



# BULLETIN

No.: 9,10/2004 – September, October 2004

## INTERVIEW



### Health Days Brighten Up Autumn

Interview with Marie Pustelníková, deputy mayor of Orlová and politician for the Healthy Cities Project

**At the end of September and beginning of October, Healthy City Orlová ran another year of the Health Days campaign. What did the event provide to citizens and what was the reaction?**

Health Days are already established in Orlová. Together with our partners, we tried to offer people an interesting programme, including popular activities and interesting new elements. We started the campaign with the Terry Fox Run and judging the competition for the best-looking building, balcony and garden decorated with flowers. The run attracted almost twelve hundred people and collected over CZK 40,000. One of the new elements in Health Days was an exhibition of fruit, vegetables and herbs. People could examine, for example, unusual types of exotic fruit and vegetables, learn about the health benefits of medicinal plants straight from the garden. The Health Days also include a City Swimming Competition, which Orlová was involved in for the third time. The programme also included an advice shop about drug addiction for the general public. Unfortunately, it wasn't as popular as we expected and a lot of parents still underestimate the risk of addiction. On the other hand, the second Walk of All Generations had great participation. It was a super end to the week-long campaign for health.

**Which event do you think had the biggest reaction?**

One of them was the preventative medical check-up together with measurements of blood pressure, cholesterol, etc. The event, called *We Live Healthily*, was arranged by the Ostrava Medical Institute in co-operation with the Czech Red Cross Orlová and a company active in healthy lifestyles. This type of event, as a part of the Orlová Health Days, is tried and tested. You could say that people are used to it and like it. We will certainly incorporate the medical measurements into the next year of the campaign and, given how popular it was, we will certainly consider extending the duration of the event to at least one whole day. The Medical Institute does not provide the town with the service free of charge, so we will try to find funds to expand the event. The biggest reactions, however, were generated by the Terry Fox Run and the Walk of All Generations.

## NEWS

### Series of Healthy Cities Meetings at Ministries Continues

**Another meeting of the Healthy Cities working parties under the patronage of ministers took place on 5<sup>th</sup> October at the Ministry of the Interior. The topic – Quality of Public Administration – was extraordinarily interesting for representatives of towns who are not members of the HCCZ. That day the Healthy Cities section hosted more than 40 local authority representatives, mostly authority secretaries and corporation members.**



At the start, all those present were welcomed by Deputy Minister of the Interior for Public Administration Josef Postránecký, HCCZ chairwoman and Deputy Mayor of Kroměříž Dr. Olga Sehnalová and HCCZ secretary Petr Švec. A talk on the main ways to modernise public administration – e.g. CAF (Common Assessment Framework) methodology, ISO standards, Reengineering and Benchmarking – was given by Jiří Marek, Director of the Department for Public Administration Modernisation at the Ministry of the Interior. He believes that at the moment the largest problem in public administration is usually the lack of a clearly formulated mission and contradictory activities by town halls. "We should clearly and realistically say what we want to achieve, in what time period and also define the procedures for achieving our aims, including, for example, further education of civil servants," said Jiří Marek. He also drew attention to the option of getting cities involved in the current national project to support local authority quality – CAF Model Implementation. At the

start of his presentation, CAF was recommended to the others by the secretary of Vsetín town hall and the coordinator of the Healthy City Vsetín Project - Milan Půček, who then described in detail how the authority operated using quality methods. He said that important aspects of public administration included, for example, communication with the public (Local Agenda 21 and the Healthy Cities Project) and strategic authority and city management. He emphasised the importance of implementing Local Agenda 21 throughout an authority. In the afternoon, there were presentations on green purchasing by authorities (by secretary of the Ministry of the Environment Daniel Vondrouš), improvements in the public administration using CAF models (Josef Vincenc of the Liberec Regional Authority) and using Benchmarking as a tool to increase public administration quality (Jana Voldánová from the Education Centre for Public Administration CR).

### **Vsetín Invites Cities to Measure Ecological Footprints of Schools**

Vsetín, Chrudim and Hodonín are the first cities in the Czech Republic to measure the Ecological Footprint trail of their primary schools. They are finding out and can compare with each other and over time how sustainable their schools are developing and how they treat the environment. On Friday 24<sup>th</sup> September, Mayor of Vsetín Jiří Čunek and Minister of the Environment Libor Ambrozek therefore called on other cities and towns to follow their example. "The environmental trail simply shows what is otherwise hard to describe – how sustainably people live," said Minister Ambrozek. "And without recognising our mistakes it's hard to rectify them." The Ecological Footprint of schools in Vsetín, Chrudim and Hodonín is being dealt with as a part of an ongoing HCCZ project financed by the Ministry for the Environment.



"We want to invite all cities and towns to follow our example of measuring the indicators for a school's environmental trail. By mutually comparing the results we can get inspiration and then introduce the best practice. Monitoring objective indicators is one of the most important tools for making decisions and it is also necessary when getting finance from government and

European funds," Mayor Jiří Čunek told cities and towns. A school's environmental trail is an aggregate indicator whose size is defined by a whole number of factors – from the school's management to pupils' behaviour. Put simply, the resulting data says how much space is needed to provide for the usual needs of 1 pupil for a certain period of time.

### **Healthy Cities Representatives Meet in Boskovice**

***At the start of November, representatives of Healthy Cities, Towns and Regions met in Boskovice for their autumn workshop. The aim of the event was to exchange experience about Healthy Cities' activities and also to expand their coordinators' knowledge.***

"Around twenty-five people came to Boskovice for the workshop. The city welcomed it, as it has been a member of the Healthy Cities network for ten years," said Boskovice's Deputy Mayor Jaromíra Vítková, politician for the Healthy Cities Project. In her opinion, the informal atmosphere of such meetings is very important, as it enables experience to be exchanged and discussions on specific topics. Skills training for coordinators focused on media publicity and facilitation. The discussion was about possible approaches by cities to strategic planning and management and there were proposals about how to connect community plans created by the public to expert strategic plans effectively and cheaply.

### **European Mobility Week 2004**

***On 16<sup>th</sup> September, more than 1,000 towns throughout Europe started a several-day education campaign for European Mobility Week (EMW), the climax of which every year is European Car Free Day (ECFD). According to the campaign's co-ordinator from the Ministry of the Environment, 25 cities were involved in EMW/ECFD this year. We should add that more than half of them were member cities of the HCCZ.***

The several-day event to support sustainable transport, atmosphere quality protection and the right of children and adults to move safely on the streets has involved the cities associated in the HCCZ since its establishment, i.e. since 2002. This year the campaign focused on the Europe-wide topic Safe Streets for



Children. The international Safe Journey to School project continued in **Třebíč** and **Kroměříž** and other Healthy Cities initiated a number of activities focused on children's safety in traffic. The **Safe Journey to School Project**, which was first offered to HCCZ this June by the Brno Transport Research Centre for its first "trial" in Czech conditions, has its roots in Great Britain and its aim is to make it easier for pupils and students to get to school and to make the journey to school safer. In the introductory part, children mark the route they take to school on maps and say what risks they encounter on their journey – e.g. damaged railings, pavements, etc. The children then suggest how to get rid of the crisis points. On 16<sup>th</sup> September the results of the June event were followed up at a public discussion in Třebíč about getting rid of the risk points. A project aimed at increasing the safety of first-years on their journey to school was also initiated by Kroměříž town hall. "To mark EMW this year we decided to give all first-year children in Kroměříž reflecting wristbands. This should increase their safety on the roads," said the coordinator for the Healthy City Kroměříž Project Marie Pokorná. She added that Kroměříž town hall wants to check up whether this is a good idea. "We need to verify that the children actually wear the wristbands. And for this we need teachers to keep an eye open. After a time we'll see if school directors think it's a good idea to buy reflective wristbands for first years every year," she added. Cycling trips, competitions, talks and workshops for all age groups were run by Healthy Cities town halls in co-operation with their partners (e.g. the Czech Police, the city police, non-governmental non-profit organisations, public health stations, medical facilities, etc.). For the first time, Healthy City **Kopřivnice** got involved in the European Mobility Week project. Here people could take part in a run for health, a discussion about transport problems in Kopřivnice, a poll about What I Would Be Willing To Give Up for a Cleaner City, etc. Many motorists were motivated by praise from children for keeping to the speed limit when going through the city and cyclists were also rewarded for choosing to go by bicycle – an environmentally-friendly means of transport. An event during which children and city police rewarded cyclists with pictures thanking them for going by bike took place in **Moravská Třebová**, and motorists were rewarded for keeping to the speed limit, but also told off in **Kopřivnice**.

Cyclists were given presents in **Kroměříž**, where, under the banner of the Safe Community project – a programme to reduce the accident rate in the city, the second year of an event called **Cycle Only With a Helmet!** took place. As a part of the event the use of cycling helmets by child cyclists is monitored every year. The year five-year old Martin Neřád of Kroměříž got a new bike for wearing a helmet. He and another 60% of children under 10 in Kroměříž wear a helmet.



Although it is mandatory for children up to 15 years of age, older children wear them less – in about 22% of cases. On the streets the organisers gave away 3 bicycles, T-shirts, battery lights, bicycle pumps and rear lights. It is pleasing that the campaign has spread to other Healthy Cities (e.g. Litoměřice).

A several-day programme, whose aim was to break down barriers between healthy and handicapped citizens, took place during a campaign in **Mladá Boleslav**. At the Jan Železný Athletics Stadium mentally handicapped people competed and there were sports demonstrations for the wheelchair-bound; if somebody wanted, he or she could try racing a wheelchair. The event climaxed on 24<sup>th</sup> September at a table tennis tournament which, under the patronage of the Healthy Cities Project, was organised by Help Centrum, s.r.o. in co-operation with the town hall and other partners. Programmes on the same theme also took place in **Vsetín, Chrudim, Letovice, Kroměříž** and elsewhere. The EMW campaign climaxed on 22<sup>nd</sup> September with **European Car Free Day**. All the participating cities closed part of the city, usually the square, to car transport. Many Healthy Cities offered public transport free of charge or cheaper than usual. They included: **Hodonín, Hradec Králové, Chrudim, Karviná, Kroměříž, Třebíč** and **Valašské Meziříčí**. All the cities that signed the ECFD charter adopted at least one permanent measure to improve transport – e.g. drafting a system of transport education in Kopřivnice or placing a system of guides for the blind on pedestrian crossings in Chrudim, etc.

## **Kroměříž Gets Rid of Barriers with EU Help**

**Wheelchair Access Public Transport in Kroměříž is the name of a project that was approved as a part of SRP financing – development of transport in regions. Of a total of CZK 30,174,816, Kroměříž will get more than a half from European funds.**

The project, CZK 22,631,000 for which Kroměříž obtained from European Union funds, will be implemented in 2005 – 2007. It includes the purchase of four low-floor buses (three are already in service) and a new information and handling system, including alterations for handicapped persons. The project also assumes the introduction of an assistance service. "Kroměříž has been improving conditions for the handicapped for a long time. The problem is one of the main areas of the Healthy Cities Project. This year the city's activities are focused on, for example, wheelchair-friendly alterations to pavements, pedestrian crossings, the railway station and public transport," said the deputy mayor and politician for the Healthy Cities Project Dr. Olga Sehnalová. She added that every year the town organised educational events whose aim was to break down the barriers between healthy people and the handicapped.

---

## CONTACT

**HCCZ, Šrobárova 48, 100 42 Prague 10**

**T: +420 602 500639**

**E: [paha@nszm.cz](mailto:paha@nszm.cz)**

**W: [www.nszm.cz](http://www.nszm.cz)**

Petr Švec

Healthy Cities Project National Coordinator

*(The illustration photographs used come from the archives of Healthy Cities, Towns and Regions of the Czech Republic.)*