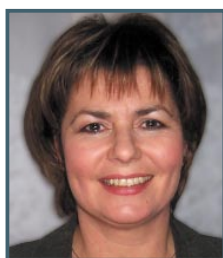




HEALTHY CITIES OF THE CZECH REPUBLIC

INTERVIEW



**An interview with
director of WHO
Country Office
Czech Republic
Alena Šteflová, MD**

Investment in Health is Worth it

The Czech WHO Office has been collaborating with the Healthy Cities of the Czech Republic (HCCZ) for a long period of time. How do you evaluate the existing collaboration?

The Healthy Cities of the Czech Republic are one of the most important WHO partners in the CR. Mutual collaboration is a way of how to clarify the WHO strategies and recommendations on the community level and enable thus their actual realisation. Unfortunately, this program does not represent such a strong movement in all states, as it is in the CR.

WHO realises a whole range of projects. Can you give us an idea of what is being prepared in this respect and whether the Healthy Cities, Municipalities and Regions can join again?

We count on HCCZ participation in a number of issues, currently being solved in collaboration with WHO. One of the priorities is e.g. healthy old age. This means that those activities that influence the seniors' quality of life must be naturally applied in the first place within the framework of cities and municipalities that seniors live in. Other topics for collaboration are represented by injury prevention, influencing the eating habits of both children's and adult population. The strategy of WHO office in Venice, "Investment for Health" is very interesting in this regard. Its substance is mutual connection between the improvement of inhabitants' health and economical and social development, which holds true both on the level of cities or regions and private companies. Analyses based on this claim are also a good argumentation not only for e.g. projects submitted as a part of EU structural funds, but they are also significant in the process of regional development plan creation.

What pleased you personally (what do you consider a success) as a part of WHO CR work, in this year that is coming to an end?

I may declare that we have been successful, due to collaboration with important partners, be it within the framework of health service, other departments or on the non-governmental level, in developing a whole range of WHO/EU projects and strategies. Within the framework of

a contract between the Ministry of Health and Country WHO Office we realised approximately 10 two-year projects, the interest of media in WHO agenda has increased noticeably and also the awareness of this issue has become more objective. I am pleased that our office is perceived as a platform where information not only can be obtained, but where expert topics can be discussed.

TOPIC OF THE MONTH: "HEALTHY URBAN PLANNING"

Health has direct impact on the quality of life of an individual and his surroundings. The current health condition of inhabitants to a significant degree reflects their life style. The widely spread unsuitable eating habits, smoking but also lack of active movement entail various health risks. According to the statistics of the World Health Organisation (WHO), the most frequent cause of death of inhabitants in the Czech Republic is cardiovascular diseases (51% of all deaths). Besides the generally known problems such as high blood pressure, smoking or high level of cholesterol, the wider social connections become to be more perceived as significant factors – quality of housing, quality of social services for all generations, removal of various barriers and reduction of social exclusion etc. However, many diseases caused by these risk factors can be prevented by preventive measures and healthy regimen. The fact that prevention is cheaper than treatment still holds true. The treatment that cost each CZ inhabitant some 20 thousand crowns in 2004 makes a total of almost 200 billion CZK. Health support has its specific importance for each generation – it is necessary to start with small children, however, it also has a growing importance for older generations that live to an increasingly old age. The suitable places for health support are those where people work and live, therefore also cities, municipalities and regions, not only the Healthy ones.



Even the small children know that running for one's health just like for dear life is worth it – exercise in all its forms is an integral part of the national HCCZ campaign called the Health Days.

HCCZ members therefore participated for the twelfth time in the traditional national HCCZ campaign called the **Health Days**. This year's campaign slogan **Healthy Urban Planning** expresses the emphasis on conceptual approach from the part of cities, municipalities and regions with a long-term perspective of program duration. In the October issue of HCCZ Bulletin we bring you information to the issue of health and also bits and pieces from campaigns, this time attended by 27 HCCZ members. Find out more information to the topic at <http://www.nszm.cz/zdravi>.

This year's Health Days were focused on the issue of healthy lifestyle from the long-term perspective

The Health Days campaign took place in the Healthy Cities, Municipalities and Regions traditionally in days between 4.-17. October, in some cities they prepared a wide offer of activities for visitors as soon as at the end of September. Citizens could find out more information about their own health condition, they could participate in sports games and exercise, listen to lectures or participate in forums to various issues related to the healthy lifestyle. Health institutes and organisations working with physically handicapped people were opened to the public. The common issue of all awareness-raising and accompanying events was prevention, also expressed in the subtitle of this year's Health Days that sounded "**Healthy Urban Planning**".

The campaign took place in collaboration with **Všeobecná zdravotní pojišťovna of the CR (VZP)** (General Medical Insurance Company of the CR), whose local workplace enabled the VZP clients to find out their actual health condition free of charge, namely on the basis of blood pressure measurement, measurement of body fat, level of sugar and cholesterol in blood. The **Czech radio 2 – Prague** was the media partner of the event.



The following Healthy Cities and Municipalities participated in or supported the Health Days Campaign: **Blansko, Bolatice, Boskovice, Brno, České Budějovice, Hodonín, Humpolec, Chrudim, Karviná, Kopřivnice, Kroměříž, Letovice, Litoměřice, Moravská Třebová, Orlová, Pelhřimov, Prostějov, Příbram, Rožnov pod Radhoštěm, Světlá nad Sázavou, Štětí, Třebíč, Třeboň, Ústí nad Labem, Velké Meziříčí, Vsetín, Zlín.**

TOPIC HOME AND ABROAD

Health is the basic human right of every individual

At the 51st world health summit in May 1998, the member states of WHO settled on a declaration that formulated the basic political principles of health care in its widest social connections. They stated that health is one of the basic human rights and its improvement is the main objective of social and economic development.

The declaration has been resolved in order to accentuate the WHO program **Health for All in the 21st Century** (Health 21). Its main objectives lie in protection and development of human health over the course of their whole life and in reduction of diseases and injuries and suffering that these bring to mankind. For the WHO member states, the **HEALTH 21** is a stimulus and guidebook for their own solution of issues related to health care, to their own ways of how to attain 21 objectives of common European program for improvement of health of nations and regions. The objectives have not been specified in absolute indicators. It is an important mission of HEALTH 21 to reduce differences in health condition inside and among European states, because this is one of elements of social inequality and a factor that may influence stability of national communities and regions. One of the HEALTH 21 objectives in the CR is to realise the WHO Healthy City Project until 2015 in at least 50% of municipalities and at least 95% of children must have a chance to attend the so called WHO Healthy Schools.

Not only in the Czech Republic the declaration **HEALTH 21** attaches great importance to participation of all social elements in improvement of public health and to common responsibility of all departments. Health as a particular reason of departmental collaboration and one of criterions for political decisions unfortunately has not been common practice yet. The medical impacts of key decisions in energetics, transportation, legislation, agriculture, education or in tax issues are often neglected. The **National Environmental Health Action Plan (NEHAP – established in 1998)** may serve as a successful example of interdepartmental cooperation in the CR. HCCZ to a significant degree also participates in its enforcement on the regional and local level. Lifestyle represents one of the main factors from the point of view of influence on health. Its influence applies in a number of life aspects – in family, school, on the workplace, in free-time activities etc. Unsuitable diet composition has been contributing to the unsatisfactory health condition significantly. Even this area is processed in the Action Plan, in material **Strategy of Ensuring Safety (Undefectiveness) of Foodstuffs in the CR** and in the **National Program of Sports Development** (find out more at <http://www.mzcr.cz>).

The **National Health Institute (NHI)** belongs among important institutions in the field of health support. Its main task is to prepare fundamentals for national health policy and protection and support of public health. An integral part of its activity is collaboration in various projects and their realisation. One of those is for instance **CAP - Children and Parents**, paying attention to the approach of doctors and hospitals towards a hospitalised child and involvement of parents in a child's treatment program, which is closely related to the international **Hospitalised Children Rights Chart**, accepted in 1988. Among other important NHI projects we may state the **WHO Healthy School** program, whose partner is also HCCZ, or **Tasty Life**, dedicated to the promotion of seniors' dietary regimen (find out more at <http://www.szu.cz/czpz/projekty>).



Projects related to the healthy diet and healthy lifestyle are also a part of a range of non-governmental organisations' programmes. The **Diet Society (DS)** was founded as early as in 1945. It is a citizens' association of experts and workers in the field of children's diet that deals with e.g. healthy diet in school canteens or quality of foodstuffs (more at <http://www.spolvyziva.cz>). The **Forum of Healthy Diet** is a far younger association dealing with similar issue. It was founded in 1993 with an objective to help improving the health condition of our population by various activities (more at <http://www.fzv.cz>). Since 2005 you may turn with questions, related to children's diet, to the newly established **Children's Diet consulting centre** that, among others, operates its own gratuitous line (more at <http://www.vyzivadeti.cz>). For instance the **Arnika** association deals with relationships between the quality of living environment or influence of hazardous and harmful substances on human organism (more at <http://pvc.arnika.org/materialy.shtml>).

HCCZ Partners

HCCZ partners in the field of health support belong among the most important ones

The **World Health Organization** (WHO) and **Ministry of Health** (MH) are the principal partners of Healthy Cities, Municipalities and Regions. WHO is an international guarantor of the Healthy City Project and defines the basic direction especially in the field of health support. HCCZ also regularly participates in a number of expert working groups (WG) under the auspices of WHO and MH that deal with selected issues in the field of health support and healthy lifestyle, such as WG for seniors or WG for obesity prevention. MH is an expert guarantor of WG for health plans and policies that currently works on the methodology of Health Profiles, also containing a set of health condition indicators



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(for further information see the Events column). MH also provides financial means within the framework of its subsidy programs for a range of activities by the Healthy Cities, Municipalities and Regions. Other partners from the field of health support are: **National Health Institute**, which is among others the guarantor of the "Receive and Distribute" Project and **Všeobecná zdravotní pojišťovna** (General Health Insurance Company) that provides financial and professional help e.g. in the process of realisation of Health Days Campaign and collaborates by means of its regional offices with HCP and LA21 coordinators. Last but not least, **Ministry of Agriculture** is also a significant HCCZ partner in the field of health support, as its project called 5 Keys to Safe Alimentation is also under way in Healthy Cities (for further information see the Projects column).

BEST PRACTICE

The Health Days again brought a number of best practice examples

Planning for health was the main topic of events organised in Health Cities and Municipalities as a part of this year's Health days. People had a chance to take part in various sports activities, within the framework of awareness-raising activities they could find out their health condition and could attend lectures and forums related

to prevention of various diseases. Health institutes and organisations working with physically handicapped people organised open days.

The measurement of values that determine the actual inhabitants' health condition belongs among the traditional Health Days' events. The Weeks for Mental Health take place annually in the Healthy City of **Ústí nad Labem**. This event brings, besides a number of other activities,



The Health Days in Ústí nad Labem this time paid visit to the Municipal Council itself. More than one half of the office employees anonymously examined their actual health condition by means of a measurement device, lent free of charge by the campaign partner, Všeobecná zdravotní pojišťovna (General Health Insurance Company).

also a Fair of Social Services that introduces providers of social and medical services from the whole Ústí Region. This year's novelty was the collaboration with VZP in Ústí nad Labem that provided an apparatus for measurement of weight, height, fat content, cholesterol and blood pressure free of charge. The device was placed in Municipal



Students of the first grade of Havlíčkova basic school in Litoměřice, could try out preparation of medicines in practice in one of local pharmacies, as a part of the Healthy Days.

Council building and people could find out their health condition anonymously. Visitors of the **Small Health Day**, organised by the RMC Sluníčko in collaboration with VZP in the Healthy City of **Vsetín**, had a chance to measure their blood pressure, level of cholesterol and sugar

in blood or the value of Body-Mass Index BMI. The **Great Health Day** took place in Vsetín community centre and it was organised by the **Health Institute with seat in Zlín – Vsetín Office**. The same institute, but this time its Kroměříž branch, offered preventive examination of health condition to public, free of charge. The examinations were paid from the budget of the Healthy City of **Kroměříž**. In the Healthy City of **Příbram** the Health Days took place in local branch of Health Institute and offered to visitors, besides the measurement of bodily values, also consultancy on vaccination, prevention of smoking or healthy diet. A total of 1249 clients have been examined with a conclusion that people most often suffer from obesity and increased level of cholesterol in blood. Nevertheless the positive finding is that there was also considerable number of those visitors whose values have been in order. The Healthy City of **Pelhřimov** organised a VZP Day with usual offer of consultancy and measurement of fat, sugar, cholesterol and blood pressure. The popular and educational **Healthy Teeth Day**, with an expert presentation to the issue of oral hygiene for invited guests of kindergartens and basic schools took place in municipal library. The Healthy Days also took place in the Healthy City of **Litoměřice**, at Havlíčkova basic school. Children of 1.-5. classes in the first place visited a pharmacy where they received information about usefulness and hazards of using medicine, which was followed by the “Healthy Teeth” block with practical examples of dental care and in the end the children familiarised in the third block, both theoretically and practically, with advantages of consuming fruit and vegetables. Second grade pupils participated in questionnaire event that analysed their habits in connection to the healthy lifestyle. The survey, participated by a total of 161 pupils of 6.-9. classes, brought interesting information – more than two thirds of schoolchildren consume fruit and vegetables regularly, but one third of pupils regularly or occasionally smokes or drinks alcohol.

The Terry Fox Run and other sports activities reminded the importance of exercise for human health

The global humanitarian campaign for support of cancer treatment research, **The Terry Fox Run**, annually also takes place in some Healthy Cities and Municipalities where it creates a part of Health days. The route of The Terry Fox Run in the Healthy City of **Blansko** that took place in Palava recreational area, could be completed by its participants by any means – running, walking or by bike – mothers could also take their prams. The Terry Fox Run also created a part of Health Days in the Healthy City of **Světlá nad Sázavou**. The Healthy City of **Chrudim** prepared, in addition to the traditional Run regularly attended by more than a thousand of inhabitants, sports games for kindergarten children and for all its inhabitants then, in the collaboration with Czech Tourist Club, the **Walk of all Generations** that demonstrates the importance of exercise for maintaining shape at any age while supporting solidarity between generations. As a matter of interest we may state that the age difference between the youngest and oldest participant was almost 80 years. Healthy exercise was the main topic of this year’s campaign in the Healthy City of **Bolatice**. In Bolatice they organised, in addition to a number of other events, the **Walk for Health** – six kilometres long nature trail in Chuchelský Forest, in the course of which the visitors could familiarise with tree species, plants and animals of the local forest. The Healthy City of **Orlová** prepared on the occasion of Health Days, besides the Terry Fox Run, also another year of All-Generation Walk. The students, who wanted to test their fitness as a part of “**Run Up the Stairs**”, must have climbed a minimum of 219 steps in the building of their local grammar school. The square in the Healthy City of **Kroměříž** was “animated” by demonstrations of sports compositions prepared by the High School of Pedagogy and Social Studies and High Pedagogical School in Kroměříž. Sports activities were also on the programme in the Healthy City of **Kopřivnice**, where competition tournaments in streetball and table tennis as well as cycling games for



This year’s, already fifth year of All-Generation Walk in Orlová, has been attended by 120 inhabitants. All those who walked all the way to the finish were welcomed by small refreshment in the area by the evangelistic church.

children took place. This year’s novelty, so called Nordic Walking – a type of sports walk with sticks, which is also suitable for older citizens and people with medical restrictions, was a great success in the Healthy City of **Hodonín**. As a part of sports activities there was a volleyball tournament for Challenge Trophy of the Healthy City. The main accompanying event to the Health Days in the Healthy City of **Karviná**, where presentations of health Institute Ostrava, Czech Red Cross Karviná, High Medical School and other local organisations and companies took place, was the **Swimming Competition of Cities**. The event, realised in the Karviná indoor pool, has been attended by 855 inhabitants.

Healthy diet at a bio-fair and at schools

Healthy diet and consumption of healthy foodstuffs also belong to the healthy lifestyle. The inhabitants of the Healthy City of **Brno** had a chance to buy bio-foodstuffs from ecologically managing farmers at a **Cabbage Fair**, organised by the PRO-BIO union. In the Healthy City of **Moravská Třebová** they organised a Healthy Diet Day, as a part of which local students prepared vegetable salads and small delicacies, pupils incised various motives in fruit and vegetables. Tasting of healthy



The Health Days visitors in Letovice could not only see and purchase bio-foodstuffs, but they could also taste it and find out something more about their production and medical aspects.

foodstuffs has been prepared in the Healthy City of **Rožnov pod Radhoštěm**, where lectures on prevention of diseases by means of healthy diet have been a part of the Day for Health and Exercise Program. The Health Day visitors in the Healthy City of **Letovice** could familiarise with various types of bio-foodstuffs at a fair. Within the framework of healthy diet support in Letovice they also announced art and literary competition for pupils of 1.-5. classes of basic school. The Healthy City of **Prostějov** organised a research of inhabitants' eating habits during May Spring Health Days. A part of the Health Days' program in the Healthy City of **Hodonín** has been dedicated to the risks related to sweets consumption. The Health institute with seat in Brno – workplace Hodonín, organised an awareness-raising event with title **"Discover the Sweet danger in Time"**. The Health Days in the Healthy City of **Štětí** were held in token of the traditional tasting of diabetic-foodstuffs and salads, prepared by the local Diabetic Club. The campaign has been also willingly supported by the Litoměřice VZP branch.

The health facilities and institutes in healthy Cities opened themselves to public and organised awareness-raising events, lectures and forums

The inhabitants of the Healthy City of **České Budějovice** had a chance to visit a number of institutions in the course of the Health Days – e.g. the Centre of Daily Services for people with medical restrictions, the Centre of Civilization Diseases or workplace of the Health Institute of České Budějovice and others. An Open Day also has been prepared in the Institute for Mentally Challenged Youth Jitřenka in the Healthy City of **Chrudim**. The event called **TYFLOBRNO 2006** in the Healthy City of **Brno** has been dedicated to exercise activities for blind persons. The event, organised by the Tyflocentrum Brno, took place in the Sirotkova basic school. The **Happening of Blind Persons in Nature**, dedicated to the subject of blind persons' work with natural materials, took place in the Natural Garden by the Ramešova Park. Local workplaces of Regional Charity in the Healthy City of **Třebíč** – Early Care with services for parents with handicapped children, social welfare facility Smile, for people with mental or combined handicap and social welfare facility Domovinka for seniors and physically handicapped, have been also open to the public. A forum to the subject of Hazardous Addiction, dedicated to the issue of drugs, anorexia and bulimia took place in the municipal library of Třebíč. Such an important health issue, as is the tumorous condition prevention, was the subject of lecture that took place within the Health Days in the Healthy City of **Třeboň**. Another section of Sheltered House has been ceremoniously opened in the Healthy City of **Humpolec** on the occasion of Health Days. Public hearing of Community Plan of municipal social services also took place in Humpolec. The national campaign, however, did not only introduce the health facilities to public. In the Healthy City of Boskovice the **TJ Rytmus** organised an event **"A Week in Move"**, in which its visitors could try any exercise offered by this association, free of charge. In-depth information related to programmes of the campaign from Healthy Cities and municipalities can be found at <http://www.nszm.cz/dzd>.

Database BEST PRACTICE

Examples of best practice from other areas can be found in Database BestPractice - <http://www.dobrapraxe.cz>.

RESOURCES AND PROJECTS

Finances for health support are mostly offered by EU departments and structural funds

Events focused on health support and other preventive programs are traditionally supported by the Ministry of Health and its grant program (<http://www.mzd.cz>). The program is mostly focused on events of smaller extent, single events or series of events, various thematically focused projects (Safe Community and others).

Planning for Health, mostly the social services community planning, has been until recently supported from resources of the Ministry of Work and Social Affairs (<http://www.mpsv.cz>). In the last EU programming period, the support has been then transferred to the program of Common Regional Operation Program, therefore it can be expected that, also in another programming period of 2007-13, drawing of these resources from individual titles of Regional Operation Programmes or from operation programmes **Human resources and Employment** and through **Education to Competitiveness**, will be possible. An interesting opportunity is also offered in **Integrated Operation Program**, priority 6, the measure "Complex Care – System Measures for Prevention of Health Risks and Development of Medical-Social Care for Persons Disadvantaged by their Medical or Condition or Health" (all at <http://www.strukturalni-fondy.cz>). The summons can be expected in the first half of 2007.

In the process of drawing resources from EU Funds in the last programming period (2004-06), the CR did not consider health care a national priority and therefore it has not been promoted as a priority on the international level. The Czech Ministry of Health, unlike those of other member states (Slovenia, Hungary, Poland, Slovakia and



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Lithuania) has no independent operation program within the actual financial perspective of EU for 2007-13. Ministry of Health strives to achieve right from the start of programming period 2007-13 negotiations, to include the health care priorities in all strategic documents with an objective to ensure drawing of financial means from a greater number of EU funds.

The project of Gift of Life Association that supports blood donation, is also supported by public figures

Blood donation can be perceived as an expression of human cultural attitude. This attitude is also expressed by the motto "Culture to Blood Donors" of the citizens' association that offers possibilities of cultural self-realization to blood donors and promotes it by means of public figures.

Artists Bolek Polívka, Láďa Kerndl or Liběna Rochová are members of the honourable board of citizens' association Gift of Life and help thus with realisation of the blood donation project support. The initiatives of association are aimed at acknowledgement of blood donors by the whole society and maintenance of their permanent motivation. Existing groups of willing blood donors create the basis of structure that helps to maintain stability in individual regions in individual medical fields.

The citizens' association Gift of Life develops its activity in close cooperation with transfusion stations of the CR, blood centres, hospital managements and regional associations of the Czech Red Cross. The citizens' association comes up with new approaches, further offered to common utilisation. The basic objectives and principles fully correspond with preparation and realisation of projects following from important development programs, such as program Health 21, Strategy of Sustainable Development of the CR or Programs of Development of Health care and Medical Services of Individual Regions, Cities and Municipalities. The development project of the citizen's association Gift of Life counts on realisation of communication system among transfusion stations in 2008. There is a package of discounts for goods and services in various fields provided by quality companies, available for approximately 150 000 blood donors. Blood donors may also count on reduced entrance fees to selected cultural events over the whole CR in the course of the whole year. The project utilises multi-resource financing, in which a part of resources comes from Ministry of Health and from Ministry for Regional Development, a part of means is provided by regions, cities or municipalities and a significant share of project financing also consists of means from various foundations, health insurance companies, corporate and private donors. More information about the activity of citizens' association Gift of Life can be found at the website <http://www.darzivota.cz>.

The "Killer Noise" Project should draw attention to the negative aspects of excessive noise around us

The project subject is the issue of excessive noise and its negative effect on physical and mental condition of man. The project focuses in particular on noise that cannot be eliminated without using technical aids and other investments (especially musical noise, musical sound background, entertainment pyrotechnics).

The main project objective is to inform the key groups about negative noise effects and possibilities of protection, and activates the public so that it could and would wish to participate in reduction of noise level in its neighbourhood. Another objective is to include this educational program in preventive programs of medical and educational facilities over the whole Czech Republic – provide a tested methodology of educational interactive program for youth, to pass knowledge about the issue of excessive and harmful noise and prepare the methodology of awareness-raising events and promotion campaigns. Forums, competitions, issue of leaflets and posters and promotion in media are also a part of the project. In the event that the project receives financial support, it would also continue in 2007. More information at <http://www.zubarno.cz/view.php?cislocianku=2005050301>.

5 Keys to Safe Alimentation not only in Ústí nad Labem

At the end of 2005, the educational program called "5 Keys to Safe Alimentation" has been launched. The program is based on the recommendation of WHO and is designed for children aged 3 to 6 years. Children of kindergartens are taught basics of alimentation hygiene and basics of healthy diet according to WHO recommendations, in the course of entertainment program.

The project, whose bearer is the Information Centre for Foodstuff Safety of Ministry of Agriculture of the CR by the Institute of Agricultural and Food Information in Prague, runs in two forms.



The first introduction of the 5 Keys to Safe Alimentation Project outside Prague took place in Ústí nad Labem in spring this year.

Children could see musical performance by the Vanda and Standa group or a puppet play by Mrs. Lea Hniličková. Within the framework of both performances, children receive leaflets with information about the main principles of safe alimentation – "The 5 Keys". This project has been successfully tested by the Healthy City of **Ústí nad Labem** as the first locality besides Prague. In spring this year a performance took place in a total of five kindergartens, also attended by representatives of city and project guarantors. The program can be joined by all HCCZ members, for whom the program is **free of charge**. The following Healthy Cities have currently joined the project: Ústí nad Labem, Litoměřice, Poděbrady, Štětí, Říčany, Mladá Boleslav, Letovice, Chrudim, Moravská Třebová, Sedlčany. More information can be found at http://www.who.int/foodsafety/publications/consumer/5keys_czech.pdf.

RECAP

The "golden certificates" have been awarded at the Autumn School

The Autumn School of 2006 that completed the two-year accredited educational program, was hosted by the Healthy City of Pelhřimov. The so called "golden certificates" have been handed over to representatives of Healthy Cities, Municipalities and Regions who attended all 6 blocks of this program and enriched thus their knowledge and skills, for instance in the field of communication with public, lecturing and presentation skills or basics of information technologies.

Several days-lasting educational meeting of coordinators and politicians of city halls from Healthy Cities, Municipalities and Regions, so called **HCCZ Schools** are organised regularly since 2003. The introductory part of the last School this year was dedicated to the procedure and planning of activities within the framework of individual LA21 Criteria, aimed at improvement of office work and communication with public. The official **LA21 Criteria**, accepted by the **Governmental Council for Sustainable Development** last year, should help the cities in fulfilment of LA21 principles and at the same time monitor their procedures.

The ensuing program continued by a common workshop focused on evaluation methods of the Healthy City and Local Agenda 21 projects. Besides the traditional evaluation methods, such as **CAF** or **Balanced ScoreCard**, HCCZ director Mr. Petr Švec introduced possibilities of how to connect these methods with LA21 process.

The participants further familiarised with functions of the new

information tool HCCZ **DataPlan** that helps the cities and regions e.g. to process individual development documents efficiently, connect them with budget and contributed thus in the process of EU resource obtaining. The program of the second day was complemented by a discussion block in which HCCZ office representatives and coordinators debated further approach of Healthy Cities and outlook of events for 2007.

On the last day Dr. Tereza Pospíšilová-Vajdová of Charles University, familiarised the present with basics of **sociological research** and its utilisation within the framework of local Agendas 21. Various forms of opinion polls provide precious information and feedback from citizens, both being significant components of LA21.

The so called "golden certificates", awarded to those who went through the whole accredited program, have been handed over in the concluding part of Autumn HCCZ School.



The last this year's HCCZ School took place in the city of records, Pelhřimov. It has been traditionally attended by HCP and LA21 coordinators and politicians who among others discussed the future direction of Healthy Cities, Municipalities and Regions.

HCCZ Schools are realised under the support of Ministry of Environment and the European Social Fund. Find more information at <http://www.nszm.cz/ps>.

This year's anniversary meeting of representatives of Healthy Cities and their associations took place in Finnish Turku

The European anniversary meeting of WHO Healthy Cities and National Networks of Healthy Cities, attended by more than three hundred delegates of more than a hundred European cities and other expert organisations, took place in Finnish Turku on October 18.-21. The Healthy Cities, Municipalities and Regions of the CR have been represented by representatives of HCCZ Office CR and the City of Brno.

Within the eventful programme, focused on all 4 priorities of the WHO HCP 4.phase (healthy ageing, HIA, planning for health and exercise and physical activities) HCCZ also presented its experience and in particular the database system **DataPlan** and its utilisation for strategic planning and health support. The Healthy City of Brno introduced its activities in the field of exercise and active life, as well as the City Centre Project. A part of the program was also dedicated to the new issue that bothers a number of countries, namely the issue of health and health prevention of immigrants.

At the end of conference, 20 representatives of National Networks of Healthy Cities in Europe met. The meeting was also attended by **Agis D. Tsouros, M.D., Ph.D**, director of WHO Centre for Urban Health in



The talks of national networks of Healthy Cities have been also attended by Agis D. Tsouros, M.D., Ph.D who is in charge of development of the Healthy City Project in Europe.

Europe. Within the framework of discussions, the contribution of Czech HCCZ Bulletin and its English version, which serves as an inspiration for other cities, as well as the representative material for presentation of the Healthy City Project, have been very much appreciated. The participants agreed that a similar Bulletin should be also published on the European level, which was one of the main arguments for introduction of membership subscription also for the networks of Healthy Cities, in the amount of 1000 American dollars.

A similar conference is going to take place next year on October 10.-13. in the French City of Rennes.

The Health Profiles Seminar

On 23. of October 2006 at the National Health Institute in Prague there was an expert seminar titled Health Profiles of Cities and Regions – Set of Health Condition Indicators, focused on the issue of measurement of quality and level of inhabitants' health in cities and regions.

The seminar was organised by the Healthy Cities of the Czech Republic and the Ministry of Health of the CR. Its objective was to introduce the process of so called **Health Profiles** creation and their evaluation by means of a set of health indicators. The event took place within the framework of activities of Working Group MH CR for health plans and policies, whose objective is to create tools that would enable the cities and regions to measure level of inhabitants' health condition objectively and take thus particular measures more efficiently. The Health Profiles



A seminar to the subject of Health Profiles at the National Health Institute in Prague won great acclaim and awakened a lively discussion about health support on the local level.

are an analytical material consisting of several parts: health condition, demography, sociology research etc. The Health Profile is followed by processing and realisation of City Health Plan. The first cities that created their own Health profiles are the Healthy Cities of **Brno** and **Třebíč**, others will soon follow.

The seminar programme has been opened by Dr. Jarmila Rážová, MD of Ministry of Health of the CR who focused in her presentation in the second part of the programme, on the **Set of Health Condition Indicators** within the Health Profiles framework. Among others she emphasised that the Health Profiles present a significant step on the way to connecting the issue of health support and development of cities and regions. Consequently she introduced the proposal of set of health condition measurement indicators and informed about the possibilities of Health Profiles financing, including indicator processing and monitoring. HCCZ director Mr. Petr Švec then outlined the possibilities of utilizing information technologies for continuous and systematic work with urban and regional health plans. Mr. Švec particularly emphasised the importance of connecting these plans with other areas of municipal development, enabled by the new information tool **DataPlan HCCZ**. Mr. Švec also reminded that it is important not only to collect data, but also to bring supporting arguments to mayors, city mayors and sheriffs, concerning which priorities in the field of health are important in their city, municipality or region are important. And HCCZ DataPlan may serve exactly this purpose. The Health Profile should, along with the **community plan** (in the Healthy Cities it is so called **Plan of Health and Quality of Life**), generate important data for the process of health plan creation in cities and health policies in regions. More information to the seminar at <http://www.nszm.cz/zdravotniplan>.

IN BRIEF

City reflections

HCCZ

The Healthy Cities of the Czech Republic completed at the turn of October and November the project of **Partnership for Development of Olomouc Region**, focused on pilot examples of local partnership establishment and support of project capacity – this time in pilot cities of **Prostějov** and **Šternberk**. The project followed similar successful activities in Vysočina and South-Moravia regions; its continuation in other regions is being planned. Find more information to the project at <http://www.nszm.cz/srop>.

CR Regions

The first of Regional Round Tables (RRT) related to update of Strategy of Sustainable Development of the CR is going to take place at the end of October. The RRT is organised by the Committee for Communication by the Governmental Council for Sustainable Development (GCSD). RRT's should be directed towards formulation of problems that, according to opinion of regions and other regional subjects, accompany enforcement of sustainable development in the CR conditions. The seminars have taken place in regions of Vysočina, Ústí and Zlín so far. More information and RRT schedule can be found at <http://www.udrzitelny-rozvoj.cz>.

GCSD

Already the third **Forum for Sustainable Development** took place in the area of Lichtenštejnský Palace at Malá Strana, Prague, on 31.10., in presence of Finnish EU chairmanship representatives, representatives of EU Committee and World Business Council for Sustainable Development, outstanding experts and representatives of government, municipalities and regions, but also of non-profit organisations. The

meeting was also attended for the first time by the prime minister and Governmental Council for Sustainable Development (GCSD) chairman, Mirek Topolánek and GCSD executive director and minister of the environment, Petr Jan Kalaš. More information including photo documentation at <http://www.udrzitelny-rozvoj.cz>.

HCCZ

Another of the series of so called project incubators, this time in the Healthy Micro-Region of **Kroměřížsko** and Healthy City of **Litoměřice**, took place in October this year HCCZ provides these consultations and practical help in collaboration with its expert partners in order to support its members in the process of preparation of quality projects for the upcoming programming period of 2007-13.

Calendar of events

23.11. Another of the series of **Regional Round Tables** is going to take place in the region of South-Bohemia

6.12. Already the third **national conference of the Healthy Cities of the Czech Republic**, titled **"Best Practice – the Way to Europe"** is going to take place in the area of Floret congress centre in Prague – Průhonice.

7.12. The third **international forum for public participation in public administration and partnership**, organised by the Centre for Community Work, is going to take place in the area of CR Senate. The results of competition About People with People – Prize for Support of Local Democracy, also attended by the representatives of Healthy Cities, Municipalities and Regions, will be announced at the forum.


All website references are generally in Czech language.



The second part of the Forum for sustainable development programme was divided into three sections. One of them called „Sustainable development in Czech regions and municipalities“ was conducted by director of HCCZ and chief of Committee for Communication by GCSD Mr. Petr Švec.


OUR NEXT TOPIC

The topic of the month of November will be "Sustainable Building".



HEALTHY CITIES OF THE CZECH REPUBLIC: Topic of the month

November 2006: Sustainable Building



a **complete impact of building industry** on **environment** (from exploitation of mineral resources, production of building materials to their transportation, use and processing of waste)

passive and low energy houses (buildings with low energy consumption) + energy savings

use of **renewable energy resources** for heating and water heating + production of „clean” energy (solar, wind, water and biomass energy)

realization of buildings that use new technologies which **minimize a negative impact** on humans health, environment (e.g. chemical stuff) + use of timber

FURHER INFORMATION:
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<http://www.healthycities.cz>

CONTACTS



Healty Cities CZ, Srobárova 48, 100 42 Prague 10, Czech Republic
 T: +420 602 500 639 | E: info@nszm.cz | W: www.nszm.cz

Petr Svec, National Coordinator of the Healthy Cities Project
 (The photographs were provided by the archives of HCCZ Office and member cities, municipalities and regions.)



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