



BALTIC REGION HEALTHY CITIES ASSOCIATION



WHO Collaborating Centre
for Healthy Cities and Urban Health
in the Baltic Region

WHO Healthy Cities promotes health of the cities

www.marebalticum.org

Johanna Reiman
Turku 6.3.2012

**Promoting Health
of the Cities**



Agenda

1. What determinates the role of cities in the area of health?
2. WHO Healthy Cities movement
3. Healthy Cities as laboratory of innovations for urban health
4. Activities of Baltic Region Healthy Cities Association – WHO Collaborating Centre for Healthy Cities and Urban Health in the Baltic Region



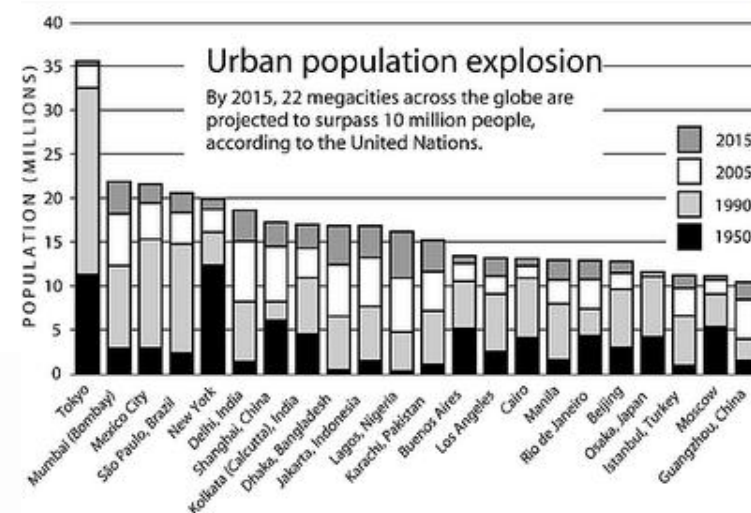
Introduction

- The target group of Healthy Cities work are local **decision makers**
- Healthy Cities programme aims at **cross-sectoral** health promotion actions
- Health is the issue for **all municipal actors**
- New Primary Health Care Act in Finland was introduced on 1.5.2011



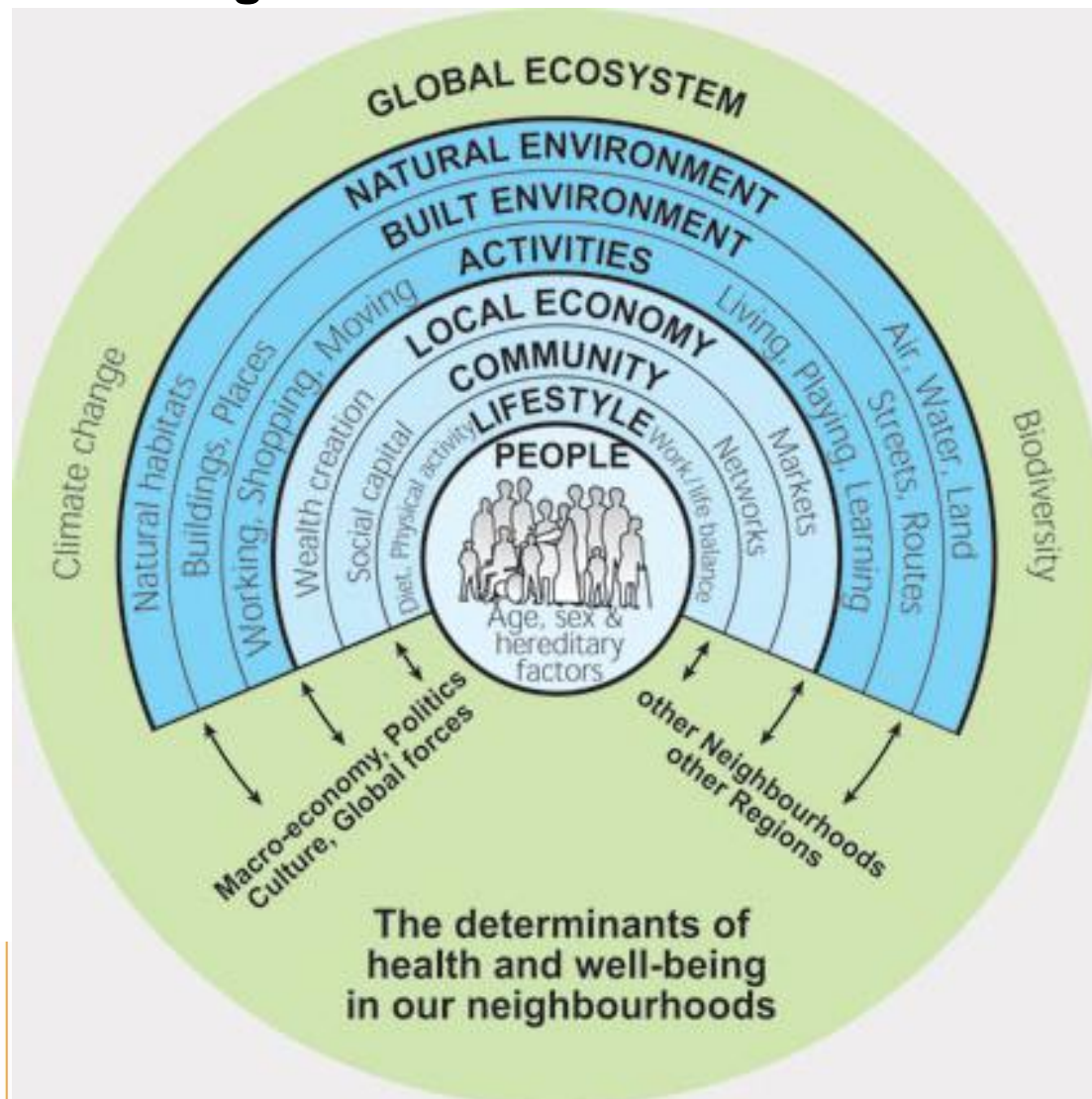
1. What determinates the role of cities and municipalities in the area of health and well-being?

- **Urbanization** - in Europe 80% of population live in the cities
- **Redefinition of the roles and responsibilities** of national and local governments
- **Reductions in budgets** of public administrations





1. What determinates the role of cities and municipalities in the area of health and well-being?



A settlement health map

(by Barton, Grant)

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2. WHO Healthy Cities movement

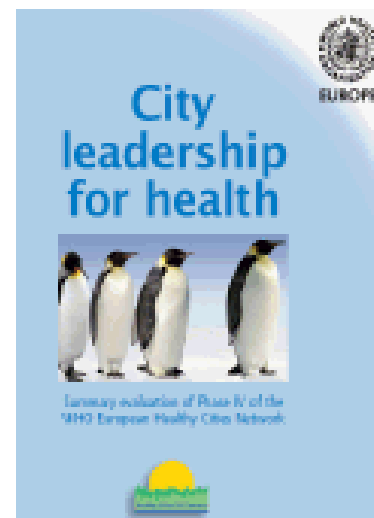
GOALS OF HEALTHY CITIES (1987 -)

1. To put health on the agenda of decision-makers;
2. To place health and health equity at the heart of urban governance and planning;
3. To enhance physical, mental and social well-being of people who live in the cities.

“At its heart Healthy Cities movement is about creating urban conditions that will allow all city’s residents to live long and healthy lives and achieve their maximum potential”

Agis Tsouros, WHO Europe

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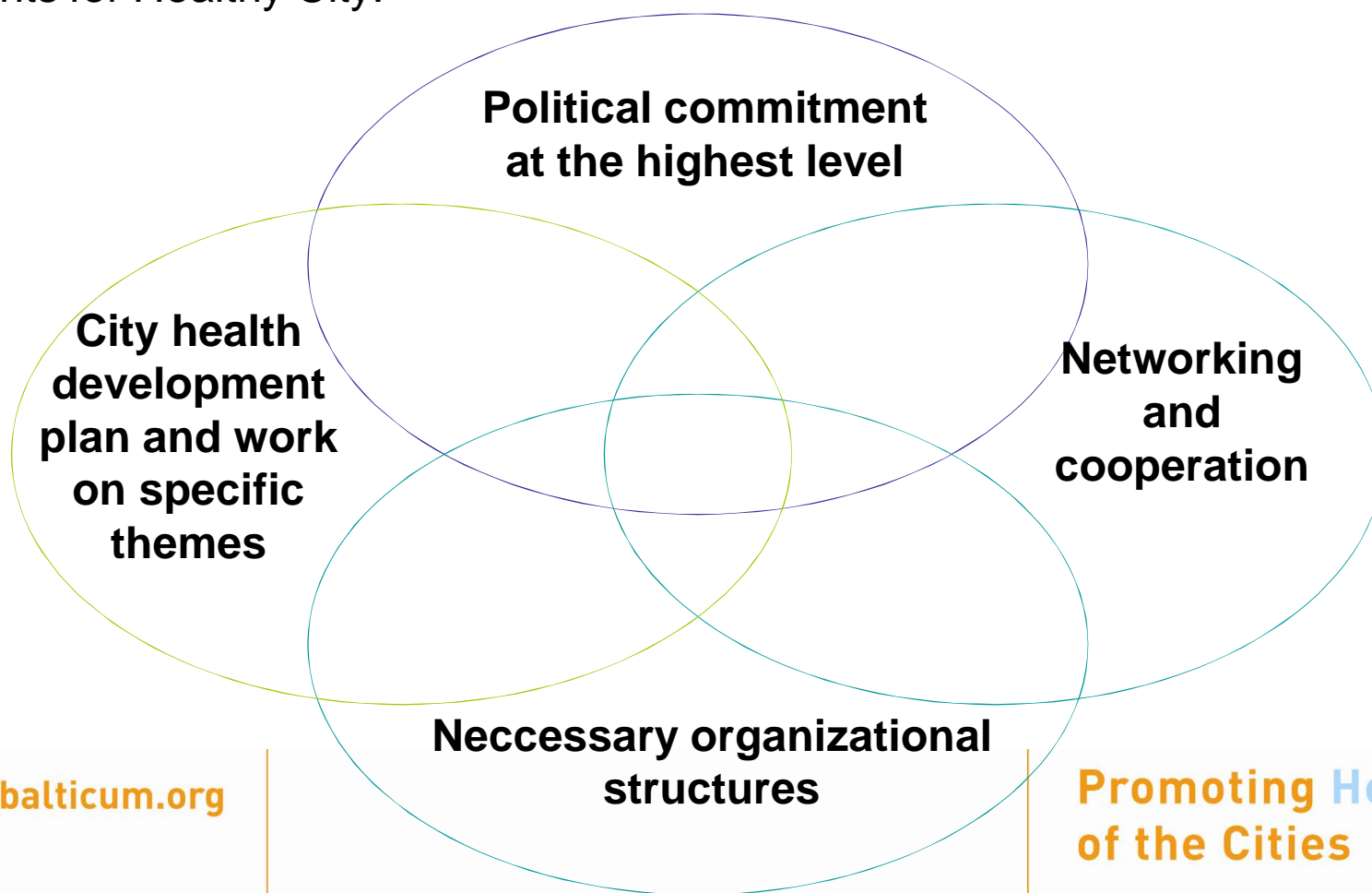
Promoting Health
of the Cities



2. WHO Healthy Cities movement

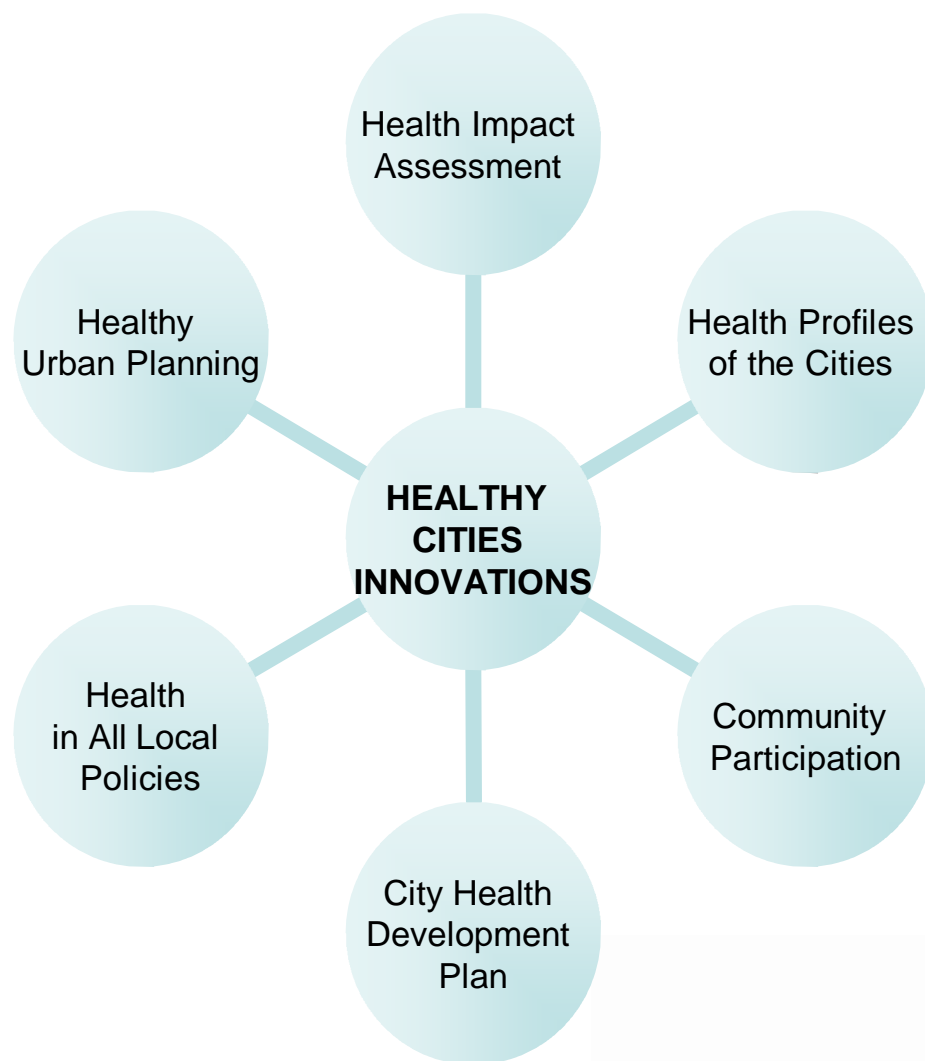
Healthy City is defined by a process, not an outcome.

Requirements for Healthy City:





3. Healthy Cities as laboratory of innovations for urban health



Healthy Cities contribution to health and social development:

- Innovative urban health projects
- 25 years of experience
- Strategic European perspective



3. Healthy Cities as laboratory of innovations for urban health

Core themes of Healthy Cities' Phase V (2008-2013)

Health and health equity in all policies

Caring and
supportive
environments

Healthy
living

Health urban
environment
and planning

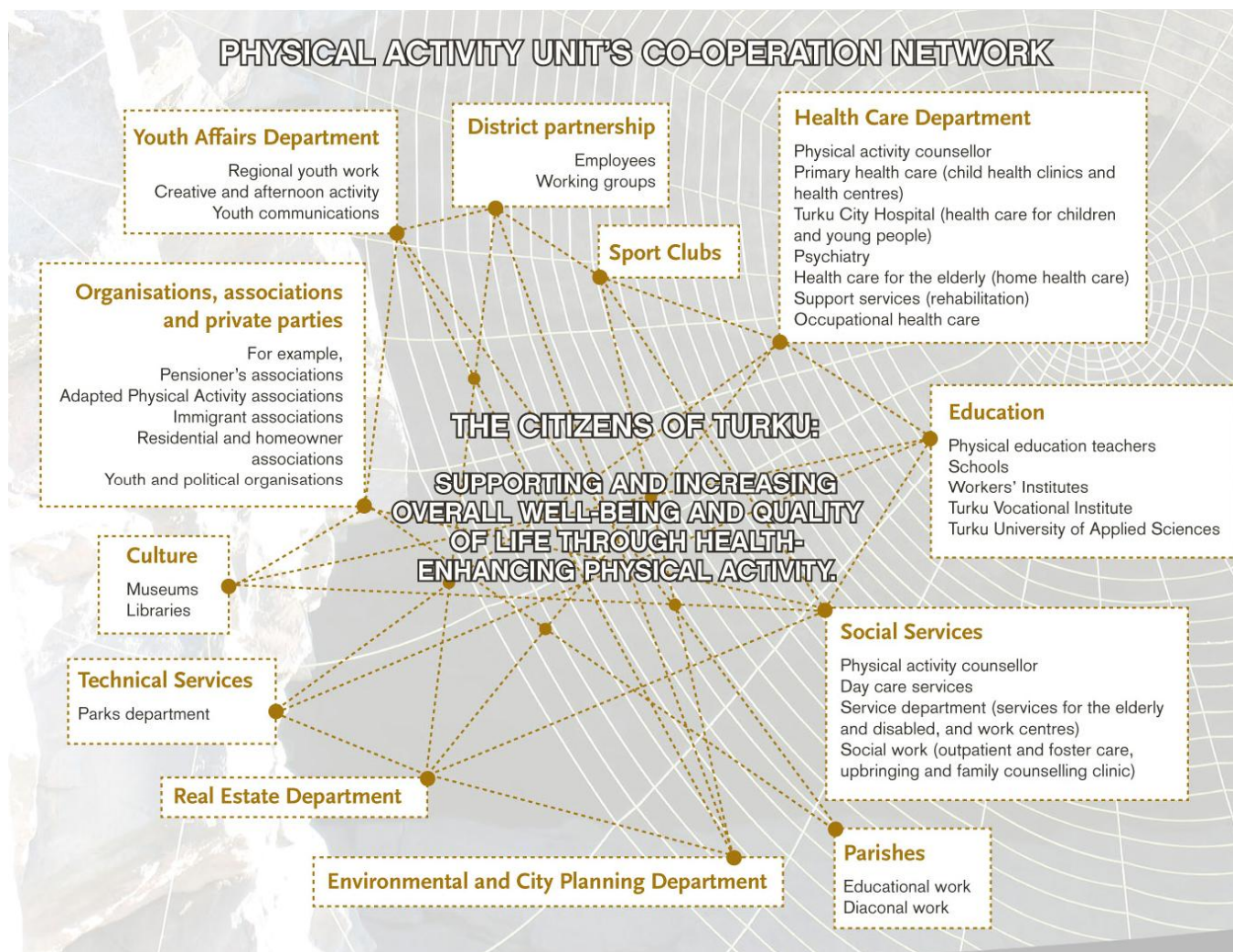
Creativity Happiness Wellbeing Quality of life

Social Marketing



3. Healthy Cities as laboratory of innovations for urban health

Example of cross-sectoral networking in Turku





4. Activities of Baltic Region Healthy Cities Association

WHO Collaborating Centre
for Healthy Cities and
Urban Health in the
Baltic Sea Region (since 2002)

GOALS of the Association:

- to promote health conditions in urban areas in Baltic Sea Region
- to support the programmes of WHO, which concentrate on urban health.

Welcome to
Baltic Region
Healthy Cities
Office





4. Activities of Baltic Region Healthy Cities Association

MEMBERS of BRHCA:

- City of Turku
- University of Turku
- Åbo Akademi University
- Social Insurance Institution of Finland.



MAIN ACTIVITIES – NETWORKING AND PROJECTS

- **Supporting cities** in implementation of Phase V
- **Organizing visits, meetings and trainings** for network cities in order to strengthen the network in BSR
- **Participation** in health promoting projects
- **Cooperation** with health promotion experts



4. Activities of Baltic Region Healthy Cities Association

- Local events to promote health: World Health Day, World Heart Day
- Lectures and articles, blogging about health innovations
www.innokyla.fi
- Cooperation with health and wellbeing actors in projects both nationally and internationally
- Organizing conferences related to health



Healthy Cities in Baltic Sea Region



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WHO HEALTHY CITIES NATIONAL NETWORKS (CITIES, COUNTRIES AND DISTRICT COUNCILS)

Denmark 63
Sweden 9
Germany 68

Russia 12
Finland 16
Poland 44

Estonia 19
Norway 18

02.02.2011