

HEALTH GIRL AND FRIENDS in FROM HERE TO EQUALITY



HEALTHY, HAPPY, RESILIENT COMMUNITIES FORMED BY PUBLIC HEALTH AND PLANNING... AND THE PEOPLE!

SUSTAINABLE!

PROSPEROUS!

EMPOWERED!



PITY THOSE POOR IDEALIST FOOLS. WATCH AS SILO SETH DIVIDES AND RULES!



[From Here To Equality](#) explains, in simple terms, that by working together, those in health and planning can create healthier and more sustainable neighbourhoods, with people at the heart of their success. We hope you find it inspiring.

HEALTH GIRL HEADQUARTERS...

LOOKS LIKE WE HAVE A PROBLEM IN GREENVILLE. THE CITY IS NOT SERVING ITS CITIZENS EQUALLY, AND PEOPLE ARE BECOMING SICK AND TIRED - LITERALLY. **HEALTH INEQUALITY IS ON THE UP. THEY'RE HEADING FOR A FALL.**

THERE ARE **TWO GIANTS** WHO NEED TO BE FREED FROM THEIR SHACKLES, AND SPEND **MORE TIME TOGETHER.**

IT'S TIME TO REUNITE **HEALTH AND PLANNING.**

THE OFFICE OF **SHONA HOLMSWORTH**, DEDICATED BUT DISPIRITED **SENIOR PUBLIC HEALTH OFFICER** IN GREENVILLE...

THIS WAS MY DREAM JOB. I HAD A PLAN, TO CREATE A CITY-WIDE COMMUNITY WHERE **EVERYONE WAS EQUALLY WELL...** (SIGH) WHAT WENT WRONG?

THE DEAD HAND OF BUREAUCRACY, THAT'S WHAT.

I'M DROWNING IN TARGETS!

MY **CAREERIST POLITICOS** WILL KEEP THE MONEY FLOWING FOR **QUICK FIXES AND RE-ELECTION**, AND A **NARROW FOCUS ON DISEASE** WILL KEEP YOU STUCK HERE, AND US FIRMLY IN THE PRESENT. PERFECT!

PARTNER UP

H.E.A.T. TARGETS:
 REDUCE: Alcohol consumption, Smoking, Suicide
 INCREASE: Breast feeding

HEALTH INEQUALITY
 Rich - Poor

REDUCTION TARGETS
 Obesity, Substance Dependency, Waiting Times

DETERMINANTS OF HEALTH

MY PLAN

I NEED TO GET OUT OF HERE.

SHORT TERM FUNDING **LONG TERM FUNDING**

TARGETS **VISION**

HUH?!

NOT SO FAST, SILO!

I DON'T DO ANYTHING FAST, HEALTH GIRL. IT'S NOT MY STYLE.

CHANGE IS BAD! PEOPLE'S ASPIRATIONS GET OUT OF CONTROL. THEY EXPECT MORE THAN WE CAN DELIVER.

BUT THEY'LL HELP YOU DELIVER!

RUBBISH! KEEP EXPECTATIONS LOW AND I CAN DO JUST ENOUGH TO STAY IN CONTROL.

AS SOON AS THIS COMMUNITY SUCCEEDS, YOU'LL FADE TO NOTHING.

DON'T YOU THINK I KNOW THAT?

MEANWHILE, IN THE OFFICE OF **MILTON MCEWAN**, ONCE VISIONARY BUT NOW VANQUISHED **SENIOR PLANNING OFFICER**...

ANOTHER STRONGHOLD OF MY INERTIA...

I DIDN'T SIGN UP FOR THIS! I WANTED TO HELP BUILD GREAT PLACES - I EVEN HAVE A PLAN!

HEHEHEHE... IT'S NOT THEIR FAULT, POOR THINGS. I CREATE THE ISSUES THAT GET IN THE WAY. THEY JUST REACT.

DEADLINES NOW YESTERDAY

MY PLAN

COMMITTEE DATES 8 Week Target

ISSUE RESOLVED CHANGED ISSUE

POLICY CHANGES

RECIEVED NOT VETTED

TO HELL WITH IT! I NEED TO GET OUT OF HERE.

WHAT?!

PLANNING APPLICATIONS **RECOMMENDATIONS TO COMMITTEE** **INBOX** **SUGGESTIONS**

A PARK. UNLOVED. FORGOTTEN... BUT WATCH THE SEED OF HOPE BEGIN TO FLOWER...



HANG ON! YOU'RE NOT SUPPOSED TO LEAVE YOUR OFFICES! WHAT ARE YOU DOING TOGETHER?

BUTT OUT, SILO!

I NEVER WANTED MY TOWN TO TURN OUT LIKE THIS. THIS PARK IS NOT A GREEN SPACE WITH A LONG LIFE, IT'S THE DIRTY LEGACY OF EASY MONEY AND POLITICAL MYOPIA. WE SHOULD **NEVER** HAVE ALLOWED IT TO HAPPEN.

WE?

I'M A TOWN PLANNER.

PARKS CAN BE BRILLIANT FOR HITTING THOSE OBESITY TARGETS. FAT LOT OF HELP THIS ONE'S BEEN. WE'VE LET THE PEOPLE DOWN.

WE?

I'M IN PUBLIC HEALTH.

HI, I'M **RITA THE RESIDENT**. WHAT WE NEED IS **SIMPLE**: SAFE PLACES FOR LEISURE, LIFE AND LOVE. SOMEWHERE TO MEET AND TO WALK AND TALK. A FEW DECENT JOBS WOULDN'T HURT EITHER. BUT MOST OF ALL...

ALTOGETHER NOW...

WE WANT TO BE **HEARD!!!**

WALKING MY KIDS TO SCHOOL IS A LESSON IN INDUSTRIAL BLIGHT!

MY LOCAL RIVER AND REFUSE SITE ARE **ONE AND THE SAME!**

HOW ABOUT ASKING ME WHAT I **WANT**, NOT WHAT I OBJECT TO?

WE NEED TO ADDRESS THE WIDER DETERMINANTS OF HEALTH.

MOORE ACTIVE TRAVEL, NOT CARS. LOCAL EMPLOYMENT OPPORTUNITIES. COMMUNITY GARDENS.

HUH?

YOU MEAN ADAPTING AND IMPROVING THE PUBLIC REALM.

HUH?

WIDER PAVEMENTS, CYCLE LANES, MORE PLACES FOR PEOPLE... **URBAN BEAUTY!**

BETTER **OUT** THAN **IN!**

LIFE **BETWEEN** THE BUILDINGS!!

HI FOLKS. WE'D LIKE TO HELP. I'M HEALTH GIRL, AND THIS IS...

POLITICAL WILL...

MY INCREDIBLE STRENGTH, CLEAR SENSE OF DIRECTION AND LONG-TERM VISION WILL STEER US THROUGH THE STORMY WATERS. LOOK AHEAD. TELL ME WHAT YOU SEE.

A TIME AND PLACE WHERE EVERYONE IS HEALTHY AND HAPPY.

WHERE TODAY'S NEEDS DON'T HURT FUTURE GENERATIONS.

YOU'VE GOT IT. WITH RITA'S HELP I WILL MAKE SURE YOUR ELECTED MEMBERS GET OVER THEIR DIFFERENCES. SMARTER POLITICS TODAY FOR A BRIGHTER FUTURE TOMORROW.

ENVIRO-BOY...

SEE, THIS IS HOW IT WORKS. NURTURE THE PHYSICAL ENVIRONMENT - THE BIRDS AND BEES. MAKE IT EASY FOR PEOPLE TO ENJOY IT ALL. THRIVING BUSINESSES TOO.

IF WE WORK TOGETHER WE CAN IMPROVE THE BUILT **AND** NATURAL ENVIRONMENT...

...AND WE'LL BE MUCH CLOSER TO REDUCING HEALTH INEQUALITIES AND IMPROVING HEALTH.

LESS TIME PATCHING PEOPLE UP.

...AND CORNUCOPIA.

IT'S ALSO AN ECONOMIC THING BUT, LIKE, MORE ABOUT PROSPERITY AND ABUNDANCE.

NOT SURE I...

GO FOR THE LOW-HANGING FRUIT NOW IF IT BENEFITS YOUR PEOPLE, BUT SMART INVESTMENT IN THE FUTURE WILL BRING IN THE GREATEST HARVEST.

YOU MEAN IF OUR ECONOMIC STRATEGIES PUT QUALITY OF LIFE, WELL-BEING AND EQUITY AT THEIR HEART...

...THEN ALL INVESTORS WILL MAKE A CONTRIBUTION TO OUR COMMUNITIES' PROSPERITY ACROSS THE SOCIAL SPECTRUM.

PLANNING APPLICATIONS WILL BE FEWER, BUT BETTER...

...AND YOUR INBOX AND ENDLESS ISSUES LOOP WILL SHRINK. YOU REAP WHAT YOU SOW, **SO GET YOUR PLANTING PLAN RIGHT.**



SOME TIME AND LOTS OF HARD WORK LATER...



GET OUT IN THE COMMUNITY AND SPEAK TO THE PEOPLE YOU SERVE, AND YOU'LL CLEARLY SEE WHAT NEEDS DOING.



While health in Glasgow has improved overall during the last few decades, inequalities in health have widened, and the city's health status remains worse than in comparable cities like Liverpool and Manchester, and others in Europe. Glasgow was awarded Equally Well test site status in 2009, to look at whether bringing health considerations into traditional planning policy and practice will help to reduce these health inequalities.

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