

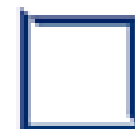


WEBINAR

SDG3: Soft measures for health and well-being

7 February 2019 | 16:00 EET | 15:00 CET

[REGISTER HERE](#)



Agenda:

15:00 – 15:05 (CET): Introduction

Eugenijus Kaminskis (partner, Xwhy)

15:05 – 15:20: Effective behavioral change among youth with overweight and obesity

Artiomus Šabajevas (Social entrepreneur tackling childhood overweight and obesity crises)

15:20 – 15:35: The connection between city's approach to mobility and citizens health

Anton Nikitin (Team Manager for Vilnius Cycling projects)

15:35– 15:50: Promoting Mental Health in the Virtual World: Lithuania's Case

Kristina Medžiaušytė (Assistant to the Minister at the Ministry of Health, Republic of Lithuania)

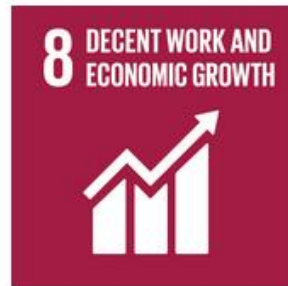
15:50 – 16:00: Q & A, Discussion

Housekeeping:

- This webinar is being recorded and it will be published on our YouTube channel afterwards
- Please use #sociSDG for social media
- Your voice will be automatically muted upon joining the webinar
- To ask questions or engage in discussion please use the chat window
- If you have any comments, please write us at sociSDGs@gmail.com



SUSTAINABLE DEVELOPMENT GOALS



Ending poverty and hunger worldwide are important factors associated with the health sector, but SDG3 mainly focuses on:

- Improved sanitation and hygiene
- Better medical care
- Ending the epidemics of communicable and non-communicable diseases
- Reducing behavioural health risks
- Reducing environmental health risks
- Providing access to healthcare and effective medication

Main problems



Obesity



Drugs and alcohol abuse



Road traffic accidents



Universal healthcare is not available to all

Obesity



Worldwide obesity has nearly tripled since 1975.



In 2016, more than 1.9 billion adults, 18 years and older, were overweight. Of these over 650 million were obese.



Most of the world's population live in countries where overweight and obesity kills more people than underweight.

Traffic accidents

According to the World Health Organization, road traffic injuries caused an estimated 1.25 million deaths worldwide in the year 2010. That is, one person is killed every 25 seconds.

74% of road traffic deaths occur in middle-income countries, which account for only 53% of the world's registered vehicles.

In low-income countries only 1% of the world's registered cars produce 16% of world's road traffic deaths.

Drugs and alcohol abuse

We see large geographical differences: Alcohol consumption across North Africa and the Middle East is particularly low — in many countries, close to zero.

Alcohol intake across Eastern Europe is highest at 14-17 litres per person per year across Belarus, Russia, Czech Republic and Lithuania.

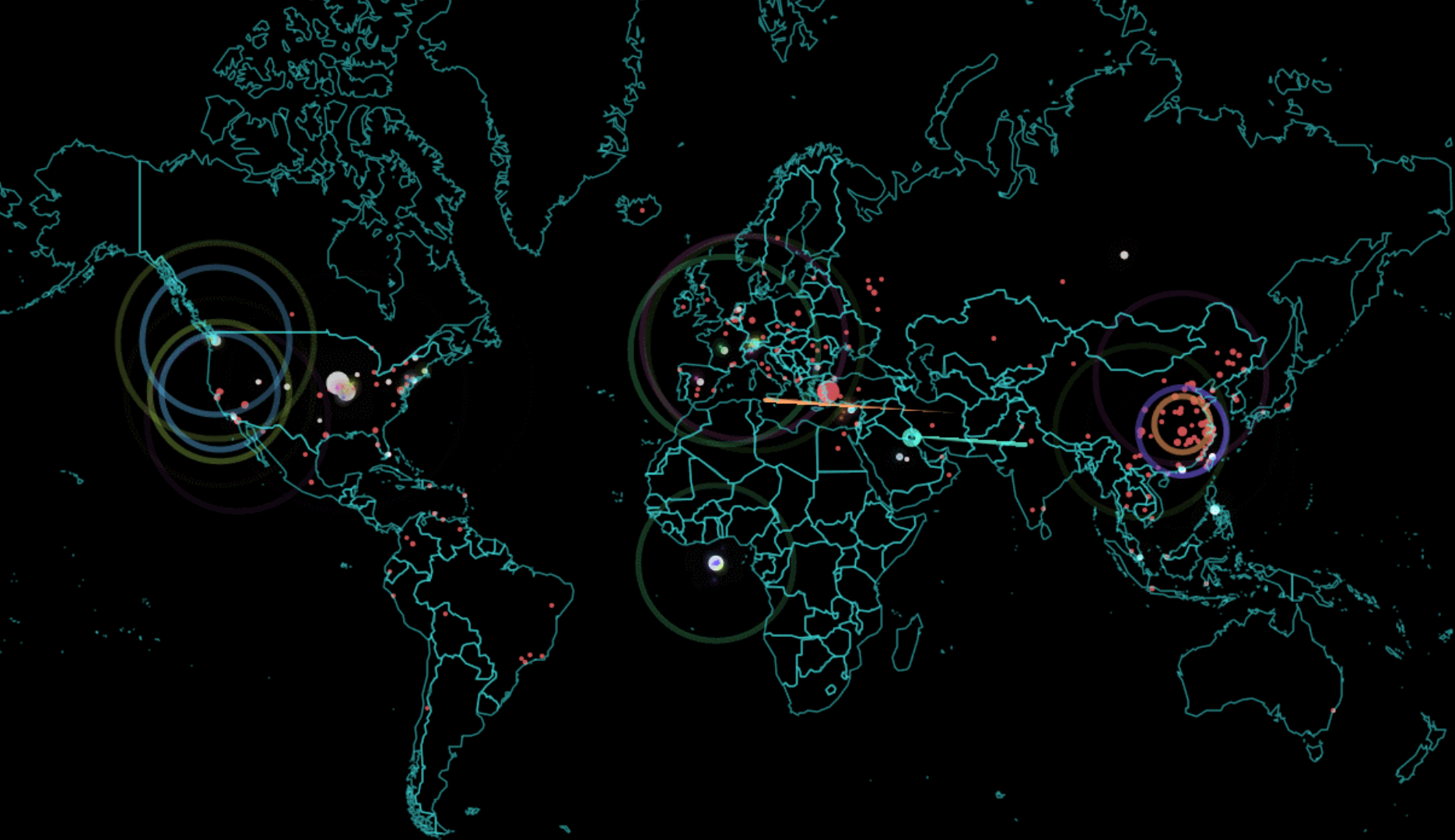
Globally, more than 100 million people are estimated to have an alcohol use disorder.

Europe has the highest prevalence of tobacco smoking among adults (28%) and some of the highest prevalence of tobacco use by adolescents.

Opportunities

- Applying general policy interventions and having the newest technology is essential but not enough for an effective behavioural change towards a more sustainable future.
- Connecting policy and technology to actual people, bringing it to their daily lives, overcoming their fears and prejudices, meeting their expectations and understanding the decision making process is integral part of the desired change.
- Integrated approach encompassing soft and hard measures for achieving good health and well-being is needed.

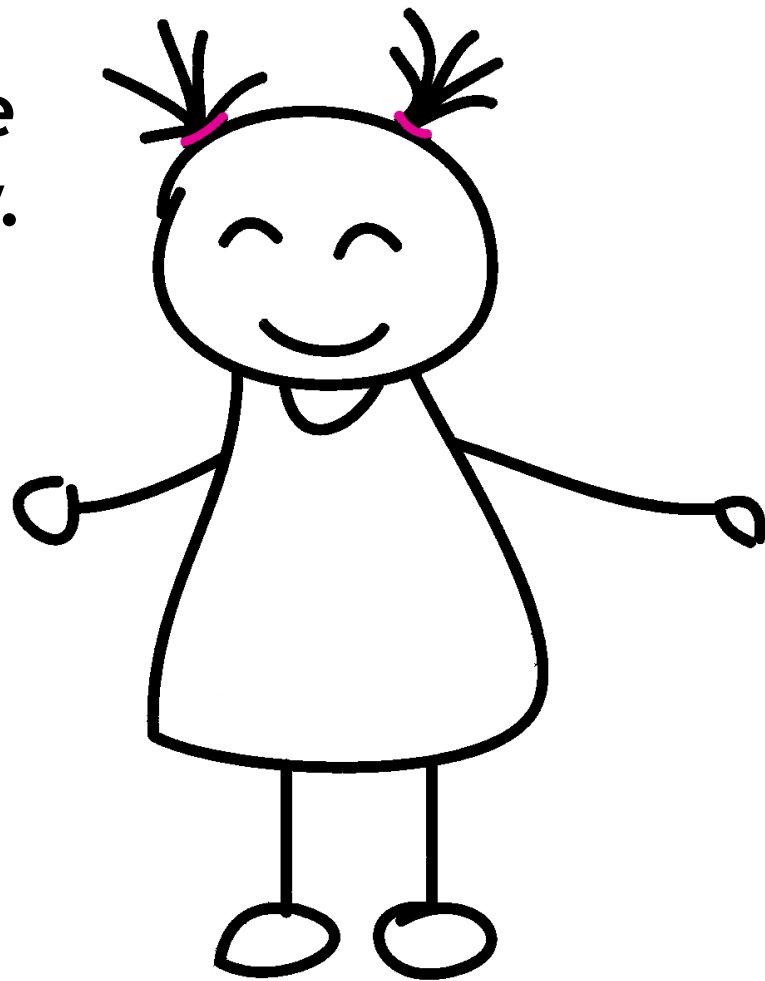
Social entrepreneur is a social hacker





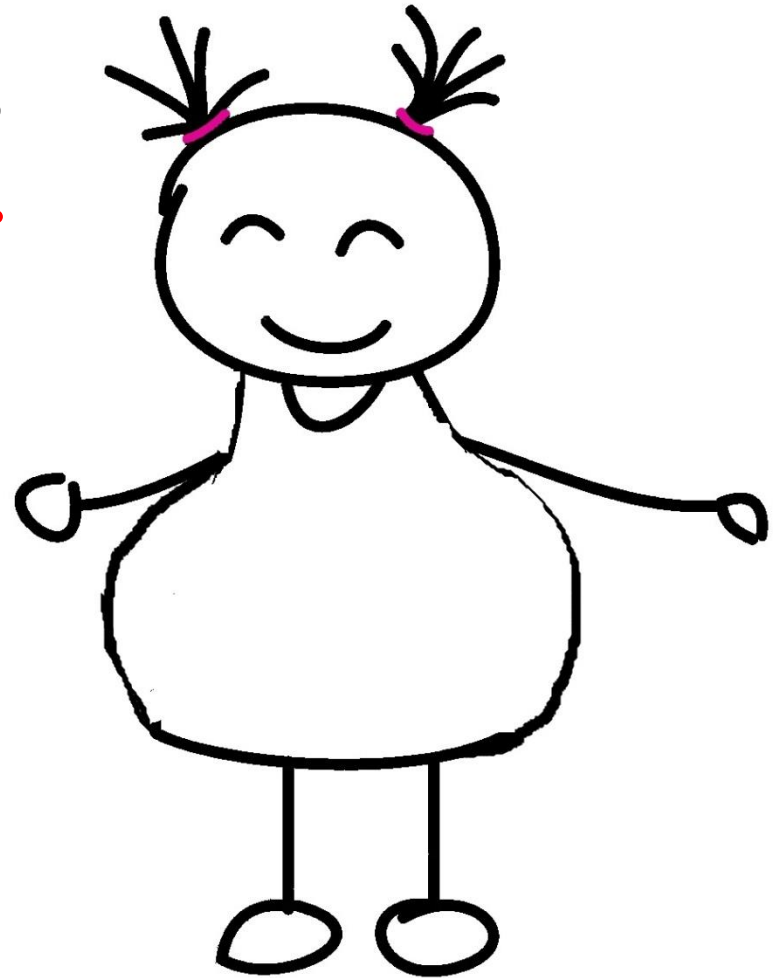
social hacker

Dominique
6 y.

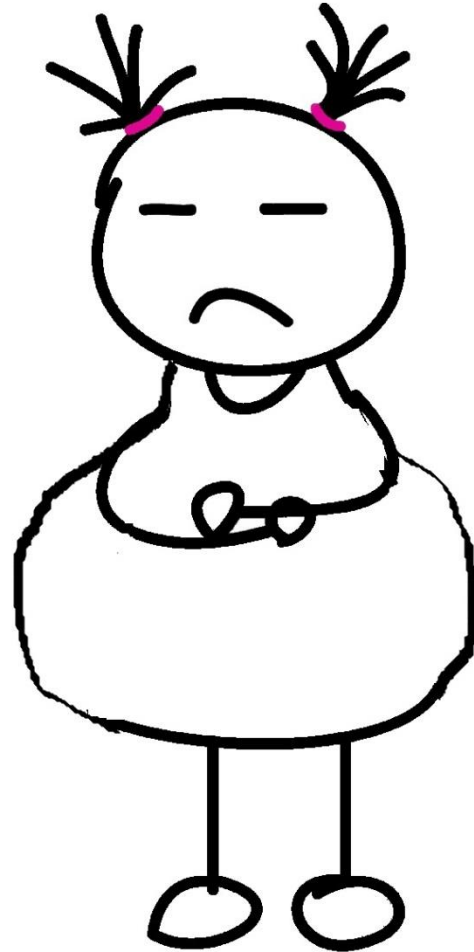


Dominique

9 y.

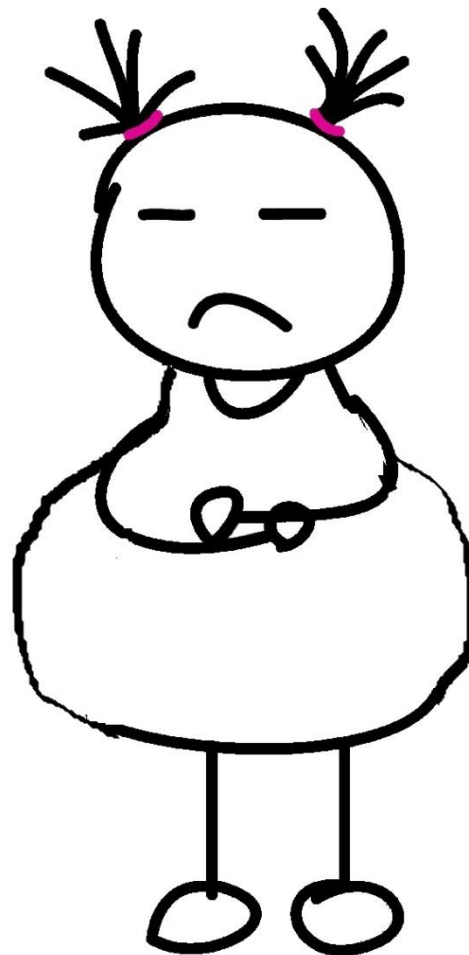


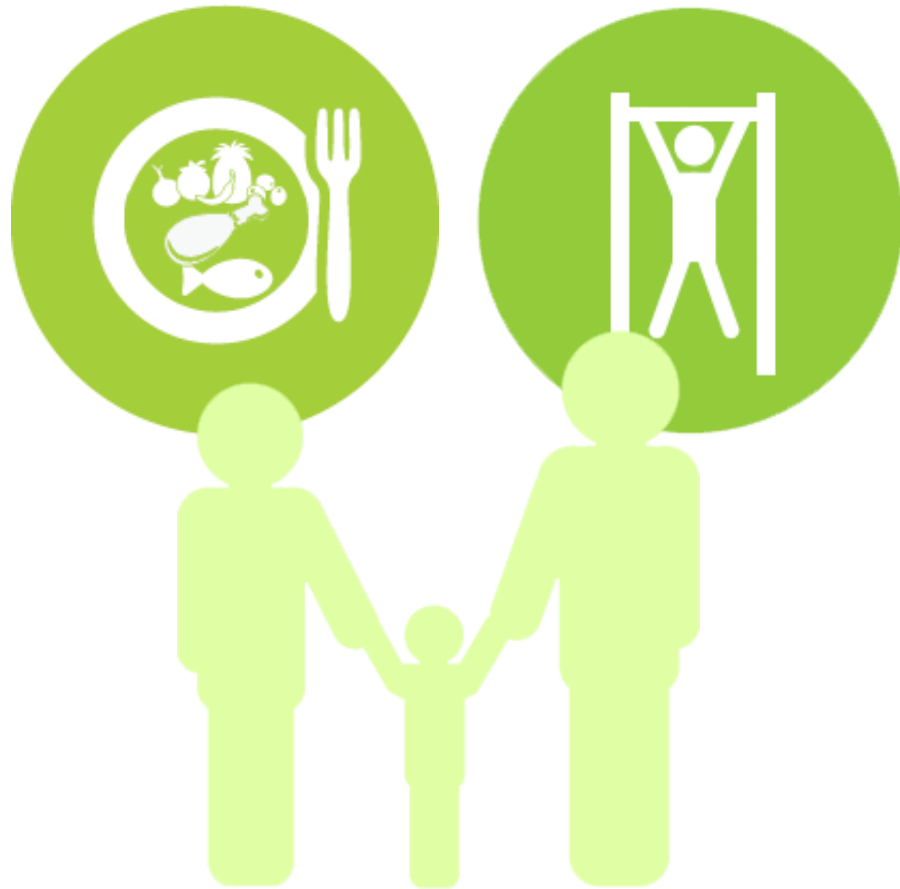
A large, colorful graphic of a map of Africa, where the landmass is filled with a dense collection of various digital and social media icons. The icons include symbols for video (YouTube, play buttons), music (musical notes), communication (speech bubbles, mail, WhatsApp), social media (Twitter, Facebook, LinkedIn, Instagram), technology (gears, Wi-Fi, smartphone, laptop), and general digital concepts (clouds, arrows, checkmarks, thumbs up). The background is white, and the map is surrounded by a few scattered icons, creating a vibrant and modern representation of digital connectivity in Africa.



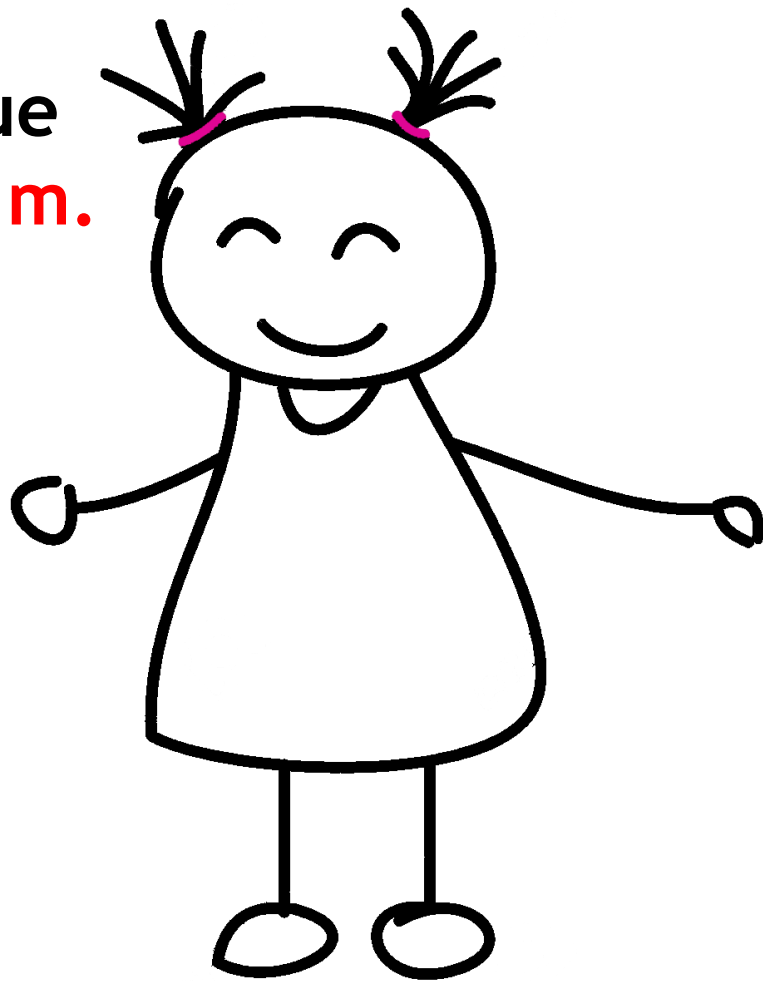


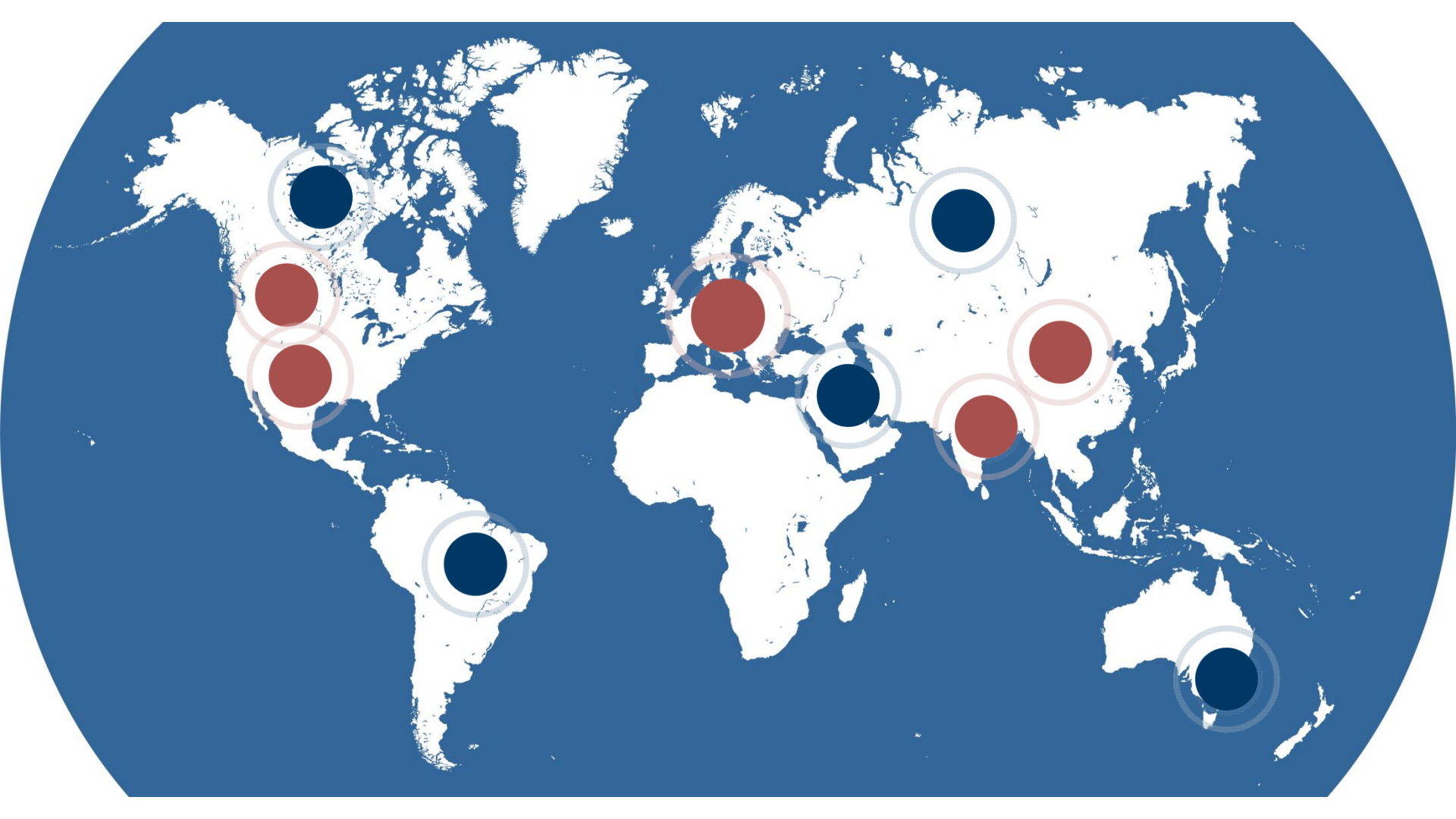
A large, colorful graphic of a map of Africa, where the landmass is filled with a dense collection of various digital and social media icons. The icons include symbols for YouTube, Twitter, Facebook, Instagram, and other social platforms, as well as icons for email, music, shopping, and general digital communication. The background is white, and the map itself is a vibrant mix of colors like red, blue, green, yellow, and purple.





13 m.







20%





teen
SHARPERS



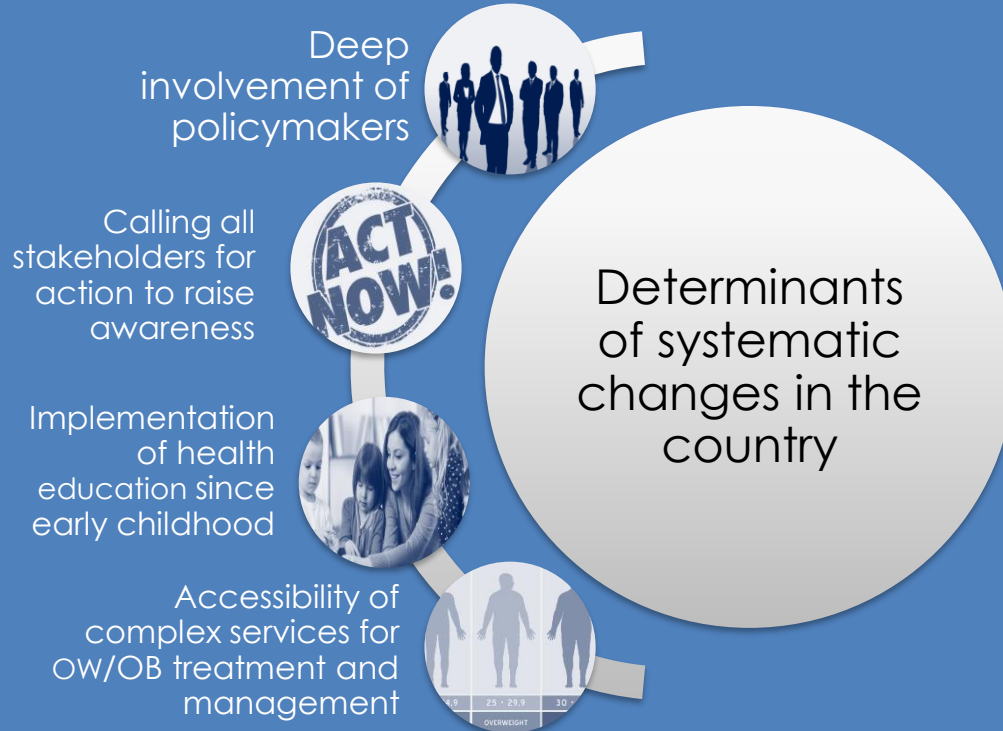




LOBESITY

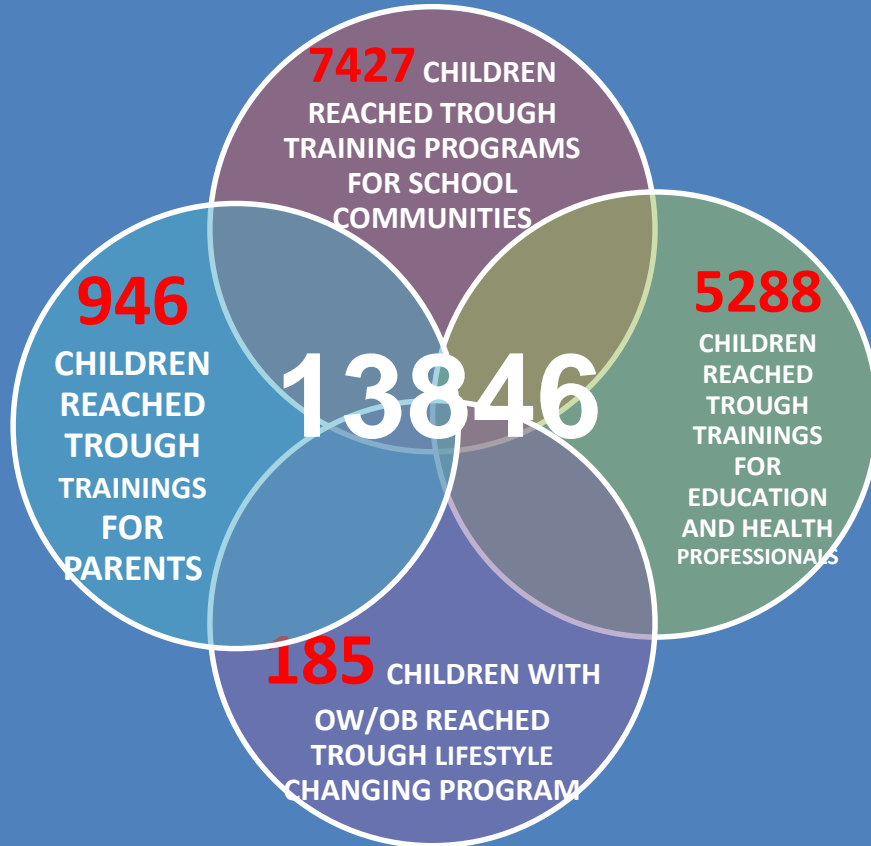
THE SOLUTION

1. PROMOTION OF HEALTHY LIFESTYLE AND PREVENTION OF RISKY HEALTH BEHAVIOR THROUGH TRAINING PROGRAMS FOR SCHOOL COMMUNITIES, FAMILIES, PARENTS AND HEALTH-PROFESSIONALS.
2. LIFESTYLE CHANGING PROGRAMS FOR ADOLESCENTS WITH OVERWEIGHT OR OBESITY.
3. OBESITY ADVOCACY AND MULTI-LEVEL CALLS FOR ACTION.



IMPACT RESULTS

A. SOCIAL IMPACT (CHILDREN REACHED IN 2016-2018)



**TOTAL REACH = 4% OF ALL
SCHOOL-AGED
POPULATION IN THE
COUNTRY**

IMPACT RESULTS

B. FINANCIAL SUSTAINABILITY VS SOCIAL IMPACT



2016

Revenue:
€ 87.500

Net profit:
€5.050

Children
reached:
964



2017

Revenue:
€ 90.535

Net profit:
€8.295

Children
reached:
7033



2018

Revenue:
€ 184.831

Net profit:
€38.581

Children
reached:
5849

FINANCIAL MODEL



THE CREW



Artiomas Sabajevas

Team leader

Social entrepreneur

Health behavior educator

Certified life-coach

Emotional intelligence practitioner

EIT HEALTH Starship Innostars Fellow

Co-founder of “Lobesity”



Gintare Sabajeviene, Phd.

Phd in biomedicine Co-
founder of “Lobesity”



Ruta Petereit, Phd.

Experienced health professional

Senior Country dietitian

Co-founder&CEO at Lithuanian

association for prevention of

overweight and obesity

“Lobesity”



KEEP CALM
AND **HACK
SOCIAL**

**ARTIOMAS
SABAJEVAS**

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The multimodal ways of commuting that increase one's health. The connection between city's approach to mobility and citizens health

Anton Nikitin, Sustainable Mobility Division



About me

Work for the City of Vilnius
Bike & Pedestrian officer
Multimodality is in my blood





1

CONTEXT

Cities
are
complex



When you look at it



- Every step is part of cities' life
 - Education
 - Culture
 - Healthcare
 - Sport
 - Transport
 - Regulations / Development
 - Green areas
 - Safety...



Fast forward



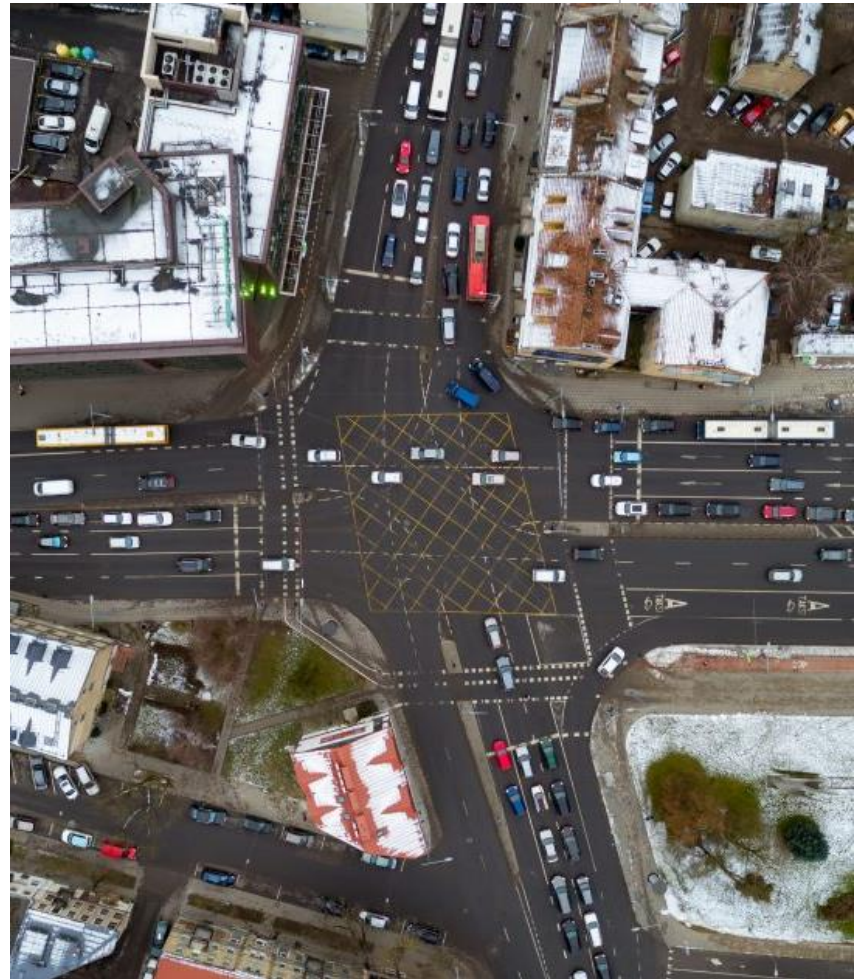
- All of this contributes to:
 - Happiness
 - Lifetime
 - Time



Challenges all the cities face



- 70% CO2 emissions appear in the cities, 23% (growing) – due to transport
- Today we move how we moved some 100 years ago
- Demographic changes & urbanizations – what's the impact on mobility?
- Mobility, automatisisation, digitalization. Can it help?
- Electrification, AV, sharing, MaaS – is it already here?
- Data and better services
- Electric bikes & scooters can be revolutionary. But do we really need them?



But are we ready?



- We are in need to control air quality, provide faster travels, change modal split and increase safety
- Changing role of the city in mobility planning: SUMPs, learning from mistakes of the past
 - e.g. parkings are being converted into parks.
- Mobility – not only trips from A to B, but also possibilities to change the city: livable, clean, healthy. Also – make an impact on physical health.
- Challenges or possibilities? Sharing economy, citizen involvement, data
- Is electro mobility the answer? Do we need “green” congestion?



Can sofa be a killer?

Since year 2012 – more people die from lack of physical activity than smoking



Differences: 42 cents & 4 kilos



← Each kilometer by bike has its costs both to cyclist and society, however moving by car costs six times more (0,50 Eur) than by bike (0,08 Eur).

Stefan Gössling and his colleagues research (2015) of Copenhagen. Compared bikes and cars and calculated all the costs, e. g. road maintenance, accidents, climate change, health, time, congestions, etc.

Another scientific research says that those who commute by car are on average 4 kilos heavier than those who chose bikes. →



Cars also kill people

Deaths in
transport
accidents
2016

18

Injured
2016

682

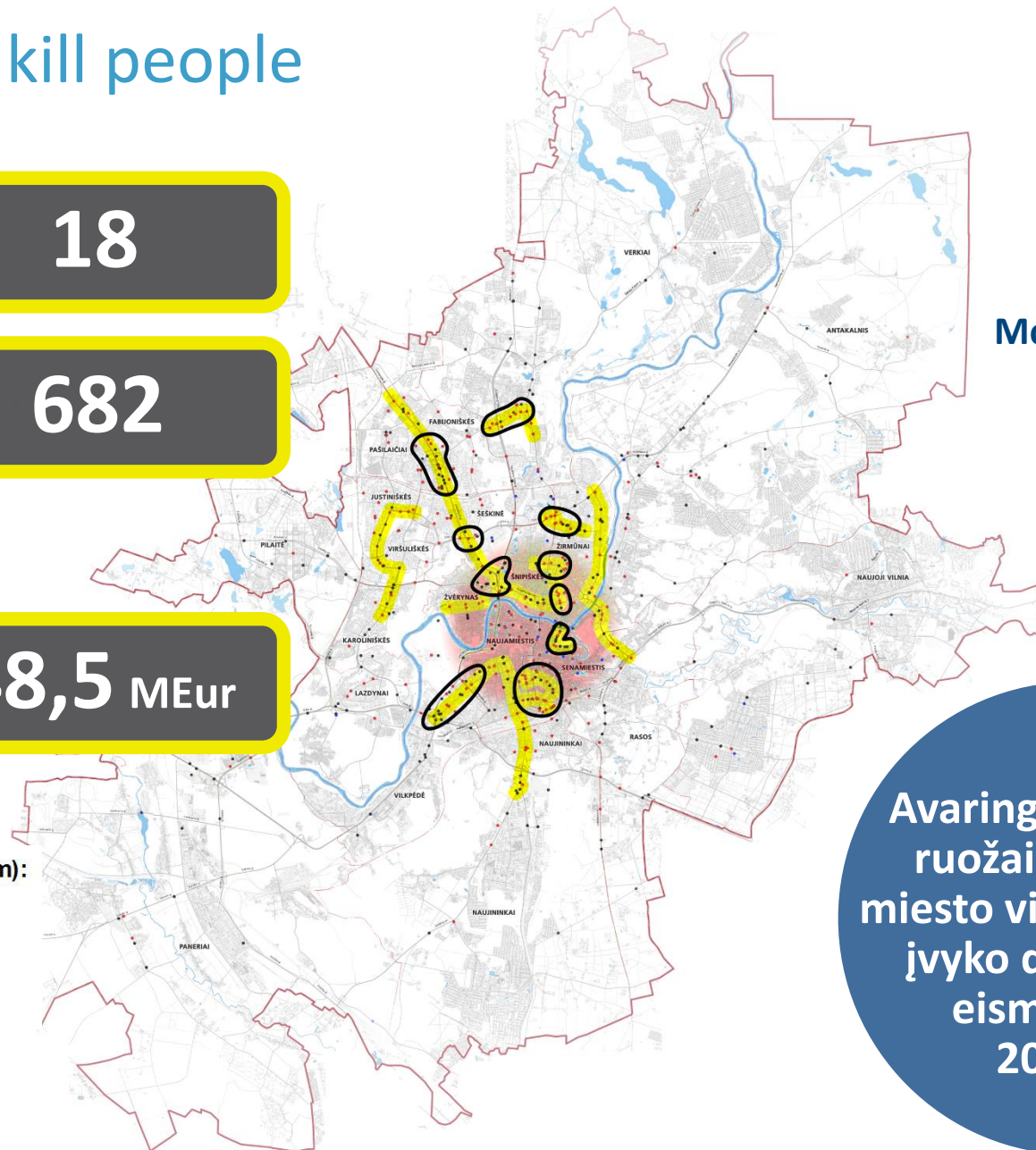
Damage due
to traffic
accidents
2016

48,5 MEur

More cars – more
accidents

Eismo įvykiai pagal rūšį (2015m):

- Užvažiavimas ant pėsčiojo
- Susidūrimas su dviračiu
- Susidūrimas
- Kiti eismo įvykiai
- Avaringiausi gatvių ruožai 2015 m.
- Lokalias vietos, kuriose 2015 m. įvyko daugiausiai eismo įvykių



Avaringiausi gatvių
ruožai ir lokalias
miesto vietas, kuriose
įvyko daugiausiai
eismo įvykių
2015 m.

We lose time



Total time of a person in congestion

136 h



More fuel consumption in traffic jams

x1,8



Impacts on health



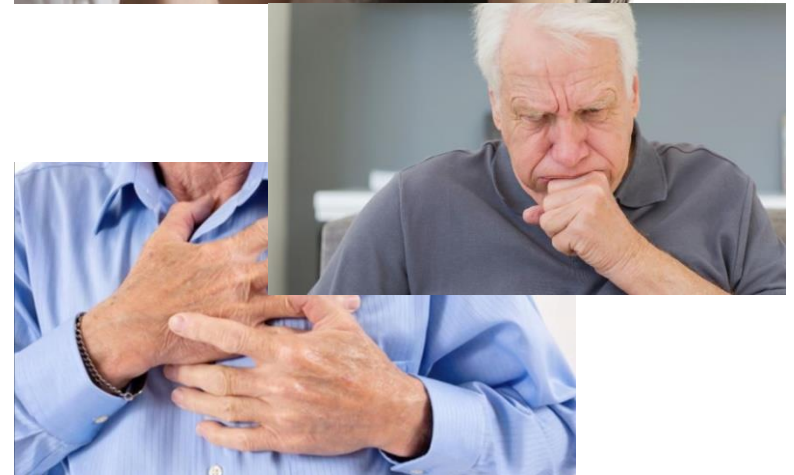
Noise pollution:

- Physiological impacts;
- Psychological impacts.



Air pollution:

- Lungs;
- Respiratory diseases
- Immune system disturbance;
- Heart diseases and insults – 80% of them are connected to air pollution.



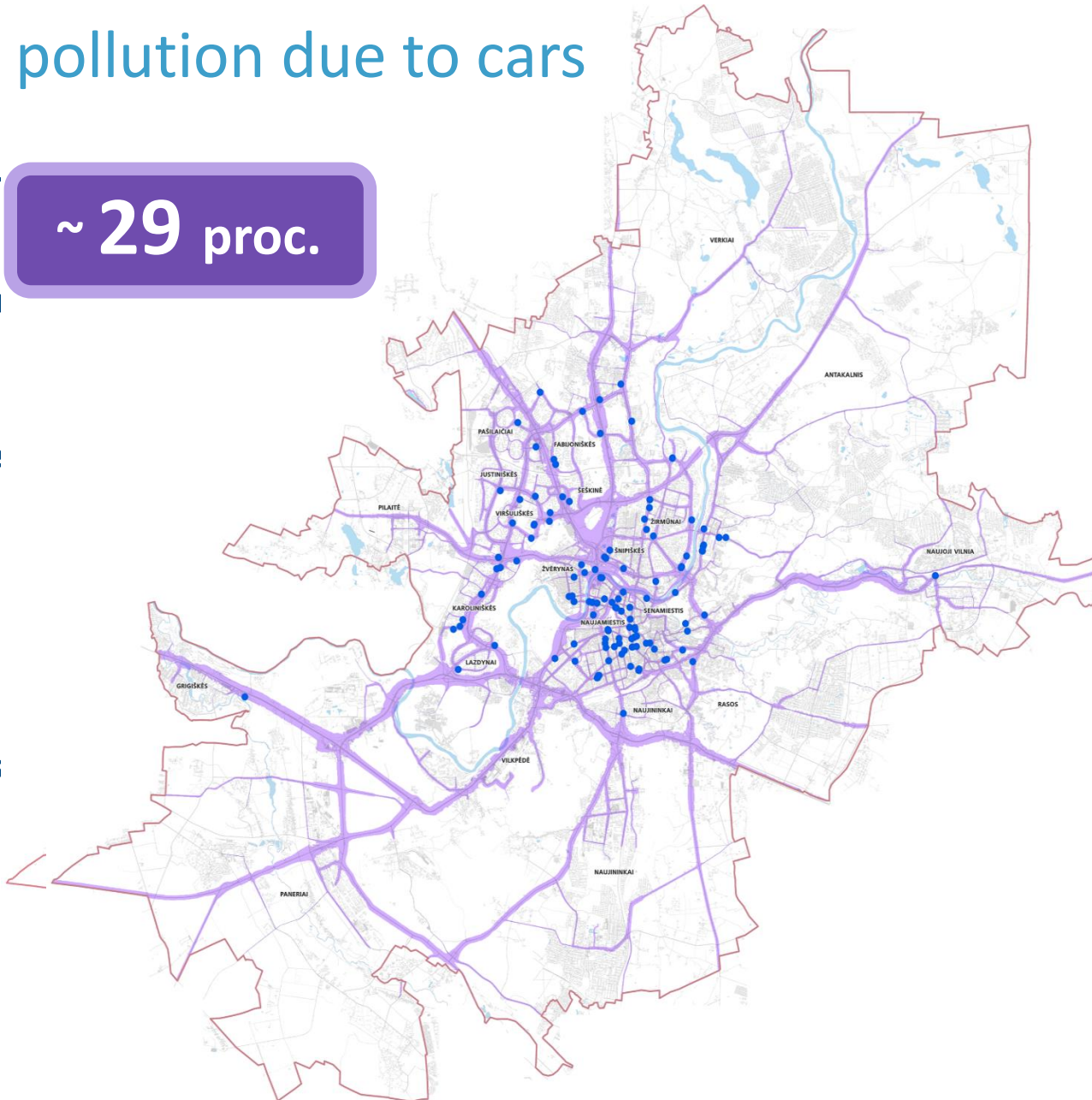
Noise pollution due to cars

Schools that are
in the zone of
increased
noise pollution

~ 29 proc.

Increased zone
of noise
pollution

Schools and
kinder gardens
in the zone of
increased
noise



A bit more of a global trends



- What's the difference between Germany and Sweden? In Sweden you can bring your sofa from IKEA by cargo bike. In Germany you might not find a place where to lock your bike.
- Basic infrastructure, especially public transit, for bikes and pedestrians is crucial for the cities.
- Cities still have opportunities to become more livable but only in the way of making possible to MOVE.
- Times flies faster. We do not have 20 years anymore. We need everything today, or at least tomorrow. But infrastructure changes are much much slower.
- We still have to remember that we do not need to control traffic. We need to change the way people move.





2

SOLUTIONS



2

SOLUTIONS?

We, as a city, can do a lot!



But first...



We have SUMPs. Can they help?

Change the way
cities look?

Change the way
cities feel?

Change the way **we**
live?



Multimobility and multimodality might be the answer

- The way to experience the city
- The freedom! To choose.
- The way to save space



But it can work only if the city helps

- ◉ Bus lanes
- ◉ Parking spaces – making it harder to park
- ◉ Road diet
- ◉ Giving more space for people: bicycles, parks, sidewalks
- ◉ Less space for cars = less cars



Cities
are
still
complex



Some last things has to be quoted

If we're going to talk about transport, I would say that the great city is not the one that has highways, but one where a child on a tricycle or bicycle can go safely everywhere.

Transit does not solve traffic, it solves mobility. You solve traffic problems by restricting car use and restricting parking. Parking is not a human right. Just like when you buy a refrigerator, you don't expect the government to give you a house, you shouldn't expect the government to provide parking for your car.

Urban transport is a political and not a technical issue. The technical aspects are very simple. The difficult decisions relate to who is going to benefit from the models adopted.

Enrique Penalosa
Former Mayor of Bogota

THANK YOU.

Anton Nikitin
vilnius.lt/dviraciai
anton.nikitin@vilniustransport.lt

Promoting Mental Health in the Virtual World: Lithuania's Case

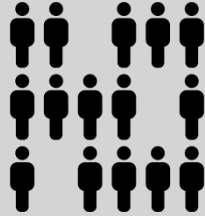
Kurk
Lietuvai 



LIETUVOS RESPUBLIKOS
SVEIKATOS APSAUGOS MINISTERIJA

2019-02-07

Mental Health Statistics in Lithuania



In 2017 748 people
committed suicide
(595 men, 153
women)

26,4 suicides per
100 000



58 % children and
youth are suffering
from **bullying**



9918 diagnosed
with **alcohol-
infused psychosis**



38 510 reports of
domestic violence



Every second
person suffers from
work-related **stress**

IT interventions

IT interventions can be effective in order to solve mental health problems.

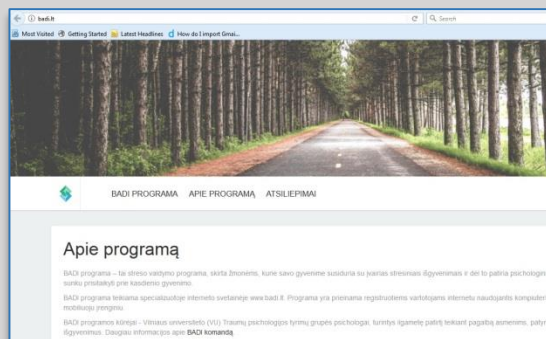
Types of interventions:

- Mobile applications;
- Computer based self help programs;
- Screening tools;
- Telehealth consultations (pvz.: via skype or other platforms);
- VR;
- Other

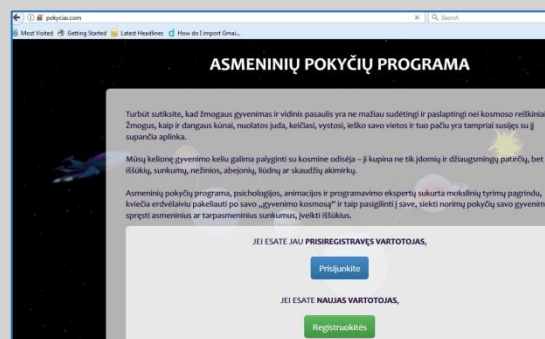
IT interventions in Lithuania

- Two academic computer based programmes:
 - **BADI** (Vilniaus university)
 - **Personal Changes/„Asmeninių pokyčių programa“** (Vytautas Magnus University)
- One internet based self-help programme
 - **Towards the Better Mood/„Geros nuotaikos link“**
- Mobile application **„Antistresiniai pratimai“**/ Anti Stress exercises

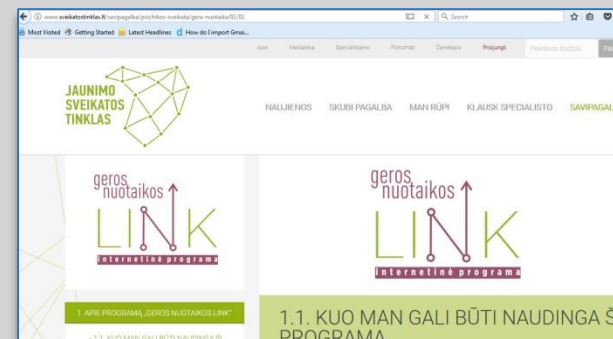
www.badi.lt



www.pokyciai.com



www.sveikatostinklas.lt



Google Play





Pagalba
Sau

It started in October 2016 in collaboration with universities, business, national institutions and NGOs.

Partners:

TeleSoftas
in touch with mobile



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jaunimo linija
8 800 28888 | www.jaunimolinija.lt



VALSTYBINIS
PSIHIKOS
SVEIKATOS
CENTRAS



Pagalba
Sau

Aim: to promote MH among all groups of society that uses mobile phone technology.

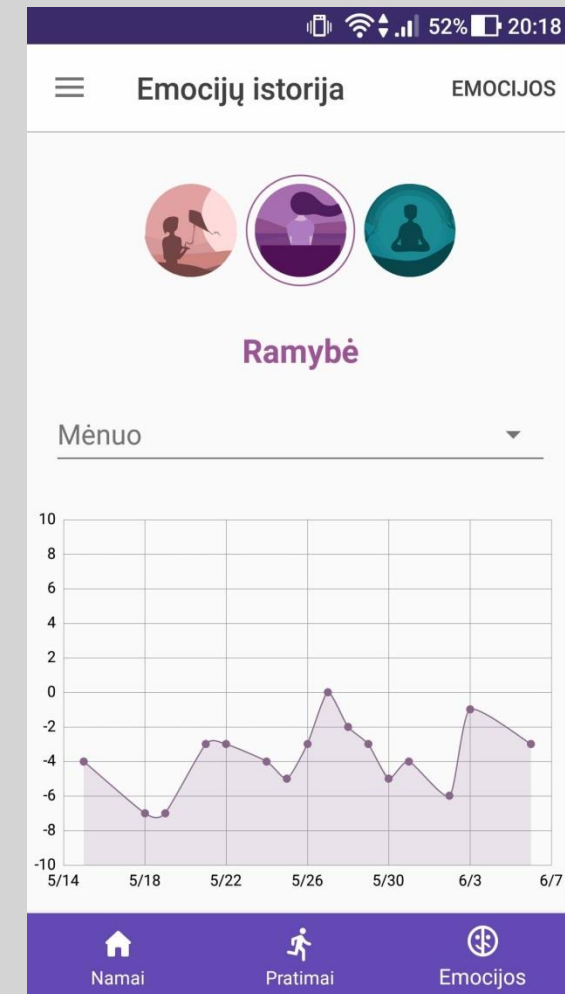
Application is created for free and it is free to use for everyone.

Content

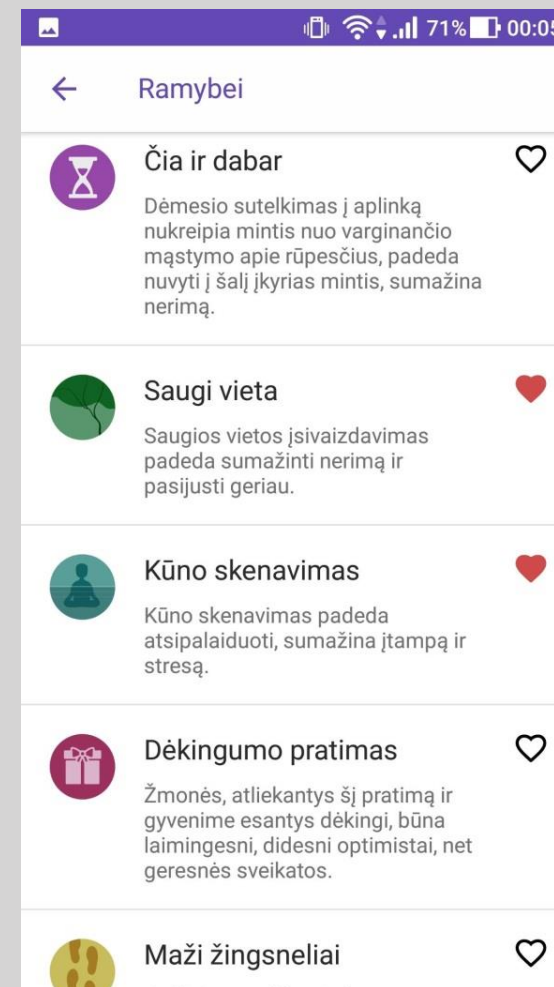
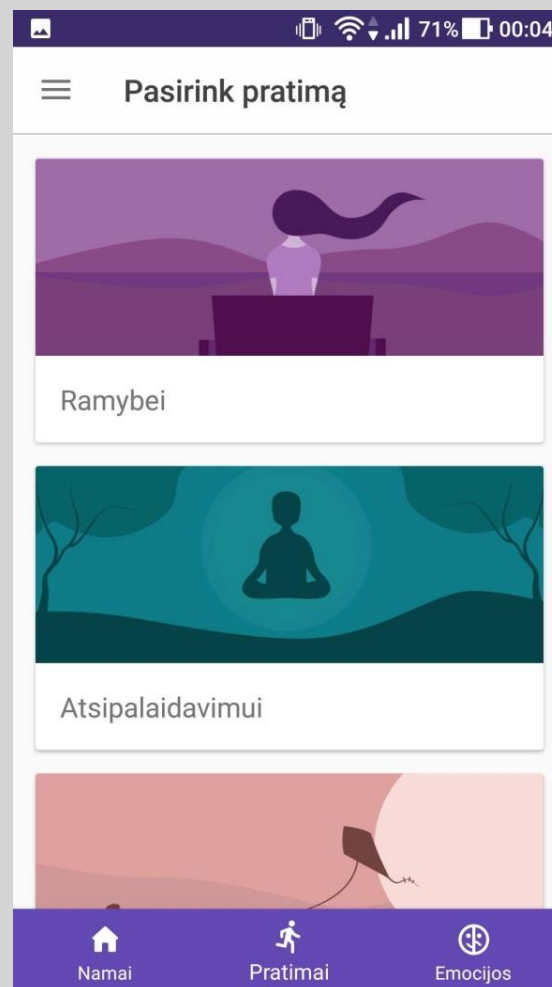
The application consists of 5 parts:

1. Emotion tracker;
2. Self-help exercises (based on CBT, mindfulness etc.);
3. National help lines;
4. Interactive map to get a free help from the place the user is at the moment (using GPS signal and integrating with google maps);
5. Educational information (i.e. on domestic violence, suicides, bullying, addictions etc.)

Emotion tracker



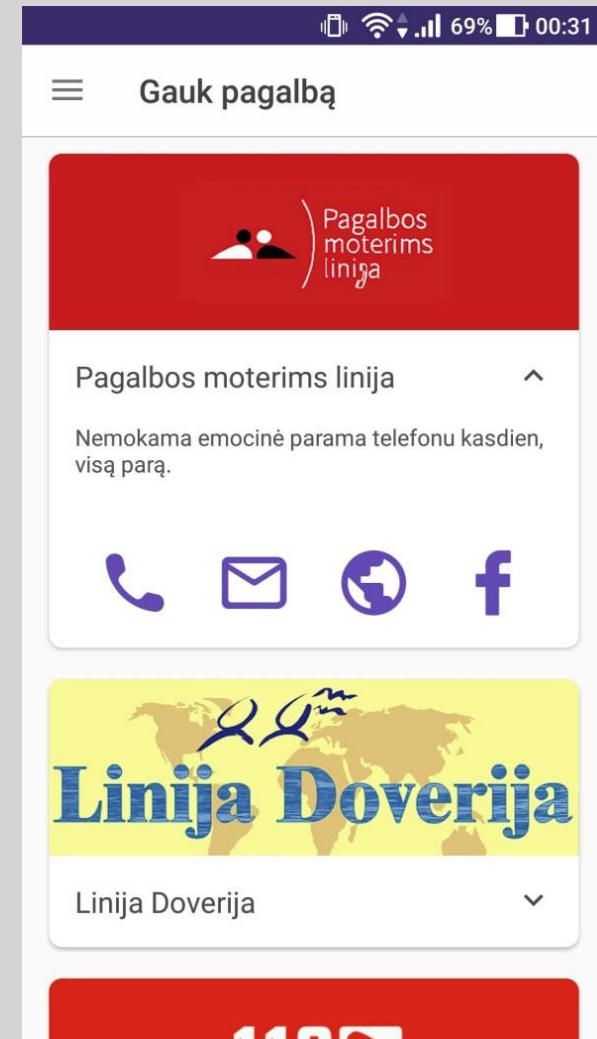
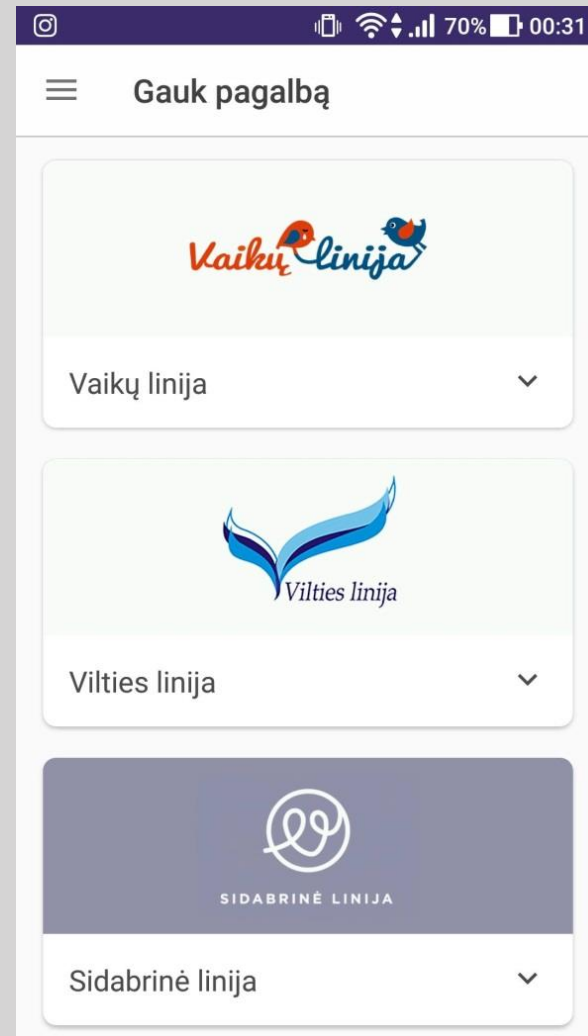
Exercises



Help-lines



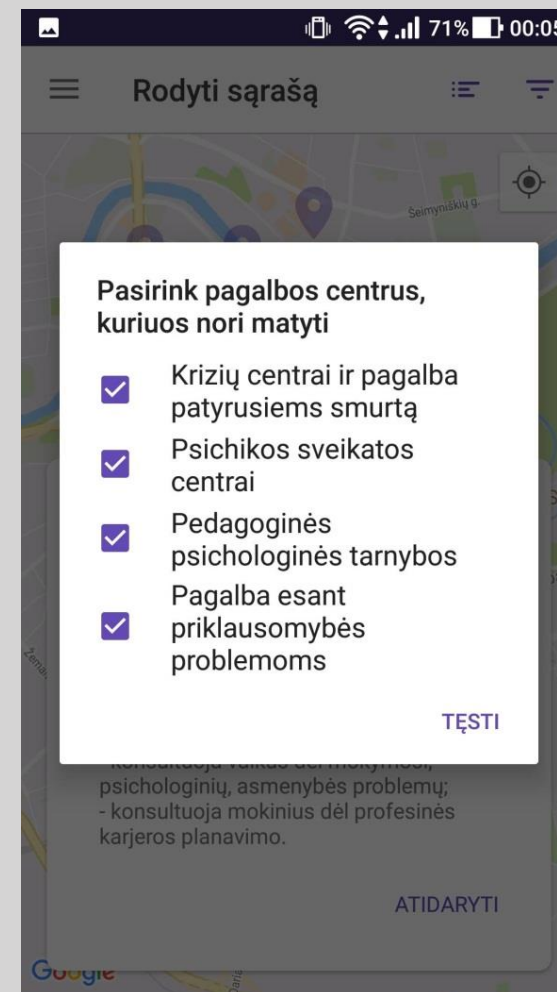
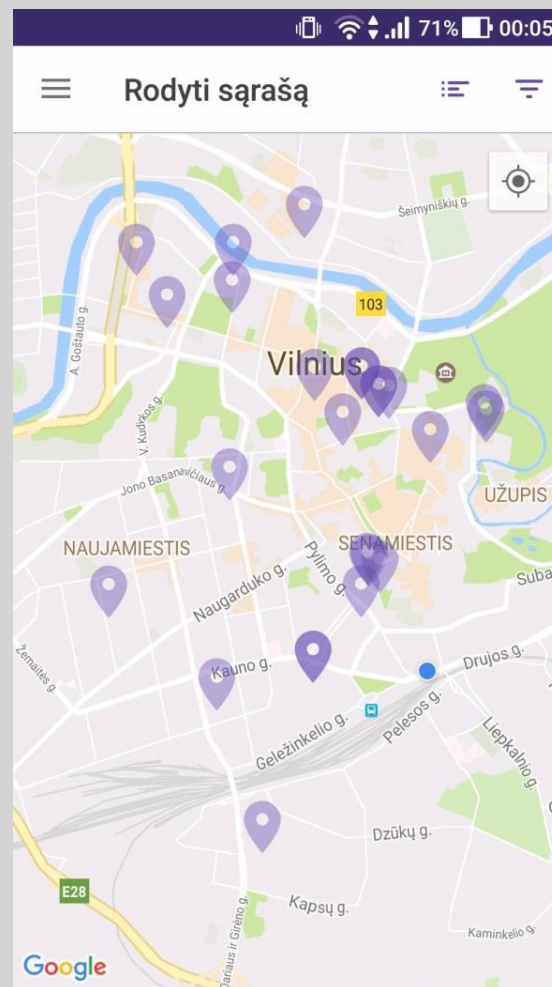
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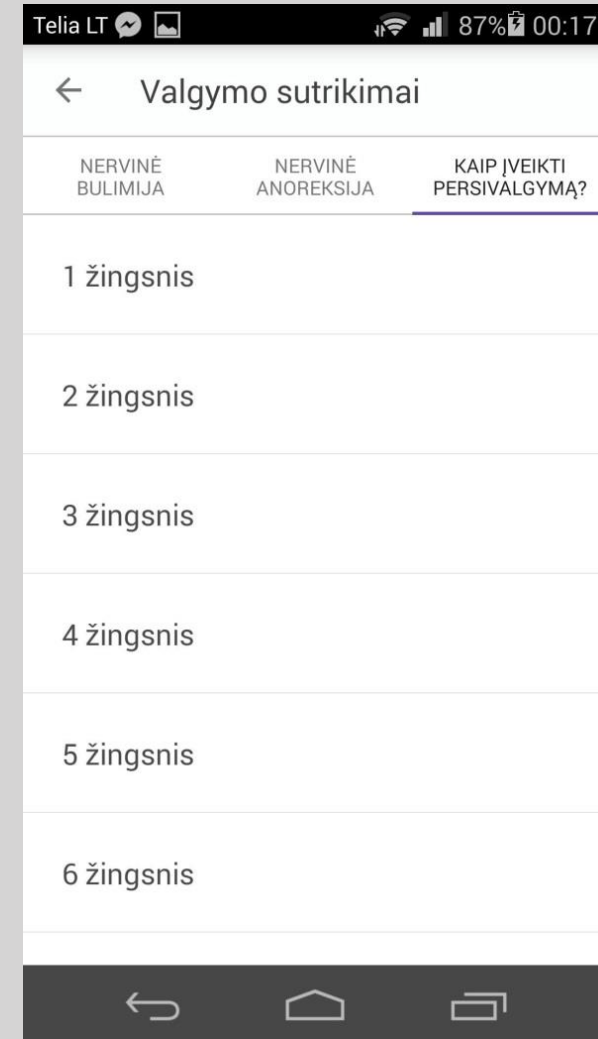
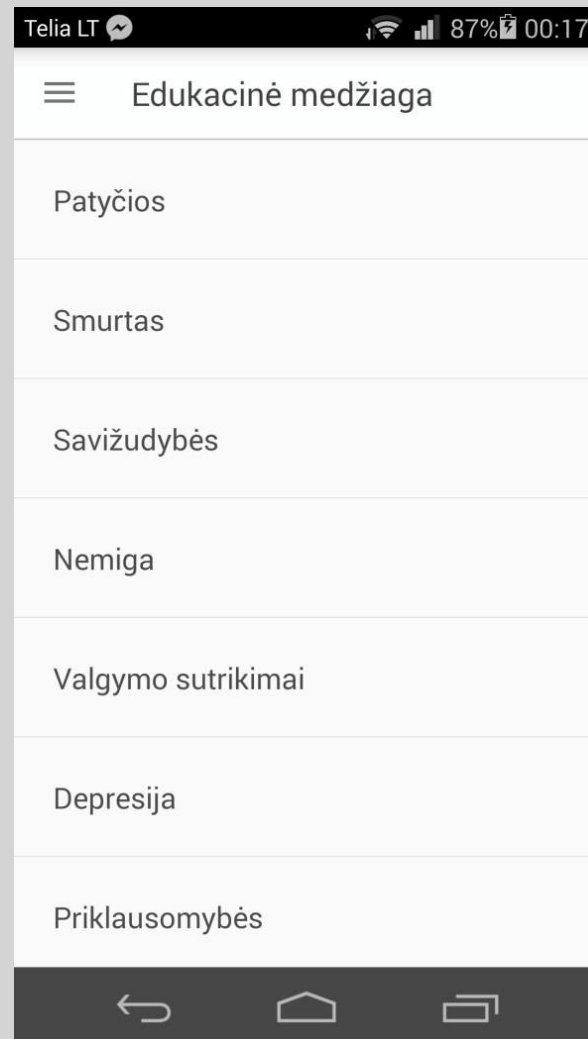
Interactive map



Educational information



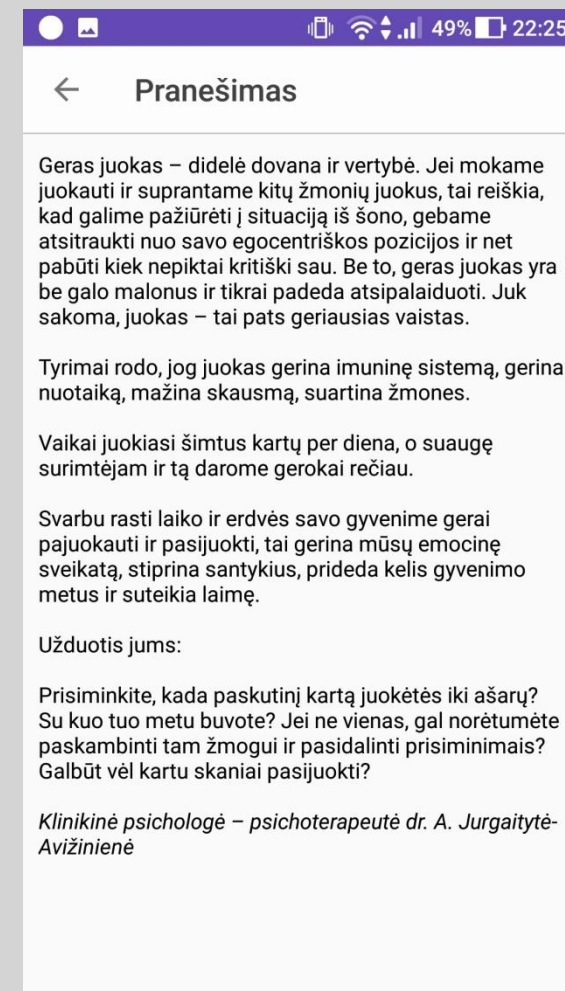
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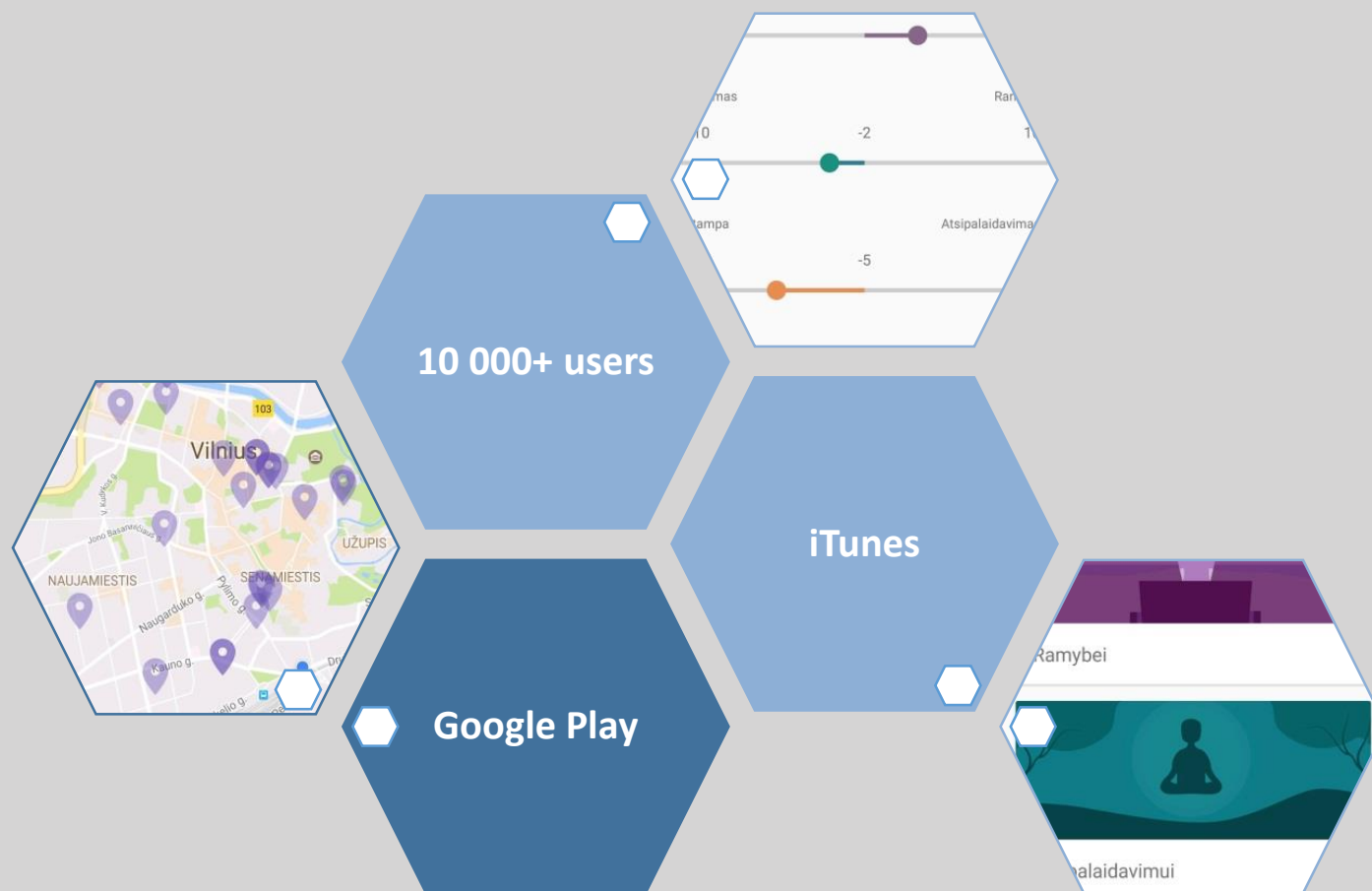
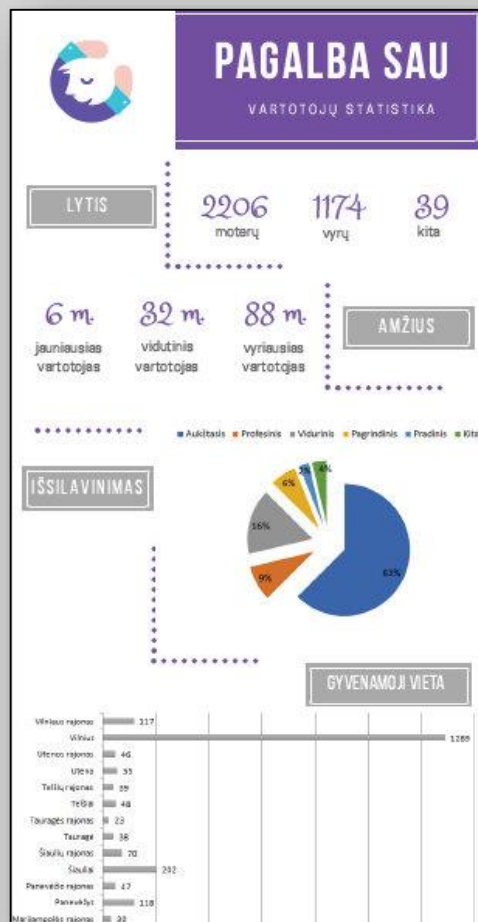


Newsfeed



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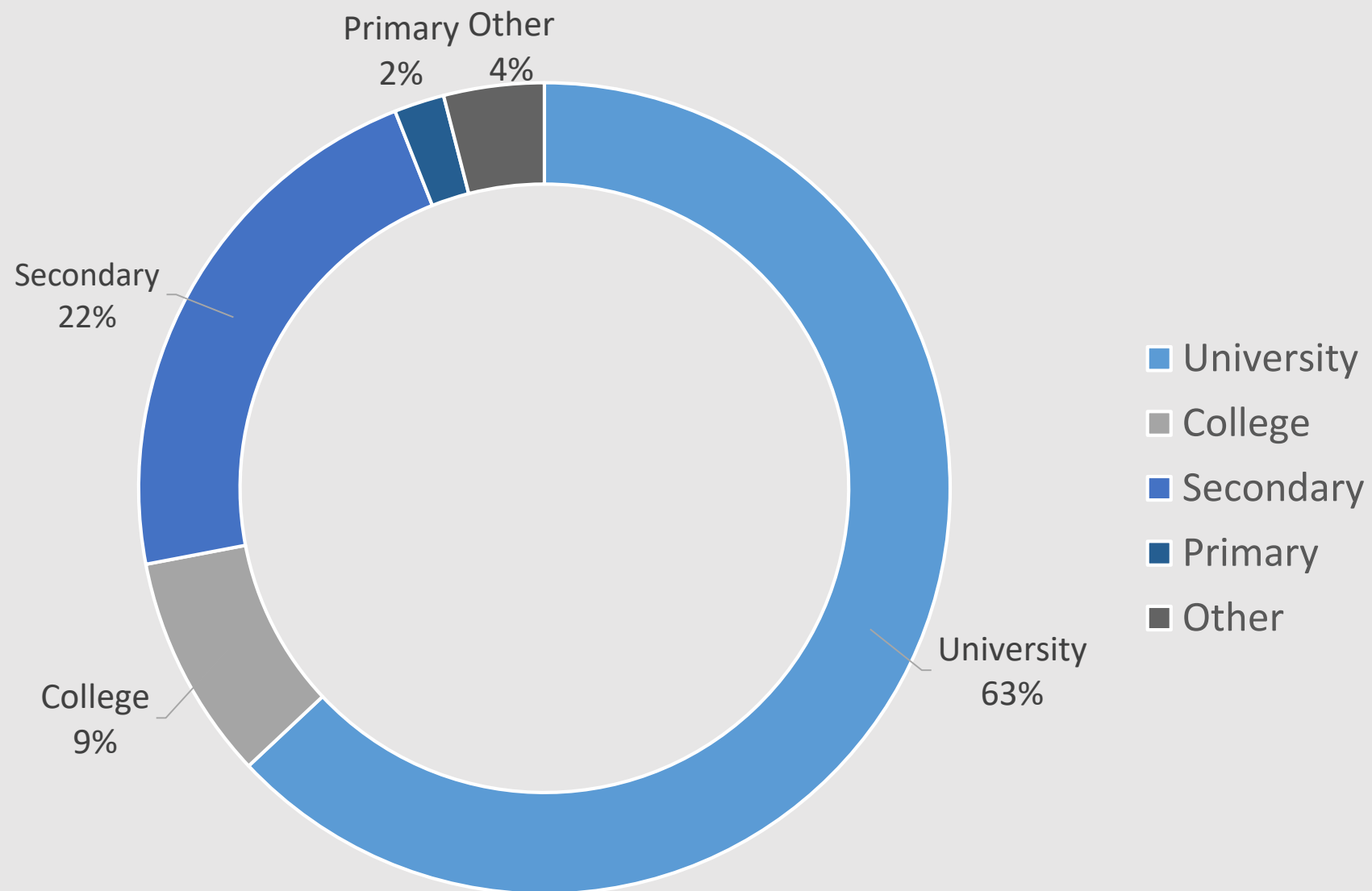


Users data

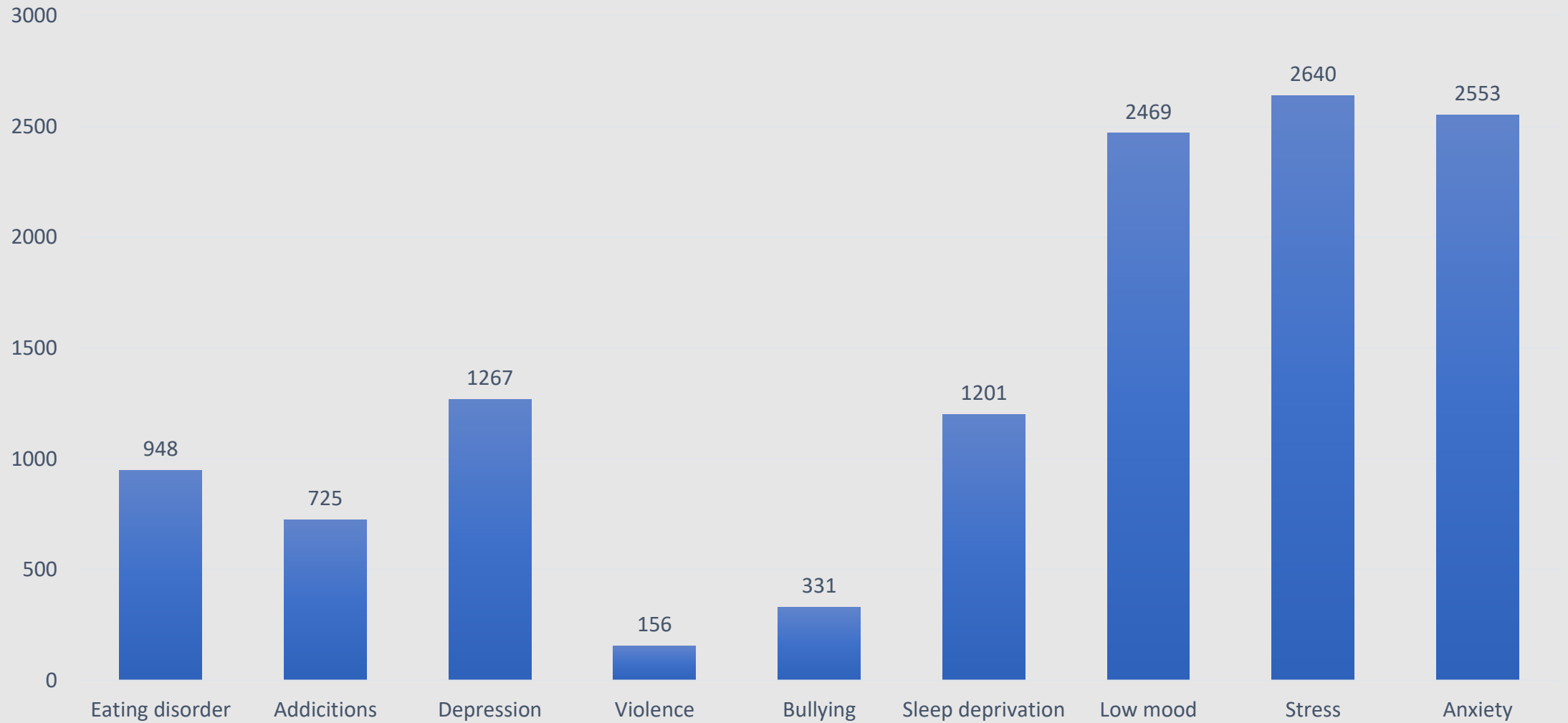


- Period: 17 months
 - *from: 15th of May, 2017*
 - *till: 31st of October, 2018*
- Users in total: 10 098
- Average age: 31,62 years
 - youngest: 6 year-old
 - oldest: 82 year-old
- Gender: 6009 women, 4089 men





MH problems



What's next?



- Data analysis;
- Fixing and developing;
- Content creation (i.e. on newsfeed section);
- Algorithm development;
- Web platform

More information (in LT): <http://sam.lrv.lt/lt/veiklos-sritys/visuomenes-sveikatos-prieziura/psichikos-sveikatos-stiprinimas/pagalba-sau>

Thank you for
your attention!

Kristina Medžiaušytė

Assistant to the Minister for Public Mental Health
Promotion and Prevention at the Ministry of Health,
Republic of Lithuania



kristina.medziausyte@sam.lt



Social Innovation &
Inclusion of Sustainable
Development Goals

WEBINAR

SDG 2: Zero Hunger - End hunger, achieve food security
and improved nutrition and promote sustainable agriculture

24 May 2018 | 10:00 ET | 15:00 GMT | 16:00 CET

