



Parade of options for a healthy lifestyle, or something for everybody!

Health Days 2004

Health Days offer citizens of Healthy Cities a range of opportunities to help our organism "hold together" every autumn. This year they took place between 4th to 17th October in eighteen cities. The several-day campaign is the climax of a year-round group of activities by members of the Healthy Cities of the Czech Republic (HCCZ). Their variety and the professional organisations involved make them the largest event to support a healthy lifestyle and improve the quality of life in the Czech Republic.

Every year, town halls implement the Health Days in co-operation with all their partners involved in health affairs in all ways (non-governmental organisations, medical facilities, schools, etc.). This year the Health Days brought lots of information and suggestions for a healthy lifestyle for literally all age groups – from infants (and their mothers) and toddlers to old-age pensioners. As a part of the autumn campaign, Healthy Cities traditionally support some international activities – the charitable Terry Fox Run aimed at fighting cancer and the Walk of All Generations.

The Health Days 2004 campaign was supported by the following media partners:



Brno, Chrudim, Orlová: A Happening for All Generations



The world's population keeps getting older and, according to data from the World Health Organisation (WHO), the number of old people will double by 2050. Five years ago WHO reacted to this trend by initiating a global movement called Active Aging, part of which is the global happening **Let's Embrace the Globe – Walk of All Generations**. The aim is to draw attention to the need to take a bigger interest in active and healthy aging and to support harmony between generations. This year people in more than 1,000 cities and 85 countries

around the world put on their hiking boots! In the Czech Republic, as a part of the Health Days campaign, the Walk of All Generations was arranged by a trio of Healthy Cities – **Brno, Chrudim and Orlová**. Let's look at the most interesting moments.

The Walk of All Generations, subtitled "Through Mary's Valley in Seven-Mile Boots", was organised by the Healthy City Brno office of Brno town hall on Saturday 25th September. The accompanying programme at the start included not only traditional, popular samples of health food, blood pressure measuring, health advice, outdoor exercises and an appearance by a folk group, but **also, for the first time, comedy competitions based on walking** – e.g. throwing an old shoe at the finish, walking in seven-mile boots and walking like a crayfish. The programme also contained a presentation by representatives of the Children's Parliament, a forum for young people

who are interested in learning the principles of democracy in practice. The programme at the start climaxed with the **announcement of the youngest and oldest walker**. The oldest walker was Antonín Stejskal, who will celebrate his 83rd birthday this year; the prize for the youngest walker was given to nine-month-old Vašík, who was accompanied by his dad. The walk, from the Říčka Valley to Muchova bouda, was started by the first deputy mayor and politician for the Healthy City Brno project Rostislav Slavotínek, together with other guests – member of the HCCZ steering committee Kateřina Vomelová and deputy mayor of the host borough of Brno-Líšeň Vladimír Moravec. At the finish of the four-kilometre route walkers had their blood pressure measured again and obtained an original stamp on a certificate. It was the sixth Walk of All Generations in Brno. All generations also had a good walk in **Chrudim** and **Orlová**, Karviná district. The oldest walker in Chrudim was 77 and the youngest were a pair of two-year-old twins. The second annual Walk of All Generations took place in **Chrudim**. Walkers could choose, depending on their ability, from three routes of varying length and difficulty. The longest was 6km. "Seats in a local restaurant were reserved at the finish and stayers received a surprised in the form of live music. If somebody wanted to, he could take a microbus back from the finish," said one of the organisers working for the Healthy City Chrudim project coordinator Šárka Trunečková. All walkers received a certificate and the oldest and youngest received special prizes.



The Walk of All Generations was organised in **Orlová** for the first time last year. "There was a great atmosphere all the way through. We'll keep the banner that welcomed all the walkers, because we've promised to prepare a similar event for next year. We've established a new tradition," said deputy mayor and politician for the Healthy City project Marie Pustelníková then. The town hall kept its promise. 250 walkers went from Staré náměstí to the Na Rajčili airport on Sunday 10th October 2004. They included town hall representatives – e.g. deputy mayor Marie Pustelníková, mayor Vladimír Farana and others. There were refreshments at the finish of the approximately three-kilometre walk – goulash and tea & rum. "I'm really pleased. There are twice as many people as last year, the weather was good, the wind stopped blowing and the sun was even shining at the finish. The only thing is that next year we should prepare for more walkers and come up with a longer route for them – all the walkers went very fast and were finished very early," said Marie Pustelníková with a smile.

Zlín: Blood Pressure and Blood Sugar Measurements – Alarming Findings



The eighth Health Week started on Monday 4th October in Zlín. "The event is regarded as the climax of year-round activities, in which the city of Zlín is involved as a part of Healthy Cities of the Czech Republic," said deputy mayor Vladimír Řihák. Starting in the early morning, people came in to the out-patients' section of the lung department at the Baťa Regional Hospital to **test their lung capacity** and get advice on how to stop smoking. 58 people were tested on a spirometer during the day. Doctors invited 30 of them into the out-patients' section immediately and 10 people had to come again. Inhabitants of Zlín were even more interested in **measurements of blood pressure and their blood-sugar level**, which were arranged by the Association of Victims of Civilisation Diseases (AVCD) at the town hall on Náměstí Míru. There was a crowd in front of the meeting room, where the measurements were taken, half an hour before the start. According to the organisers, the event was particularly popular with people who don't like visiting the doctor or who cannot find the time. Over the

two hours the free measurements were taken, the machine registered a high blood sugar level in seven people. The blood pressure measurements were worse and then people had a high blood pressure (a value of between 170 and 222). "Given that we were only taking measurements for two hours, it's an alarming finding. The whole event gave me the impression that, with a few exceptions, people don't take much care of their health. In all the cases we recommended people visit their doctor," said Jindra Pavlitová, chairman of AVCD Zlín. Of the other events in the Zlín Health Days, probably the most popular was a **talk on osteoporosis** and bone thickness measurements, arranged by the Czech Red Cross Zlín. Over forty people came, most of whom were women aged over forty. One of the most important activities during Health Week was **Health and Movement Day at Zlín Medical Institute**, which took place in the schools in Januštice and also engendered great public interest. The programme included, for example, displays of various forms of exercises (aerobics, callisthenics, etc.), health advice and health food samples.

Brno: Brno Health Days Celebrate 10th Birthday



The tenth Brno Days for Health, which took place this year as a part of the Healthy City Brno project, had a **record 62 separate events**, which were prepared by **44 organisers**. The greatest number of people was attracted by the **opening of unique sports facilities in the Czech Republic** – the PROUD rope centre and the Rajče climbing walls. Old and young inhabitants of Brno had the opportunity to try adrenalin sports free of charge under the supervision of trained instructors. This year, a number of events were aimed at **mental health**. In talks, consultations and exercises on this topic people learned how to manage stress, how to correctly and efficiently relax and how to obtain and maintain mental and physical balance. The organisers of the Brno Days for Health did not forget the handicapped in Moravia's capital. They again ran a **competition in spatial orientation and independent movement of the blind, called TyfloBrno 2004**, as well as a **happening for the blind** in the Natural Pine Garden, aimed at recognising natural materials. A range of activities for a healthy lifestyle was prepared by the Healthy City Brno office of Brno town hall in co-operation with dozens of professional institutions, non-governmental organisations, sports clubs, schools and other organisers.

Hodonín: Health Days Offered Around Seventy Activities



Whereas until now the Hodonín health campaign had lasted for seven days at most, this year, the fifth, was a full week longer. "The city organises it together with various organisations, of which there were more every year. This year we had more than seventy activities on offer." said Healthy City Project Coordinator Martina Pilková of this year's fourteen-day marathon of sports, relaxation, competitive and education events. The wide-ranging programme started in the Domeček Psycho-centre with a **Psychofit club**. The campaign continued with a number of interesting events until 18th October. They included sports tournaments, aerobics and step

courses, relaxation and health exercises, oriental dancing, exercises for children and women, tai-chi and yoga. There was also an **African dance workshop** and the popular **measuring of blood pressure, sugar and cholesterol**, as well as **health food tasting**. The interesting sports events

included the second annual **Hodonín swimming relay**, to which the city and TJ Slovan invited people of all ages. 37 swimmers came along, the oldest of which was 48 and the youngest of which was five. "The Health Days are traditionally aimed at those who are interested in stopping and thinking about their lifestyle. "A grant from the Ministry of Health meant entry was free. All the services were also gratis," said Pilková.

Chrudim, Orlová and Other: Terry Fox Run



Healthy City Chrudim

This year, 1,357 runners came along to the traditional Terry Fox Run, which was organised by Healthy City Chrudim as a part of the Health Days. The unusual public collection raised CZK 23,268 for cancer research in Chrudim. "Everybody completed the course in various ways: on a bike, on roller skates, on a scooter, in a wheelchair and, obviously, on foot," said Healthy City Chrudim HCP Coordinator Sárka Trunečková. The Terry Fox Run was arranged by other Healthy Cities, for example Orlová, Třebíč, Brno, Moravská Třebová and Veselí nad Moravou.

The Terry Fox run was held in Orlová for the sixth time this year. The race was started by cyclists, followed by runners and then walkers. At the start line you could find Orlová mayor Vladimír Farana with his family and deputy mayor Radislav Mojžíšek. The event was also supported by some corporation members and education and culture department manager Zuzana Plošková. All of them went by bike. This year, the event attracted 1,193 sportsmen and CZK 24,477 was collected. The accompanying programme showcased a display by the Karviná fire brigade, break-dancing, the Kmit dance group, folk singers, etc. Children could play on inflatables and toy cars, and there were also various skill competitions for small prizes, etc.



Healthy City Orlová

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(We can provide print-quality photographs upon request.)