

KANSRIJKE START

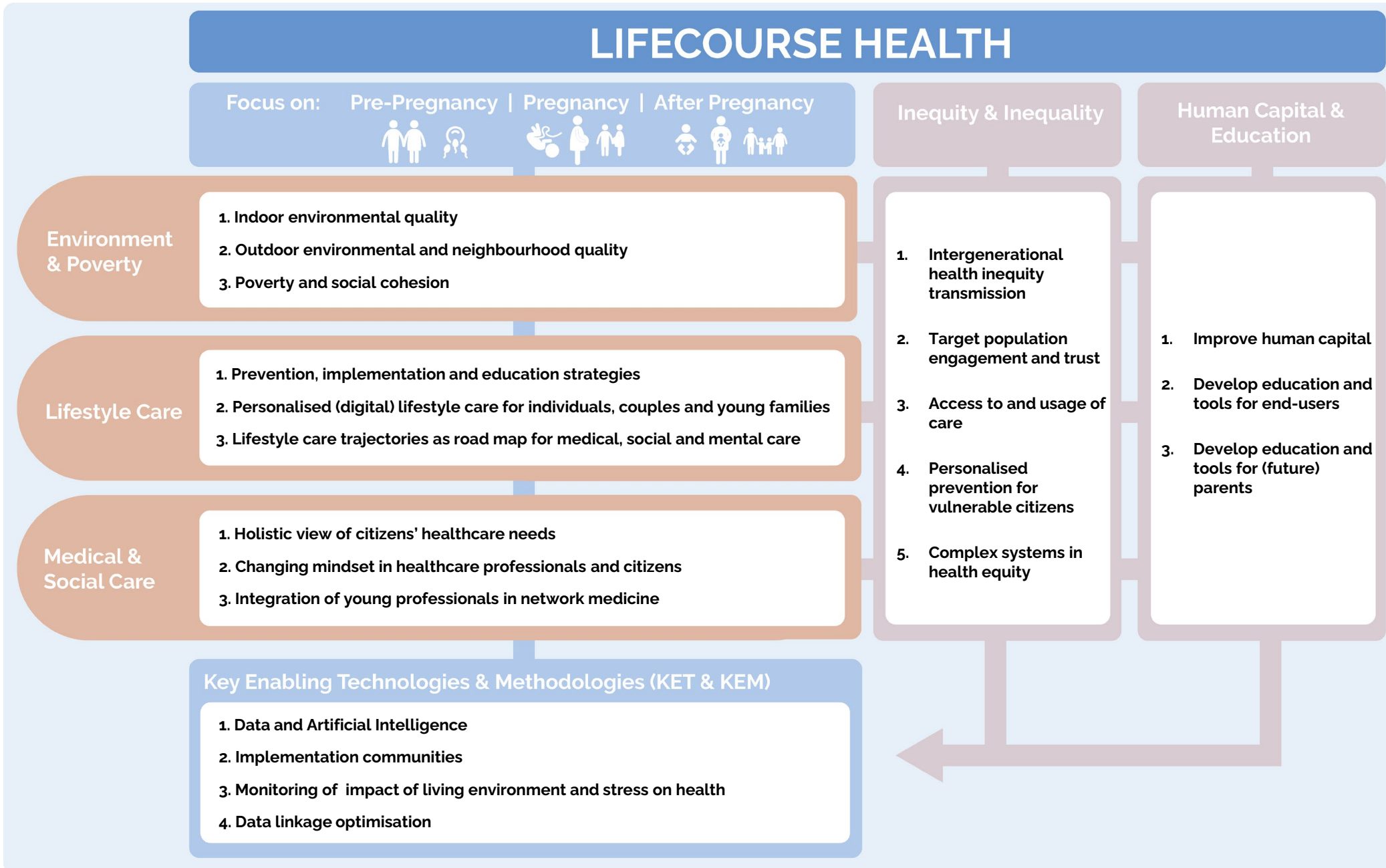
Strategisch Publiek Privaat Partnerschap

Strategic Roadmap PPP Solid Start for research, innovation, implementation and education

Version 3, 20 March 2024

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Strategic Roadmap PPP Solid Start, Version 3 (March 2024)



The Strategic Roadmap is visualised as a **framework centred on lifecourse health**, particularly during pre-pregnancy, pregnancy, and after pregnancy. It encompasses the main **Themes** for research, innovation, implementation, and education, each with specific **Focus Areas**.

Themes '**Human Capital & Education**' and '**Inequity and Inequality**' are interconnected with all other Themes and Focus Areas.

The presented Themes and Focus Areas form **the breeding ground for initiatives, funding proposals and projects** for 2023 and beyond. An **annual review** of the Themes and Focus Areas based on progress, output and scientific and societal developments ensures a **dynamic and relevant roadmap**.



Focus Areas

1. Indoor environmental quality

- Better understanding of health impact of domestic behaviour (stress and violence, e.g., due to financial problems) and quality of the domestic living environment (temperature, humidity, noise, energy deprivation, ventilation, external space)
- Development, testing and implementation of innovative solutions to reduce health impact

2. Outdoor environmental and neighbourhood quality

- Better understanding of health impact of air pollution (outdoor smoking, traffic and industry fumes), safety (including criminality and drug abuse) and of infrastructure for and availability of urban green spaces, child daycare, public transport, commuting and leisure traffic, supermarkets and groceries ("food desserts") and job opportunities
- Development, testing and implementation of innovative solutions to reduce health impact

3. Poverty and social cohesion

- Promote and implement social networks and communities to support citizens in having a healthy life and to reduce toxic stress

Conditions

- Integrated approach and intensified investments in equal chances for a healthy living environment
- Solve challenges in the local living environment and create learning infrastructures
- Digital connection between the indoor and outdoor living environment
- Connect what is already available and monitor

Essential stakeholders for co-creation and co-design and for impact

- Citizens
- Local and national policymakers and decision-makers
- Housing cooperatives
- Energy suppliers
- Small and Medium-sized Enterprises
- Real estate developers



Focus Areas

1. **Prevention, implementation and education strategies: existing and novel lifestyle care solutions focusing on citizens' needs, values and preferences**
 - Inventory of existing lifestyle care solutions
 - Focus on digital, health, social and language literacies
 - Development of evidence-based, novel (digital) lifestyle care programmes and tools, official training of certified lifestyle care professionals
2. **Personalised (digital) lifestyle care for individuals, couples and young families: including education and involvement of the social and living environment**
 - Focus on general acceptance of the value of preventative care, renumeration of costs, implementation in health care and society, a positive business case
 - Education of individuals, families and society on knowledge, opportunities and responsibilities for adoption of healthy lifestyle and its implementation in schools, care and society
3. **Lifestyle care trajectories as road map for medical, social and mental care: development of digital twins for health care**
 - Co-design and co-creation of medical, social and mental health care trajectories (holistic care)
 - Focus on positive business cases for (mental) health, social and value-based health outcomes, and big data

Conditions

- Reach and engage target populations
- Trustworthy ethical frameworks, guidelines for privacy, safety, legal and security, fair data collection and sharing, AI and chatbots

Essential stakeholders for co-creation and co-design and for impact

- | | | |
|---|-------------------|----------------------------|
| • Citizens | • Health insurers | • Healthcare providers |
| • Local and national policymakers and decision-makers | • Retail | • Social service providers |
| • Investors | • Industry | • Educators |



Environment
& Poverty

Lifestyle
Care

Medical &
Social Care

Inequity &
Inequality

KET & KEM

Focus Areas

- 1. Understand citizens' behaviour and questions and need for health care from a holistic view on care and on the citizen's context**
 - Focus on education, digital literacy and prevention
- 2. How to reach a change of mindset under professionals and citizens**
 - Reducing unnecessary care, transformation of professional training, moving care outside the hospital, care at home if possible
- 3. Introducing new and young health care professionals into network medicine**
 - Focus on knowledge, tools, organisation, time and money

Conditions

- Healthy living environment for citizens
- Network medicine by training case and community managers
- Trust by citizens in health care

Essential stakeholders for co-creation and co-design and for impact

- Citizens
- Health care professionals involved in relevant existing healthcare pathways
- Educators
- Health care insurers
- Medtech companies



Focus Areas

1. Explore and address intergenerational transmission of health inequity

- Data sciences using AI

2. Identification and engagement of target group living in vulnerable circumstances

- Follow approach by [Nagelhout et al](#)

3. Access to and usage of care

4. Towards personalised prevention to reduce health inequity

- Provide personalised prevention for people living in vulnerable circumstances, including via digital innovations (crosslinks with Lifestyle Care)

5. Understanding and addressing complex systems that aggravate and sustain health inequity

- Learn from comparisons with other countries
- Understand how health can be considered in all policies and the cost-effectiveness of policies on health inequity

Conditions

- Firmly embedded engagement of targeted vulnerable citizens
- Data infrastructure with access to data spanning more than one generation

Essential stakeholders for co-creation and co-design and for impact

- Citizens
- Local and national policymakers and decision-makers
- AI and systems scientists



Focus Areas

1. Data and Artificial Intelligence

- Use and embed data engineering, data science, and artificial intelligence to support the development of innovations that contribute to a solid start
- Understand the successors and barriers and create solutions to overcome these barriers

2. Implementation communities

- Understand in which way and to what extent technology can be used for life-long learning concerning the scope of the PPP (Solid Start)

3. Monitoring of the impact of the living environment and stress on health

- Understand the effects of the living environment and stress on maternal and perinatal health and wellbeing
- Develop appropriate methods and indicators for monitoring

4. Optimise data linkage and use for reducing health inequity

- Optimal use of existing data sources and ensure support from the target group of people living in vulnerable circumstances, who may be critical towards data use in general

Conditions

- Bringing stakeholders together to exchange knowledge and experience
- Methods for Health Technology Assessment, implementation science
- Learning from other domains on financing

Essential stakeholders for co-creation and co-design and for impact

- Citizens
- Data and AI scientists
- Health care professionals
- Industry
- Health economics and implementation scientists
- Funders



LIFECOURSE HEALTH

Focus on: Pre-Pregnancy | Pregnancy | After Pregnancy



Inequity & Inequality

Human Capital & Education

Environment & Poverty

1. Indoor environmental quality
2. Outdoor environmental and neighbourhood quality
3. Poverty and social cohesion

Lifestyle Care

1. Prevention, implementation and education strategies
2. Personalised (digital) lifestyle care for individuals, couples and young families
3. Lifestyle care trajectories as road map for medical, social and mental care

Medical & Social Care

1. Holistic view of citizens' healthcare needs
2. Changing mindset in healthcare professionals and citizens
3. Integration of young professionals in network medicine

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Key Enabling Technologies & Methodologies (KET & KEM)

1. Data and Artificial Intelligence
2. Implementation communities
3. Monitoring of impact of living environment and stress on health
4. Data linkage optimisation

1. Intergenerational health inequity transmission
2. Target population engagement and trust
3. Access and usage of care
4. Personalised prevention for vulnerable citizens
5. Complex systems in health equity

1. Improve human capital
2. Develop education and tools for end-users
3. Develop education and tools for (future) parents

ROADMAP 2023 - 2030+

This first version of the **Solid Start Strategic Roadmap** outlines the PPP's commitment to advancing lifecourse health, with a focus on pre-pregnancy, pregnancy and after pregnancy.

The Strategic Roadmap is flexible, dynamic, and adaptable. In the upcoming years, new Themes and Focus Areas can be introduced and current Focus Areas can be considered to be finished.

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