`Prevention is better than cure`

I amsterdam.

Natasja Fraters

18-03-2014

http://natasja.fraters.org/

email: nfraters@gmail.com

What is the issue you want to explore?

I will explore the relationship between (individual) public health and urban environment by using technology for data gathering.
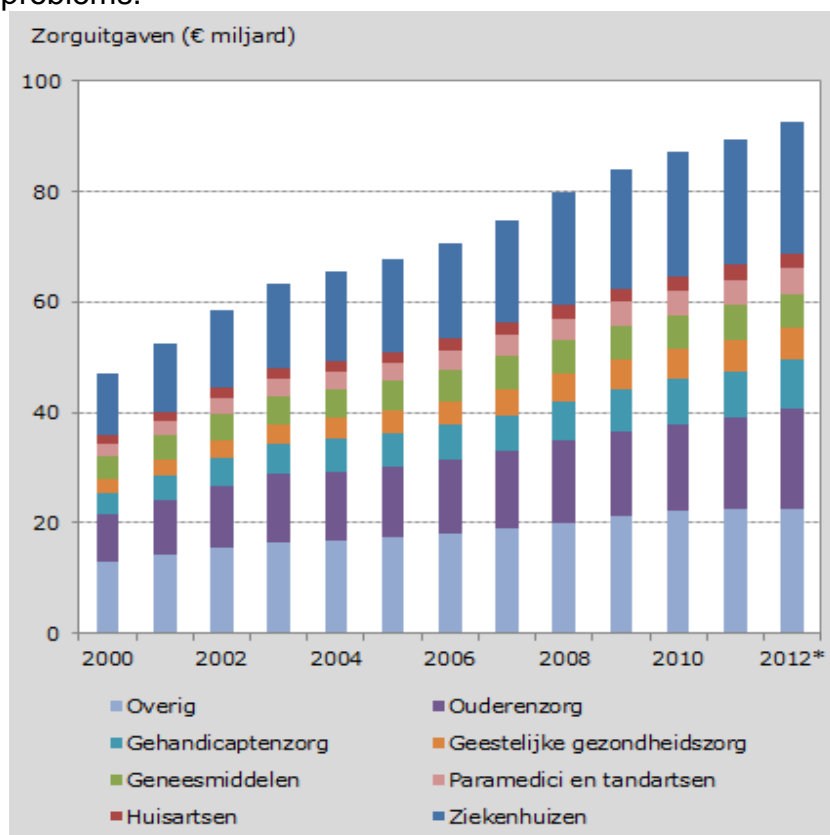
What do you hope to learn by exploring this issue?

I will learn about the potential and willigness of citizin participation, about the balance between privacy and open sourcing, about the applicability of crowed sourcing data for the use of spatial planning and investments in healthcare. I also hope to learn from the data gathered.

Why are you drawn to exploring this issue?

The reason for chosing this subject is not completely based on scientif or objective grounds. I have a hypothesis which is difficult to explore, the availability of large data sets on public health would allow further exploration. I will explain the background of this hypothesis.

Healthcare is expensive, see figure 1. Expenditeur details are avaialable in english http://www.gezondheidszorgbalans.nl/algemeen/infographic-health-care-expenditure-june-2012/. Every dutch person pays a fee each month to use health care, around €100, and the first €360 of healthcare costs you must pay yourself (it is refered to as "own risk"). Despite this large contribution and large expenditeur (13% of national expenses), and the high ranking in international health care, there are still many problems.

Figuur 1 Healthcare costs in the Netherlands in biljards http://www.gezondheidszorgbalans.nl/kosten/zorguitgaven/totale-zorguitgaven/.

These problems are initially related to the costs. If current trends continue in 2040 30% of the national expenditeur will be on healtcare, and for families this will be 47%. Secondly there are problems related to health management. In a study under health employees it was found that 75% experiences a to high workload, and 63% felt underappreciated by media and the ministry. Besides this I hear from several friends and family members who are employed in the health sector that there are many management issues, issues related to where the money is actually spend and that people are not always taken care of the way they should. Last week there it was also shown on national television, http://pauwenwitteman.vara.nl/media/310957, a nurse had send in a letter about the current situation in which she and her co-workers could not give the care to people that they required.

Hypothesis: It is possible to prevent a significant amount of care that is required at the moment. This prevention would occur if we would live in healthier environments and take better care of our minds and our bodies. It is the house where we sleep, it is the place where we work, it is the food that we eat, it is the place where we relax and where we enjoy. **It is our city.**

In 2010 the highest costs were in mental disorders (€15.9 billion), cardiovascular diseases (€6.9 billion), digestive diseases (€4.9 billion) and cancer (€3.4 billion). It is known that part of these diseases are caused by our exercise, our food, the air that we brearth, our relax time. I hope to gain more insight by gathering data about the behavior of people and these illnesses.

What city are you exploring this issue in?

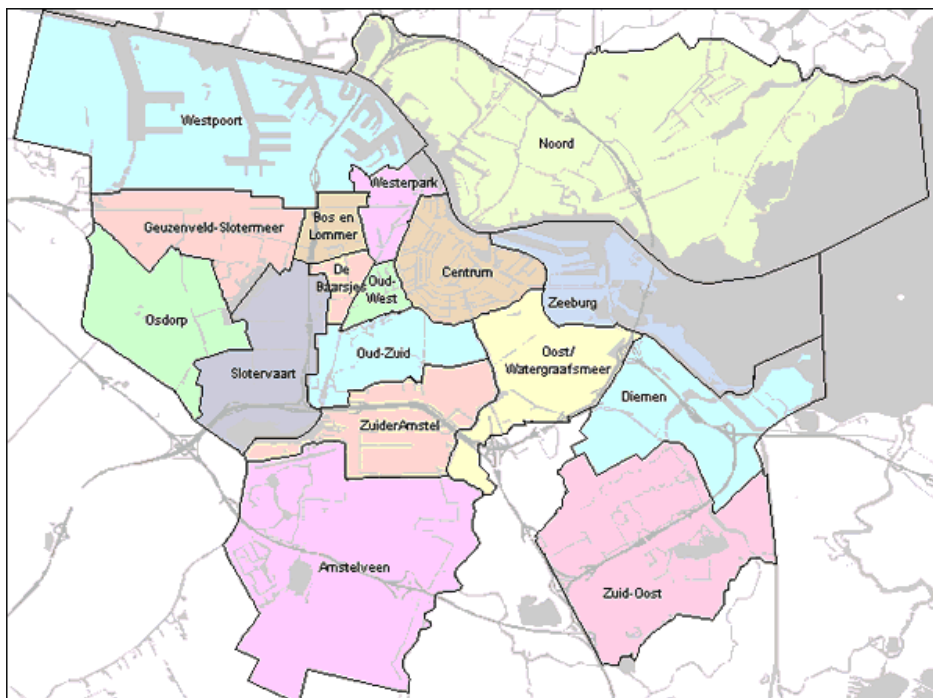I am exploring this issue in the city of Amsterdam, the Netherlands.

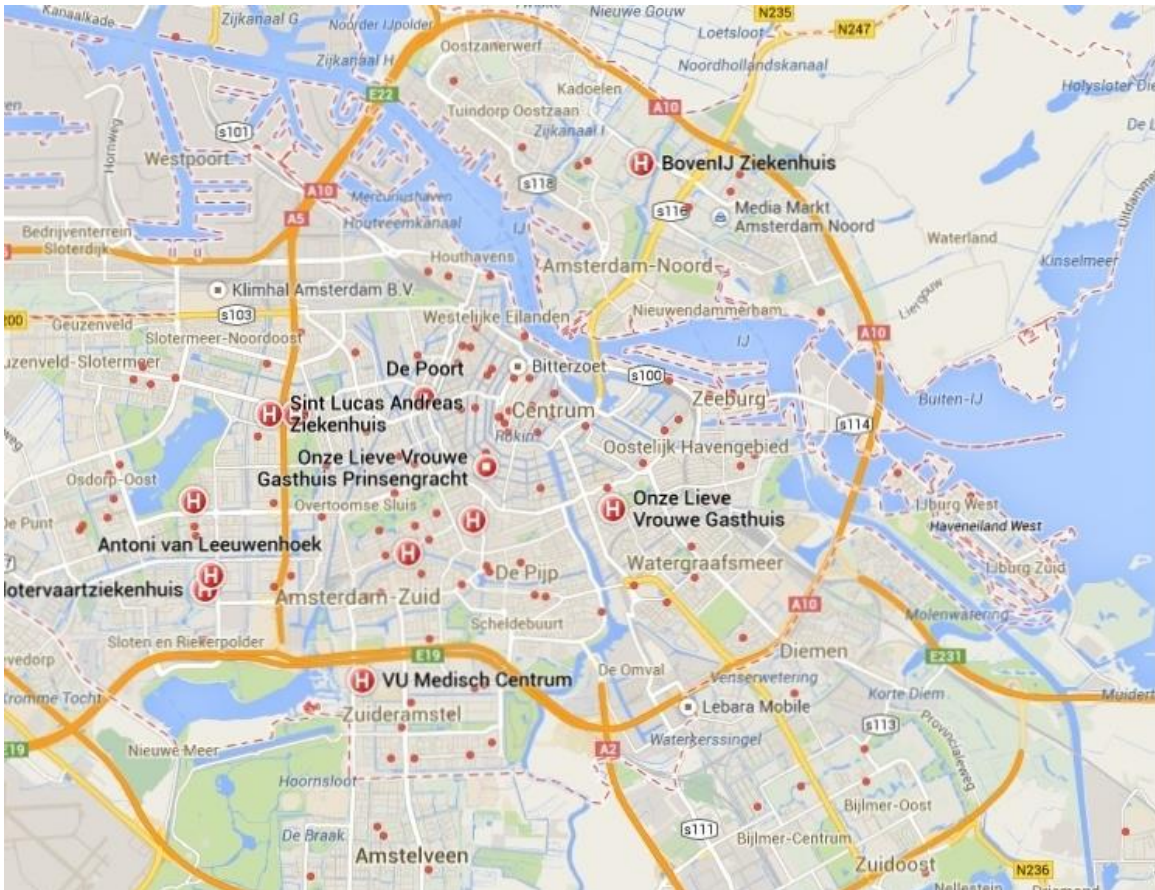**Figure   2   neighborhoods   of   the   city   of   Amsterdam**
http://aankoopmakelaaramsterdam.blogspot.nl/p/aangekocht.html

Figuur 2 Hospitals of Amsterdam https://www.google.nl/maps/preview

Figuur 3 FEBO fried food, includes mixed meats, hamburgers, fries, fried chicken http://www.flexscreen.nl/portfolio/febo/ and http://www.febodelekkerste.nl/

Figuur 4 unhealthy lifestyle can be a lot of fun http://diahuizinga.com/2009/11/20/oosterling-beste-kroeg-van-de-stad/ **Amsterdam has many of these pubs where locals hang out and share a beer.**

Figuur 5 a 40 hour desk job can mean 40 hours of sitting down http://reallifedilbert.wordpress.com/

Figuur 6 How good is the local air quality really? http://eyeamsterdam.com/258/dutch-flowers-of-a-different-kind

Who are the people that are most impacted by the issue?

Every person living in Amsterdam is impacted by this issue. However, the level of impact depends on where you live and where you work. This is to be determined by the data that will be gathered.

a. Who do you think you would like to engage as part of this project?

To be honest, I do not think anyone would "like" to engage. This is why the method of data collection needs to include a reward system or gamafication.

How do you hope to explore this topic

a. Data Analysis:

It would be wonderful if the following data would become available.

General:

- weather conditions during data collection (www.knmi.nl)

- details of locations in amsterdam in terms of air- , water-and soil quality. Other information should include distance from nature, distance from construction site, nuisance, distance from open water source, building material of housing.

- specifics of special dates in the calendar.

Personal:

- gps tracking through Amsterdam when on the move

- time spend at a single location

- details on food (and where it was from)

- drinking (general liquids and alcohol)

- drugs use (dutch legislation is not as strict on this and this would possible allow easier data collection)

- physical excercise

- time spending (work, relax, outdoors, sitting, sleeping)

- relations with healthcare (not specific)

- current illnesses.

- a special feature that establishes a personal relationship between the app and the customer, it will focus on part of the body and their state of mind.

b. Design:

I would like to start the design of an application that can be used by the people of Amsterdam to collect data, and along with this a programm that will also include the other data and will be able to analyze it. I was thinking of the name and logo Iam. As part of the city slogan.

Final Product Describe

I would like to deliver the final product in the form of an advertisement.

References to be used
http://www.nice.org.uk/nicemedia/live/12111/53895/53895.pdf
http://www.isocarp.org/fileadmin/user_upload/members/pdf/WHO_report_final_version.pdf
http://www.rtpi.org.uk/media/6370/RTPI-Health-and-Spatial-Planning-Policy-Paper.pdf
http://www.iamsterdam.com/en-GB/Eco-Cluster/sustainable-clusters
http://www.amsterdambiomed.nl/biomed-cluster
http://www.amsterdameconomicboard.com/