



**WHO Collaborating Centre  
for Healthy Cities and Urban Health  
in the Baltic Region**

**Baltic Region Healthy Cities Association**



# **BALTIC REGION HEALTHY CITIES ASSOCIATION**

## **ANNUAL REPORT 2004**

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Healthy Cities Association Board Meeting**

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## GENERAL INFORMATION

The Baltic Region Healthy Cities Association, from here on this document the "Association", was founded in 1998. The goal of the Association is to improve health conditions in Baltic Region cities and to support the World Health Organization (WHO) programs which serve these purposes. In 2002, the Association was nominated as WHO Collaborating Centre status. The members of the Association include the City of Turku, University of Turku, Social Insurance Institution, Åbo Akademi and Turku School of Economics and Business Administration.

The Association maintains the Baltic Region Healthy Cities Office (Baltic Office), which in 2004 was located in Data City on Lemminkäisenkatu 14-18 B, 20500 Turku, on premises rented from the University of Turku.

The Association as collaboration with the Healthy City operations of the City of Turku was close. The advancement of the Healthy City ideology in the Baltic Region as well as in the City of Turku is supported by co-operation and the international network.

Year 2004 was the second year of operation of the WHO European Network Phase IV (2003-2007). The operations of the European Network were characterized by the application process, and the first cities designated in the European network for fourth phase were known at the end of the year.

In 2004, the Association's work mainly concentrated on the realization of the projects included in the Plan of Operations and on implementing the themes of the WHO Phase IV as significant elements in the operations of the Association.

## ADMINISTRATION

Association Board Members in 2004 were

- Deputy Mayor Kaija Hartiala, Chairman
- Managing Director Leena Koikkalainen
- Lecturer Tommy Lindholm
- Assistant Director Jorma Järvisalo
- Professor Markku Koulu
- Student Minttu Ojanen (since March 30th, 2004)
- MBA Ulla Achrén (since March 30th, 2004), Vice-Chairman since June 23<sup>rd</sup>, 2004
- Professor Reima Suomi (since March 30th, 2004)

Personal Deputy Board Members were:

- Director of Finance Matti Wendelin
- Project Manager Pirjo Saari
- Provincial Medical Doctor Sakari Suominen
- Leading Researcher Jouko Lind
- Docent Ullamari Pesonen
- Master of Political Science Veli-Matti Kauppinen (since March 30th, 2004)
- Director of the Åbo Akademi Continuing Education Centre Paula Lindroos (since March 30<sup>th</sup>, 2004)
- Regional Manager Olli Hietanen (since March 30th, 2004)

City Secretary Reino Tiainen was a Secretary of the Board.

Board Meeting was held six times during the year of operation. Spring meeting was held on March 30<sup>th</sup>, 2004, and fall meeting on December 14<sup>th</sup>, 2004. In these meetings, matters required by the Association's regulations were discussed, in addition to which it was decided at the spring meeting that three new members and their personal deputy board members be elected to the Board, as required by the new regulations of the Association. A development seminar was held for the board members and representatives of member organizations and WHO on September 17<sup>th</sup>, 2004.

The National Board of Patents and Registration confirmed the Association's new regulations, which had been approved in the fall meeting on December 12<sup>th</sup>, 2003.

Since August 8<sup>th</sup>, 2004, Riitta Asanti, Doctor of Philosophy (Education), has acted as a part-time executive director of the Association. During the first part of 2004, the Association did not have a executive director, and thus tasks were divided among the personnel and the chairman. Mari Siimar has been employed full-time as project secretary. Based on the co-operation agreement made in 2002 between the Association and the City of Turku, the coordinator of Healthy City operations and regional work in the City of Turku, Heini Parkkunen, has contributed her work-time to the Association and Baltic Region operations. She is employed by the City of Turku. Jelena Jakovleva worked as a trainee of the Employment Office during Dec. 12<sup>th</sup>, 2003 – Feb. 28<sup>th</sup>, 2004.

## **FINANCING**

In 2004, the Association received €70 000 for its operations from the City of Turku and €39 000 of project funding from the Ministry of Social Affairs and Health. Membership fee proceeds amounted to €1 800 and project incomes to €6 640,86. Total proceeds in 2004 were €117 440,86 and the expenses according to preliminary financial statements were €90 564,80. The final financial statement was completed in February 2005.

The operations of 2004 will be described in detail later in the report, in accordance with the projects listed in the Plan of Operation. Attached to the report is the summary of the received funding from the Ministry of Social Affairs and Health and how it was used in each project. Salaries and office maintenance costs are not included in the project expenses, and these, according to preliminary accounts amounted to €48 759,73. A total of €41 805,07 was spent on the seven projects that were carried out.

The Association assisted, as WHO requires and as the Board had decided, the Healthy City coordinators of the Baltic Countries, Russia and Poland in the participation, for instance, in the Baltic Region Coordinator Meeting and the European Healthy Cities Network Meeting altogether with € 4 074,98.

## **NATIONAL CO-OPERATION**

### **A. With Member Organizations**

Co-operation with member organizations was developed during the year of operation through projects and separate negotiations and meetings. The wishes of member organizations for future co-operation were discussed at the Association's development seminar, among other occasions. The development of the Health Profile project of Baltic Region cities was continued by the Association

and *Turku School of Economics and Business Administration* as indicated in the preliminary report from year 2003. Also, through the co-operation with the *Turku School of Economics and Business Administration*, the Association had an opportunity to present its operations at the international conference ECIS (European Conference on Information Systems). Association's co-operation with the *Turku University* Department of Public Health led to a significant research project related to another project by the City of Turku, called "Koulut liikkeelle" ("Get schools moving", free translation). With *Åbo Akademi*, co-operation on the Urban Planning project was done through (a) finding out how SUBERBS project was to continue, and (b) negotiations on how to carry out and mentor peer reviews on the 2005 project. Meetings were held with the *Social Insurance Institution* on developing the indicators in the Health Profile.

Co-operation with the *City of Turku* was strong due to the commitment of the Chairman of the Board and the Healthy City coordinator in the operation of the Association. The know-how of the City of Turku could be used in the operations of the Association, for instance in promoting coordinator training, projects and promoting physical activity.

### **B. With the Ministry of Social Affairs and Health**

Negotiations with the representative of the Ministry of Social Affairs and Health on the Plan of Operations and future strategic lines were held in January. The discussion was continued when ministerial adviser Liisa Ollila attended the Association's development seminar in the fall.

### **C. Within the National Healthy Cities Network in Finland and with STAKES**

The Association participated in the Healthy Municipality event (Jan. 21<sup>st</sup>-22<sup>nd</sup>) arranged by Stakes (the National Research and Development Centre for Welfare and Health) with four representatives and an exhibition stand. In the Healthy Community Network meetings held in April and in October, both Association and WHO functions were introduced. Representatives of the Association were involved in health indicator work of Stakes and attended meetings related to it. Stakes experts participated in the Association's projects as trainers.

The City of Kuopio applied to the European Network and the Association was in co-operation with Kuopio in preparing the application and in the European Network meeting. The coordinator of Kuopio visited Turku (Dec. 17<sup>th</sup>), and closer co-operation with the city was discussed.

## **INTERNATIONAL CO-OPERATION**

### **A. Within the European Healthy City Network and WHO**

During the year of operation, WHO mainly concentrated on supporting the application process of cities, in addition to which there were personnel changes in the Centre for Urban Health, which affected its operations. However, the Association's 2004 Plan of Operations was discussed with WHO in January (Jan. 28<sup>th</sup>) and the Association was able to influence the current period of operation by preparing a proposal, on WHO's request, on the realization of the Health Impact Assessment theme in the Kuussaare meeting.

Healthy City assistant director Jill Farrington from WHO Regional Office for Europe visited the Board's development seminar in September.

## B. In Baltic Region Networks

Co-operation with Healthy city and National Network coordinators in the Baltic Sea Region was handled through e-mail, and it was mainly continued with the so-called old cities, which were involved in the operations in the last period of operation (1998-2002). During the year of operation, the aim of co-operation was specifically to develop the health profile model for cities. In addition, the 2005 Plan of Operations was discussed with coordinators. A closer clarification of operations is given below with project descriptions.

Co-operation meetings for the Baltic Region coordinators were arranged in Kuressaare (April 26<sup>th</sup> -30<sup>th</sup>), and at the Udine meeting (October 27<sup>th</sup>). Fourteen people from eight Baltic countries attended the Kuressaare meeting, as well as eleven national network representatives from Estonia. The meeting in Udine was the most successful one in the history of the Association. Thirty-four people attended the meeting, from thirteen Baltic and European countries.

## C. Other International Co-operation

During the year of operation, representatives of the Association attended the following international meetings / conferences. Separate reports have been written on each (mainly in Finnish).

### *Active Living/Stockholm,Sweden, March 31st –April 2nd*

Activities of the Association were presented at the Active Living Network business meeting coordinated by the City of Turku. Issues discussed at the Network's annual meeting included "exercise referrals" and promotion of children's and teenagers' physical activity. The Baltic region representatives were from Horsens and Stockholm. The Network is co-ordinated by the City of Turku, and Heini Parkkunen attended the meeting. (report in english attached)

### *Baltic Sea NGO Forum/Pärnu, Estonia, April 16<sup>th</sup> –17<sup>th</sup>*

The fourth forum brought together the representatives of over 280 NGO's. Mari Siimar represented the Association at the forum.

### *Local seminar on Health Promotion / Vilna, Lithuania, May 28<sup>th</sup>*

At the invitation of Vilna Healthy City Office, Heini Parkkunen presented the future plans of Healthy City operations and the objectives and plans of the European Network at the seminar.

### *European Sustainable Development Conference/Aalborg, Denmark, June 9<sup>th</sup> -11<sup>th</sup>*

The purpose of participating in the conference was to increase the visibility of the Association in the Baltic and European Sustainable Development City Networks and to strengthen co-operation with the Turku UBC environmental secretariat. Kaija Hartiala and Mari Siimar attended the conference as Association representatives. Over 100 cities and municipalities, including Turku, signed the Aalborg Declaration.

### *WHO European Network/Udine, Italy, October 26th -30th*

The meeting was the take-off for Phase IV of the European Healthy City operations. It included both the meeting of European Healthy City Network cities and the separate meeting of National Networks. 180 people from 22 countries and 54 cities attended the meeting. The Association and at the same time the City of Turku were represented by Kaija Hartiala, Ulla Achrén, Riitta Asanti, Heini Parkkunen and Mari Siimar. The Association arranged a separate gathering at the meeting for the Baltic Region coordinators. The purpose was to meet with all the Baltic Region healthy City coordinators to discuss and define the common Plan of Operations for 2005. Coordinators

were also presented with the prototype for the Health Profile created by the Association for Baltic Countries.

*International Conference on Tool-kits for Local Health Profiles/Malmö, Sweden, December 7<sup>th</sup> -8<sup>th</sup>*  
The conference was arranged by the HEPRO project planning team. The goals and initial plans of the project were discussed. The Association's web-pages were planned to act as base for the material produced by the project. A detailed description of the Association's role in the project will be clarified at the beginning of 2005. Association's representatives Heini Parkkunen and Mari Siimar were present at the meeting.

*Planning Meeting for the "Ask and Act" HIV/Aids Campaign /Copenhagen, Denmark, December 13<sup>th</sup>*

As representative of the Association, Heini Parkkunen attended the planning meeting for the HIV/Aids campaign arranged by the WHCA:n (World Health Communication Associates). The Association will act as the link to the cities in the Baltic Countries and Russia.

*Co-operation with the UBC environmental secretariat September 1<sup>st</sup>, November 5<sup>th</sup>, December 10<sup>th</sup>*  
Co-operational negotiations were started with the Environmental Secretariat of Turku UBC, through which co-operation was increased and new partners were found (UBC sport and health/social commissions). Environmental Secretariat and the Association are located in Turku, and with co-operation, the international activity of both organizations will be more effective.

## **OPERATIONS IN THE ASSOCIATION'S PROJECTS**

The main focus of the Association was in the projects. The 2004 Plan of Operations included seven projects, and their development during the year of operations is described below.

### **1. Improving the Visibility of Healthy City Operations and Developing Communications**

During 2004, the operations of the Association and the work done on the Baltic Health Profile were presented in all the member organizations with an exhibition wall and an article. The exhibition wall was also presented at the Healthy Community event and at four international events: the Pärnu NGO Forum (April 16<sup>th</sup> -17<sup>th</sup>), ECIS (European Conference on Information Systems) in Turku (June 14<sup>th</sup> - 16<sup>th</sup>), the Hansaforum in Turku (June 18<sup>th</sup>) and the WHO European Network meeting in Udine (October 26<sup>th</sup>-30<sup>th</sup>).

Board members, personal deputy board members and Association's partners were sent four e-mail newsletters regarding the activities of the Association.

The making of the Association's new web-pages was begun with Turku School of Economics and Business Administration in connection with the Health Profile project. The Baltic Region Health Profile prototype and web-pages were introduced at the WHO European Network meeting in October.

### **2. Baltic Health Profile Project**

The composition and operation of the Baltic Health Profile was developed in 2004 in co-operation with the Turku School of Economics and Business Administration. On basis of the preliminary report, the Association decided to renew its web-pages ([www.marebalticum.org](http://www.marebalticum.org)).

The Health Profile composition and structure were discussed and tested at the coordinator meeting in Kuresaare (April 26th- 30th). At the same time, the needs of cities and their possibilities to collect information were clarified. All Baltic Region coordinators were asked to add a small-scale interview called “What is Health for me” in the Health Profile file. By the end of the year, this had been done by Izhevsk, Kaunas, Pärnu and Dresden.

In June, the Association board selected Dimmi Inc. to make the layout of the web-pages and Medusa Inc. to take care of the technical realization and the editorial system. Work on the Health Profile and the new web-pages were presented at the European Network meeting in October. The City of Turku acted as pilot for information production.

In December, the coordinators were sent instructions of how to produce information on cities in the *Descriptions* section. Cities were asked to give information on decision making systems and production of services.

HEPRO project, which was created by the Nordic National Network coordinators, supports the Health Profile. The Association has been involved in its development by participating in meetings (Aug. 12<sup>th</sup>, Dec. 7<sup>th</sup>-8<sup>th</sup>) and by participating in the making of the project plan as well as by supporting Baltic and Russian cities in joining in the project.

### **3. Healthy Urban Planning – arranging a peer review between cities and describing the process**

The project was implemented less than planned. Turku Polytecnic students of Sustainable Development created a questionnaire on the effects of the Åbo Academy Superbs project on the Healthy City Network cities. Based on the information from the questionnaire, experiences of WHO and study material of the Åbo Akademi Superbs project, the Association actively prepared a project during the year to include a well-being viewpoint into city planning through peer review. At the end of the year, the cities of Kaunas and Horsens committed themselves to implementing the project in 2005. In addition, arranging mentoring as support for the project was discussed with Åbo Akademi and using expertise services was discussed with the University of West of England in Bristol.

### **4. Training of Coordinators –Health Impact Assessment**

Baltic Healthy City coordinators have expressed their need for training on WHO main themes, specifically Health Impact Assessment. In 2004, training for the coordinators (cities and national networks) on the subject was arranged. The goal was to motivate them to start impact assessment in their cities. The Association and the City of Kuresaare together organized a training and co-operation meeting for coordinators at the Saaremaa University Centre (April 26<sup>th</sup>-30<sup>th</sup>). Material on Human Impact Assessment (HIA) by Stakes was translated and used as support material at the meeting, and experts from Stakes (Tapani Kauppinen and Kirsi Nelimarkka) and WHO (Geoff Green) were trainers.

### **5. Health-Enhancing Physical Activity**

The WHO General Assembly meeting approved the Global Strategy for Physical Activity, Diet and Health in May, in the preparation of which the Deputy Mayor Kaija Hartiala as representative of the City of Turku was involved as the local level expert. In the Plan of Operations, the goal was set on supporting cities in developing and implementing local action in enhancing physical activity

according to global strategy, by following the example of Active Living Network cities and other projects.

During the year of operation, the Association prepared a new project together with the The Centre for Extension Studies University of Turku for the Estonian Healthy City Network called “Well-being from Health Exercise Across Borders” (free translation), which is fundin is applied from EU Interreg-III A programme.

## **6. Developing Estonian Healthy City Network Environmental Programs**

An Environmental Health training program was started in 2003 and intended for the Estonian Healthy City Network officials, ended on the Association’s part in 2004. At the beginning of the year, a draft of a training program for Estonian municipalities was drawn with Finnish specialists (Sirpa Halonen, Turku Polytechnic, Erja Alanen, State Provincial Office of Western Finland) for the use of the Estonian Ministry of Social Affairs. The main responsibility of implementing the training program was shifted to the ministry. Training related to the program was given in Tallinn by the ministry and the Association in September (Sept. 24<sup>th</sup>). It was attended by 36 participants from Estonian municipalities, State Health Protection Inspectorates and the national Healthy City Network.

Results of the program supported by the Association in 2003-2004:

- a working group will be formed in the Estonian Ministry of Social Affairs to coordinate local environmental health programs and to have it integrated in the development strategy of the local government (legal requirement)
- training will be included in the 2005 Plan of Operations of the Estonian Ministry of Social Affairs for the application for funding
- “Developing Environmental Health”, a tool created by Turku Polytechnic aimed at the officials responsible for municipalities’ environmental health will be taken as a model for making a similar tool in Estonia.

## **7. Supporting the operations promoting health and sustainable development in St.Petersburg, Petrozavodsk and Kaliningrad**

The cities of St.Petersburg, Petrozavodsk and Kaliningrad have expressed their interest in joining the Healthy City Network. The Union of Baltic Cities is also interested, together with the Association, in increasing co-operation with St.Petersburg. Together with the co-ordination of the City of Turku, the Association arranged a training series related to the St.Petersburg’s Men’s Health Enhancing program in June (June 7<sup>th</sup>-11<sup>th</sup>) in Turku. Other separate negotiations were not held with the cities project.

## **ASSESSMENT OF THE 2004 OPERATIONS**

All projects included in the Plan of Operations were carried out in 2004. Some were realized in smaller scale than planned, but on the other hand, new projects also appeared during the year of operation, for instance, co-operation with the UBC Environmental Secretariat in Turku increased. New strategies were made in the negotiations for promoting the Association’s visibility and Active Living in the future.

The Association’s operations were also characterized by revision of operation methods. This was influenced by the growth of personnel due to the executive director and including the new themes of WHO more strongly into the Association’s operations.

During the year of operation, negotiations with member organizations were mainly held concerning the projects listed in the Plan of Operations. Tying the member organizations in the operations of the Association and making the most of their various know-how are areas that need developing in the coming years. The Association was involved in the operations of the City of Turku in activating the increased collaboration of the Baltic region parties of the city, particularly in setting up a plan for the Baltic Sea House (Itämeritalo), which can be used for shared purposes and occasions. In the future, the Association should increase its public relations and inform the general public of Turku and the organizations of the City of Turku more efficiently about its operations.

The year of operations was characterized by the joining of the Baltic Countries in the EU. It created new challenges to strengthen the co-operation between the Nordic and the Baltic Countries. This co-operation was strengthened by the Association by combining the Baltic Region Health Profile project and the Nordic HEPRO project together, as well as by the planning of the Urban Planning project of Horsens and Kaunas.

The joining of Kuopio in the European Healthy Cities Network increased the co-operation of the cities of Turku and Kuopio during the year of operation in health promotion, and this co-operation can be assumed to strengthen in the future.

The City of Turku and the Association had an active role in the European Healthy Cities Network. The operations of the Associations are clearly visible outside the city limits and in the WHO. Board Chairman Kaija Hartiala, Deputy Mayor, has lectured in many events on the achievements of physical activity in the City of Turku. According to WHO strategy, more emphasis is expected on physical activity in the future. Heini Parkkunen, the Turku Healthy City Coordinator has, as European Healthy Cities Active Living Network coordinator, been able to activate the developers of physical activity in different countries to share experiences with each other. Kaija Hartiala and Heini Parkkunen represent both the City of Turku and the Association in international co-operational functions.

Association-like business allows for a flexible system of operation and enables even rapid changes in the line of direction to take place. While visiting in Turku in September, Jill Farrington, the Regional Director of WHO Regional Office for Europe said that the system works well in the Healthy City operation style and its framework. From WHO's point of view, the making of the 2004 Plan of Operation was interactional and suitable for use in the future. The Association's method of operation has been - and can be in the future – more flexible in co-operation than that of the European Network.

Association's operation has been active on many levels:

- between the Baltic Countries and single cities
- covering the entire Baltic Sea Region Healthy Cities Network
- focus has been on supporting the Estonian Network

