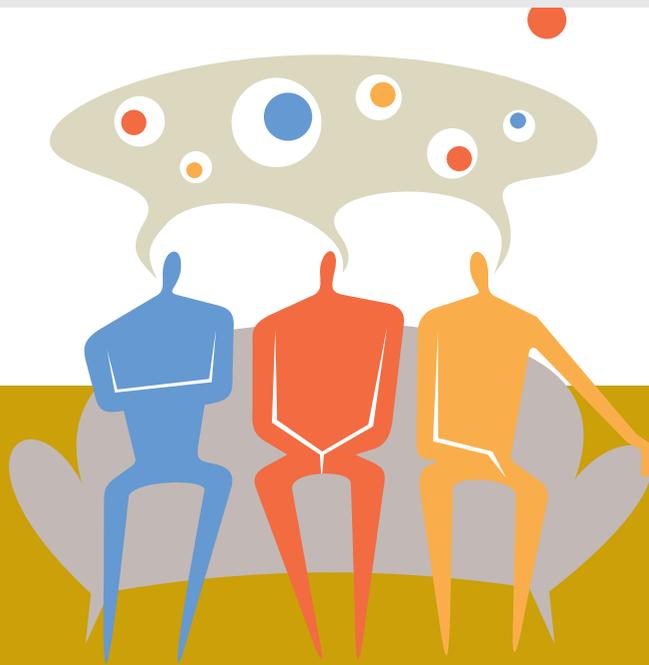
Vienna has several rehabilitation centres for patients of accidents; and another 30 rehabilitation centres in the other federal provinces can be used. In 2002, a neurological rehabilitation centre was inaugurated.

Services for the Disabled

Financial support for disabled persons in Vienna includes nursing allowance, tax relief, fee waivers for radio, television and basic telephone charges, exemption from motor vehicle tax, public transit fare reductions, exemption from prescription fees, and subventions for the necessary adaptations to apartments and houses. Further services for the disabled are home care, which provides physical care and household help, as well as »meals on wheels«, or visiting, cleaning, laundry, and repair services.

To give families caring for a handicapped child a »holiday from nursing«, the services of family home workers are available. If necessary, the child can also be placed in a living group for a limited period of time. This can help prevent crisis situations.





Self-help groups

Self-help groups have existed in Austria for over 20 years. In the field of health care alone, there are over 1,300 such organizations. They provide information and mutual support for persons suffering from certain diseases. There are self-help groups in the fields of oncology, motor disorders, mental illnesses, transplants, skin diseases, and metabolic disorders. In Vienna alone there are currently about 400 active self-help groups.

In self-help groups, patients meet others who are in a similar situation. They can benefit from the exchange of their experiences and observations. One characteristic of professional care is that patients receive help, but generally remain passive. In contrast, self-help groups are characterized by individual initiative. They thrive on the participation of the individual group members. Another important aspect of self-help groups is that they work autonomously and everyone participates on an equal basis.

Patient Advocacy in Vienna

The Vienna Patient Advocacy Group has the legal mandate to protect and guarantee the legal rights and interests of patients in all areas of health care in Vienna. It is independent, nonaccountable and free of charge. Its services are not only available to patients, but also to physicians, nursing staff and social services.

Dr. Walter Dohr, the Vienna patient attorney, and his co-workers deal with complaints and suggestions, solve organizational problems and make recommendations for the solving of deficiencies or problems. Patients are also informed and counselled on the Viennese health care system. The advocate also answers questions about nursing allowance, home nursing, and social services.

In disputes between patients, hospitals and health care services, the patient advocacy acts as a mediator. Upon request by the patient, advocates may carry out settlement negotiations with private third party insurance companies, doctors or hospitals. They also provide financial assistance in the extrajudicial settlement of damages to the patient. For more information on patient advocate services, please visit www.patientenanwalt.wien.at

Preventive Health Care

Screening Tests for Adults

All persons living in Austria above the age of 19 are entitled to a yearly free screening test. The examination is carried out by established physicians, the outpatient clinics of insurance companies and the Municipal Public Health Department. In 2001, more than 116,000 people underwent this screening test, which is covered by the health insurance. 56 per cent of those examined were women, 44 per cent men. In keeping with a general trend, there were 9.7 per cent more such examinations than in 2000.

Compared to the number of those entitled to this preventive health examination, the percentage of those screened in Austria is relatively low. Compared to the other provinces, Vienna ranks well below the Austrian average with 741 examinations per 10,000 inhabitants, and surpasses only Lower Austria.

First, a blood sample is taken, after which an appointment is made for an individual examination within a week. There, an internist examination is carried out, an ECG performed and lung capacity is tested, and the results from the lab tests are discussed.

Additionally, there is an examination of ear, nose and throat, including a hearing test, and a gynaecological examination for women, including a pap smear. It is interesting to note that in 2001, a total of 3,630 women underwent the gynaecological preventive screening, which constitutes a 6 per cent increase compared to the previous year. Additionally, it includes a prostate examination for men above age 40, and a mammogram for women in this age group.

The goal of this screening test is the early detection of common diseases such as cardiovascular disorders, atherosclerosis, high blood pressure, cancer, diabetes and chronic diseases of the respiratory tract.

High lipid values – and the associated higher risk of atherosclerosis – are among the most common diagnoses in Vienna. Obesity and elevated values of uric acid, indicating a higher risk of gout, are also quite common.





Healthcare Services for Parents and Children

Approximately 80,000 preventive health care consultations take place every year in Vienna's 42 parent counselling stations. Here, all preventive measures, such as vitamin K and D3 prophylaxis, immunizations, mother-and-child pass examinations, nutrition and care counselling are offered free of charge by doctors and social workers. Vienna's nine parent-and-child centres are specifically directed at the target group of parents-to-be and families with infants and small children.

The Municipal Public Health Department also has two facilities for developmental diagnosis. Their job is to monitor the psychological and motoric development of infants and small children in order to identify delays or disturbances after high risk pregnancies or complicated births as soon as possible.

An important preventive measure is the implementation of the Austrian immunization plan, which was revised in 2001. Under this free programme, even more children and adolescents shall receive the immunizations recommended up to the age of fifteen, i.e. the vaccinations against diphtheria, tetanus, whooping cough, haemophilus influenza b, polio, measles, mumps, rubella and hepatitis B. The goal is to increase the rate of immunization among Viennese children and adolescents with these free vaccinations.

A total of 216 school doctors conduct routine individual examinations in schools in Vienna. They also determine whether children may participate in sports activities, administer immunizations, and monitor the hygienic conditions of schools.

Doctors of the three children's dental clinics in Vienna conduct regular examinations of children's teeth at schools. These services are available to all young people until their 19th birthday.

Health Promotion in Vienna

The WHO Project »Vienna - Healthy City«

Since 1988, the City of Vienna has been participating in the WHO »Healthy Cities« network via the WHO project »Vienna – Healthy City«.

Information and health promotion measures aim at an increased health awareness and better state of health of the population.

The participating cities aim to master the following challenges:

- reduce the social disparities in the state of health and the access to the fundamental prerequisites for good health in all areas, such as housing, education, income, medical services, etc.
- develop an overall municipal health promotion policy
- create psychological and social environments which are conducive to health
- support health-related community campaigns and citizens in dealing with health and disease
- reorientate the medical services along the lines of the WHO's health promotion principles and its »Health for All« strategy.

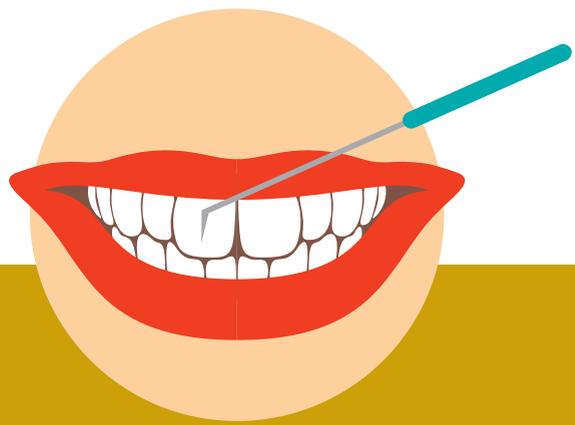


The WHO's guidelines have been implemented with a great deal of energy in Vienna. Many of the »Viennese solutions« - such as those in the fields of women's health and AIDS – serve as a model for the WHO project »Vienna – Healthy City«. This includes, inter alia, the topics of health promotion in schools, accident prevention for the elderly, women's health, health care for immigrants, health-related information and public relations campaigns.

Over the past 10 years, the methods of the »Healthy Cities« project has become widely accepted and now extends far beyond the cities officially elected for the network by the WHO. Today, 25 countries have national networks of cities that act in accordance with the principles of the »Health for All« WHO strategy.

Healthy Leopoldstadt

Within the framework of the WHO Healthy Cities Project, »Gesunde Leopoldstadt« (Healthy Leopoldstadt), a health promotion pilot project for Vienna's 2nd municipal district, has been launched. It started in August of 2001 and will continue until April of 2004. Target-group-specific health promotion activities are carried out together with local associations, institutions and businesses. As part of the empowerment process, the inhabitants of the district are informed on how they can influence their own health. The goal of the project is to promote and strengthen health awareness and information in the population, and to create environments which are conducive to health.



Vienna Network of Health-Promoting Schools

In April 1997, the WHO/EU/ER project »Vienna Network – Health Promoting Schools« was started. In October 2002, the fifth anniversary of the project was celebrated in the Vienna City Hall. 36 of the city's schools and 14,000 persons are already taking part in the project, and their example is expected to motivate schools throughout Vienna to participate.

The network makes it possible for teachers, parents, and students together to initiate long term health promotion measures in their schools. School as an organization is converted into a healthy learning and living environment. The topics range from nutrition, exercise, stress management and mediation, communication and conflict management to the design and decoration of the classrooms.



Promotion of Dental Health

Within the framework of this project, a team of health educators and dentists visits kindergartens and elementary schools.

The project has long left the pilot phase and is now responsible for over 20,000 children. Kindergartens and schools in four municipal districts are visited twice a year by specially trained dental health educators. In addition to proper teeth brushing and good nutrition, the focus of the programme is on the emotional relationship of the children to their teeth. The project is funded by the City of Vienna and the Vienna Health Insurance Fund. The medium and long term goals are to reduce the rate of cavities among six-year-olds to a maximum of 50 percent, and to decrease the incidence of cavities to no more than three teeth among twelve-year-olds.

Promotion of Good Posture

The »Active Learning« project focuses on the training of elementary school teachers to »Active Learning and Health Promotion Teachers« on the one hand, while on the other hand, the »Active Learning« principle is employed in the project classes – about 100 classes within the project period of four years – as a preventive measure against bad posture, but also as a supportive measure for cognitive learning.

Accident Prevention in Vienna

The project »Sicher gehen über 60« (Go Safely Over 60) is an important accident prevention programme for senior citizens, and is implemented jointly with the Austrian Institute for Home and Leisure Safety. The concept is based on the recommendations of a team of experts directed not only toward the City of Vienna but a number of institutions involved with senior citizens.

In order to reduce the number and cost of accidents, the district council of the Josefstadt district, the Department for Healthcare Planning, and »Schöner Leben«, the Institute for Home and Leisure Safety, implemented the project »Josefstadt- Ganz schön sicher« by the end of 2002. This made the 8th district a member of the international »Safe Communities« network. The goal is to extend this certification to all of Vienna by 2004. To this end, a municipal counselling centre for accident prevention will be created in 2003.

A Heart for Vienna

Over half of all deaths in Vienna are caused by cardiovascular diseases, with a particularly high mortality rate in districts with a higher share of socially disadvantaged citizens. In response to these statistics, the project »Ein Herz für Wien« (A Heart for Vienna) was introduced as part of the City Health Plan in early 2002. Numerous publications, events, projects and initiatives are designed to raise awareness of prevention among new target groups and reduce risk situations for cardiovascular diseases.

Nutrition Network Vienna

After a three year pilot phase, the project »Nutrition Network Vienna« has become a permanent institution. The goal is to facilitate a network of those organizations that provide nutrition information and counselling in order to guarantee a high quality platform for nutrition information and counselling. The cooperation and exchange of experiences between individual organizations are important in order to increase the effectiveness of their measures.

Health Promotion in Hospitals and Care Facilities

Within the framework of the project »Information Network for Health Promotion in Vienna's Hospitals and Care Facilities«, measures are taken to facilitate the coordination, embedding and quality control of health promotion activities in Vienna's hospitals and nursing homes. The goal of the project is to spread the »Health Promoting Hospital« concept to Vienna's hospitals and care facilities, to enable stronger networking, to facilitate the transfer of knowledge and prepare the structural embedding of health promotion in these facilities.

Gender Projects



Women's Health Care Centres

Vienna also has health projects targeted especially at women. In early 1992, the first »Centre for Women, Parents and Girls« (F.E.M.) was established at the Ignaz-Semmelweis-Frauenklinik as a WHO model project. In 1998 it received the »Health for All« award. Based on the experiences from this institution, a second F.E.M. centre started its service at the Kaiser-Franz-Josef Hospital in 2001.

The F.E.M. centres are intended as a central contact point for all questions concerning women's health – ranging from diets and nutrition to sexuality, pregnancy and childbirth as well as to education and mental health.

Breast Cancer Early Detection

A broad early detection campaign was launched by the City of Vienna and the Vienna Health Insurance Fund between 2000 and 2002, in the course of which all women between ages 50 to 70 (200,000 women in total) were personally urged to have a mammogram. The result of the project was a total increase in preventive screenings by 20 per cent; among 50 to 69 year-old women, the rate even increased by 40 per cent. Quality-securing measures were embedded in this project.

Plans for the future include a stronger and more targeted continuation of the programme in those parts of the city and those social strata where the need for such programmes is particularly high.

Eating Disorders

According to estimates, approximately 2,100 Viennese girls between the ages of 14 and 17 have an eating disorder (bulimia nervosa, anorexia nervosa), and the number of male patients in treatment is increasing, as well. A broad information and prevention campaign was initiated by the Vienna Women's Health Office. Between the end of December 1998 and the end of December 2002, over 8,000 counselling sessions were held. The F.E.M. health centres also offer information evenings and counselling for women and girls with eating disorders.

Women's Health Days

Women's Health Days have been held in Vienna on a yearly basis since 2000. In 2002, about 40,000 Viennese women of all age groups used this service.

In addition to presentations on specialized topics, issues such as the compatibility of career and children, career promotion, equal treatment at the workplace, mobbing, self-defense, pregnancy and childbirth have been included in the programme.



Postpartum Depression Prevention

Three Viennese hospitals (SMZ Ost, Kaiser-Franz-Josef Hospital and the Ignaz-Semmelweis women's clinic) initiated a pilot project for the prevention of postpartum depression in cooperation with the Vienna Women's Health Office and the »Fonds Gesundes Österreich« fund in 2001. Depending on the type of problem – emotional, social or medical – women receive individual support and assistance from midwives, psychologists, psychotherapists and social workers up to six months after giving birth. To date, some 3,000 women have received counselling through the project, over 25 per cent of whom were found to be suffering from psycho-social pressures.

Men's Health Centre M.E.N.

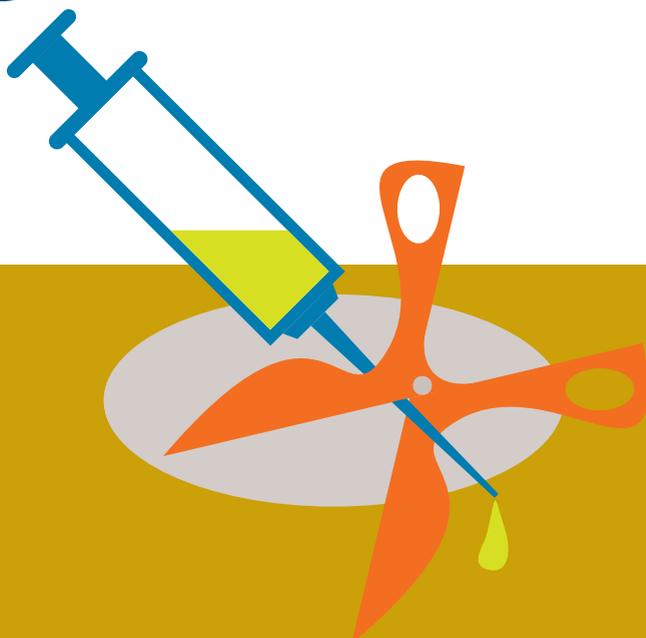
A health initiative for men was initiated in autumn of 2002. The »Centre for Men, Parents and Boys« M.E.N. at the Kaiser Franz Josef Hospital has initiated idea exchange and further education events for experts, projects, workshops and media-specific work. M.E.N. also cooperates with various health care facilities and counselling centres. M.E.N. is directed at men of all ages and in all situations.

Men's Health Days and Symposiums

Since February 2000, the Vienna City Hall has hosted the Men's Health Days event every year. During the event, men can have their »vitality parameters«, cholesterol levels, heart and physical fitness tested. Additionally, experts hold presentations on new research on topics such as virility, heart diseases, cancer prevention, andropause or the burn out syndrome.

Since 1999, scientific presentations on the subject of men's health have been held on a regular basis. In autumn 2002, the title »Man of the Year« was awarded for the second time by the City of Vienna in cooperation with the United Nations on Men's World Day.

Special Programmes



HIV/AIDS

The Vienna »AIDS Hilfe Haus«, inaugurated on December 1, 1997, is an institution unique in Europe. It houses daycare, counselling, medical care and prevention centres. In 2002, it offered free house tours and presentations followed by discussions.

Its »Safer Sex Campaign«, promoting the use of condoms, comprised three stages. Three different designs, directed at heterosexuals, bisexuals and homosexuals, were first hung up as posters in pubs and cafés throughout Vienna, then they were placed as newspaper advertisements (free of charge), and in the final stage, they were printed as postcards. The campaign is targeted at the 20-to-30 age group in particular, and emphasized condom use not only for self-protection but out of responsibility for one's sexual partners.

Addiction Prevention

The first Vienna Drug Policy Programme, launched in 1999, attempted to combat the then increasing drug-related mortality rate in a modern way. Instead of increasing pressure on the drug scene itself, help was offered in a multilayered concept including various professions - physicians, psychologists, and social workers. Since 1997, the number of drug-related deaths in Vienna has been decreasing, reaching a new low in 2001 with 85 drug-related mortalities.

In accordance with the current Drug Policy Programme of the »Fonds Soziales Wien« fund, the goal of addiction prevention is the long-term promotion and maintenance of health, so as to prevent the development of addiction in the first place. Addiction prevention is considered a task for the society as a whole with the main focus on children and young people. The goal is to encourage them to seek support with any problems they may have.

Over 300,000 children and young people under the age of 19 are living in Vienna. The anti-drug plan therefore provides education and further training in addiction prevention for persons who can serve as multipliers from areas such as kindergarten, youth welfare, schools, apprenticeships, psychology, and health care.

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