



HEALTHY CITIES OF THE CZECH REPUBLIC

INTERVIEW



An interview with deputy Mayor of the Healthy City of Kroměříž and politician of the Healthy City Project (HCP) and Local Agenda 21, Dr. Olga Sehnalová, MBA

The safe community has sense

The Healthy City of Kroměříž traditionally is an active participant of the Injury Free Days campaign and has been realising among others also another prevention programmes, such as the "Going biking? Don't forget your helmet!" campaign. Can you tell us what is new in Kroměříž in this respect?

This year we would like to focus to even higher degree on the issue of accident rate in traffic, where we regard as one of most serious problems the issue of visibility of all traffic participants, in the first place of those most vulnerable – cyclists and pedestrians. We have been preparing the campaign called "To See and Be Seen". It should be based on massive awareness raising in collaboration with state and municipal police, school facilities and other partners including the media. In particular to schools we will distribute packages of reflective materials with information concerning behaviour on the roads with a special emphasis on their own safety. We would like to address all school children; regardless whether at school or directly on the road where we are going to collaborate with the police. Good examples will be rewarded and the bad ones will be pointed at. Hereby we follow up to the well-tried campaign model of "Going biking? Don't forget your helmet!" that we basically gradually want to substitute by the "See and Be Seen campaign", after the former collaboration has been successfully functioning for five years. We have also continued in lighting the pedestrian crossings. All pedestrian crossings on the clear road through the city should be thus lighted this year which basically is a contribution of the city representatives to this issue.

Kroměříž has also been the first Safe Community in the CR and has been awarded a number of prizes for realisation of this project. What do you prepare for the future in this respect?

So called Big Team of Safe Community assembled within the framework of Injury Free Days. The event was titled Safe Community Forum. In the course of this forum we evaluated the results of our endeavours including the new statistical data and development trends. The Big Team decided among others the new structure of the Safe Community Plan which would be divided in the future

into sections Kids, Productive Age and Seniors. Within each group there are main risk factors specified that we try to eliminate using purposeful intervention. The reduction of accident rate is a long-distance run and visible results cannot be expected from day to day. The Safe Community project has, unfortunately, also its set-backs but we must not falter in our efforts. Last year we witnessed a serious injury in the playground, which was a strong reminder of the fact that the Safe Community project is meaningful and that we must continue further on even more consistently.

TOPIC OF THE MONTH: "INJURIES"

The Czech Republic ranks among states with high injury rate. In the Czech Republic, children's injuries are the most frequent cause of death of children and young adults and the third most frequent cause of death in the whole population. 101 children died in 2004 on the Czech roads due to injury. Even though the overall death rate at the European roads is falling (in 1970, 77 831 people died on the roads of 15 EU member states, while in 2002 roughly half of this number - 38 604), the death tolls are considerable and hardly acceptable in any extent, which especially applies to children. On the other hand there is a number of initiatives that strive to achieve a higher proportion of cyclists and pedestrians on our roads, especially among the youngest generation. Cycling on the road ranks, however, among the most dangerous means of transport and according to some researches the probability of a serious or fatal injury to a child travelling on a bike is almost 20 times higher compared to travelling by car. This problematic relationship further accentuates the importance and advisability of various programmes and campaigns that raise awareness about correct behaviour on the road, whether you happen to be driver, pedestrian or cyclist and these also enable practical preparation for situations that may occur in real-life traffic.



Cyclists are the most vulnerable traffic participants. For this reason even this year's Injury Free Days campaign focused its attention at wearing helmets, especially in case of the youngest ones.

The Healthy Cities, Municipalities and Regions traditionally participate in the greatest campaign of injury prevention in the CR – **The National Injury Free Days** – and also realise a number of long-term programmes and campaigns aimed at reduction of the number and seriousness of injuries to children and youth. The HCCZ general meeting at its last session also announced the topic of “**Sustainable and Safe Traffic**” as the main topic of Healthy Cities, Municipalities and Regions for years 2006/7. In July this year, HCCZ chairman Jiří Čunek invited all members to participate and realise particular local events and campaigns and implement some of the measures proposed.

In this issue of HCCZ Bulletin we bring you bits and pieces from the currently finishing Injury Free Days 2006 campaign this year attended by 20 HCCZ members and many further information to the subject of injuries and injury prevention.

This year's Injury Free Days' campaign in token of children's injuries in traffic

The June Injury Free days belong among the most important campaigns of Healthy Cities, Municipalities and Regions in the Czech Republic. The Czech office of the World Health Organisation took over the auspices over the campaign this year. The extended term of 1st -11th June again brought the traditional activities and smaller campaigns as well as new approaches to injury prevention. In the course of 12 days the HCCZ members prepared hundreds of single events but also presented results of long-term programmes, such as Safe Routes to School or campaign “Going biking? Don't forget your helmet!”.

The following HCCZ member cities and municipalities participated in the campaign this year: **Boskovice, Brno, České Budějovice, Hodonín, Chrudim, Karviná, Kopřivnice, Kroměříž, Kuřim, Letovice, Litoměřice, Mladá Boleslav, Moravská Třebová, Orlová, Prostějov, Světlá nad Sázavou, Třebíč, Třeboň, Ústí nad Labem, Vsetín.**

TOPIC HOME AND ABROAD

June – injury free month – was opened by a specialised seminar

The prevention of traffic injuries has been the main subject of the seminar organised by the Centre of Traffic Prevention of Ministry of the Interior and Police of the CR, held on July 1st in the area of Museum of the Police of the CR in Karlov, Prague.

The seminar introduced various points of view at the issue of children's injuries and their prevention. Participants of the event, mostly from ranks of representatives of cities, municipalities and public sector institutions and expert public could learn up-to-date information about the **National Strategy in Prevention of Children's Injuries for Years 2006-16**. The participants were not only informed about other activities of the ministries, specialised institutions and non-governmental organisations concerned but also about particular well-tried activities and campaigns focused on the field of injury prevention. Dr. Alena Šteflová, Liaison Officer of the **World Health Organisation (WHO)** in the CR reminded the issue of injuries in global scope and the role of WHO in this field. Situation in the Czech Republic has been clarified by



Mr. Jaroslav Hořín of the **Traffic Research Centre (TRC)**. The first part of the programme was dedicated to strategic priorities in children's injury prevention; contributions were presented by representatives of ministries of health, interior and transport. Dr. Veronika Benešová, PhD. of the Centre of Injury Prevention of 2nd Medical Faculty of Charles University introduced the **ALARM** project and other national and multinational projects dealing with prevention of injuries. In the second part the speaker focused on **activities and campaigns in the field of injury prevention at a community level**. Director of the **Healthy Cities of the CR**, Mr. Petr Švec familiarised the seminar participants with progress of the **Injury Free Days campaign** in the Healthy Cities, Municipalities and Regions. In the following section attendees had an opportunity to acquaint themselves with particular campaigns and projects under way, such as **Going biking? Don't forget your helmet!, Safe Routes to School or Safe Community**. The whole programme was concluded by a press conference in attendance of the Czech Television.

Safety in traffic still has not been viewed as a priority in the Czech Republic

More than 1300 people die every year on Czech roads, another nearly 6000 sustain an injury with permanent consequences. The all-society losses resulting of accident rate exceed 49 billion crowns per annum. In comparison to the first world countries the society of the Czech Republic still does not view safety of traffic as a priority. Rectification of the current situation can be achieved solely by means of a coordinated approach in the field of repression and prevention in the process of which, active participation of all parties interested, be it public administration, non-governmental organisations and citizens' associations as well as wide public, is necessary.

In 2002 the European Union member states obliged to reduce the number of people killed on the road by half until 2010. The same objective also has the **National Strategy of Traffic Safety (NSTS)** of the Ministry of Transport of the CR (MT) prepared by the interdepartmental working group composed of state administration representatives. It contains basic targets (e.g. reduction of speed in municipalities) as well as means of how to fulfil this objective. Among the particular tools of NSTS realisation belongs e.g. campaign “Safe Municipality” (see below) or application of entry islands, increase in the number of speed measurements by mobile radars etc. Achievement of the targets determined also anticipates coordination of all measures and participation of a wide spectre of subjects, both at the national and the regional level. The action plan of NSTS realisation in 2006 states **involvement of municipalities and cities** in solving traffic safety as one of its **priority objectives** (more at: <http://www.mdcr.cz>). The **Czech National Chart of Traffic Safety** proclaimed by the central auto club of the CR should also contribute to safety on roads (more at: http://www.uamk.cz/charta_text.htm).

On basis of a decision by the Czech Government dated 1st September 2004, the **BESIP Foundation** has been established, whose aim are all-round activities leading to improvement of traffic safety. The foundation activities are focused mostly at training and education and support of research and development in the fields related to safety of traffic. The foundation also takes part in implementation of progressive organisational and technical findings into practice (more at: <http://www.ibesip.cz/cs>).

In 1992 the Ministry of Transport (MoT) established the **Centre of Traffic Research**. CTR is a state allowance organisation and sole transport science-research organisation within the field of action of the transport department in the CR. Its basic objective is researching and developmental activity with national competence for all fields of transport and ensuring servicing activities for MoT. By means of its

information centre the CTR helps to spread research results as well as the latest foreign findings among the public involved in traffic. One of CTR projects is the aforesaid **Safe Routes to School** project, whose main aim is teaching children how to behave safely in traffic environment and thus significantly reduce the number of traffic accidents. (More about CTR at: <http://www.cdv.cz>).

One of a few non-state institutions that dedicate themselves to the issue of traffic successfully is the **Czech Environmental Partnership Foundation** (CEPF). Its programme **Transportation for the 21st Century** presents the newest findings about transport and contributes thus to development of public passenger transport, cycling and walking with a prospective objective of finding balance among individual types of transport. The main topics of the programme are transport, health and safety, transport and national economy, transport and local development. The competition called **Traffic Calming in Towns and Cities**, put out by the CEPF in collaboration with MoT and other partners has also become a part of the project. The competition strives to make quality transport solutions realised in the CR more visible. Since the year 2002 a number of Healthy Cities and municipalities, for instance **České Budějovice, Brno, Vsetín** or **Chrudim** successfully participated in the competition. The representatives of local self-administrations should be helped by the guidebook "How to Calm Down Transport in Towns" from 2004. (more information can be found at: http://www.nadacepartnerstvi.cz/cestina/programy/doprava_21.php).

The questions of safety and injury prevention are becoming more essential also for EU and (WHO) which is proven among others by organising the **1. European Conference on Injury Prevention** held on 25.-27. June 2006 in Vienna under the auspices of WHO. Usage of bicycle as a means of transport, becoming ever more popular, is closely related to safety on the roads. Cycling, considered one of the so called sustainable form of transport, also has its negatives. One of these is the danger of collision with car in common traffic on the road. Among the initiatives that strive to reduce this risk and create safe conditions for ride on a bike belongs e.g. the competition **Green Ways** of the European association **Greenways** (EGWA). The **CEPF** actively participates and supports the project in the CR. One of the most important successes within the framework of the Greenways project is building of 430 km long **Green Way "Prague – Vienna: a way of cultural and natural legacy"**, connecting the historical cities, memorable objects and natural phenomena between Prague and Vienna (more information at: <http://www.prahawien.greenways.info>). British **Sustrans** is an important organisation realising practical projects supporting walking, cycling and public transport in EU. Their project **Safe Routes to School** (see below) whose objective is enabling children to walk to school cycle safely has become an inspiring activity for the CR. It uses a number of educational programmes and practical measures to achieve this goal.

Currently – new traffic rules promise improvement in safety on the roads

There's a new amendment of the Law on Road Traffic effective from the 1st July of this year. Besides the frequently mentioned and dreaded point system of driving offence evaluation it also brings new elements that should improve the safety of all traffic participants.

Owing to observing the tougher rules drivers, cyclists and pedestrians may prevent many accidents and therefore also injuries. Better safety of children transported should be ensured by the change prescribing the **usage of infant carriers on all types of communications**. Until now infant carriers used to be compulsory only on highways and

expressways. It also introduces **duty to wear helmet for all cyclists under 18 years**, if compared to the previous amendment of the law when this duty was in effect for children under 15 years. Helmet can save life or significantly reduce consequences of an injury, which is why its usage is recommended to all cyclists. For the drivers there is a new **duty to use turn signal when overtaking a cyclist**. In the event that driver does not use a turn signal, the driver going behind him would see the cyclist at the last moment and collision may occur. The new **drivers' duty to light all year** will surely also contribute to overall safety on the roads. The cars with lights on can be spotted by other traffic participants sooner, especially under specific light conditions occurring for instance during summer early evenings. More information about new traffic regulations and most important changes can be found for instance at the internet address <http://www.novapraavidla.cz>.

HCCZ Partners

The National Network of Healthy Cities in relation to the topic of injuries participates in many initiatives and collaborates with a number of specialised partners. HCCZ is a founding member of the **WHO Working Group for Injury Prevention**, within which it has been collaborating with other expert partners for a number of years already. The Working Group this year overtook auspices over the Injury Free Days campaign. The **Centre of Injury Prevention** of the



Motol university hospital in Prague, a guarantor of the WHO Safe Community and Safe School project, is an important HCCZ partner in the field of health. HCCZ collaborates in the area of transportation on a long-term basis also with **Centre of Traffic Research** of MoT in Brno that covers methodically the Safe Route to School and Armadillo projects. Another organisation of the MoT, dealing with safety of road traffic is **BESIP**. This has e.g. the "Safe Municipality" project in gestion. This year HCCZ newly established collaboration with company **Czech radar** that deals mostly with speed measurements in municipalities and that has become a partner of the "Safe City" project. More information concerning specialised partners and programmes can be found at: <http://nszm.internet.cz/cb21/asp/ibrana.asp?id=11895>.



Children learn about everything that may occur on the road also by means of a practical instruction on the traffic playground. In the Healthy City of Třeboň they also prepare such activities on the occasion of the Children's Day.

Specialised HCCZ Section to injury prevention this time in South Bohemia

Regular meetings of experts took place in June in the Healthy City of Třeboň. During the programme of the Section there were programmes introduced aimed at reduction of the number of injuries and their severity.

Participants of the Section met on June 20th in congress and cultural centre Roháč in the Healthy City of Třeboň. Programme of the meeting consisted mostly of presentation to the topic of **"Injury prevention in Healthy Cities"**. The deputy—mayor of Třeboň and HCP and LA21 politician Jan Ouška in the opening introduced the host city and Mrs. Radka Veselá reminded activities of Healthy Cities, Municipalities and Regions from the point of view of the national HCCZ association. Prof. Dr. Miloš Velemínský, and Ms. Michala Lavičková spoke about injury rates. They both familiarised the attendees with results of statistical collection of injury data in Třeboň for the year 2005. On the basis of this it becomes clear that the most dangerous environment from the point of view of injuries is household, school and transport; an injury in adulthood stands as the third cause of death, in childhood it is the most frequent cause of death of all. The second part of presentation was dedicated to the WHO project called **Safe Community**, also joined besides the traditional Kroměříž by the Healthy Cities of Třeboň and Vsetín. The preventive activities of the projects are mostly focused on transport and include campaigns "Safe Cyclist", "Armadillo" or "Going Biking? Don't forget your helmet!", but also e.g. the children's day. The Safe Community project also includes activities focused on **prevention of violence and violently induced injuries of children**. These activities were realised in a form of open discussion among children concerning risks and possibilities of effective non-violent defence. The end of presentation was dedicated to the prevention of seniors' injuries who are being helped in maintaining their mental activity by the **Memory Exercising Course**. In conclusion of the meeting the participants of the June HCCZ Section visited children's

traffic playground which is currently being built and which should serve for traffic-preventive events. Find more information at <http://www.nszm.cz/urazy>.

GOOD PRACTICE

The Injury Free days campaign has shown the good practice of Healthy Cities in the field of injury prevention

The importance of the system of road signs, correct and safe behaviour on the road or how to treat an injury correctly could all be learned by the participants of Injury Free Days 2006.

In the course of campaign the attendees could participate in various long-term projects and single activities. In the Healthy City of Třeboň on 9th June an injury-preventive event took place on the occasion of



How to behave on the road correctly could have been tried by the youngest ones on the traffic playground in Boskovice.

the children's day within the framework of the **"Safe Community"** project. Children had a chance to familiarise themselves with equipment of a police car and work of police officers, they could also see fire—fighting vehicle equipment and fire-fighting equipment in practice. Those children who arrived on bikes could try out the technical equipment of a brand new traffic playground. Municipal Police officers supervised children and clarified the principles of safe behaviour in traffic and importance of basic system of road signs. There is also new traffic playground in the Healthy City of **Boskovice**.



In Ústí nad Labem they know that it is important not only to see but also to be seen. From now on all kindergartens in the area are equipped with reflecting jackets.



Young medics in Mladá Boleslav practice treatment of injuries that most frequently occur during free-time activities of children and youth.

It was ceremoniously opened on May 31st by the deputy-mayor of Boskovice and HCP and LA21 politician Ms. Jaromíra Vítková in premises of kindergarten on Lidická Street. In the course of June a number of transport-educational events for children of kindergartens and basic schools already took place in there in presence of Municipal Police officers. In the Healthy City of Kopřivnice the last part of the topic for children called „**Mummy, Daddy, Convince Me that We Drive Safe**” took place as a part of the Injury Free Days campaign. The competition day was attended by fifty children who brought their parents and grand parents. Along with them they went through six disciplines focused on education in traffic. For fulfilling a task children received a stamp in their cyclist’s licence.

The house of children and youth in the Healthy City of **Letovice** organised a scooter race for children. After finish of the race children had a chance to participate in a game to the subject “Driving Safe”. The Zachar basic school in the Healthy City of **Kroměříž** prepared for their pupils a two-day **Olympiad of Safe Driving** attended by 530 children of 22 classes. Regional round of the **Traffic Competition of Young Cyclists** took place in Kroměříž. Competition programme for children was also prepared in the area in front of Municipal Office of the Healthy City of **Orlová**. Children visited four posts where they fulfilled competition tasks and answered various questions related to traffic signs and safe traffic. The Healthy City of **Litoměřice** has already been preparing a programme for school year beginning, dedicated solely to first-year students called the **Safe Street**. The aim of this event is to remind the principles of safe behaviour on land roads, especially on one’s way to and from school, when playing in a housing estate or children’s playground, to the new pupils who are also participants of road traffic.

The Healthy City of **Světlá nad Sázavou** along with local department of transport and education in collaboration with Transport Inspectorate of Regional Headquarters of Czech State Police in Havlíčkův Brod organised on 22nd June a preventive traffic event called **Světlá without Accidents 2006**. The main participants were fourth grade pupils of Lánecké basic school who applied themselves in the course of the whole school year to safety in traffic. The Healthy City of **Ústí nad Labem** this year equipped all kindergartens in the region with reflective jackets, ceremoniously handed over by ex-city mayor of Ústí nad Labem Mr. Petr Gandalovič. The main programme of the Injury Free Days campaign in the Healthy City of **Vsetín** took place on Thursday 8th June. Children could try out how safely they can to move in the city. Fulfilment of tasks was supervised by the students of High Medical School in Vsetín who also prepared an accompanying programme showing the **principles of applying first aid** in practice.

Young medics also participated in the Injury Free Days campaign in the Healthy City of **Mladá Boleslav**. In collaboration with the Czech Red Cross – RO Mladá Boleslav and Medical High School Mladá Boleslav they organised **Regional Competition of Young Medic**

Guards of the Czech Red Cross. In the Healthy City of **Kuřim** the Red Cross organised a first aid crash course for citizens and also for self-administration representatives and municipal office employees. The Healthy City of **Chrudim** prepared an event called **Together against Injuries** where visitors could familiarise themselves with basic rules of safe behaviour on the roads in the role of passenger, pedestrian or cyclist. Representatives of aquatic first-aid service of the Czech Red Cross reminded how to prevent injuries by the water or danger of drowning. They also introduced to attendees the **Twelve Rules of Safe Stay by the Water**.

A part of the Injury Free Days in Healthy Cities were also educational events intended directly for drivers and passengers of motor vehicles. The main attraction of the campaign in the Healthy City of **Hodonín** was spectacle in a form of **Crash Simulator** that serves for demonstrating the right function of seat belts, head rests and infant carriers. On simulator the visitors could experience effects of a crash at 30 km/h. The Healthy City of Brno prepared among others an awareness raising project for future mothers called **Protect yourselves and Your Children, Always Use Seatbelts**. The project originated in Emergency Hospital in Brno and its main objective was to improve awareness about the importance of seatbelts usage by pregnant women. A series of lectures in auditorium of the Commercially-Entrepreneurial Faculty of Slezská University in the Healthy City of **Karviná** was intended mostly for drivers but also for other traffic participants. Their content consisted mostly of information about changes in provision of the Law Nr. 360/200 Coll. about traffic on land roads in connection to introduction of the point system of evaluation (see more above).

The projects “Safe Route to School” and “Going Biking? Don’t forget your helmet!” teaches children safe behaviour, the “Armadillo” campaign appeals to parents to use seatbelts and infant carriers.

In the course of the Injury Free Days campaign in the Healthy Cities there have also been introduced long-term projects realised concurrently in a number of cities, municipalities and regions. The Safe Route to School project maps dangerous sections and obstacles that may complicate children’s everyday journey to school. The project “Going biking? Don’t forget your helmet!” deals with prevention of head injuries during biking.

The events for children related to the project **Safe Route to School** took place in **Brno** on the children’s traffic playground and in Lužánky Park. The children’s parliament Brno along with its partners organised



A Police officer explains to children what not to forget before starting a trip.



Why is usage of infant carriers important? That has been the subject of the popular Armadillo campaign since last year.

a competition for children whose aim was drawing or formulating by words the dangerous circumstances that may cause an accident – e.g. stone on the road, uncut tree branches, inappropriately parked vehicles etc. More than three hundred works have been evaluated on 25th May 2006 at the Children's Hearing in presence of the Minister of Transport of the CR Milan Šimonovský. The award-winning competitors then ceremoniously received their well deserved rewards on the occasion of Injury Free Days at the **Lužánecká Scooter** event. In the Healthy City of **Hodonín** the Safe Route to School project has been realised by the local Children's Parliament (CHP) since January 2006. Part of the project presentation was also in a form of survey realised by the representatives of CHP in the course of Injury Free Days campaign, in order to find out more about opinions of Hodonín citizens concerning the safety on local roads. The result of their mutual efforts was 186 filled questionnaires that would serve as an important data for their further work in this project. The Healthy City of Třebíč already realised the Safe Route to School project last year. Individual phases of the project and results achieved were presented by the representative of Třebíč's Student Parliament during workshop **Children's Routes to School – Sustainable Development and Health** on 1.6.2006.

The Healthy City of **České Budějovice** realises the project **"Going biking? Don't forget your helmet!"** for the second year already. Awareness raising is under way not only during lessons but also in the streets where the representatives of municipal office along with Municipal Police stop children with helmets and reward them with small gifts for protecting their lives and responsible behaviour. 142 cyclists were rewarded last year; the 5 luckiest ones even received valuable gifts in a form of new bicycle.

The checks of patrols of Czech State Police and Municipal Police were also under way this year in June, as a part of the **"Going biking? Don't forget your helmet!"** campaign in the Healthy City of **Chrudim**. **By means of these checks last year it was ascertained that only 57% of children under 15 years of age use cycling helmets when cycling. The event will take place in educational facilities in Chrudim** until the beginning of the new school year.

Activities related to the project "Going biking? Don't forget your helmet!" have been widely realised by the Healthy City of **Prostějov**.

In collaboration with Municipal Police and shops with cycling gear they distribute discount coupons for helmets sold by the cycling gear shops during checks of cyclists in the streets, as well as other small motivation gifts. Also in Prostějov a new bicycle is the main reward for responsible cyclists.

Within the framework of the Injury Free Days, members of the Children's local authorities **Litoměřice** during May distributed promotional materials related to "Going biking? Don't forget your helmet!" campaign and distributed coupons for discount on purchase of helmets in cycling gear shops. At the same time there was announced homonymous fine art competition for children of Litoměřice basic and special schools. The best works were rewarded and exhibited at the children's traffic playground. Within the framework of this year's campaign the author of the "Going biking? Don't forget your helmet!" project, MUDr. Martin Sedlák also visited Litoměřice and familiarised the attendees with its methodology and results of the campaign in Kroměříž as well as on the national level. He also compared the progress and results of the campaign in Litoměřice and Kroměříž where the project originated.

In the Healthy City of **Kuřim** there was a Creative Workshop organised on the subject of "Going biking? Don't forget your helmet!". Groups of children representing individual grades of Kuřim's basic schools created a number of original billboards that inform about changes in the traffic law with respect to biking.

Even though one of the major changes in the new "traffic" law is the **duty** of using a cycling helmet by **all persons under 18 years of age**, the campaign "Going biking? Don't forget your helmet!" remains an important contribution in the field of bikers' head injury prevention.

The all-European campaign "Armadillo" focused on usage of infant carriers was launched in the Czech Republic last year and has become one of favourite campaigns in the field of injury prevention. The idea of using armadillo in the campaign for children's retention systems originates in the Netherlands where this figure has become very popular. In the Czech Republic the campaign has been prepared by the MoT – BESIP along with the Centre of Traffic Research. The Healthy Cities of the Czech Republic, where the figures of armadillo were distributed and where further awareness events took place, have become the main partner of this campaign. Owing to its popularity a number of cities also participate in the campaign this year and accompany thus the above mentioned Injury Free Days 2006 campaigns. More information also at <http://www.nszm.cz/pasovec>.

The Healthy city of Třebíč introduces another from indicators of sustainable development called "Children's Routes to Schools and Back".

As a part of the Injury Free Days campaign in Třebíč there was workshop organised on the subject of Children's Routes to School – Sustainable Development and Health, in the course of which the attendees were familiarised with implementation of another indicator of sustainable development from the ECI set (European Common Indicators), already joined by Třebíč in 2005.

Participants of the seminar were familiarised with results of questionnaire examination during which there had been more than 4000 questionnaires submitted, processed and evaluated. The basic aim was to ascertain how children transport themselves to school and back. The questionnaire event shows that the most frequent means of transport of children to and from school in Třebíč is walking regardless of weather conditions. Two thirds of basic school pupils transport themselves this way in warm months and in nice weather. The second most frequent means of transport is usage of public transport,

transport by car covers less than 10% and bicycle is used by less than 1% of children and youth. Despite the low share of cyclists the results are very encouraging, since e.g. in Great Britain approximately two thirds of pupils are transported to school by car. The outputs of the seminar should be further utilised as data for expressions of other basic schools to this issue and selecting the most important problems in this field.

In-depth information related to programmes of the campaign of Healthy Cities, Municipalities and Regions can be found at <http://www.dnybezurazu.cz>.



Examples of good practice from other areas can be found in **Database of Good Practice Examples** - <http://www.dobrapraxe.cz>.

RESOURCES AND PROJECTS

Rescources

The greatest deal of money waits for applicants in the next EU programming period 2007-13

The main domestic resource of finances in the field of injury prevention is the Ministry of Health, in particular the **National Programme of Health Support**. The programme has been supporting e.g. the WHO Safe Community project (more information at <http://www.mzcr.cz/index.php?kategorie=5>). A very wide spectre of financing is traditionally available for the field of transport. In this respect the greatest opportunities await the applicants in the next year in new EU programming period 2007-13, and mostly in measures of **Regional Operational Programmes (ROP)**. The **Ministry of Environment** furnishes the non-profit organisations within the framework of grant programmes with subsidies e.g. for the European Mobility Week or Car Free day. Further opportunities can be found in occasional grant proceedings of the **Ministry of Transport**. Allocations intended for transport within the Operational Programme of Infrastructure as a part of drawing on programming period have been in general depleted.

Projects

Prostějov "Safe City"

Current situation concerning speeding in municipalities has been ascertained by transport-safety event called "April-the Month of Safe Municipalities". This event is a part of the Safe Cities project, attended besides the Healthy City of Prostějov by another 26 cities and municipalities of the CR and whose partner are also the Healthy Cities of the Czech Republic.

The Safe Cities is a project of Czech Radar company offering an effective solution of traffic safety on local communications, it is intended for cities and municipalities. It is based on interconnection of measuring devices with a modern information system registering traffic offences. One of its advantages lies in the fact that the measuring devices are installed in terrain without need of any further complicated operation. Installation of measuring devices is provided

to cities and municipalities free of charge, fees for their operation and maintenance are financially covered from incomes of fines collected. The results of measurement in Prostějov are alarming. Of the overall number of 798 vehicles passing by the radar, 369 drivers exceeded the highest speed limit of 50km/h, i.e. almost one half of them. The aim of this event was mostly providing the representatives of cities and municipalities with statistical results related to given topic and enable them to try out equipment offered by the Safe Cities project in practice (more information at <http://www.bezpecnamesta.cz>).

Schoolchildren learned how to help by first aid

Realisation of awareness raising and preventive project called "Can We Help Ourselves with First Aid?" was also a part of the Injury Free Days campaign in the Healthy City of Ústí nad Labem. The project is focused on children of kindergartens and basic schools, it also addresses high school students.

The project realised by paramedics of Medical High School and Higher Medical School in Palachova street in Ústí nad Labem, has been financially supported in the 2nd round of Grant Programme of the HCP Ústí nad Labem for the year 2006. Students of the paramedic filed of study perform **practical first-aid training** with children, including animation aids according to the most up-to-date methods and procedures. The training is adapted to the age and capabilities of its participants and is divided into individual categories. As a practical example of functioning of the whole integrated emergency system e.g. a training evacuation of children and personal property from special basic school Pod Parkem took place. During the operation paramedics demonstrated a treatment of simulated injuries. Competitions related to the topic are also part of the lessons. Until the end of this year a major part the youngest Ústí generation will pass the "training".



Injuries caused by biking belong among the most frequent and most severe. Timely and correctly provided first aid can save life.

IN BRIEF

City reflections

Chrudim

Within the Injury Free Days campaign a seminar called “**Children’s Injuries and Their Prevention**” took place in the Healthy City of Chrudim. The seminar was intended mostly for kindergartens, basic and special schools but it was also attended by a number of specialised partners, e.g. Health Institute located in Pardubice, Municipal Police of Chrudim or Healthy Medical High School. Attendees of the seminar could learn information about situation in the filed of injury rate of children in the CR, about possibilities of prevention of children’s injuries and programmes in this field for kindergartens and basic schools. In conclusion, each of the participating organisations received a “package of aids” designed for prevention of injuries in school institutions.

HCCZ

A successful seminar called **Projects for EU – Know How?** took place under the auspices of deputy sheriff Mr. Milan Venclik at the County Council of the South-Moravian Region on 21.6.2006. The seminar open to interested parties from ranks of cities, municipalities, micro-regions and local action groups of the South-Moravian Region (SMR) focused on actual issues – obtaining resources from EU, priorities of the next programming period, readiness of subjects to draw finances and existing experience, consulting assistance from the part of the region. Experience among others from the Healthy Cities of **Letovice**, **Kuřim** and **Hodonín** were presented to more than 50 participants. Further information including the programme and presentations for download can be found at <http://www.nszm.cz/seminarjmk>.

HCCZ

HCCZ seminar under the title of **Countryside Development – Cooperation of Micro-regions and Local Action Groups** took place in Prague on 15.6.2006. The seminar was focused especially on presentation of successful sample procedures in the field of countryside development and cooperation of individual partners. Projects realised on the micro-regional level were also introduced. Find more information about the seminar at <http://www.nszm.cz/venkov>.

Kroměříž

The City of Kroměříž is the only city of the CR that gained the title “**City of Trees**” this year (from October 2007 until October 2007). The objective of this **Czech Environmental Partnership Foundation** project is raising public interest in the environment, local events motivating broad public to active participation in nature protection should be supported, improvement of the environment and public life as such – all this with emphasis on trees and care for them. As the competition winner, the Healthy City of Kroměříž received a financial bonus of 50 thousand CZK. More information available at <http://www.stromzivota.cz>.

Calendar of events

11.-14.7. - Already the fifth in a series of **HCCZ Summer Schools** took place in the Healthy City of Litoměřice. In total four-day educational meeting of coordinators and politicians from City Halls of Healthy Cities, Municipalities and Regions will be this time focused on methods of involving the city halls in the HCP and LA21 projects and on effective utilisation of the Logical Framework method in municipality or city. More information including the programme and summary can be found at: <http://www.nszm.cz/lz>.

June – An appeal to all Healthy Cities to join the issue of “**Sustainable and Safe Traffic**” took place during June 2006. This major topic has been approved by the HCCZ General Meeting in May this year and initiated thus a **long-term programme** of the Healthy Cities, Municipalities and Regions. In the course of years 2006-7, HCCZ members may join this appeal by realising **particular local events** that support sustainable transport and safety, regardless whether in a form of campaigns and other awareness raising events or by implementing some of permanent measures, such as building a cycle track, lighting of pedestrian crossings etc.

All website references are generally in Czech language

Dear readers, due to forthcoming summer period you will receive another issue of HCCZ Bulletin at the end of August 2006. We wish you to enjoy your holidays.

OUR NEXT TOPIC

“Healthy Countryside” will be the topic for the months of July and August.

 HEALTHY CITIES OF THE CZECH REPUBLIC: Topic of the month			
July, August 2006: Healthy Countryside			
			<ul style="list-style-type: none"> - activities focusing on raising quality of life in the country; development of services and information support, accessible transport services - sustainable tourism e.g. cyclo-tourism, eco/agrotourism - local traditions, culture, traditional craft industry, patriotism - ecological agriculture biofood, local production
			<p>EVENTS: 11.-14.7.2006 HCCZ Summer school Litoměřice</p> <p>FURTHER INFORMATION: 28.8.2006 HCCZ Bulletin http://www.healthycities.cz</p>
			

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



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