



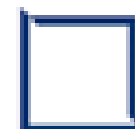
Social Innovation &
Inclusion of Sustainable
Development Goals

WEBINAR

SDG3: Soft measures for health and well-being

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

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HOMO
EMINENS

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
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- 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.