

cities changing diabetes

THE DIABETES CHALLENGE

Diabetes is rising at an alarming rate around the world. Given the devastating human and economic cost of diabetes and its complications, individuals, communities, healthcare systems and societies are being put under unsustainable pressure.

More than half of the world's population lives in cities. Cities are engines of economic growth and innovation. Yet some of the drivers of their prosperity also lead to widening health inequalities. Urban environments significantly impact how people live, travel, play, work and eat — factors that, in combination, affect the rise in diabetes. This puts cities on the front line of the diabetes challenge.

City leaders' closeness to the lives of their citizens and their ability to drive change puts city leaders in a prime position to tackle the challenge and bend the curve on diabetes.

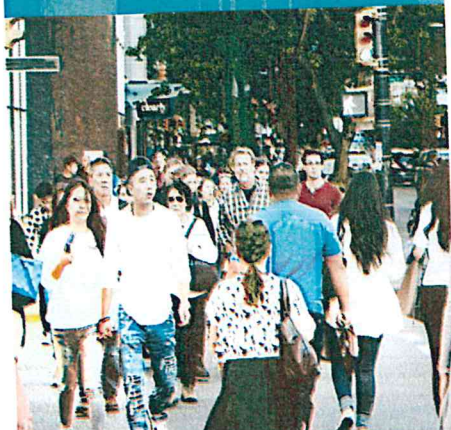
THE URBAN DIABETES DECLARATION



The city of Genova recognises the need to accelerate city action to prevent diabetes and its complications. There is great potential to improve health and well-being, combat health inequalities, reduce long-term costs, and ensure productivity and growth in our cities.

As a partner city in Cities Changing Diabetes, city Genova is committed to five principles to guide the actions we deliver to respond to the diabetes challenge. We will:

- 1 INVEST IN THE PROMOTION OF HEALTH AND WELL-BEING**
Cities have great potential to be health-promoting environments. This will require a shift towards viewing the prevention of diabetes and its complications as a long-term investment rather than a short-term cost. Therefore, **we must prioritise health-promoting policies and actions to improve health and well-being for all.**
- 2 ADDRESS SOCIAL AND CULTURAL DETERMINANTS AND STRIVE FOR HEALTH EQUITY**
Social and cultural determinants are root causes that shape citizens' opportunities for healthy living. Striving for health equity is essential in order to provide healthy opportunities for all. Therefore, **we must address social and cultural determinants in order to make the healthy choice the easier choice.**
- 3 INTEGRATE HEALTH INTO ALL POLICIES**
Health is linked to other policy agendas, including social, employment, housing and environmental policies. To improve the health and well-being of citizens, health must be integrated into decision-making processes across departments and be driven by shared policy goals. Therefore, **we must coordinate action across departments to integrate health into all policies.**
- 4 ENGAGE COMMUNITIES TO ENSURE SUSTAINABLE HEALTH SOLUTIONS**
Health is largely created outside the healthcare sector, namely in community settings where people live their everyday lives. Health actions should move beyond the individual level to include the community settings where social norms that shape behaviour are created. Therefore, **we must actively engage communities in order to strengthen social cohesion and drive sustainable health-promoting actions.**
- 5 CREATE SOLUTIONS IN PARTNERSHIP ACROSS SECTORS**
Health is a shared responsibility. Creating sustainable solutions demands that all members of society acknowledge the health impact of their actions. Combining competences and pooling resources and networks are prerequisites to creating innovative, effective and sustainable solutions. Therefore, **we must work together to share the responsibility for creating solutions, as no single entity can solve the challenge alone.**



CITY OF GENOVA
Marco Bucci
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