



"The European School Survey Project on Alcohol and Drugs (ESPAD 03) indicates that practically every tenth sixteen-year-old boy smokes over ten cigarettes a day. With girls, it is 6%."

"According to the information of the Health Institute in Brno, 18,000 people die of tobacco-related diseases in the Czech Republic each year."

World No-Tobacco Day 2004

For the sixteenth time, the World Health Organisation (WHO) declared the last day in May the World No-Tobacco Day (WNTD). The aim is to show how harmful tobacco products are and to reduce the number of smokers. Fifteen Healthy Cities joined the campaign in the Czech Republic this year.

People from Healthy Cities Went Out to Get Some Clean Air

Over the past years, the nationwide event entitled *The Way to Clean Air* (May 29) has become quite popular in a number of Czech Healthy Cities. For the eighth year, the State Health Institute and the Ministry of Health organised a climb to the top of the highest Czech mountain Snezka, as a symbol of clean air for all, in recognition of WNTD.

Last year, the Healthy City of **Chrudim** joined the campaign for the first time; this year, people from Chrudim climbed Snezka again. On the day of the climb, sunny weather returned to the Czech Republic after a lengthy absence, so the Chrudim HCP coordinator Sarka Truneckova could say, smiling, that the Queen of the Czech Mountains was conquered by 104 Chrudim residents – from children all the way to senior citizens. "We prepared several routes

for the participants, and people could also use the cable-railway," said Truneckova. At the start, all participants could buy, for a symbolic price, a T-shirt specially made for this occasion by the Chrudim city hall.

As part of The Way to Clean Air, Healthy Cities in various regions organised a climb to a mountain (or another suitable place) in its environs. The symbolism was the same – going for clean air to fight smoking.

In **Trebon**, people climbed the city hall tower on Saturday, May 22; in **Trebic**, people could choose from two alternatives – on their way to clean air, they could either climb the city hall tower, or the Pekelnak Hill. Citizens of the North Moravian town of **Orlova** climbed Velka Cantoryje, a mountain at the Czech-Polish border. They were accompanied by people from Orlova's Polish partner town of Rydułtowy. As part of fighting smoking, the Healthy Cities of **Boskovice** and **Letovice** invited their citizens for a tourist-and-cycling trip entitled *A Meeting of Two Cities*.

On May 31, **the management of the Vsetin city hall** prepared a similar event for the City Authority staff as part of the anti-smoking campaign. About fifty staff members, led by the Mayor of Vsetin and HCP politician Jiri Cunek, set out for a 4 km hike along the Becva River to Sokolovna in Usti u Vsetina. "These activities are definitely worthwhile. Everyone should realize that we just have to pay attention to our health," said Jiri Cunek.



Animals Don't Smoke, You Know; An Apple Instead of a Cigarette



To increase awareness of the impact of smoking on one's health and of the ways to give up smoking, the **Healthy City of Brno Office** at the City Authority in Brno and the Czech General Health Insurance Company prepared an entertainment afternoon for children and their parents entitled *Animals Don't Smoke, You Know*. The fifth year of this event took place at the Brno ZOO on Saturday, May 22. In addition to valuable information, the program offered attractive options for both children and adults to spend free time and inspiration for a healthy lifestyle.

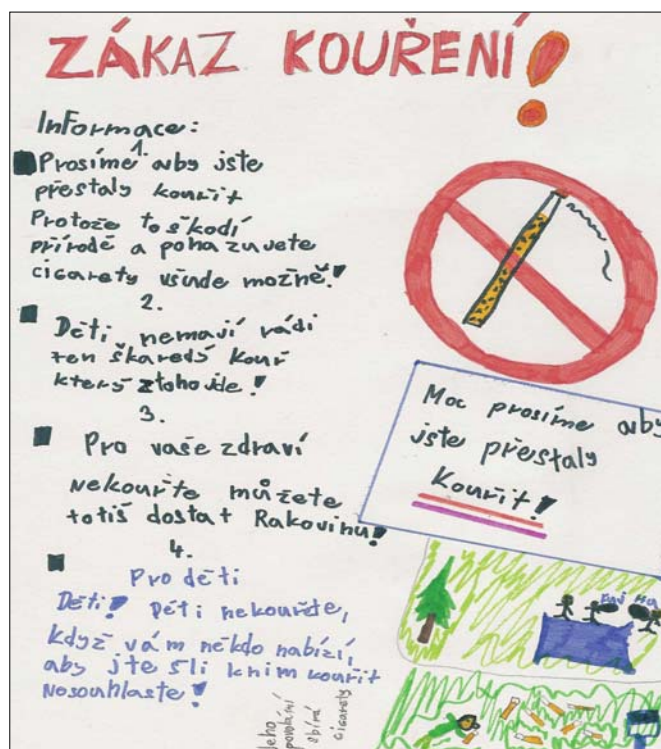
To protest against the growing number of children smokers, the

Healthy City of **Prostejov** organised a two-day event entitled *An Apple Instead of a Cigarette* (May 28 and 31). Before the classes started in the morning, volunteers exchanged apples for cigarettes in the Smetana Park – a favourite gathering place of children and student smokers. The Healthy City of Prostejov Committee donated CZK 1,000 to purchase the apples.

"Stop Smoking, Please!"

Smokers willing to break the habit could use a free-of-charge **consultation service for giving up smoking**, offered as part of the campaign in a number of Healthy Cities (such as Brno, Chrudim, Trebon, Zlin, and others).

On the occasion of WNTD, the Municipal Office of the Healthy City **Skotnice** organised a contest for the best "Smoking Damages Health" slogan, logo and poster. The photograph shows a poster by a ten-year-old participant.



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