Foreword

2014 was an intensive year for Baltic Region Healthy Cities Association. WIS + online lectures, new project planning.

Association continued to support the Healthy Cities in Russia, where St Petersburg formally joined the European Network after years of effort and in Latvia where National Network was re-established. Closer collaboration was developed with Estonian, Nordic and Czech National Networks. The message of Healthy Cities was promoted during numerous events across Europe.

The Association continued as a partner in IROHLA project - Intervention Research on Health Literacy among Ageing Population – our first EU FP7 project – and developed project applications focusing on e.g. prevention of HIV/AIDS, non-communicable diseases, children’s healthy choices and health benefits of Nordic walking. We organized study trips about green landscape planning, premature deaths and active school day. The Association started to prepare the Well-Being in the Information Society conference, WIS 2014 – Safe and Secure Cities, which will be held in Turku on 18 – 20 August 2014.

Presentations were given at NGO Forum in St Petersburg, ICLEI 7th European Conference on Sustainable Cities & Towns in Geneva and Florence International Training Course. Posters were shown at TERVE-SOS in Turku and Health Enhancing Physical Activity Conference in Helsinki. An urban health study programme was planned with University of Turku and Turku University of Applied Sciences.

The Association sent five Newsletters, updated www.marebalticum.org, contributed with Innovillage blogspots and sent several newspaper articles.

I would like to give very warm thanks to the office team. Agnieszka Ilola always has good proposals for administration. Karolina Mackiewicz continues her dedicated and enthusiastic work to promote public health. At the end of the year Kaisa-Reetta Korpela joined the team with recent health promotion knowledge.

The Association had a very discussing and inspiring board. Chairman Maija Perho has also served in the advisory board of the WHO European Healthy Cities.

Very pleased with results the Association’s work in public health continues in 2015.

Johanna Reiman
Executive Director
Baltic Region Healthy Cities Association
WHO Collaboration Centre for Healthy Cities and Urban Health in the Baltic Region
1 OPERATIONAL ENVIRONMENT
WHO TERMS OF REFERENCE

WHO and the Association have agreed on the cooperation for the Collaborating Centre:

- Assist cities in the Baltic Sea Region in implementing WHO Healthy Cities’ goals and motivate new cities into joining the Network;
- Build capacity for health and well-being by bringing appropriate expertise to the local level with relevant institutions and organisations;
- Enhance the visibility of the Healthy Cities operations in the Baltic Sea Region;
- Build an information system of best practises and the state of well-being in cities belonging to the Healthy Cities networks;
- Network with local, national and international health and well-being experts (including other WHO collaboration centres);
- Establish research and development cooperation with the Urban Research Unit of the City of Turku.

Photo 2. WIS 2014 Conference in Turku
### Table 1 Members of the Board of the Baltic Region Healthy Cities Association in 2012-2013

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Board Member</th>
<th>Personal Member</th>
<th>Deputy Board Member</th>
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</thead>
<tbody>
<tr>
<td>City of Turku</td>
<td>Maija Perho Chairman</td>
<td>Juha Rantasaari</td>
<td></td>
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<tr>
<td></td>
<td>Social councillor</td>
<td>Special advisor</td>
<td></td>
</tr>
<tr>
<td>City of Turku</td>
<td>Leena Koikkalainen</td>
<td>Kirsi Paasikoski (until 01.03.2013)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Managing Director</td>
<td>Marja-Liisa Pyöli-Vainio (from 1.3.2013)</td>
<td></td>
</tr>
<tr>
<td>City of Turku</td>
<td>Arja Iho</td>
<td>Lea Huuhtanen University Lecturer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Director of Social Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of Turku</td>
<td>Ahti Saarinen (until 24.04.2013)</td>
<td>Pirjo Saari Tourism Planner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Misha Dellinger (From 24.04.2013)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Turku</td>
<td>Sanna Salanterä Professor</td>
<td>Markku Koulu Professor</td>
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**PERSONNEL OF THE ASSOCIATION**

In 2013 Association staff consisted of four experts:
- Coordinator Agnieszka Ilola worked one day/week for the Association 1.1. – 31.12.2013
- Project Officer Kaisa-Reetta Korpela worked full-time for the Association 15.11. – 31.12.2013
- Coordinator Karolina Mackiewicz worked full-time for the Association 1.1. – 31.12.2013
- Executive Director Johanna Reiman worked full-time for the Association 1.1. – 31.12.2013
HEALTHY CITIES NETWORKS IN THE BALTIC SEA REGION

The goal of the Association is to improve health conditions of cities in the Baltic Sea Region and to support the World Health Organization (WHO) programmes which serve these purposes. At the end of 2013 there were 26 cities/regions in the Healthy Cities network in ten countries around the Baltic Sea (Figure 1.). There are 99 cities/regions as direct members to WHO. Taking into account the national networks over 1400 cities/regions from 31 countries are WHO European Healthy Cities.

STRATEGY OF THE ASSOCIATION

The main activities are: 1) networking, training, coordination and 2) health promotion project work.

**Vision** The Association is a recognized actor in cross-sectoral health promotion work by WHO, cities and partners in the Baltic Region.

**Mission** The operations effect health promotion knowledge of the decision makers and wellbeing is included in all local policies.

www.marebalticum.org  Promoting Health of the Cities
Figure 1 WHO Healthy Cities network and National Healthy Cities networks in the Baltic Sea Region

WHO HEALTHY CITIES NATIONAL NETWORKS (CITIES, COUNTRIES AND DISTRICT COUNCILS)

<table>
<thead>
<tr>
<th>Country</th>
<th>Network Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denmark</td>
<td>59</td>
</tr>
<tr>
<td>Sweden</td>
<td>18</td>
</tr>
<tr>
<td>Germany</td>
<td>76</td>
</tr>
<tr>
<td>Russia</td>
<td>19</td>
</tr>
<tr>
<td>Finland</td>
<td>31</td>
</tr>
<tr>
<td>Poland</td>
<td>40</td>
</tr>
<tr>
<td>Estonia</td>
<td>15</td>
</tr>
<tr>
<td>Norway</td>
<td>18</td>
</tr>
</tbody>
</table>

Updated: 18.10.2013
2 REPORT ON ACTIVITIES IN 2013

Action 1 Support for Healthy Cities activities

The Association participated in the Finnish Healthy Cities National Network Kittilä meeting in October, Innomarket health inequity seminar in November as well as in board meetings. The Association participated in the Annual Business and Technical Conference of the WHO European Healthy Cities Network and of the National Healthy Cities Networks in Izmir, Turkey where we worked as session chairmen and rapporteurs. Chairman Maija Perho was a member of a political panel. We gathered the Baltic Sea Healthy Cities for common lunch to discuss future activities and plans.

The Association supported St Petersburg and Riga in their efforts to become Healthy City. Study trip was organized for Russian experts about premature deaths and the use of PYLL analysis in February, green landscape planning in November and active school day in December.

A two-day training for Latvian municipalities was organized in Jurmala in March about cross sectoral health promotion. The Association participated as a speaker in Estonian Healthy Cities Annual Conference in April in Paide, Annual meeting of the Danish Healthy Cities network in May and Russian network conference in November. Karolina Mackiewicz participated as a speaker and poster presenter at Healthy Urban Planning NGO Forum in St Petersburg in April and WHO HEPA meeting in Helsinki (Health Enhancing Physical Activity) in October. The Nordic National Healthy Cities coordinators met in Turku in December to discuss activities in each country.

The Association assisted practical organization of WHO 8th Global Conference on Health Promotion in Helsinki in June 2013. The conference had nearly 900 guests from all over the world.
Action 2 Communication


Three wellbeing seminars were organized for the general public about young people’s, working age population and elderly persons’ health. The Florence International Training, organized by WHO Office Venice and University of Florence, was held in November. Johanna Reiman lectured about ‘Ensuring wellbeing of residents despite of hard times: the experience of WHO Healthy Cities in the Baltic Sea Region’. Karolina Mackiewicz gave a presentation about the Healthier people project. The Association promoted introduction of wellbeing issues to the regional strategy of Southwestern Finland.


Action 3 Project implementation

- The following projects were on-going in 2013:
- Healthier People: Management of Change through Monitoring and Action
- IROHLA - Intervention Research on Health Literacy among Ageing Population
- Volunteerism and Community Service
- Study trip as part of the project Green landscape planning of settlements in Baltic Sea Region
- WIS 2014 – 5th International Well-Being in the Information Society, Safe and Secure Cities
- Bridging Baltic – seminar moderator, ‘Common identity in the Baltic Sea region’ article Culminatum

Action 4 Planning of new projects, seminars and events

In 2013 the Association was involved in 12 project applications and organizing WIS 2014 conference:
- FEMIS - Fight feminization of HIV/AIDS in Baltic Sea Region through education and evidence-based policy making (waiting)
- Positive ageing: meeting needs of HIV 50+ patients and promoting safer behaviour and HIV testing among 50+ population (waiting)
- Implementation of Health in All Policies on the local level for more effective prevention of non-communicable diseases (accepted)
- Promotion of Nordic Walking to combat inactivity and obesity of all ages in Northern Europe (rejected)
3 FINANCES

The Association received for its operations: EUR 80,000 from the City of Turku, EUR 50,000 from the Ministry of Social Affairs and Health, EUR 1,400 from membership fees and EUR 93,321 as project income, which makes altogether EUR 224,721. Total operating profit for 2013 was EUR 44,343.

Table 2 Events and participants during 2010-2013 organised and attended by the Association

<table>
<thead>
<tr>
<th>Year 2010</th>
<th>Year 2011</th>
<th>Year 2012</th>
<th>Year 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>Participants</td>
<td>Events</td>
<td>Participants</td>
</tr>
<tr>
<td>Events/meetings organised by the Association and/or in collaboration with projects and member organisations</td>
<td>26</td>
<td>300</td>
<td>58</td>
</tr>
<tr>
<td>Seminars/meetings/events attended by the Association organised by others</td>
<td>39</td>
<td>2200</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td>65</td>
<td>2500</td>
<td>92</td>
</tr>
</tbody>
</table>

- EmpowerKids (waiting)
- The Finnish Funding Agency for Technology and Innovation Smart City activator (rejected)
- Tools for Cooperation between Immigrants, Police and Social work (rejected)
- History of the Association (rejected)
- Internationalization of wellbeing companies, Culminatum Innovation Ltd (rejected)
- Nordic Walking guidebook and training (rejected)
- Towards healthier and more prosperous region through addressing the non-communicable diseases (NCD) epidemics (waiting)
- Union of the Baltic Cities/BRHCA cooperation project with cities (waiting)
The Baltic Region Healthy Cities Association, WHO Collaborating Centre for Healthy Cities and Urban Health in the Baltic Region aims at increasing awareness of the local governments to take health as a central part in the decision making process in the cities belonging to the WHO Healthy Cities Networks. This is achieved by developing and participating in projects as well as organizing trainings and seminars on the topics associated with Healthy Cities core themes. The Association is located in Turku, Finland.

CONTACT INFORMATION

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