Using Healthy Settings Approach To Engage Private-Public Participation Towards Sustainable City Development

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KUCHING AERIAL VIEW

Developed Area: 223.14 km² - 60%
Natural Area: 135.24 km² - 40%
**SUSTAINABLE DEVELOPMENT - Definitions**

**SUSTAINABLE CITY**
A city that is able to sustain it’s performance in social, economic & physical development continuously.
*United Nations Centre For Human Settlements (HABITAT)*

**SUSTAINABLE DEVELOPMENT**
Development that meets the needs of the present generation without compromising the ability of the future generation to meet their own needs.
*World Commission On Environment & Development, 1987*

**SUSTAINABLE URBAN DEVELOPMENT**
The urban development that achieve minimum sustainable quality based on evaluation being measured using Malaysian Urban Indicator.
*Malaysian Urban Indicator (MURNinet, 2004)*

**SUSTAINABLE DEVELOPMENT**
To improve social, economic and environmental quality of human settlement and the living and working environments of all people, in particular the urban and rural poor.
*Agenda 21*

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**HEALTHY CITY CONCEPT**
... is one that is engaged in a process of creating, expanding and improving those physical and social environments and community resources which enable people to mutually support each other in performing all the functions of life and developing to their maximum potential.
*Duhl and Hancock 1988*

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**ALLIANCE FOR HEALTHY CITIES**
The Alliance for Healthy Cities is an international network aiming at protecting and enhancing the health of city dwellers. The Alliance is a group of cities and other organizations that try to achieve the goal through an approach called “Healthy Cities”. We believe that international cooperation is an effective and efficient tool to achieve the goal. And we promote the interaction of people who are in the front lines of health issues.

The Healthy Cities approach was initiated by the World Health Organization. In order to cope with the adverse effects of an urban environment over health, the WHO has been promoting the approach worldwide.

As an increasing population lives in cities amidst global urbanization, we hope that our international network will help make strides in the promotion of health of the people living in cities.

[www.alliance-healthycities.com](http://www.alliance-healthycities.com)
**AFHC SECRETARIAT**

The Secretariat is at
WHO Collaborating Centre
for Healthy Cities & Urban Policy Research,
International Health and Medicine,
Graduate School of
Tokyo Medical and Dental University, Japan

[www.alliance-healthycities.com](http://www.alliance-healthycities.com)

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**Kuching City’s involvement in Alliance for Healthy Cities**

**1994**
- Kuching City embarked on the journey towards a Healthy City after pledging its involvement in WHO Healthy Cities Project

**2002**
- Organiser for the 1st ASEAN HEALTHY CITIES GENERAL ASSEMBLY

**2004**
- Formation of Alliance for Healthy Cities
- Organiser for the 1st AFHC General Assembly in Kuching, Malaysia
- Elected into the Steering Committee member for term 2004-2008
- Kuching City awarded WHO Regional Director’s Award for ongoing contributions towards Healthy City

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**Kuching City’s involvement in Alliance for Healthy Cities**

**2006**
- Kuching City receive AFHC’s award for ‘Creative Organizational Development’ and ‘Progress of Healthy Cities with Good Performance’ during the 2nd AFHC General Assembly in Suzhou, China 2006

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**Kuching City’s involvement in Alliance for Healthy Cities**

**2008**
- Re-elected as AFHC Steering Committee Members for term 2008-2012 during the 3rd AFHC General Assembly in Ichikawa, Japan 2008.

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**AFHC’s CURRENT STRUCTURE**

**CHAIR CITY OF THE AFHC (2010-2012)**
Gangnam-gu, Korea

**STEERING COMMITTEE**
Wonju, Republic of Korea *(Chair, 2010-2012)*
Ichikawa, Japan *
Kuching, Malaysia *
Health Promotion Board Singapore *
Illawarra, Australia **
Shatin, Hong Kong **
Marikina, Philippines**
Griffith University, Australia **
Healthy City Support Organization **
Logan City, Australia **
* terms 2008-2012; ** terms 2010-2014
HEALTHY SETTINGS IMPLEMENTED

- Healthy Village Bako - 2003
- Healthy Satok Sunday Market - 2005
- Healthy Schools – 2007
- Healthy Street Jalan Nanas - 2007

HEALTHY VILLAGE BAKO 2003 – PROBLEM OUTLINE

- Traditional village with population of about 1800
- Access to the village is by 10 minutes boatride from Bako Bazaar
- Terminal point for tourists going to the Bako National Park
- Improper solid waste disposal degrades the sanitary conditions of the village
- Villagers tendency to throw waste into the river (big trash bin)
- Poor sanitation leads to potential breeding of disease vectors like mosquitoes, flies and rats

HEALTHY VILLAGE BAKO – INTERVENTION

- Setting up of Healthy Village Bako Committee
- Current Village Committee headed by Headmen
- Kuching North City Hall as Secretariat
- Natural Resource and Environmental Board
- Mr. Sato, JICA official as volunteer (2003-2004)

- Prepare action plan which include:
  - Set up of 9 zones with about 40 houses per zone
  - Build bin center for each zone
  - Appoint zone leaders to ensure cleanliness of zones
  - Provide collection service for bin centres at each zone
  - Arrange other activities such as recycling/cleaning campaign, inter zone cleanliness competition etc.
HEALTHY SATOK SUNDAY MARKET 2005 – PROBLEM OUTLINE

- Over 1000 traders doing business over the weekend in an open air public area which is also considered a tourist attraction spot
- High generation of solid waste as 3R is not being practised by the traders
- Sanitation of the area as traders would simply leave their waste behind
- Traffic congestion causing emission of vehicular gases
- Main cause of traffic congestion is indiscriminate parking of public by the roadside creating bottleneck situations
- Trading spaces were disorganised due to the presence of illegal traders

HEALTHY SATOK SUNDAY MARKET – INTERVENTION

- Restructuring of trading space layout
- Deploying traffic wardens to facilitate traffic flow especially at bottleneck areas
- Engaging the traders and enhancing their awareness and practise on:
  - 3R (Reduce, Reuse, Recycle)
  - Cleaning up of their trading spaces
  - Reporting of illegal traders

DIALOGUE WITH THE HAWKERS 23/03/2005

HAWKERS DOING CLEAN-UP
As a further enhancement of the Catch Them Young programme, The Healthy School programme was started in 2007 to include primary and Secondary school under the Kuching Healthy City.

Together with the Education Dept and other agencies to make schools as a platform to promote the Healthy City Concept.

Areas of concern includes:
- 3R awareness and practice
- Environment Conservation
- Drug Abuse
- Road Safety
- Crime Prevention

Activities include:
- Awareness on the area of concern for the teachers
- Road show at selected schools
- Healthy School Competitions – Recycling, Best Landscape, Best Canteen, Best Toilets, Best Nature Lover etc
- Press publicity
HEALTHY STREET 2007 – PROBLEM OUTLINE

- Nanas Road is one of the most heavily congested road especially during peak hours
- Reason for the congestion is due to parents of students at SK Chung Hua No.4 dropping and picking up their kids
- Environmental impact caused by these behavior is the saturation of vehicular gas emission at the school vicinity which is bad for the students and also to the air quality
- Bottleneck situation at the area cause traffic flow at other connecting roads to be affected as the school is located almost at an intersection of roads
- Parents waiting in the cars at the roadside while the car engine is idling doesn’t seem to care that they are polluting the environment

HEALTHY STREET – INTERVENTION

- Setting up of Healthy Street Nanas Road Committee
  - School Administration & Parent Teachers Association
  - Education Dept.
  - Police
  - Vehicle Transport Dept.
  - Police
  - Kuching North City Hall as secretariat
  - Private Companies – Shell Sarawak, Maybank and Naim Chandera
- Activities include:
  - Awareness on the area of concern for the teachers & parents
  - School develop a picking up schedule for parents
  - Traffic wardens deployed at the area
  - Installing a speed table and delineator poles to enhance the traffic flow
  - Enforcement on road side parking

CONCLUSION

- Engaging private-public participation means:
  - Getting the relevant community to identify and accept an issue or problem
  - The relevant community must be involved in the planning stage of a project
  - The relevant community implements the activities to get the required outcome
- The local authority plays an important role as secretariat for various Healthy Settings or Local Agenda 21 projects and needs to coordinate with other government agencies both at state or federal level
- Implementing Healthy Settings projects ensures private-public participation as it is carried out in a small community setting thus their involvement are seen and appreciated and they are the ones who would benefit the most

Terimakasih...

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