



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

Baltic Region Healthy Cities Association



BALTIC REGION HEALTHY CITIES ASSOCIATION

ANNUAL PLAN 2004

28.1.2004

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I THE PRINCIPLES OF THE ASSOCIATION

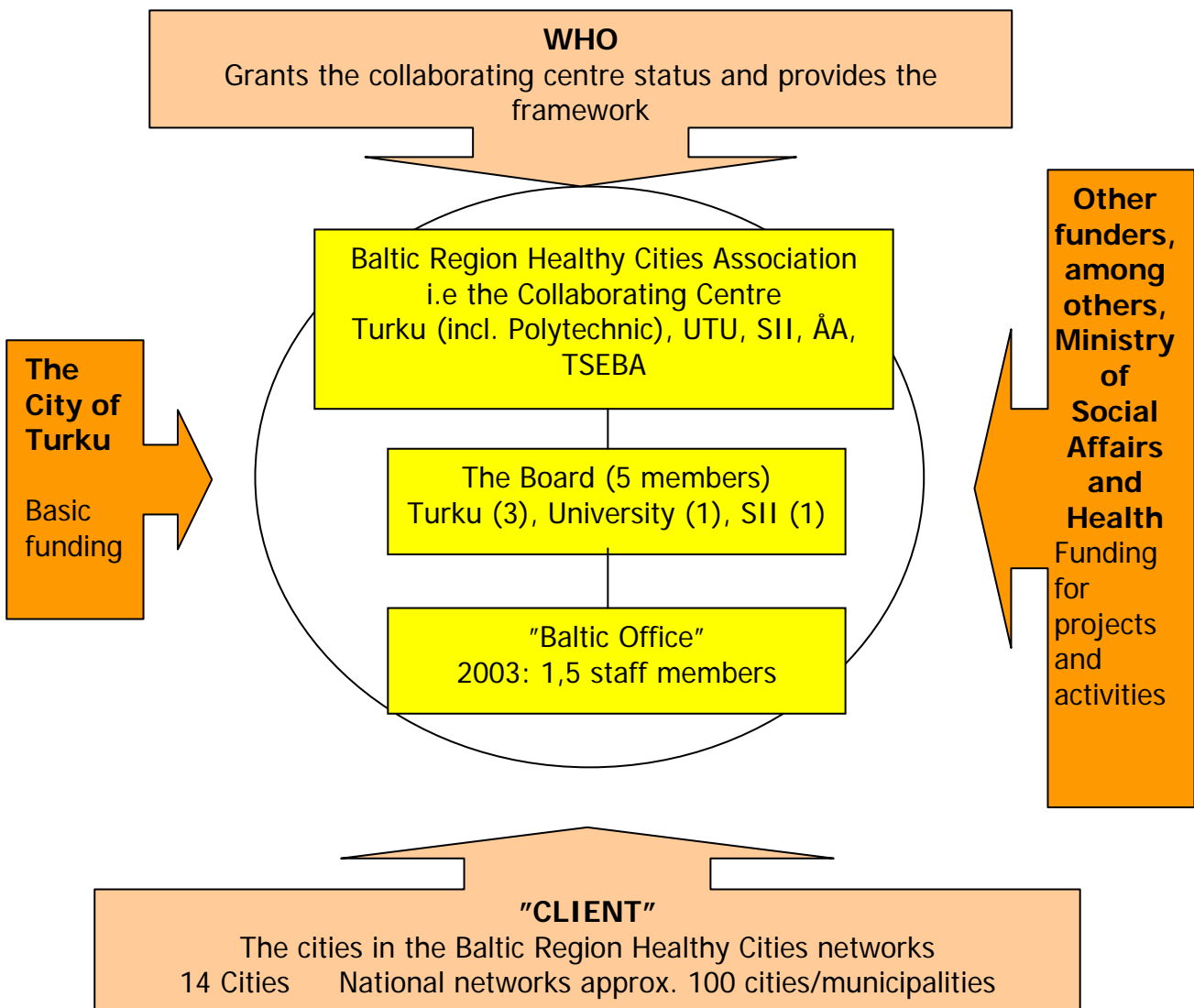
a) Background

Baltic Region Healthy Cities Association was founded in 1998 in Turku to coordinate and promote activities that support the goals of the Healthy Cities activities in the Baltic region. In the activities, the WHO Healthy Cities framework is followed, with the main goal in promoting health and well-being in urban areas. The goal is to make the health and well-being point of view a part of both the decision making and the activities to facilitate making choices that are beneficial for the health of an individual citizen. Thus, "Healthy City" is the framework for the strategic planning, activities and the assessment of a city. Healthy Cities activities coordinated by the WHO Regional Office for Europe have been carried out since 1987.

b) Operating Environment

The Baltic Region Healthy Cities Association is a WHO Collaborating Centre for Healthy Cities and Urban Health in the Baltic region. WHO granted the status to the Association in September 2002, and it is valid for four years (2003-2006). Terms of reference set to the collaboration centre by WHO are followed in the activities.

Figure 1. The Operating Environment of the Association 2003



The members of the association are the City of Turku, the University of Turku, The Social Insurance Institution of Finland, Åbo Akademi University and Turku School of Economics and Business Administration. The association's activities cover the entire Baltic region. The member organisations of the association provide the necessary expert services and other services as agreed. *The clients* in the area are the cities belonging to the WHO Healthy Cities networks (2003: Dresden, Gothenburg, Helsingborg, Horsens, Kaunas, Kuressaare, Copenhagen, Lodz, Pärnu, Riga, Sandnes, Torun, Stockholm and Turku) and the national Healthy Cities networks in different countries (approximately 100 cities/municipalities in 10 countries), and the cities/municipalities interested in joining these networks.

The Baltic Region Healthy Cities Association maintains the Baltic Office. The activities of the office are supervised and governed by the Baltic Region Healthy Cities board, and the practical activities are carried out by the office staff. The chief of the Office is the Executive Director. The statutory meeting of the association held twice a year exercises the highest authority in the association's affairs. The realisation of the activities is assessed and directed by the board of the association meeting with the funders and WHO at least once a year.

The basic funding of the activities (from the City of Turku) secures the association staff's salaries and the maintenance of the office during the validity of the collaboration centre status (4 years). The project funding needed in carrying out and coordinating the regional collaboration, developmental work and collaboration projects required by WHO is applied for from the Ministry of Social Affairs and Health and other funders. The Healthy Cities activities of the City of Turku and the association are in close collaboration in carrying out the projects. The collaboration is based on the collaboration agreement between the City and the association, as well as the Turku City Board's decision in June 2003.

c) Goals

The goal of Healthy Cities activities is to promote health and well-being in urban areas. This is one of WHO's goals, and according to it, the main objective of the Baltic Region Healthy Cities Association is to strengthen skills and management in the cities, to make well-being a guiding principle in the decision making and the activities. Due to the association's activities, the network cities have knowledge on the citizens' well-being as well as skills to improve it.

d) Main Themes for 2003 – 2006

According to WHO, the main themes for the fourth five-year period (2003-2007) of the Healthy Cities activities are 2004-2005 especially (a) Health Impact Assessment and (b) Healthy Urban Planning and, as an additional theme, (c) Healthy Ageing. Additional themes can be included with the network cities' decision in 2006-2007.

To achieve the goals (means) the association

1. Produces **expert services** needed in promoting well-being
2. **Supports** cities in their Healthy Cities activities
3. Plans and carries out **training** on well-being to meet the network cities' needs
4. Builds and maintains the **information system** on health-promoting practices and the state of well-being in the cities belonging to the Baltic Region Healthy Cities network
5. **Forms a network** with the professionals in promoting well-being in the Baltic region to share useful practices and expertise
6. **Coordinates** the projects needed to achieve the goals
7. Increases the efficiency of **Informing** both the clients and the media of the activities and results

e) The preparation process of the Annual Plan

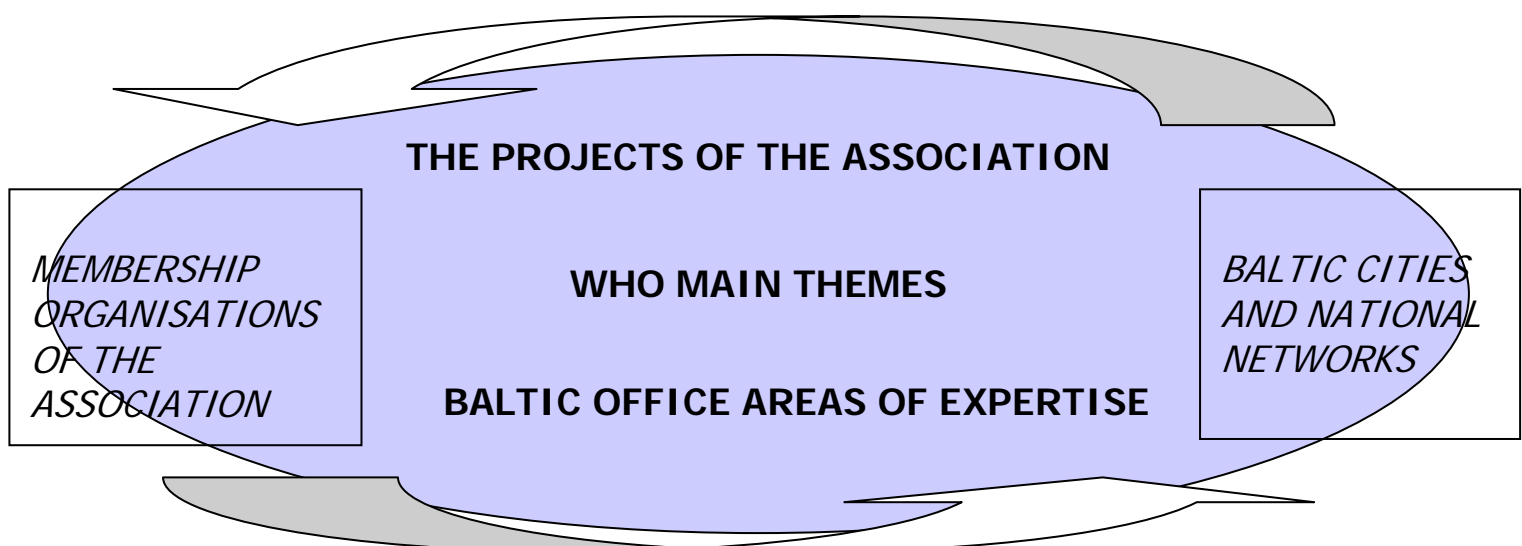
In drawing up the annual plan of action the representatives of the association/office negotiate the contents with the client cities, WHO and the funders. The plan is submitted to WHO for comments and approval. The final plan is approved on the basis of the board presentation by the Baltic Region Healthy Cities Association, after which the plan is delivered to the funders.

The starting point for the planning the actions of 2004 was in June, when Agis Tsouros/WHO visited Turku and the meeting of the Baltic Association. The first version of the plan of action was presented to the board of the association on the 6th October 2003 and after the feedback an improved plan (version 2) was presented to the Ministry of Social Affairs and Health (Liisa Ollila) on the 7th November 2003. The plan was introduced to "the clients", i.e. the Baltic region coordinators in a meeting in Gothenburg on the 9th – 11th November 2003. The project plans were specified with the clients to meet the needs of them and the requirements of WHO. A detailed plan of action with a budget was presented to the board on the 28th November 2003 (version 3). After the board meeting, the revised plan (version 4) was translated into English, and was presented to WHO 28.1.2004 and submitted to the Ministry of Social Affairs and Health in January 2004.

In practice (operations) the association

- provides and organises training on topics associated with the main themes of the Healthy Cities activities and according to the needs of the network cities in collaboration with the experts in member organisations and other experts
- organises meetings in the Baltic countries and the network cities thus supporting their activities and mutual networking, and motivates new cities into joining the network
- maintains and develops the health profile and the information system supporting it
- dispenses information on models for best practices in cities, such as Active Living – activities, and distributes the necessary material produced by the cities: brochures, translations, exhibitions etc.
- applies working methods in its operations, which support the promotion of well-being, such as peer review or benchmarking
- applies for funding and, if necessary, coordinates projects needed to achieve the goals
- agrees on the visibility of the activities with the member organisations and actively provides the media with information on its activities and the results achieved

Figure 2. The Activities of the association



II PROJECTS 2004 (-2006)

On the basis of the negotiations with the member organisations and experts in 2003, the wishes of the Baltic Region Healthy Cities network cities and taking into consideration WHO's main themes and framework, the following projects are suggested for realisation in 2004. With the projects, the association encourages the cities to develop and apply the Healthy Cities principles in their own activities. The purpose of the projects is especially to promote the realisation of the main themes (HIA, HUP) of the fourth Healthy Cities –period.

The funding for the projects introduced below is applied for from the Ministry of Social Affairs and Health of Finland. Some of the projects run for as long as the collaborating centre functions. With each project, the results are discussed and reported: who benefits and how, in other words, whether the project primarily serves the goals of WHO, the Ministry of Social Affairs and Health, the association or the City of Turku. As everything cannot always be achieved, the benefits are concentrated on different places in various ways in different projects. In addition to the projects introduced here, there are ideas concerning, for example, the prevention of AIDS and tuberculosis as well as encouraging St. Petersburg and Petroskoi to join the network.

For the seven projects to be realised in 2004, the Baltic Region Healthy Cities Association applies for a total of 59 000 euros from the Ministry of Social Affairs and Health. The funding suggested for the projects does not include the salaries and administrative costs included in the funding provided by the City of Turku.

1. Improving the visibility of the Healthy Cities activities and enhancing communication (2003-2006)

The goal of the project is to promote the visibility of Healthy Cities activities and the communications of the association in various ways. In practice, this means support in various areas of activity, such as producing materials, translations as well as organising meetings and gatherings and attending to them. The activities serve the goals set to the centre by WHO in connection with networking, training and the support given to the cities.

a) The exhibition wall purchased in 2003 will be used in both the national (Healthy Municipality Days, TerveSos fair etc.) and international (the coordinator meetings of the cities and national networks) events. The wall provides a background, on which varying information can be presented according to the event: the health profiles of the cities, models for best practices, contact information etc. With the help of the wall, the association's activities are also presented by turns in every member organisation of the association.

b) The internet site of the association is updated and developed as the server for the health profile (see the Health Profile Project) serving the entire Baltic Region.

c) In the magazine of each member organisation a story is published on the collaboration between the association and the organisation in question. The Finnish media is regularly informed on the activities of the association and the results achieved. The goal is set on 3 – 5 articles in a year.

d) The Staff and the experts of the association are required to take part in the meetings of The European Healthy Cities network cities and national networks (the times are decided upon during 2004) and if necessary, to support the participation of the coordinators in the Baltic countries, Russia and Poland in these meetings. One European network meetings will be held in 2004. WHO also requires the organisation of a meeting for the Baltic region coordinators, which will take place in 2004 in the form of "a summer school".

e) The Cities of St. Petersburg, Petroskoi, Jurmala and Kaliningrad are encouraged to apply for a membership in the Healthy Cities network. Collaboration with St. Petersburg is made possible with the men's health project in St. Petersburg coordinated by the City of Turku. Collaboration with Petroskoi is also developed with the collaborators in the Baltic Sea Task Force –programme.

f) Åbo Akademi and the Union of Baltic Cities are involved in the Baltic Universities Urban Forum (BUUF) project, which covers various theme groups. The Healthy Cities network cities are offered an opportunity to participate in the forums as observers, and the experts in the association are suggested to participate in the events concerning the project to introduce the well-being point of view. The goal of the activities is to promote the collaboration between the cities and universities and increase the visibility of the Healthy Cities activities.

2. Baltic Region Health Profile Project (2003-2006)

BACKGROUND

The Health Profile Project is the "cornerstone" of the association's activities. It serves all responsibilities set to the collaborating centre by WHO, and in the realisation of the project the Baltic Office operates in its main task as the link and a channel for the network collaboration. The development of both the contents of the profile and its technical solution was initiated in 2003 and is continued in 2004, and the citizens' point of view is also made a part of the development of the profile.

GOALS

The goal of the association is to bring two new points of view to the Baltic region health profile activities

- a) an Information System Solution to be used in the technical realisation of the Health Profile in the entire Baltic region and
- b) the Citizens' point of view, "What is health for me?"

REALISATION

The information system solution is developed in collaboration with the experts at the department of Information Systems Science at the Turku School of Economics and Business Administration. The association will continue developing the information system solutions on the basis of a preliminary report due in January 2004. A pilot information system due in 2004 will be available for testing in the Baltic region network cities. A separate plan for funding from the 6th Framework programme will be drawn up on the subject.

The development of the contents of the Health Profile Project is continued in collaboration with the Nordic coordinators and the Nordprofil Project, in which the goal is to draw up a common questionnaire to be used in the Baltic region. The association's experts take part in the preparations of the project applied for from the Interreg IIIB programme together with the experts in the network cities and research institutions involved in Nordprofil (among

others Danish National Board of Health and the universities of Malmö and Lund). The result of this collaboration will be a more extensive project plan (Interreg III).

As agreed in the coordinator meeting in Gothenburg (11/2003), all countries in the Baltic region will conduct interviews to form a 4 – 6 individuals' personal conception of health. The results are then published electronically on the association's web site and will be compiled into a literary publication.

3. Healthy Urban Planning – organising and documenting a peer review process between the cities

BACKGROUND

The background of the project is in the development of the 'Healthy Urban Planning' book and activities, experiences and achievements in the Healthy Cities network, especially in Italy and Great-Britain. Locally in the Suburbs Project conducted by Åbo Akademi University, collaboration between cities and universities was developed to promote sustainable development and as a result, study material was produced in Russian, Latvian and Polish and reports on models for best practices in urban areas. Some of the Healthy Cities network cities were also involved in the project. The results and material from the project can also be used in this project. In the early 2004, in collaboration with the Turku Polytechnic Sustainable Development programme, the association carries out (as a student assignment) a report on the impacts and the follow-up work of the Suburbs Project in the Healthy Cities network cities – that is, what changes were brought about by the project.

GOALS

Including the well-being point of view in the urban planning in the pilot cities supported by peer reviewing.

ACTIVITIES 2004

In 2004, the association supports 2-4 cities (tentatively Kaunas and Riga) in conducting peer review of the progression of the urban planning process. ÅA's materials and the Turku Polytechnic report are utilised in the activities. Two people responsible for urban planning and a Healthy Cities contact person are chosen from both cities (altogether 3 people/ city). The association organises orientation training on the topic locally in the spring of 2004 (2 days) utilising the expertise of WHO, the member organisations of the association and the advanced cities (Horsens, Gothenburg, Turku). The cities document their planning process and review another city's process during their visit in the peer city in the early autumn. The association supports these review visits.

The pilot cities commit to providing the work effort of three people to carry out the project and carry out and document the peer review process, as well as produce the reports in English. The reports should include a development plan for the city, based on the results of the review.

4 Coordinator Training on Health Impact Assessment

BACKGROUND

The Baltic Region Healthy Cities coordinators have suggested "a summer school" on topics included in WHO's main themes – especially Health Impact Assessment – during which they

could delve more thoroughly into a topic and discuss with each other the ways of promoting activities according to the theme in their cities.

WHO Euro/Healthy Cities co-ordinates the EU funded PHASE-project, which aims e.g. to develop a Health Impact Assessment toolkit at the local level across Europe. In Finland the National Research and Development Centre for Welfare and Health (Stakes) has developed together with the Finnish National Healthy Cities network Human Impact Assessment (HuIA) material and examples. Various materials produced by WHO and Stakes is translated, depending on the network cities' needs, into English, Swedish and Russian (and other necessary languages) for further use as study material in the coordinator training and as support material in promoting the activities. In addition to this, a survey is conducted on the possibilities to use other examples from e.g. Liverpool or Edinburgh that support the topic as study material. A separate project plan is drawn up as an assignment.

GOALS

The goal of the project is to orientate Baltic Region Healthy Cities network coordinators (cities and national networks) to WHO's main theme Health Impact Assessment and to begin the Health Impact Assessment in the cities.

REALISATION

Taking advantage of the materials of the WHO, Stakes and advanced cities, a four-day-long "summer school" is organised for the coordinators in April 2004, after which the trained coordinators prepare a plan and begin the Health Impact Assessment in their own cities. In autumn, a joint seminar is organised for the coordinators and the city's decision makers (a coordinator meeting) for the follow-up of the progress of the activities and planning follow-up work. The activities are continued and developed further in 2005-2006.

The trainers are staff members from Stakes (HuIA method) and experts from WHO (PHASE), the European network cities (among others Liverpool) and the member organisations of the association. The association's responsibility is to support the organisation of events and invite the experts into the events. The cities' coordinators commit to taking part in the orientation and to initiate the activities in ways suitable for their cities.

5. Health-Enhancing Physical Activity

BACKGROUND

WHO General Assembly will approve in May 2004 the Global Strategy for Physical Activity, Diet and Health, where Healthy Cities network cities have had the possibility to join the preparation phase. Several Baltic Region network cities organise various opportunities for physical exercise promoting health and well-being, but they lack a strategic and comprehensive vision, which needs to be developed. The Active Living activities carried out in the European Healthy Cities network is expanded in the Baltic Region. The survey of the cities needs set as goal in 2003 was only carried out in the Estonian network, but the cities of Stockholm and Horsens, as well as the Estonian, Latvian and Russian networks have also expressed their interest in developing the activities.

GOAL

To draw up a strategy for health enhancing physical activity to promote the development of strategic thinking in the cities – an additional goal is to draw up a health improvement plan.

REALISATION

The participation of the interested cities and networks in the meeting of the European Active Living network in Stockholm at the end of March is supported. A separate training is organised for these cities and networks on the strategies and processes of the advanced cities (Glasgow, Belfast, Turku). During the period of 2004 – 2005, the cities commit to preparing a cross-sectoral strategy for health-enhancing physical activity in their cities and initiate activities according to it.

6. The development of The Estonian Healthy Cities network environmental health programmes (2003-2004)

REALISATION

An environmental training programme for the Estonian Healthy Cities officials initiated in 2003 will be finalised in 2004. The main responsibility for carrying out and funding the project will be transferred to the Estonian Ministry of Social Affairs and Health in 2004. The ministry will carry out the project in collaboration with the Association of Estonian Cities and the universities of Tallinn and Tartu.

In 2004, coordinated by the Estonian Ministry of Social Affairs, Finnish experts (Turku Polytechnic, State Provincial Office of Western Finland) together with Estonian collaborators will take part twice in drawing up a training programme for municipalities.

7. Supporting the cities of St. Petersburg, Petroskoi and Kaliningrad to join the Healthy Cities network and promote health and sustainable development in these cities

BACKGROUND

The cities of St. Petersburg, Petroskoi and Kaliningrad have all expressed their interest to join the Healthy Cities network and the Baltic Region activities. The best existing connections the association has to the 'St. Petersburg men's health' -project co-ordinated by Healthy Cities/Turku. This project is funded for under the TACIS programme, it is a training programme for participants chosen from the St. Petersburg Public Health Care Committee and Admiral Makarov State Maritime Academy. Also the Union of the Baltic Cities (UBC) and its environmental secretariat, located in Turku, is interested to collaborate with the association, especially in the topics concerning sustainable development and environmental protection.

REALISATION

In connection with the men's health project, the association, together with the Union of Baltic Cities environmental secretariat and in collaboration with the Baltic Sea Task Force the association is able to organise training and support on the issues mentioned in the topic more extensively for the members of St. Petersburg Public Health Care Committee and the officials in charge.