

## PROGRAM OF THE KICK-OFF CONFERENCE OF THE PROJECT

# HEALTHIER PEOPLE: MANAGEMENT OF CHANGE THROUGH MONITORING AND ACTION

ST. PETERSBURG, MARCH 6, 2012

Lobby of Small hall of the Administration of Kalininsky district  
(Arsenalnaya Emb. 13/1/ central entrance, 4<sup>th</sup> floor)

**10:30 Registration**

**11:00 Welcoming words**

- **Alexander Dmitriev**, Head of the administration of Kalininsky district
- **Yuri Korotkov**, Head of Health care department of the administration of Kalininsky district
- **Mikko Vienonen**, Dr., Chairman, Expert Group on Non-Communicable Diseases related to Lifestyles and Social and Work Environments ("NCD") Northern Dimension Partnership in Public Health and Social Wellbeing (NDPHS)
- **Yuri Petrov**, Head of international relations department of Health Care committee of St. Petersburg
- **Sergei Litvinov**, Deputy Head of the Social policy committee of St. Petersburg (TBC)

*Moderator: Anna Skvortsova, executive director, NGO Development Center, project coordinator*

**11:30 Presentation of the project – Katja Lahikainen**, project manager, Lappeenranta University of Technology, Finland

**12:00 "Potential Years of Life Lost/PYLL) as an indicator of welfare" – Ilkka Vohlonen**, professor, University of Eastern Finland

**12:30 "WHO Healthy Cities concept - Taking Health into Municipal Planning Procedures" - Johanna Reimann**, Baltic Region Healthy Cities Association

**13:00 Discussion: implementation of the project and its impact.** Health committee, Social policy committee, Administration of Kalininsky district, Medical information and Analysis center, SPb State University, Federal Research Institute for Health Care Organization and Information of Ministry for health care and social development of RF

**13:45 Action plan for 2012**

**14:00 Lunch**

**15:00 Working groups:**

**WP1** Setting up of the system for measuring PYLL and analysis of the results – University of Eastern Finland, MIAC, FRHI, Health Committee (HC), TLU; **WP2** Formulation of strategic intervention plan - University of Eastern Finland, LUT, FRHI, HC, Committee for Social Policy (CSP), MIAC, Baltic Region Healthy Cities Association (BRHCA); **WP3** Implementation of action: Management of change – NGO DC, BRHCA, LUT, FRHI, CSP, SPbSU, TU; **WP4** Dissemination of PYLL practice – BRHCA, FRHI, MIAC, NGO DC



**WP1: Setting up of the System for Measuring PYLL and Analysis of the Results – Iikka Vohlonen**

- **WP1 leader: University of Eastern Finland**
- **Expected results:**
  - 1) **A model of a reliable death register**
  - 2) **Analytical programme for calculation of PYLL rates**
  - 3) **Reporting system for PYLL-rates**
  - 4) **Analysis of the results**

**WP2: Formulation of Strategic Intervention Plan – Johanna Reiman**

- **WP2 leader: Baltic Region Healthy Cities Association**
- **Expected results:**
  - 1) **Strategic plan for overcoming preventable premature mortality and morbidity**
  - 2) **Adoption of strategic intervention plan based on consensus meetings with stakeholders**
  - 3) **2 consensus meetings held**

**WP3: Implementation of Action: Management of Change – Anna Skvortsova**

- **WP3 leader: The NGO Development Centre**
- **Expected results:**
  - 1) **Implementation of action with highest possible health gain in the target population**
  - 2) **6 information-consultation meetings and 2 seminars held**

**WP4: Dissemination of PYLL Practice – Johanna Reiman**

- **WP4 leader: Baltic Region Healthy Cities Association**
- **Expected results:**
  - 1) **Information about the project, it's results and PYLL practice in the RF and ND area**
  - 2) **Information materials published online and project brochures published**
  - 3) **1 seminar, 1 final conference**

**18.00**      **Summary of a day**

**Language:** Russian, English (with consequent interpretation)

