



# BULLETIN

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HEALTHY CITIES OF THE CZECH REPUBLIC

## INTERVIEW



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KURIM**

An interview with  
**David Holman,**  
Deputy Mayor of Kurim  
and Healthy Cities Project politician

*In March, the City of Kurim changed its membership status in the Healthy Cities of the Czech Republic (HCCZ) from an associate to a regular member. On this occasion, you said that the preparation of a high-quality strategic plan for the development of the city is one of the city hall's priorities and that you will rely on the experience of the Healthy Cities and the recommendations of HCCZ as to the methodology.*

We have completed the SWOT analysis and are just about to finish the situation analysis; it should be available by the end of June. Over the summer, we will start drafting the strategic plan. In June, we will be meeting with local partners to make sure that there are strong links between the City Health Development Plan and the strategic plan of the city.

*In what other activities is the Kurim city hall engaged as part of the Healthy Cities Project?*

The Healthy City organizes community campaigns. In early April, we initiated a preliminary meeting for the Earth Day campaign; it was attended by people from local organisations – schools, Children and Youth Centres, Sokol, Junak, and others. We planned the campaign together. The brainstorming session produced many interesting ideas, most of which we then successfully realized. At present, we are preparing for the June Days without Accidents. We will join two HCCZ campaigns; the first campaign, Going Biking? – Don't Forget Your Helmet!, promotes the wearing of bicycle helmets by children up to fifteen years of age, the second campaign, Armadillo, encourages the use of child car seats. During the Days without Accidents, we will also be promoting the use of car seat belts; to that end, we plan to borrow a crash simulator.

## NEWS

### HCCZ: Preparations for Days without Accidents Are Under Way

*HCCZ members will devote the first eight days in June to the Days without Accidents campaign (June 1 – 8). The seventh year will include three major campaigns: Safe Journey to School; Going Biking? – Don't Forget Your Helmet!; and Armadillo, a project to promote the use of child car seats.*

During April and May, special seminars took place to train the organisers of three nationwide campaigns – Safe Journey to School, Going Biking? – Don't Forget Your Helmet!, and Armadillo. The seminars were attended mainly by representatives of city halls, schools and local organisations involved in free time activities for children and youth. The training for the **Armadillo** campaign took place in **Kromeriz** on May 4. "Tutor Jitka Ivicicova of the Traffic Research Centre



*in Brno instructed 27 participants, most of them teachers from basic schools and kindergartens from Kromeriz and the nearby municipalities," said Marie Pokorna, HCP coordinator from Kromeriz. Similarly successful were the methodology training sessions organised in **Chrudim, Trebic and other cities** that will be involved in the campaign. A number of Healthy Cities have launched the **Going Biking? – Don't Forget Your Helmet!** campaign. Since April, children at kindergartens and basic schools have been learning about safety in road traffic.*



Through games and contests, they are encouraged to wear helmets when riding a bicycle. Ceske Budejovice, Chrudim, Kromeriz and other cities have organised a number of events accompanying the campaign.

## HCCZ: The Association Obtained a Subsidy from the EU in the Amount of CZK 10 Million

**The Ministry of Environment has selected the first successful applicants for the grant scheme "Network of Environmental Information and Consultation Centres", administered by it as part of its Human Resources Development Operational Programme (HRDOP). HCCZ is one of them!**

The two-year project of HCCZ will be subsidized from the European Social Fund through the Czech Ministry of Environment, receiving approximately CZK 10 million. According to HCCZ Director Petr Svec, the project will help create a unique information system – a database of best practice, where anyone can find examples of activities in our



cities, municipalities and regions that are worth following. The city halls of Healthy Cities and Healthy Regions that have been successfully implementing local Agendas 21 (LA21) will pass on their experience. In addition, the project will help launch more "project incubators" and "project clinics". The aim is to make sure that applicants from cities, municipalities and regions receive professional consultation in the drafting of their projects and

the raising of funds for their implementation. "This is the first time that HCCZ has applied for European funding through a project. It is an exceptional source that supports just the activities that HCCZ has been involved in for many years and in which it has gained impressive experience. Mayors and inhabitants of cities and municipalities can save both time and money by 'copying'



the best practice," explained Jiri Cunek, HCCZ Chairman and Mayor of Vsetin. Jakub Kaspar, Public Relations Director at the Ministry of Environment, who is responsible for the administration of the grant scheme, confirms this: "All projects selected in the first round have been submitted by organisations with substantial experience in the implementation of projects. We hope they will become a model for others." A total of forty-two project applications were submitted in the first round, four of them were chosen for subsidy.

## HCCZ: The Quality of Life in Regions Project

**HCCZ member regions – Vysocina and the Zlin Region – will become pilot regions for a HCCZ project entitled Quality of Life in Regions – Strategic Benchmarking.**

In collaboration with the Public Administration Educational Centre (PAEC), HCCZ has been implementing a project entitled Quality of Life in Regions – Strategic Benchmarking since May 2005. Upon request of the Czech Ministry of Interior, Vysocina and Zlin Healthy Regions have become the pilot regions, in which the quality of life will be monitored and measured according to the official set of LA21 criteria and the indicators of availability of public services. Benchmarking is a method used in comparing results and analysing processes in various areas to identify the best practice. So far, the set of LA21 criteria has been used for cities and municipalities, but now it will be adjusted for regions as well. The aim is to create clearly measurable indicators for assessing the quality of LA21 procedure on the regional level. Among others, the criteria assess the organisational background for the implementation of LA21, the number of educational activities regarding related topics, and partnership and collaboration between the regional governments and other entities, such as non-profit organisations or entrepreneurs. The assessment also includes the strategic planning of the region in relation to sustainable development and citizen participation. Availability of basic public services also indicates the quality of life of citizens in a given region. According to the Ministry of Interior, other regions



have already shown interest in joining the project. The progress of the assessments and the description of how regions and their inhabitants can benefit from the monitoring will be presented at a seminar organised by HCCZ and PAEC under the auspices of the Ministry of Interior in Prague on June 16. The seminar will be open to anyone interested in the topic.

## Chrudim: A Health Promoting School in a Healthy City

***On May 17, participants in an MCAP session held in Chrudim and entitled A Health Promoting School in a Healthy City learnt about the practical implementation of the Health Promoting School project and about Health Promoting Schools in Healthy Cities. The session was organised by the Healthy City of Chrudim and HCCZ under the auspices of the State Institute of Public Health.***

What distinguishes a Health Promoting School from an "ordinary" school? Similar to the Healthy Cities Project, Health Promoting School has been initiated by the World Health Organisation (WHO). As opposed to individual activities, both projects share a systematic and comprehensive approach to improving health. Health Promoting Schools encourage children, as well as their parents and the schools' staff, to take an active approach to their own lives, health and the environment.



*The MCAP session in Chrudim included a presentation of a project entitled We Are Learning to Sit and Do Exercises in a Healthy Way. Under the auspices of the Healthy City, six basic schools, seven kindergartens, one specialized school and the Home for Mentally Disabled Youth in Chrudim have been implementing this project since April last year.*

On May 17 in Chrudim, participants in an MCAP session entitled A Health Promoting School in a Healthy City learnt about how the project works in practice and whether or not there is a symbiosis between the Healthy City and the Health Promoting School. The opening speech to over sixty participants was delivered by Petr Reznicek, Deputy Mayor of Chrudim and HCP politician. In the morning, Tomas Blaha of the State Institute of

Public Health presented the advantages and disadvantages of preparing a health promoting project in relation to preparing an educational program for schools. Sarka Trunekova, HCP coordinator from Chrudim, talked about the health promoting projects that were prepared and are currently implemented by local health promoting basic schools and kindergartens with the support of the Chrudim city hall.

## The "Municipality and Health" regional conference initiated discussion on the role of municipalities and cities in the promotion of health and the quality of life.

***What is the role of municipalities and cities in securing a quality and healthy life of their citizens and what are the options they may use to do so? Why is it so important to get citizens involved in the planning and development of municipalities?***

These were just some of the topics discussed at the regional conference entitled "Municipality and Health", which was held at Liberec Babylon Centre in the first week of May. The conference was co-organised by HCCZ and the Regional Public Health Office of the Liberec Region under the auspices of Petr Skokan, Director of the Liberec Region, and Michael Vit, Chief Public Health Officer. It focused on issues involving health and on the role of municipalities in the promotion of health. In the morning session, WHO Local Office Liaison Officer Alena Steflava talked about the health promotion policy in the Czech Republic from the perspective of the World Health Organisation. Petr Svec followed with a summary of the current state of HCCZ activities, including its basic principles and priorities and the comprehensive services provided to its members. Marie Cerna, HCCZ Deputy Chair and Deputy Director of the Vysocina Region, described the benefits the region has gained from its membership in HCCZ in terms of methodological assistance in building partnerships and preparation of high-quality projects to obtain EU funding between 2007 and 2013. In his lecture, Petr Reznicek, Deputy Mayor of Chrudim and HCP politician, summed up the basics of cooperation between the City of Chrudim and HCCZ and the benefits for the city. Most of the afternoon session was devoted to health issues.

## Vsetin: The City Hall Conducted a Public Survey to Improve Social Services

During May, an extensive questionnaire survey was conducted in Vsetin to identify the most serious problems encountered by recipients of social services and to look for possible solutions. *"Ten inquirers will select approximately two hundred senior citizens and disabled people and will help them complete a detailed questionnaire to assess the quality of current social services and find out about the specific needs of these citizens,"* informed Martin Kucny, Director of the Vsetin Society for

Community Work, which is in charge of social services planning, at the beginning of the survey. "As the population is aging, social services are getting more and more important; that is why we see as an imperative to improve them and adjust them to accommodate the needs of our citizens," explained Mayor Jiri Cunek, who is also the Chair of HCCZ.

## IN BRIEF

■ **Kromeriz:** On 7 June, an MCAP session entitled Safe Children Playgrounds 2005 will take place in the meeting room of the Municipal Authority in Kromeriz. Among



those invited to participate are primarily the owners and operators of playgrounds, maintenance and repair service staff, non-profit organisations and citizens concerned with the topic. The session will start at 10 a.m.

Hodonin: For the third successive year, Hodonin organised the Day of Dance – a day full of music, enjoyment, relaxed



atmosphere and interesting things to see. This year, the city danced on Thursday, May 19. The event started at the

city hall in the morning and "was concluded in a beautiful weather by an afternoon gala show at the Masaryk Square, so the dancing went on from 8 a.m. until 6 p.m.," said HCP coordinator Martina Pilkova. A total of twenty-four dance groups took part in this year's Day of Dance, which is eight more than last year.

■ **Strasin:** In late April, citizens of the Plzen Region municipality of Strasin together with the city hall officials



started preparing their first City Health Development Plan. They started by identifying six major areas of the future community plan and then discussed the various ways to improve the situation in those areas.

■ **Orlova:** On April 14, city hall officials from Orlova awarded social workers for their demanding and devoted work. In addition to representatives of the City Council and the Healthy City of Orlova Council, the ceremony at the City Hall in Orlova – City was attended by Jiri Carbol, Deputy Director of the Moravia – Silesia Region. Nine social workers from seven organisations based in the city and providing social services to its citizens received awards from Marie Pustelnikova, Deputy Mayor and HCP politician, and Eva Bobakova, Chair of the Healthy Cities Committee.

■ **Prostejov:** Children from nine Prostejov basic schools contested for the Healthy City Cup on April 24. Twenty groups of six grade pupils competed in theoretical knowledge in preventive medicine or police tests. They also had to demonstrate practical skills, such as shooting from an air gun, dressing of wounds, or demonstrating their bicycle riding skills. As in the past two years, the contest was organised by the Prevention Group of the City Police together with the HCP coordinator Petra Mejzlikova. This year, the Cup went to the six graders from the Majakovsky Basic School.

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(The photographs were provided by the archives of HCCZ member cities, municipalities and regions.)