



BULLETIN

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INTERVIEW

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Interview with Milan Pucek, Secretary of Vsetin Municipal Authority and Healthy Cities Project Coordinator:

Recently, representatives of the Vsetin Municipal Authority and the Labour Office have met to discuss a joint employment promotion program. What has been done in this regard?

The most concrete outcome of our meetings so far has been the support of unemployed graduates. We are aware that finding a job is very difficult for people who have just graduated, which is why we focused on this group first. We offer them the opportunity to get some working experience at the Municipal Authority. At the moment, we have fifteen recent graduates working for free under a short-term contract for seven to twelve months.

How else will you support employment?

Our city pays great attention to industrial zones. Most cities do. But in addition to this, Vsetin is involved in five employment promotion projects as part of the European Union pre-structuring funds (the Equal initiative). Owing to our involvement in one of these projects, an aided employment agency has been established in Vsetin in February, which will operate throughout the Zlin Region. As a partner of the project, the city found a social partner for the agency (the Elim agency) and provided two offices. The agency will assist groups of citizens that are in any way handicapped, such as the disabled people, women after maternity leave, or Gypsies, in finding jobs. The project is well under way and should start benefiting the citizens in the coming months. As part of other projects, the City Technical Services will open a safe workshop for disabled people, retraining sessions will be organised for pavers and house painters and decorators, etc.

Some time ago, the Healthy City of Vsetin has launched a pilot project of effective city management. How is the project progressing?

The City Board of Representatives decided to introduce the management system to improve the working of the Municipal Authority and the City Technical Services. Also, effective management will

increase the credibility of the city and the region with respect to receiving funds from the state and the EU. Our experience has been that consistent application of principles of effective management increases the Authority's efficiency, creates non-corruption environment and provides for a greater benefit to the city and the region. It increases the trustworthiness of the city and allows it to better serve the citizens. All this has been possible owing to the foresight and prudence of the Mayor, his Deputies, Councillors and members of the Board of Representatives as well as the participation and dedication of the staff. There may be municipal authorities elsewhere in the Czech Republic that work very well, possibly better than ours in many areas, without having developed the management system. What distinguishes our office from the others is our conviction that successful administration of public affairs requires systematic and transparent management of the authority in charge. The system of quality and environmental management has proven an excellent tool for this. The Healthy City of Vsetin strives to do things properly, so that everyone in it can live a happy and comfortable life.

NEWS

Health Promoting Schools in Healthy Cities

What distinguishes a regular school from a health promoting one, you may wonder. Let us take you for a short excursion.

Just as the Healthy Cities Project, the Health Promoting School Project has been initiated



by the World Health Organization. Rather than just individual activities, both of these projects are characterised by a systematic and comprehensive approach to improving health. "Our school

systematically works to create an agreeable environment and build good relationships among the pupils, teachers, parents and the school's management. The Health Promoting School program encourages the children, as well as their parents and the school staff, to actively form their own lives, health and the environment," said Pavla Necasova, Deputy Head of the Na Kopcich elementary school in the Healthy City of Trebic. "We try to develop

the personality of a child as much as possible in the school environment. Of course, children are not all the same, so it is important to take an individual approach," added Pavla Necasova. According to her, the Healthy City has been doing its best to respond to the school's needs. "The City of Trebic has provided grants to support most of our projects. We are not talking about large sums of money, but it was a great help." Gradually, kindergartens in the city have been joining the Health Promoting School Project. According to Zora Syslova, Head of the Radost kindergarten in Brno, both the internal operations and activities of this kindergarten are quite different from what people usually expect. To the maximum extent possible, the operations of the facility accommodate the needs of children and their parents. For instance, the parents may spend time with their child at the kindergarten as they wish, which is what mothers on a maternity leave often do. The Healthy City of Brno office organizes specialised seminars for health promoting kindergartens and plays an important part in the promotion of their activities. In particular, the kindergartens value the Healthy City of Brno's help in establishing and mediating contacts with expert partners. Apart from Brno and Trebic, you can find health promoting schools in Karvina, Vsetin, Moravska Trebova and other Czech Healthy Cities.

Brno: A Barrier-Free City

Brno Free of Barriers is a project that systematically and in the long-term creates conditions for citizens with limited mobility and orientation to be able to move around freely. In addition to permanently disabled people, the target groups include pregnant women, families with small children, senior citizens and persons who have sustained an injury.

Brno Free of Barriers was initiated by the Rights for Paraplegics League, and the City of Brno has lent its support in putting the project into practice. The first meeting to discuss the project took place on March 25, attended by the representatives of the City of Brno with Mr Slavotinek, 1st Deputy Mayor,



representatives of the City Authority, non-governmental entities as well as organisations of the disabled. The meeting approved working groups to implement the project. The individual groups deal with the areas of construction, traffic, education and job opportunities, media and public relations, legislation and grants. The participants were introduced to the National Development Program – Mobility for All, and the competition initiated by the Association of Cities and Towns under the title of City to Its Disabled Citizens. Brno Free of Barriers is a contribution of the City of Brno and the Rights for Paraplegics League to the European Year of Disabled People, declared by the European Union in 2003.

Zlin: City Hall to Provide Citizens with Swimming for Free

The City Authority in Zlin has decided to fund a program of free swimming for the public each first Sunday in a month.

Last year, the Board of Representatives approved the declaration of the Healthy City of Zlin in support of environmental protection and healthy lifestyle. Swimming with Your Healthy City is a project designed to promote a healthy lifestyle. From its budget, the city will be making annual contributions of approximately CZK 40,000 to fund free swimming time for the public. As the staff of the city spa confirms, the citizens welcome this opportunity and have been using it frequently.

Meeting of Healthy Cities under Auspices of Minister of Labour and Social Affairs

Another meeting of representatives of the Healthy Cities' town halls and their partner organisations took place at the Czech Ministry of Labour and Social Affairs on April 2.

The topics discussed at the regular working meetings of HCCZ at the ministries customarily deal with the priority area of the given ministry. Consequently, the agenda of the April meeting involved the social sector. The guest lecturers included the representatives of the ministry, namely Ludmila Mullerova, Deputy Minister, Marie Kudlova, Director of Social Policy Department, and Martin Zarsky of the ministry's Social Services Department. Ivana Bohata, Director of the Chrudim Social Services and Assistance Centre, introduced the activities of the Centre. Ivana Draholova, Healthy Cities Project coordinator from Brno, reported about the international "March of All Generations", in which Brno takes part every year. The presentations of activities in the Healthy Cities were concluded by Lucie Ambrozokova's report on the Hodonin Family Centre. The next meeting, this time at the Ministry of Education, Youth and Physical Training, is scheduled for May.

Earth Day in Healthy Cities

April 22, the Earth Day, is an international festival of the environment.

In April, more than 150 countries worldwide organise activities to turn people's attention to the condition of the environment and issues related to its protection. The Healthy Cities of the Czech Republic are among those who have prepared events in celebration of the Earth Day.

Programs of individual cities are available at:
www.nszm.cz/dze (in Czech)



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*(The illustration photographs were provided by the archives
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