



Municipalities as key drivers in health promotion – best practices from WHO Healthy Cities



Agenda

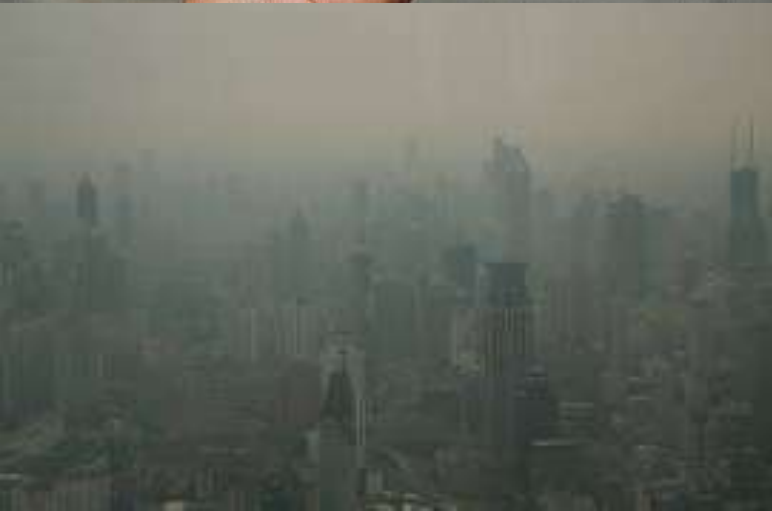
1. What influences the health of the inhabitants in the cities?
2. How do the WHO Healthy Cities work?
3. What are the good examples from WHO Healthy Cities in relation to:
 - problem of smoking (example from Turku, Finland);
 - alcohol abuse (example from Pori, Finland);
 - unhealthy lifestyles (examples from Dimitrovgrad and Izhevsk, Russia)



What influences the health of the inhabitants in the cities?

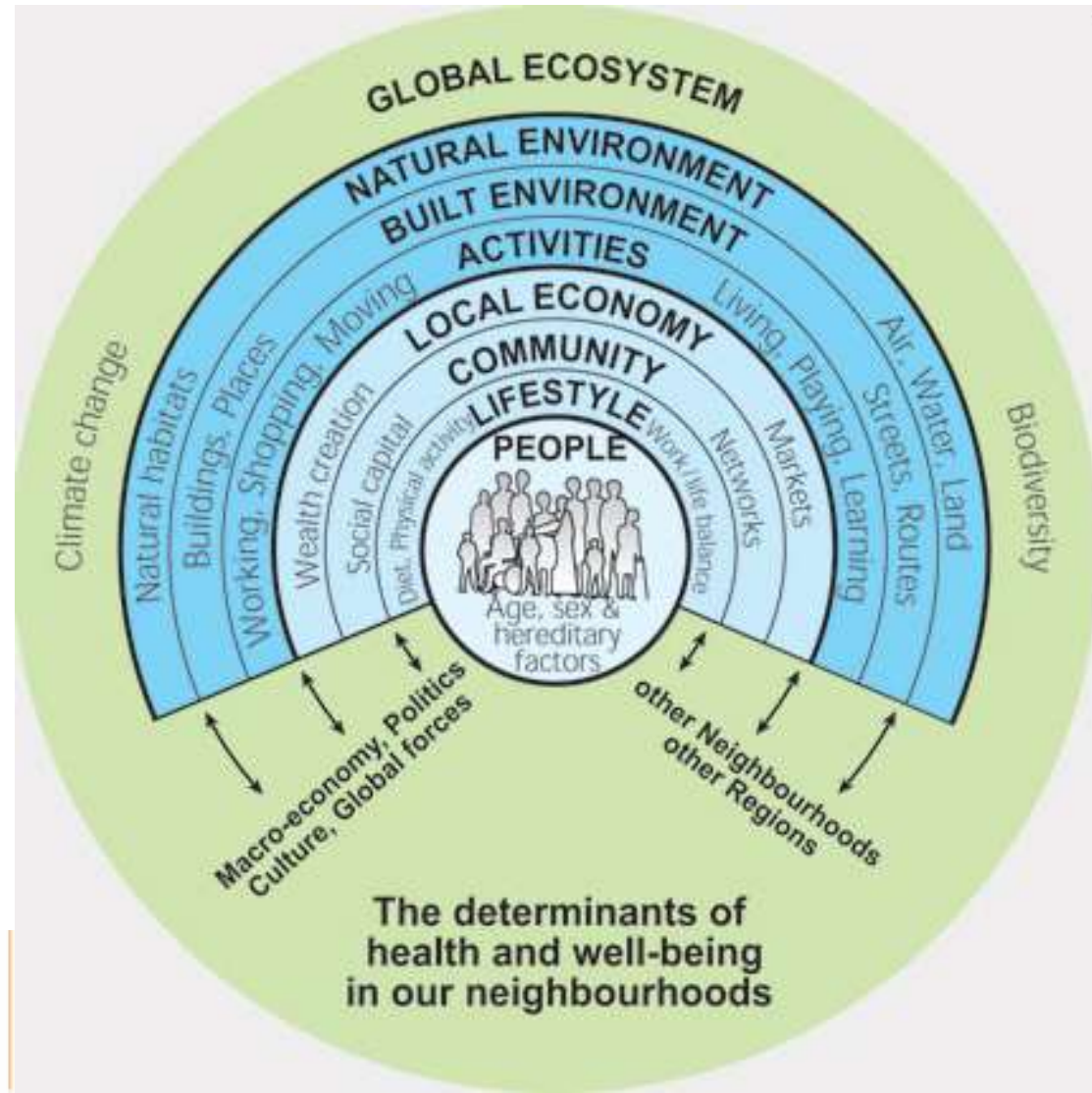


1. What influences the health of the inhabitants in the cities?





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A settlement health map

(by Barton, Grant)



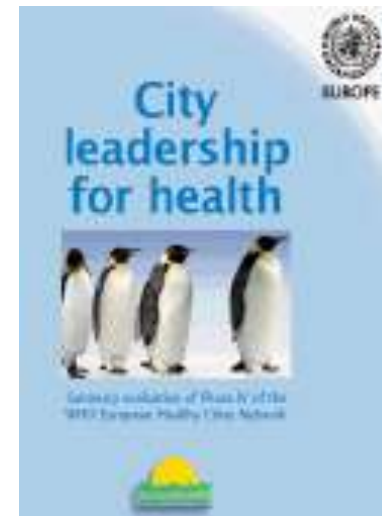
How do the WHO Healthy Cities work?



2. How do the WHO Healthy Cities work?

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”

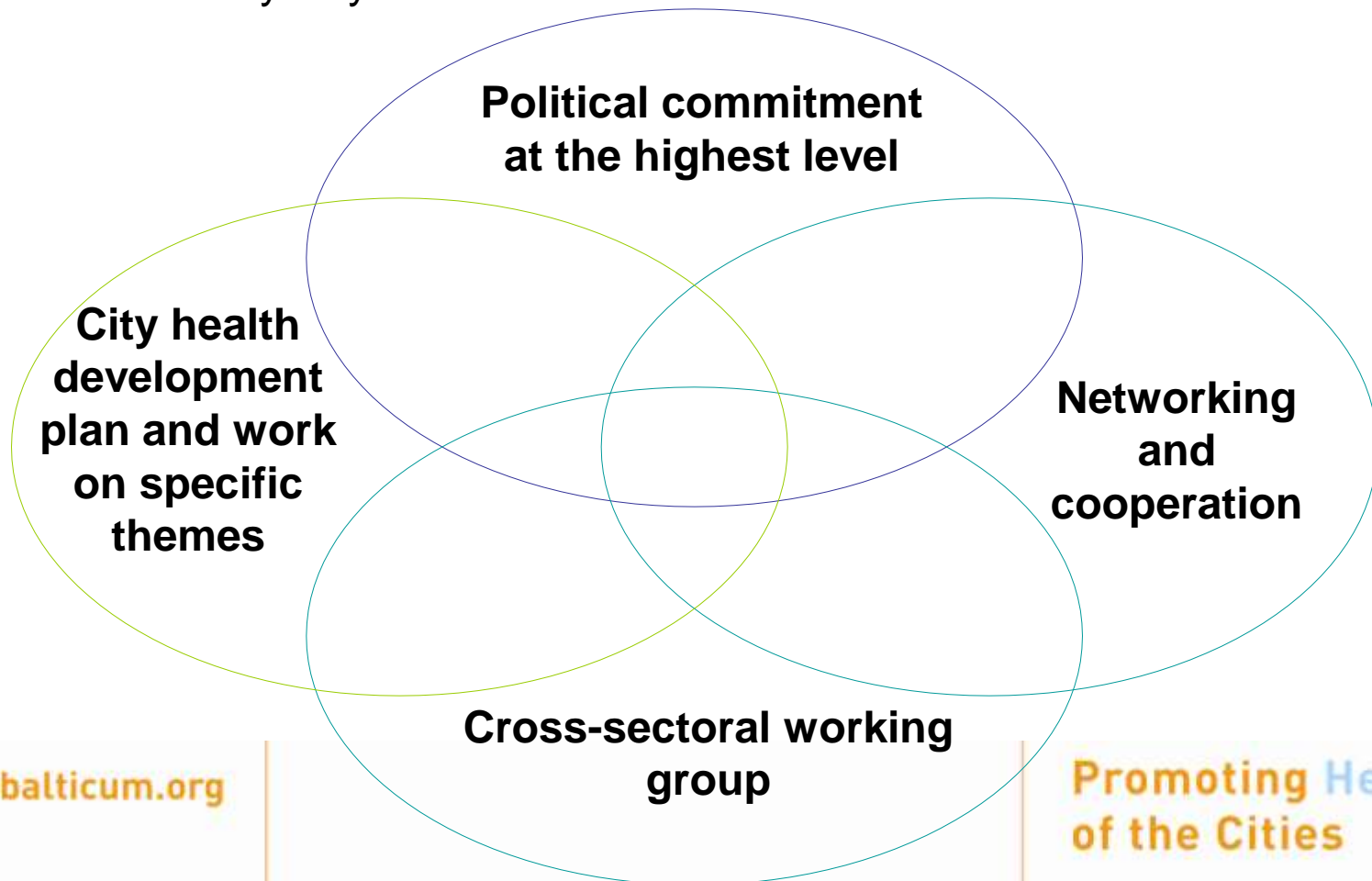
Agis Tsouros, WHO Europe



2. How do the WHO Healthy Cities work?

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

Requirements for Healthy City:





2. How do the WHO Healthy Cities work?

Areas of action in the city



Core principles: partnership and cross-sectoral cooperation



What are the good examples from WHO Healthy Cities?

TACKLING SMOKING



3.1 Tackling problem of smoking – example from Turku

Turku Strategy against smoking:

- Aim to be smoke-free city until 2013
- Support for those who want to quit smoking
- Non-smoking environments
- Two-stage intervention: counseling + measuring (BMI, microspirometry etc.)
- Doctors and nurses trained in interventions
- Schools, maternity clinics, oral health





3.1 Tackling problem of smoking – example from Turku

Non-smoking solutions in Turku:

- Postcards sent to the working-age population
- Three meetings with the non-smoking nurse
- Motivation follow-up
- Lectures by experts open for everybody
- Celebration of Non Smoking Day (WHO, May)
- Involving residents in planning of actions
- Media campaign (press, radio, TV)





3.1 Tackling problem of smoking – example from Turku

Issues taken into account in Turku:

- Some solutions don't cost much if well planned
- Cross-sectoral wellbeing team with managers from all departments
- Continuous development of actions
- Merging three departments:
Culture, Youth, Physical Activity
- Results are followed regularly





What are the good examples from WHO Healthy Cities?

TACKLING DRINKING



3.2 Tackling problem of alcohol abuse – example from Pori

Pakka Project – Community alcohol project:

- Background in research & development project by National Institute for Health and Welfare
- Focus on responsible sales & service
- Coordinated preventive alcohol work

Aims of the project:

- Young people and young adults drink less
- Drinking to be drunk decreases
- Local cooperation in preventive work improves.





3.2 Tackling problem of alcohol abuse – example from Pori

Examples of the actions in Pakka project:

- Try purchases in the shops
- Check of the clients' IDs in the shops
- Presence in school-end-parties
- Trainings on how to start talking about alcohol and alcohol problems
- Cooperation with student associations
- Letters to sports trainers and parents





3.2 Tackling problem of alcohol abuse – example from Pori

- **Don't distribute**
(alcohol to young people under 18)
- **Clear head**
(keeps you on your feet)
- **Prohibit 'over drinking'**
(to have a normal next day)





What are the good examples from WHO Healthy Cities?

TACKLING UNHEALTHY LIFESTYLES



3.3 Tackling problem of unhealthy lifestyles – example from Dimitrovgrad

Health promotion project in school (in Pervomaysky District)

- The kids don't have good examples of healthy living at homes
- They should learn at school how to live healthy

Project started in 2007 – when sociocultural centre was created in School 19 – opened for all residents of the district

Social partnership was created: mayor, leaders of the departments, parents, local committees, business, university

Special programme for school children was introduced, focused on:

- physical,
- mental,
- emotional,
- and social aspects of health.



3.3 Tackling problem of unhealthy lifestyles – example from Dimitrovgrad

Results of interventions in School 19 in Dimitrovgrad:

- Harmonious physical development of the kids:
2006: 65%
2011: 95%
- Normal physical activity indicators:
2006: 20%
2011: 61%

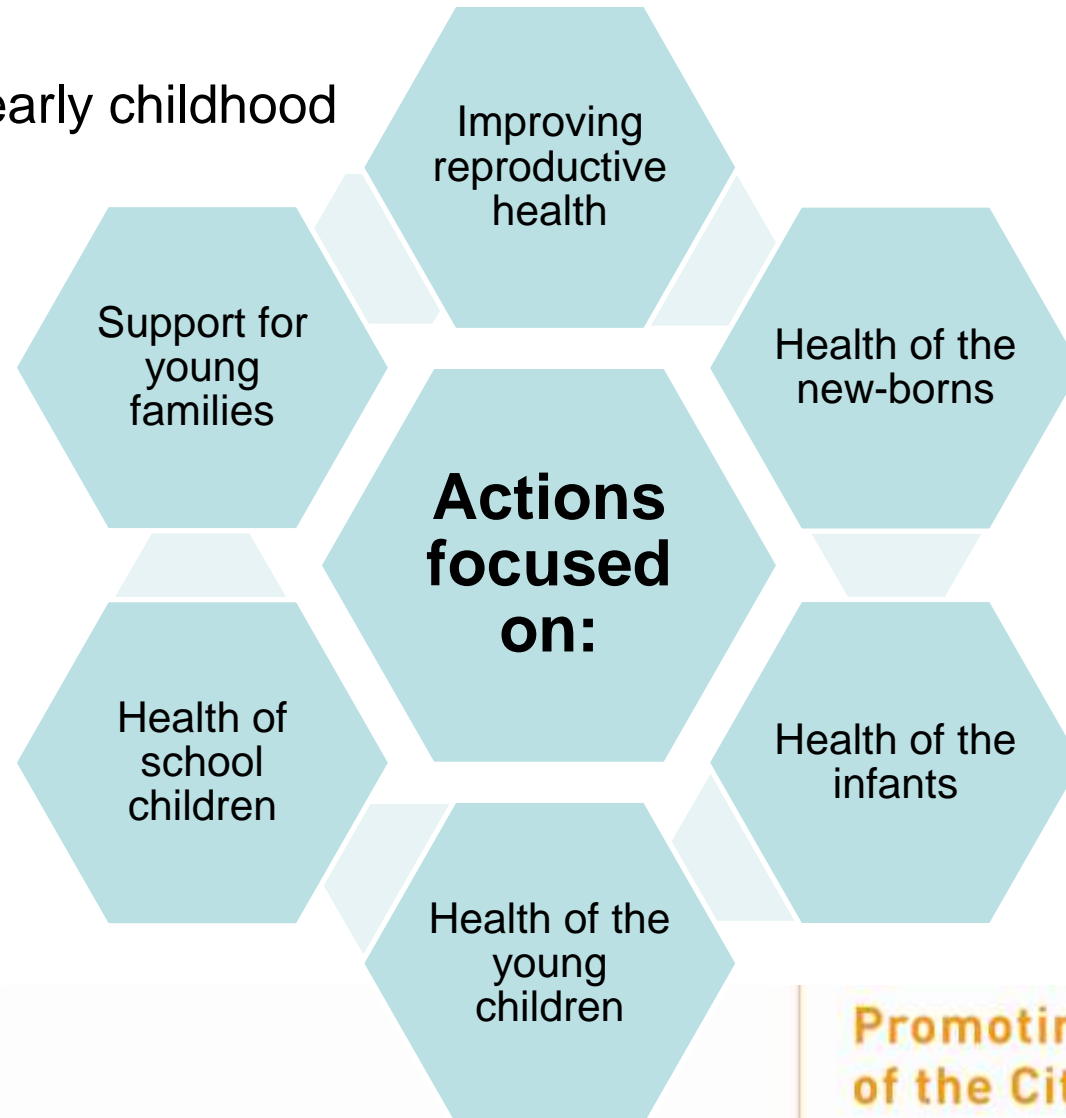


After classes, 98% of the children participate in sport and other activities.



3.3 Tackling problem of unhealthy lifestyles – example from Izhevsk

Improving health from early childhood





3.3 Tackling problem of unhealthy lifestyles – example from Izhevsk

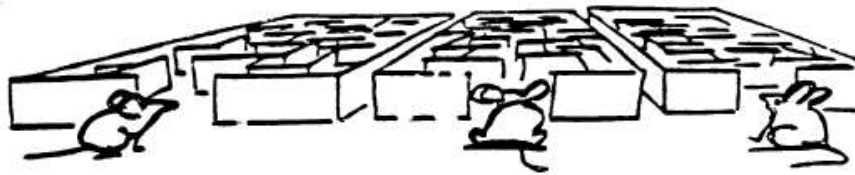
Core principles of the programme:

1. Access to high-quality health and social services;
2. Participation of pregnant women and fathers;
3. Availability of the programmes for preschool children.

Special attention is given to work with children from socially unfavourable environments and children from vulnerable groups.

Who is involved:

- Government of Udmurt Republic and city authorities,
- Departments of Public Health, Preventive Measures and Children's Health, Social Support, Education
- NGOs and business.



Thank you for your attention!

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