



HEALTHY CITIES OF THE CZECH REPUBLIC

INTERVIEW



**An interview
with vice-mayor of the
Healthy City of Kroměříž,
Dr. Jarmila Číhalová**

**We are indebted to all our colleagues
for development of the Safe Community
Kroměříž.**

The largest campaign in the Czech Republic dealing with injury prevention – the National Injury-free Days recently ended. How would you evaluate this year from the point of view of Kroměříž's vice-mayor?

A number of events have been under way throughout the year within the framework of the Safe Community Kroměříž Project. In the course of this year's National Injury-free days we organised an exhibition in our Kroměřížsko Library that recapitulated the previous work on the Safe Community Kroměříž Project, familiarised with the results of Kroměříž's population injury rate and introduced the work of those partners who collaborated in the project. The most important of these received prizes at the opening day. The exhibition could be visited by those inhabitants of our city who delivered their suggestions and comments on the project in questionnaires. These are currently being evaluated. The exhibition has been also visited by representatives of our partnership cities.

The Safe Community Kroměříž already received a number of prizes for its long-year activity. The last of these so far was for the "Can You See Me?" project. Can you tell us something more about the prize and the project?

Within the framework of expert seminar that opened this year's National Injury-free Days I took over also for my colleagues the World Health Organisation Prize for greatest contribution to injury prevention in the past year. I am truly indebted to all my colleagues who manage and realise the Safe Community Kroměříž Project. The acknowledgement in particular emphasised our work on realisation of the "Can You See Me" campaign, whose objective is to make sure that the highest number of children possible is equipped with reflective equipment in the course of their stay outside, in particular on the roads.

Can you tell us the plans and objectives of the Safe Community Kroměříž for the upcoming period?

or the future we would like to involve in the game our partner cities

to a greater extent. In case some of them started to work on the same project, we might offer our experience and then also compare our results. In addition to this, we would like to involve the high-school youth. According to the recent enquiry results the majority of teenagers admit to behave in a risky way often while not conceding the possibility of injury occurrence. In this fact alone we can identify some discrepancy. This is why we want to focus exactly on this age group in the near future. In this work we would also like to involve the Zlínský Region, which is one of two Healthy Regions.

TOPIC OF THE MONTH: "INJURY PREVENTION"

The warning injury statistics, in particular those of children and related to traffic accidents, show the growing importance of preventive measures and educational campaigns dedicated to the issue of injuries. According to the data of the World Health Organisation (WHO), more than 9% of all deaths in the world scale are caused by injuries; more than 5 million of people die due to injury consequences every year. The Czech Republic also ranks among states with high injury rate. This is also why both the international WHO campaigns and local projects and programmes in the Czech Republic focus on injury prevention. Thorough long-term warning against the risks related to injuries the educational campaigns help to reduce the generally high level of injury rate. This year in June the campaign of "National Injury-free Days" again took place in the Healthy Cities, Municipalities and Regions. The campaign was yet again dedicated mostly to the issue of safe transport and prevention of children's injuries related to the road traffic. Use of seatbelts, child car seats, cycling helmets or reflective materials for pedestrians or

practical traffic education all belong among the basic preventive measures and programmes. However, within the framework of the campaign there have been hundreds of other activities that followed the slogan of the first UN/WHO Global Road Safety Week, and namely that "Road Safety Is No Accident".

In the June Bulletin issue you will among others also find out more about particular events that took place within the framework of the campaign in the Healthy Cities, Municipalities and regions and about examples of best practice from the injury prevention area. The main partner of the National Injury-free Days is the Czech World Health Organisation office.

INJURY PREVENTION IS A GLOBAL, NATIONAL AS WELL AS REGIONAL ISSUE

The share of injuries in global death-rate statistics points at the necessity of international collaboration in the area of injury prevention. The World Health Organisation in the Czech Republic roofs the campaign of National Injury-free Days and organises other international information campaigns and projects. In addition to this, this year's events related to transport and safety are a part of so called Common Interdepartmental Issue called "Sustainable and Safe Transport", actively participated in by a number of HCCZ members.

The United Nations organisation in collaboration with the World Health Organisation and the Unicef Fund this year in the course of April 23.–29. organised the first **UN Global Road Safety Week**. The campaign motto "Road Safety Is No Accident" gains in importance especially in particular preventive programmes, realised on the levels of UN member states. The World Road Safety Conference also took place in Geneva in the course of April Week. The conference has been attended by more than 400 young people of more than 100 states of the world. The adoption of **Young People's Road Safety Declaration** has become the result of this conference. The document makes an appeal to educational institutions, politicians, representatives of the business sector but also to parents, media and celebrities so that they serve as an example to young people through decent and considerate behaviour and not underestimating of road traffic hazards. For the Czech Republic the conference was attended by two representatives of the Ministry of Transportation – BESIP. Within the framework of the Global Road Safety Week there was a **European Day of Road Safety** held in Brussels on April 27. 2007. The event was focused on sharing of young men – drivers' experience and on the issue of alcohol and drugs in connection to road safety.



**ROAD SAFETY
IS NO ACCIDENT**

In April 2004 the Czech Republic adopted the **National Strategy of Road Safety (BESIP)**, whose objective is to reduce the number of persons killed in road traffic to 50% of the 2002 number until the 2010. The strategy anticipates a coordinated approach of all concerned subjects from public administration as well as from the business sector in transportation, non-governmental organisations and citizens' associations. A part of the Strategy also consists of the **Safe Municipality Project**, whose objective is to summarize the up to now experience, create methodology for municipal activities and support involvement of municipalities in solution of road safety. The project should cover the complex area of road safety in municipalities, beginning with traffic education or traffic calming, over

information about financing possibilities of infrastructure modifications ending with improvement of road safety (more at <http://www.ibesip.cz>). Improved safety on the roads and reduction in the number of injuries is also the objective of Working Group for Injury Prevention WHO that HCCZ Office also actively participates in.

The long-term competition of the **Partnership Foundation** dedicated to the subject of traffic calming in cities and municipalities, since this year with a new name "Travels through Cities" is an important initiative of the cities, municipalities and micro regions. A third of competitors of the sixth year consists exactly of the Healthy Cities and Municipalities (more at <http://www.nadacepartnerstvi.cz/cestyimesty>). The Healthy Cities of the Czech Republic are one of partners of this year of the competition.

Safety in transport is a "Common Topic"

Sustainable and safe transport in the Czech Republic has become the common interdepartmental issue of sustainable development on local and regional levels for the year 2007. The common issue that has been also supported by the **Government Council for Sustainable Development** at the beginning of this year arose from initiative of Healthy Cities, Municipalities and Regions and other self-governments that realise the local Agenda 21 Programme and it is also supported by representatives of other departments, scientific institutions and non-profit organisations. The initiative objective is to show ways to solution of the thorniest transport problems and also examples of best practice from the Czech Republic as well as from other countries.

How can a city, municipality and region participate?

The common topic for 2007 can be joined by cities, municipalities and regions through the so called local events – activities, permanent measures – that have a real impact on the support of transport safety and sustainability. These can be divided into three levels:

- realisation of **educational events** – for instance the European Mobility Week and Car Free Day campaigns.
- **long-term preventive programmes**, such as e.g. Safe Journey to School or Going Biking? Don't forget your Helmet.
- **permanent measures**, represented for instance by elements of traffic calming (municipalities can participate in the annual Travels through Cities competition), construction of cycle paths, implementation of alternative fuels etc.

Within the framework of realisation of these measures it is possible and desirable to implement the so called **local transportation indicators** that enable **monitoring** of success in fulfilment of **determined objectives** and at the same time **mutual comparison** of the results. Their offer can be found at <http://www.udrzitelna-doprava.cz/indikator>.

Injury prevention is also supported by promotion materials

Educational events dedicated to the issue of safe transport and injury prevention are also accompanied by promotion leaflets. The Healthy Cities of the Czech Republic collaborated right in issue of two of these. The **principles of sustainable transport**, of which the road safety is also a part, are represented by the leaflet issued by Government Council for Sustainable Development in collaboration with HCCZ, Ministry of Transport, Ministry of Environment and

Rada vlády pro udržitelný rozvoj České republiky

Udržitelná a bezpečná doprava

Společné téma roku 2007 na místní a regionální úrovni

Udržitelná doprava aneb jak by měla vypadat doprava pro svět, ve kterém chceme zůstat

Materiál vznikl ve spolupráci Národní sítě Zdravých měst, Ministerstva dopravy, Ministerstva životního prostředí a Centra dopravního výzkumu a jeho vydání finančně podpořila Rada vlády pro udržitelný rozvoj

www.udrzitelna-doprava.cz

SEE AND BE SEEN

HOW TO REDUCE ACCIDENTS NOT ONLY IN CITIES AND TOWNS

This material was created in May 2007 under the sponsorship of the Biennial Collaborative Agreement between the WHO and the Czech Ministry of Health.

Traffic Research Centre (available at <http://www.nszm.cz/doprava>). The leaflet aims at comprehensible introduction of what is meant by the “sustainable transport” idea and how it can be realised in practice by cities, municipalities and regions.

“See and Be Seen” is the title of the second material, focused on the issue of reduced visibility and possibility of how to become more visible when moving on the road or in its vicinity. The leaflet has been created with financial support from WHO regional office (available at <http://www.dnybezurazu.cz>). The leaflet is a part of new campaign titled “Can You See Me?” created within the framework of Kroměříž’s Safe Community. Its objective is to ensure that the highest number of children possible has its clothing or objects (school bags, carry bags, shoes etc.) equipment with reflective elements. In the next phase the campaign should focus on older young people secondary-school pupils and apprentices (more at <http://www.dnybezurazu.cz/seminar>).

BEST PRACTICE

The National Injury-free Days brought new and proven events

The traditional campaign of “National Injury-free Days” has been started by expert seminar dedicated to the issue of injury prevention in transport. However, the campaign in the first place showed a number of attractive and interesting methods of how children, youth and their parents can actively participate in some of many educational activities dedicated to the support of injury prevention. The programmes are mostly focused on traffic education and safety of cyclists and pedestrians, but also on other hazardous situations faced by children in regular life.

Expert seminar opened the “Injury-free Days”

Within the framework of National Injury-Free Days Campaign there was an expert seminar dedicated to the issue of “Traffic Accidents Prevention as a Part of National Injury-Free Days Campaign 2007”, held on June 5th in the conference hall of the Ministry of Education,

Youth and Sports. The seminar was intended for marshals, regional politicians, medical workers, teachers and others. Traffic accidents as a global problem have been introduced to the present by Dr. Alena Šteflová, PhD. of Czech WHO office, other experts focused on strategic priorities and activities from the field of children’s injuries. For instance the company Scania introduced their own approach towards improvement of road safety; the issue of school injuries has been introduced by a representative of Czech School Inspection. HCCZ director Petr Švec and the present representatives of member municipalities familiarised the participants with this year’s progress of Injury-free Days Campaign and with examples of best practice of Healthy Cities and Municipalities. More information including presentations can be found at <http://www.dnybezurazu.cz>.

Kampaň Vidíš mě?

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One of the novelties of this year’s campaign was also the new project called “Can You See Me?” introduced at the expert seminar dedicated to injury prevention by the Kroměříž vice-mayor, Dr. Jarmila Čihalová.

Injury prevention in the Healthy Cities and Municipalities takes place in particular in a form of transport-oriented educational events

On the occasion of the first UN Global Road Safety Week there has already been a second expert seminar titled **Transportation in the Vicinity of Schools from the Point of View of Health and Safety** held in April in the Healthy City of Brno. The seminar, co-organised by the Centre of Transport Research, dealt with solving of problems caused by the growing transport and introduced some effective measures that can be realised in the vicinity of schools. Use of safety elements, in particular of reflective materials, whose distribution into Brno’s basic schools has been arranged by the Municipal Police of Brno within their project “To Be Seen”, has become the topic of the June “Injury-free Days” own campaign in Brno. The event in the Healthy City of Orlová called “Angels on the Roads” also focused on the safety of children in the streets. On Thursday of June 14th, on local pedestrian crossings the inhabitants had a chance to meet not only the Municipal Police officers, but also “angels” – children of the Children’s Parliament in disguise. The event was meant to remind the children of the danger they are exposed to on the way to school, in particular when there is no Municipal Police officer or an “angel” near, who could otherwise prevent the collision with another participant of road traffic. The Municipal Police in the Healthy City of Karlovy Vary has been also realising a long-term programme of traffic education for kindergartens, schools and the public. This year in June there was a regional round of traffic competition for remedial and special schools held in the traffic playground Stará Role. Evaluation of art competition dedicated to traffic education also took place. “Injury-free Days” in the Healthy City of Letovice in their rich programme also offered a visit of traffic playground in Blansko, attended by the children of Třebětín kindergarten. In Letovice on the June 6th there was a traditional competition in scooter and roller-skates riding, prepared by the House of Children and Youth Letovice also as an education against injuries.



The campaign in Orlová has been accompanied by "angels", who helped the children in correct street crossing in collaboration with officers of Municipal Police.

The Healthy Cities and Municipalities pay attention to the safety of young cyclists in road traffic

The campaign "Going Biking? Don't forget your Helmet!" this year again created a part of the "Injury-free Days" programme. Municipal Police officers in the Healthy City of **Prostějov** checked whether young cyclists use helmet correctly when biking. The responsible bikers received small gifts and those who did not have a helmet or used it incorrectly, this time received from the officers only a rebuke instead of a fine. Until the end of September there are sales for purchase of cycling helmets in a number of Prostějov's bike-shops. Within the framework of the "Going Biking? Don't forget your Helmet!" campaign in the Healthy City of **Kopřivnice** there was a competition cycle ride for children that created a part of Kopřivnice's "Preventing" on the children's day programme that took place on June 1st in the area in front of local cultural centre. The Healthy City of **Ústí nad Labem** organised a Healthy Olympics for Children and Youth on a cycle path, where children and parents had a chance to take part in knowledge tests dedicated to accident occurrence, wearing of sports protective equipment and obtain information about cycle paths in the region of Ústí. The Municipal Police prepared for the children of Ústí kindergarten a cycling competition called "Little Cyclist" that in addition to an obstacle course contained painting of pictures dedicated to the transport issue. All participants of the competition received reflective protective elements, the winning team and individuals received diplomas and material prizes. In the Healthy City of **Vsetín** there was a historically first local cycling day held on Sunday June 17th, organised in collaboration with the free-time centre Alcedo. A 120-membered peloton headed by mounted patrol of Municipal Police, enriched by cyclists on high historical bikes, rode on Vsetín's cycle paths towards Semtín and Hájenska in Nový svět, where accompanying disciplines and tests prepared by the Municipal Police expected the participants of the ride.



A "Healthy" Olympics have been organised for children and youth in Ústí nad Labem. Various events took place directly by the cycle path and during the day these have been attended by more than 90 passers-by or riders-by.

Preventive events also help to prevent injuries in the nature, by the water or for instance in case of fire

The Healthy City of **Chrudim** prepared in particular for children a presentation event of Water Rescue Service under the title "Help, I'm Drowning". There has been a programme prepared at the swimming-pool in Chrudim that included examples of first-aid presented by the representatives of Czech Red Cross, rescue of drowning, water rodeo and competitions for children. As soon as on Tuesday on June 5th the Healthy kindergartens of Dr. J. Malík and Sv. Čech have been visited by the students of Medical and Social High School, who realise the pilot project of **Healthy and Safe Kindergarten**. This project among others informs the children in an adventurous way about the hazards that lie in wait on children's playground, in household, by the water or on a bicycle. In the Healthy City of **Třebíč** they organise an event for children called "This is Dangerous!" with particular examples and narration about dangerous objects or situations, such as deep water, electricity or hot liquids. The event took place in Třebíč's Centre as well as a small exhibition on the subject of injury prevention, organised in collaboration with Institute of Public Health seated in Jihlava and with health insurance companies. On the occasion of International Day against Drug Abuse, the PULS Contact Centre in the Healthy City of **Kroměříž** organised a presentation on June 26th, informing about the risks related to use of drugs.



Prevention of injuries also concerns those that occur in water or in its vicinity. The visitors of Injury-free Days in Chrudim could find out about the methods of how to avoid dangerous situations and how to behave correctly when these occur.

In the course of June, in the Healthy City of **Litoměřice** there was an event titled "Into the Life without a Crash", intended in particular for pupils of 9th grade of basic school. In collaboration with Czech Red Cross the pupils had a chance to try first aid, within the framework of accompanying programme they could observe the work of firemen when dealing with traffic accident. Before the start of school year 2007 there will be another event with an objective to remind the new pupils and also participants of road traffic the principles of safe movement on land communications – e.g. safe crossing of a road or intersection, function of traffic lights, pedestrian crossings etc. The Healthy City of **Hodonín** prepared within the framework of the campaign a programme for schools that also includes the "Alenka" project with narration about injuries, first aid and basics of hygiene. The programme has been realised by the Czech Red Cross in local kindergarten. Domeček psychological centre ensured for its clients a visit by the Hodonín's Fire Brigade with demonstrations of equipment and discussion about fire prevention and first aid. A very interesting event focused on correct mastery of a dog and behaviour in case of meeting one has been prepared in the Healthy City of **Třeboň**. The event took place in the area of Training Canys-therapeutic Association Hafík. The members of the Canys-therapeutic association have shown professional work with dogs. Children not only had a chance to see the mastered dogs' behaviour in detail,

but also gained awareness about the way one should behave correctly when meeting a dog – what to do and on the contrary what to avoid in order to prevent an attack. Children had a direct physical contact with various breeds of dogs that they not only played with, but they also trained them and learned how to care for them. Another programme was dedicated for instance to the children's knowledge about first aid and the ability to treat minor injuries. The present medical workers familiarised children with first aid in case of burns, sun-stroke, injury by electricity or in case of having taken poisonous substances.



The injuries created by a clash between a man and a dog belong among the most serious. In city of Třeboň for this reason in the course of this year's campaign also focused on the issue of these injuries, including the possibilities of how to prevent them and how to provide first aid.

The following HCCZ member cities and municipalities this year applied for campaign support: **Brno, Hodonín, Chrudim, Karlovy Vary, Kopřivnice, Kroměříž, Letovice, Litoměřice, Orlová, Prostějov, Třebíč, Třeboň, Ústí nad Labem, Vsetín.**

All website references are generally in Czech language.

Database BEST PRACTICE

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

Interesting information about the partners and financial resources related to the issue of injury prevention and best practice of Healthy Cities, Municipalities and Regions in this field can be also found in last year's issue of June HCCZ Bulletin at the address <http://www.nszm.cz/bulletin>.

This year's campaign of National Injury-free Days has been also supported by the company Scania that donated several thousand of reflective pendants to the participating cities and schools.

The June issue of HCCZ Bulletin has been financially supported by the Czech WHO Office.



World Health Organization
Kancelář v České republice

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

The June issue of HCCZ Bulletin has been financially supported by the Czech WHO Office.