



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

Baltic Region Healthy Cities Association



BALTIC REGION HEALTHY CITIES ASSOCIATION

PLAN OF OPERATIONS 2005

Finalised in the Board of the BRHCA 25.1.2005

CONTENTS

I PRINCIPLES OF THE ASSOCIATION	3
A. Background	3
B. Operating Environment	3
C. Goals and Courses of Action	4
II PLAN OF OPERATIONS FOR 2005	5
A. Preparation Process	5
B. WHO's Themes 2003-2007	6
C. Projects of the Association and WHO Healthy Cities' themes	7
III PROJECTS 2005	8
A. Projects Supporting the Healthy City principles	8
<i>City Health Development Planning</i>	8
1. Health Profile for the Cities in the Baltic Sea Region	8
2. Support for the Cities and National Networks	9
3. Local Seminars in Turku on Promoting Health and Sustainable Development	10
B. Projects Implementing the Healthy City Themes	11
<i>Healthy Urban Planning</i>	11
4. Healthy Urban Planning – a Peer Review of Two Cities	11
<i>Health Impact Assessment</i>	12
5. Health Impact Assessment training for the Healthy Cities co-ordinators	12
<i>Healthy Ageing</i>	13
<i>Active Living</i>	13
C. WHO Global Strategy for Physical activity, Diet and Health	13
6. Developing Strategies for Active Living in the Cities belonging to the Estonian Healthy Cities Network	14
7. Collecting the Best Practices in the Promotion of Active Living	15
8. Promoting Active Living with the Union of the Baltic Cities Commissions on Sport and Health/Social Affairs	16
IV ADDITIONAL OPERATIONS OF THE ASSOCIATION	17
A. Collaboration with the Baltic Sea Region partners in Turku	17
B. The plan of Communications	18
C. Budget for 2005	18

I PRINCIPLES OF THE ASSOCIATION

A. Background

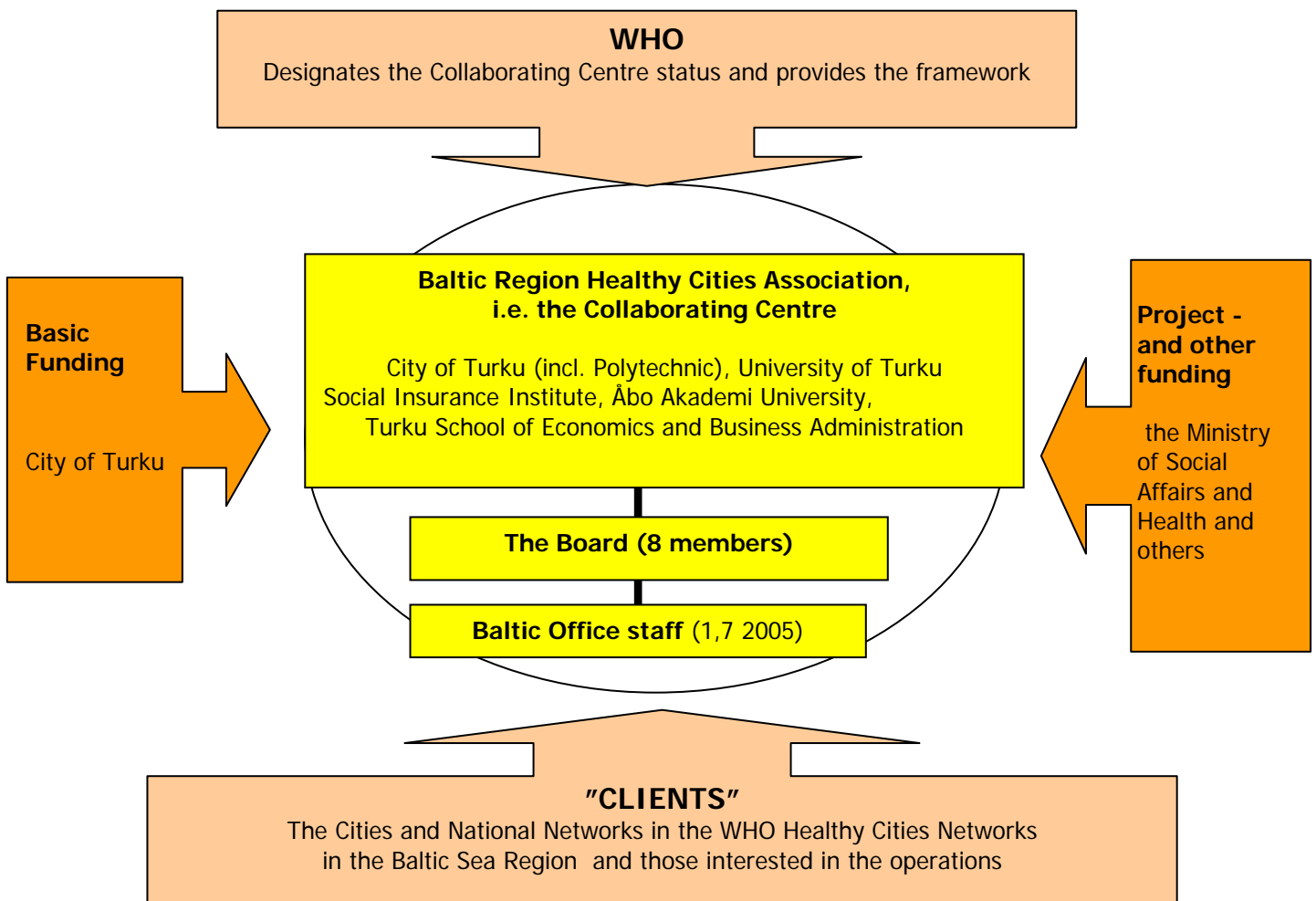
The Baltic Region Healthy Cities Association (“the Association” later in this document) was founded in Turku in 1998 to coordinate and promote the goals of the Healthy Cities operations in the Baltic Region. The main goal is to promote health and welfare and to encourage cities to consider health and welfare a part of their decision making and operations, thus facilitating choices that benefit the citizens’ health. “Healthy City” is a framework for the strategic planning, operations and assessment of the city.

Healthy Cities movement is coordinated by the WHO’s Regional Office of Europe, and the operations have been implemented since 1987. The years 2003-2007 mark the Phase IV of the movement.

B. Operating Environment

The Association is a WHO Collaborating Centre. WHO designated the Association as a Collaborating Centre in September 2002 and the status is valid for years 2003-2006. Terms of Reference designated to the Collaborating Centre by WHO are followed in the operations.

Figure 1. The Operating Environment of the Association in 2005



The *members* of the Association are the City of Turku, University of Turku, Social Insurance Institution of Finland, Åbo Akademi University and Turku School of Economics and Business Administration. The Association's operations cover the entire Baltic Sea Region. The member organisations of the Association provide the necessary expert services and other services as requested.

The *clients* in the region are the cities belonging to the WHO Healthy Cities Networks. Cities officially designated in the Network at the end of 2004 are Dresden (GER), Helsingborg (SE), Lodz (PL) and Sandnes (NOR). In addition, Copenhagen (DK), Horsens (DK), Kuopio (FIN), Poznan (PL), Stockholm (SE) and Turku (FIN) have submitted their application to the Network and Cheboksary (RUS), Izhevsk (RUS), Jurmala (LV), Kaunas (LT), Kuresaare (EST), Oslo (NOR), Pärnu (EST) and Riga (LV) have expressed their interest in joining the Network. Among the clients also the National Healthy Cities Networks in different countries and cities interested in joining these Networks are included.

The Association maintains *the Baltic Office*. The Office is supervised and governed by the Baltic Region Healthy Cities Board, and the practical operations 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 implementation of the operations is assessed and directed by the Board of the Association that meets with the financiers and WHO at least once a year.

The basic funding, from the City of Turku, secures the Association staff's salaries and the maintenance of the Office during the validity of the Collaborating Centre status. For the implementation and co-ordination of regional collaboration, developmental work and collaboration projects required by WHO, funding is applied for in the Ministry of Social Affairs and Health of Finland and other financiers. The City of Turku and the Association are in close collaboration in connection with the Healthy Cities operations and 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 and Courses of Action

The goal of the Healthy Cities operations is to promote health and welfare in urban areas. This is the goal of WHO and in accordance with it, the **Association aspires to promote health conditions in urban areas in the Baltic Sea Region**. The Association also supports WHO's programmes, which concentrate on the urban health issues. Due to the Healthy Cities movement, the Network cities will have knowledge on the citizens' welfare as well as skills to improve it.

<i>To achieve the goals of WHO and its own the Association</i>	<i>In Practice the Association</i>
<p>Supports the cities in implementing WHO's themes and achieving the Healthy Cities' goals and motivates new cities into joining the Network</p> <p>Produces expert services needed in promoting welfare. The Association utilizes experts in the member organizations as well as other experts. The use of experts strengthens the wellness skills and management of the cities</p>	<ul style="list-style-type: none"> • organizes meetings and gatherings that support the operations of the cities/Networks and their mutual networking • coordinates and carries out projects and training on topics associated with WHO's themes or according to the needs of the Network cities. In training, the Association uses methods supporting the promotion of welfare, such as peer review or benchmarking
<p>Builds an information system on best practices and the state of welfare in cities belonging to the Baltic Region Healthy Cities Network.</p>	<ul style="list-style-type: none"> • maintains and develops the health profile in the Baltic Sea region www.marebalticum.org
<p>Networks with local, national and international wellness experts to share best practices and expertise</p> <p>Enhances the visibility of the Healthy Cities operations and communication</p>	<ul style="list-style-type: none"> • Collects and disseminates best practices in cities, such as, Active Living operations • Produces necessary material: reports, accounts, brochures, translations, exhibitions etc. • Promotes the visibility of the operations, for example, by providing information on the operations and achievements in different media both locally and internationally.

II PLAN OF OPERATIONS FOR 2005

A. Preparation Process

In drawing up the Plan of Operations the representatives of the Association negotiate the contents with the Network cities, WHO and financiers. The plan is submitted to WHO for comments and approval. The final plan is accepted by the Board of the Association. After this, the plan/plans are delivered to the financiers.

The preparations of the Plan of Operations 2005 were mainly conducted with the so-called 'old' network cities (members in the European network 1998-2002). The first new cities into the European Healthy Cities Network were designated at the end of 2004 and the designation process will continue in 2005.

Drawing up the Plan of Operations was initiated in meeting of the Healthy Cities coordinators in Kuressaare in April 2004. The main focus of the 2005 operations, as well as the needs and wishes of the member organizations of the Association, were discussed with the representatives of WHO and the Ministry of Social Affairs and Health in the Association's development seminar (17.9). A preliminary plan was drawn up based on these conversations and introduced to WHO and the coordinators in the first meeting of the European Healthy Cities Network (27-29.10). Based on the feedback of the above mentioned meetings, the revised plan was presented to the Board of the Association for approval (14.12). After this the specified plan was translated into English as well as

discussed and commented by WHO. After all feedback, the finalized Plan of Operations 2005 including a budget is presented to the Board and the Association in January (25.1) and is delivered to the Ministry of Social Affairs and Health, WHO and the Baltic region coordinators at the end of January 2005.

B. WHO's Themes 2003-2007

The themes for the phase IV of the Healthy Cities (2003-2007) in the European Network cities are (a) Health Impact Assessment, (b) Healthy Urban Planning and (c) Healthy Ageing. Furthermore, cities in the Healthy Cities Network should make a City Health Development Plan, which is a strategic document that connects all administrative branches, including urban planning as well as voluntary- and business sectors. The themes are based on WHO's programs and strategies (e.g Global Strategy for Physical Activity, Diet and Health), which are subjects for development both in Europe and globally. More information of the WHO themes can be accessed from www.euro.who.int/healthy-cities

City Health Development Planning

The cities in the European Healthy Cities Network commit to integrating City Health Development Planning in their strategy, vision, values and operations. The strategy work should be conducted in collaboration with all the administrative branches of the city as well as with voluntary- and business sectors. In health promotion, more is achieved by collaboration and partnership than by everyone acting separately.

Healthy Urban Planning

The departments/sectors in charge of city and urban planning are supported and encouraged to integrate health and welfare into their planning processes and operations. The goal should be promoting equity, health and welfare, sustainable development and safety.

Health Impact Assessment

It is recommended that Health Impact Assessment is made a part of the decision making and operations of the cities. Assessment methods are used to predict the impacts of, for example, programs or decisions on health.

Healthy Ageing

The needs of the ageing must be taken into consideration in the operations of the cities to improve health, care and the quality of life. The goal is an active and independent life and appropriate services.

Global Strategy for Physical Activity, Diet and Health

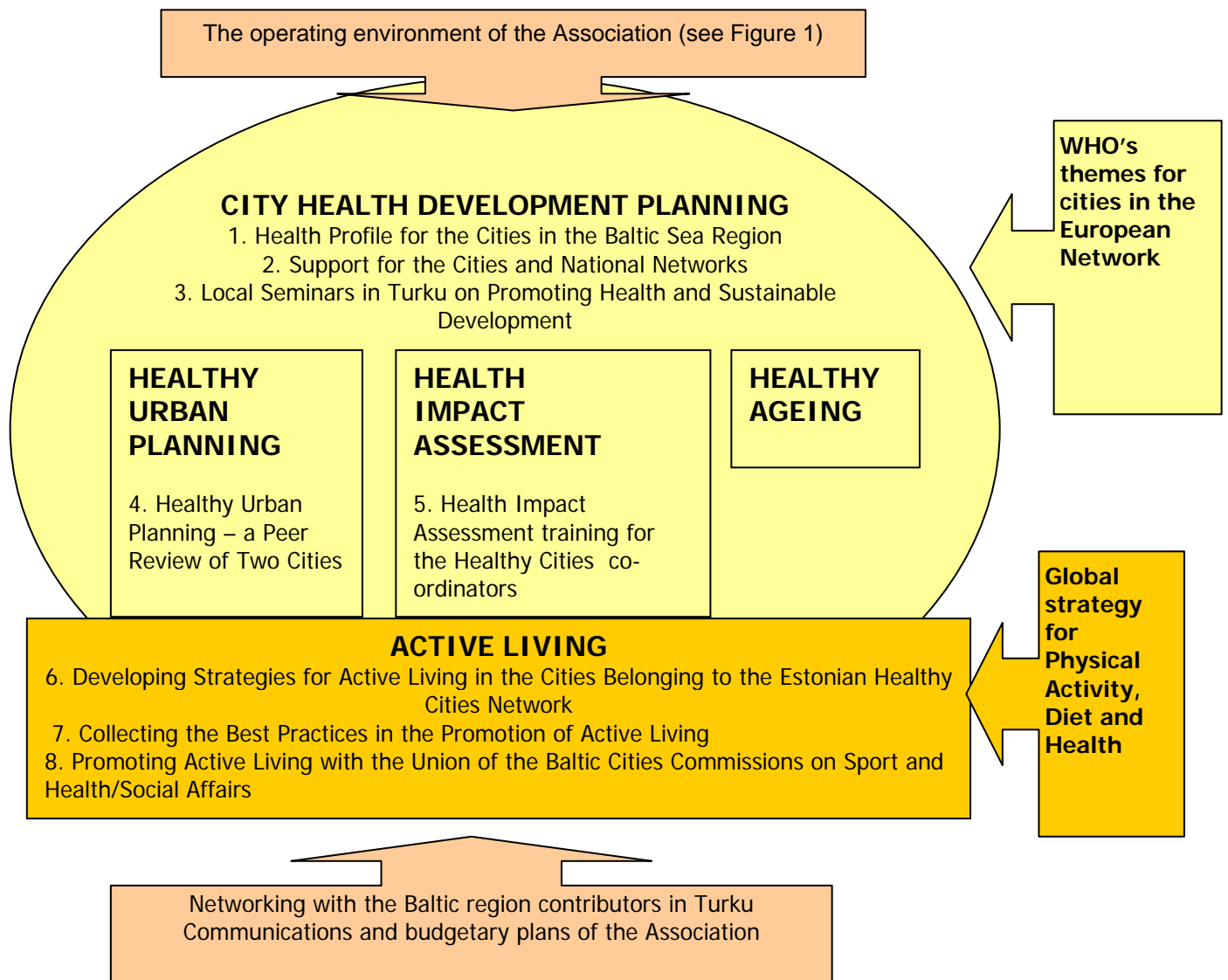
The strength of the City of Turku is promoting physical activity, and exporting these experiences and skills is also a task of the Baltic Region Association. A Global Strategy for Physical Activity, Diet and Health approved by the WHO General Assembly in the Spring 2004, encourages collaboration at the local level. Projects supporting the implementation of this strategy are carried out especially in the National Healthy Cities Networks.

For each of the themes is established a sub-network. These are for the advanced cities together experiences to be shared with other's in European network.

C. Projects of the Association and WHO Healthy Cities' themes

Taking into consideration the negotiations with the member organisations, the wishes of the cities in the Baltic Sea Region Healthy Cities Networks and WHO's themes the following projects are carried out in 2005-2006. With these projects, the Association encourages cities to develop the Healthy Cities principles in practice. The projects contribute to the implementation of WHO's themes and the Finnish national public health program 'Health 2015'.

Figure 2. The Projects grouped according to WHO's themes



III PROJECTS 2005

A. Projects Supporting the Healthy City principles

City Health Development Planning

1. Health Profile for the Cities in the Baltic Sea Region

BACKGROUND

Developing and maintaining the Health Profile of the Baltic Sea Region cities serves both the cities in the Baltic Healthy Cities Network as well as the goals of WHO and the Association. In 2004, a web-based health profile prototype was created, but its content and technical solutions require development and implementation during 2005-2006.

GOAL

The goal of the project is to continue developing the Profile. The cities in the Baltic Sea Region Healthy City Networks will be supported to produce both statistical and empirical information regarding the welfare of their cities. The profile offers an opportunity to develop and acquire information on the activities in the involved cities, as well as create – in the future – a basis on which to compare the cities. www.marebalticum.org The Profile can serve as a model for developing a database for the whole European network especially regarding the information about ageing.

REALISATION

Developing the technical solution for the Health Profile and examining the first implementation of the system will be done in co-operation with Turku School of Economics and Business Administration. During 2005, the Association will look into possibilities of creating a database solution. Developing the contents of the Health Profile will continue on the basis presented 2004, and in co-operation with e.g. the HEPRO-project, Stakes, the Social Insurance Institution of Finland and the National Public Health Institute.

Time period	Task	Concrete functions
Spring	Introduction and implementing of the system	Training and guiding of co-ordinators Maintenance of the Profile
Autumn	Assessment and follow-up The further development	Interviewing the users Measuring the amount of use

FINANCING

An amount of 10 000 euro will be applied from the Ministry of Social Affairs and Health for the continuing work on development of the Profile. In 2005, new possibilities of funding the development of the profile will be sought. Funding will be applied from the Interreg-III B program or/and the Nordic Council of Ministers.

ASSESSMENT

The use of the Profile will be assessed in 2005 with a questionnaire: which cities have implemented the system, how committed the co-ordinators are to it and how useful they think it is. The assessment will be done in the Autumn after the implementation of the system.

2. Support for the Cities and National Networks

BACKGROUND

WHO Collaborating Centre status requires the Association to support the cities in the Baltic Sea Region, either applying or interested in joining, the Healthy Cities Networks. At the end of 2004 completely new cities that have applied or are interested in joining the Network in the Region, are Cheboksary (RUS), Jurmala (LV), Kuopio (FIN), Oslo (NOR) and Poznan (PL). Also, the cities of St. Petersburg, Petrozavodsk and Kalingrad have earlier expressed their interest in joining the European and the Baltic networks. WHO also expects that the participation of the co-ordinators of the Baltic countries, Russia and Poland to be supported in the Healthy Cities meetings.

GOAL

The goal of project is to support the network cities, new cities and those interested in joining the movement in promoting and implementation of the WHO Healthy City goals and activities, especially when the cities are compiling application.

REALISATION

The Association gives support to the cities in their Healthy City operations by various ways of assistance. It provides expertise, arranges meetings and training on WHO themes and other current issues, such as HIV/aids, tuberculosis or water preservation. Separate funding can also be sought for projects that the cities consider important. Especially St. Petersburg is encouraged to apply for membership of the Healthy City Network, and Riga is supported in its application process and in starting its operations. Most of the guidance and supportive action is handled through e-mail and telephone, but separate negotiations are arranged in St. Petersburg and Riga. The Association can particularly support the establishment of the WHO office in St. Petersburg.

In 2005, the European Healthy City Network meeting is held in September (Bursa, Turkey) and a UBC General Assembly is held in Turku (29.9-2.10). The Baltic Sea Region meeting of co-ordinators will be arranged at these meetings as well as in June in Riga (see project 5). The participation of co-ordinators from Baltic countries, Poland and Russia in these meetings will be supported.

FINANCING

There will be a need for financial support of 10 000 euro in 2005 for above mentioned actions for the cities and national networks. This support is applied from the Ministry of Social Affairs and Health.

ASSESSMENT

The number of Network Cities at the end of 2005 and the proportion of new members will be assessed as well as. The number of those expressing interest in joining the Healthy Cities Network. The content of the support that the cities need and the feed-back to the Association of the arranged meetings is evaluated after the actions.

3. Local Seminars in Turku on Promoting Health and Sustainable Development

BACKGROUND

Promoting Healthy City operations is multidisciplinary and requires co-operation of different fields of speciality, different administrative branches and organisations. The Association's member organisations have proposed that the Healthy City ideology and its themes need "opening up" and familiarising.

GOAL

The goal of the project is to compose and carry out an international and multidisciplinary series of seminars together with member organisations, WHO, UBC and the National Healthy Cities Network in Finland on improving well-being and sustainable development as part of the cities' strategies and operations.

REALISATION

A series of seminars will be held in 2005-2006 with member organisations, which will shed light on the ideology, themes and practices of the Healthy Cities operations and sustainable development. The target audience will consist of politicians and officers of the City of Turku, Finnish National Healthy City Network municipalities, researchers of the Association's member organisations, and other collaboration partners. Four keynote speakers will be invited to each seminar.

Themes	Subject	Candidates for speakers	Resp. org.
CHDP	Well-being and sustainable development are the main tasks of cities – research is a useful tool in fulfilling the task	WHO (Tsouros, Green) Stakes (Rimpelä, Perttilä) Healthy City case, Kuopio Turku-strategy	ÅA
Active Living	Well-being from active living	National Public Health Institute (Puska) European AL network cities	In connection with the UBC meeting
HIA	The impacts of decision-making need pre-assessment	Stakes (Kauppinen), WHO (Nylunger, Ison), Turku Polytechnic (Halonen)	UTU
HUP	City planning creates preconditions for promoting well-being.	WHO (Barton), Turku (Solasvuori, Oittinen), UBC, Turku Polytechnic, ÅA	Turku School of Econ. and Business Ad.

FINANCING

The member organisations will take the responsibility with the Association staff for organising the facilities for the seminars e.g. equipment and other practical arrangements.

ASSESSMENT

The number of participants in the seminars, feed-back from the participants about the contents/benefits, new co-operation projects.

B. Projects Implementing the Healthy City Themes

Healthy Urban Planning

4. Healthy Urban Planning – a Peer Review of Two Cities

BACKGROUND

The project stems from WHO's experiences to promote Healthy Urban Planning: a produced book, developmental projects and results of them. During 2004, an assessment was done by the Association and the Turku Polytechnic regarding the continuance of a project by Åbo Akademi in the cities of the Healthy City Network. In 2005 concrete development work will be begun in two cities.

GOALS

The main goal is to strengthen the welfare point of view in urban planning in Kaunas (LT) and Horsens (DK) by using a peer review method. The project also aims at improving the welfare know-how of city planners and the achieved results will be reported to the WHO European Networks.

REALISATION

The Association will support the cities in developing their urban planning towards a more welfare oriented direction. Peer review assessment will be used as a method. WHO's material, Åbo Akademi's mentoring and the report by Turku Polytechnic, will be utilized.

The cities have committed to the project in negotiations held in 2004, and they have nominated 2 people to be responsible for urban planning and a Healthy City contact person (altogether 3 persons/city) to carry out the project. The Association will arrange a seminar in both cities at the beginning of 2005 (2 days), using the expertise of WHO, Association's member organisations and cities that have progressed well. The two cities will describe their own urban planning processes, and in the fall, the cities will assess the other city's process while as well as visit the peer city.

The pilot cities will commit to offering the work time of three people to carry out the review process as well as to produce the reports in English, and to take care of the arrangements of local meetings. The report must include a development plan for the city based on the results of the review. The Association supports the participation of experts (WHO etc.) in different phases of the process and in the arrangements of peer-review visits. The first results will be reported in the European healthy Cities network meeting in September in Bursa.

FINANCING

The association bids from the Ministry of Social Affairs and Health 14 000 euro in 2005 for expert fees and visiting costs related to the above described peer review assessment and for the costs of reporting.

ASSESSMENT

Reports of the assessment of each city's own activities and of the peer review, development plans of both cities, feed-back from participants and trainers.

5. Health Impact Assessment training for the Healthy Cities co-ordinators

BACKGROUND

This project is based on the need expressed by co-ordinators in 2004 regarding training on the main themes of WHO and their promotion. Feed-back from co-ordinators suggests that, in particular, skills and tools for Health Impact Assessment are needed.

GOALS

The goal of the project is to prepare and carry out training events on Health Impact Assessment for the Baltic and Nordic countries in the Baltic Sea Region. Training will increase the know-how on Health Impact Assessment in the Network cities and they will be supported in their implementation processes of the theme.

REALISATION

During 2005 a two-day training event will be arranged in June for the Baltic Region Healthy Cities co-ordinators on Health Impact Assessment. The training represents one of the WHO Healthy Cities sub-networks on this theme. The material and expertise (trainers) will be applied from WHO, Stakes, the cities that have successfully carried out the theme and member organisations of the Association. Healthy City co-ordinators and 1 to 3 people involved or interested in being involved in Health Impact Assessment from the cities will participate in the training. This 'team' will start and/or continue applying the assessment in its own city according to a plan prepared in the training. The training will be held in Riga. The city will commit to organising a venue and equipment for the seminar. The Association's duty is to arrange and produce the needed expertise services. The participating cities will pay for their own expenses.

	Day 1	How carried out	Day 2	How carried out
am	HIA; theory and best practices	WHO, Stakes Participating cities	What will be done in our city, assistance needed	Group work related to each city
pm	Present situation of the cities, what has done/planned	Group work involving both cities	How to continue? Reporting to WHO	Conclusion and plans for the future

FINANCE

For the arrangements of the two training events the Ministry of Social Affairs and Health is asked for 10 000 euro, which will be used to cover the travel and accommodation expenses of experts and other arrangements.

ASSESSMENT

The number of the participants in the training and feed-back from them; the contents and extent of the prepared plans and the co-ordinators assessment of the usefulness of the plans for the cities; the advantages to WHO, the cities and the Networks.

Healthy Ageing

There will not be a separate project for the Association about the Healthy Ageing theme in the 2005 Plan of Operations.

Active Living

C. WHO Global Strategy for Physical activity, Diet and Health

An Active Living Network was started in 1997, alongside the European Healthy Cities Network. The City of Turku has actively been involved in this network since the beginning and has co-ordinated it from 2000 onwards. An Active Living strategy has been developed in the network cities and many practical, operational models for health enhancing physical activity for various age groups have been applied and shared.

The Active Living Network has defined its goal as bringing physical activity into the resident's everyday lifestyle. An important target group consist of people in different age groups who are not sufficiently active physically. Active network cities currently (2004) are Belfast, Bergen, Horsens, Glasgow, Rotterdam, Sheffield, Stockholm and Turku. Each city is a pioneer of promoting physical activity in their own countries.

Active Living operations and co-operation is based on strong scientific evidence of the diverse effects of physical activity on physical, psychological and sociological health and well-being. The framework on which the operations are based on is the WHO's Global Strategy for Physical Activity, Diet and Health, as well as WHO's Healthy City Network main themes, where active living fits well as a cross-cutting theme.

Cities in the Baltic Sea Region and in the European networks organise physical activities to promote health and well-being, but they are many times missing a comprehensive approach or a strategy, which is an area that needs to be developed. The activities and experiences, which have been carried out in the European Network and in Turku, will be extended to the Baltic Sea Region and to the to the activities of National Networks. The cities in the Baltic Region National Networks in particular are encouraged to implement the principles of the world-wide strategies locally in order to promote physical activity. City of Turku acts as a coordinator for the active living sub-network.

The next three projects are connected to each other to support the application of the Global Strategy for Physical Activity, Diet and Health on local level.

6. Developing Strategies for Active Living in the Cities belonging to the Estonian Healthy Cities Network

BACKGROUND

Co-operation on health promoting physical activity with the Estonian National Network was already carried out in 2003-2004 in a development project of Finland and Estonia, co-ordinated by the University of Turku and funded by Interreg IIIA. At the final seminar of this project, the need for comprehensive development of Active Living in Estonia became evident.

GOAL

The Association supports a "Wellbeing from Health Exercise" -project co-ordinated by the Turku University by offering international and local know-how, for instance from the Active Living network. The project aims at creating a health promoting physical activity strategy for the Estonian and Finnish participant cities/municipalities and starting the implementation of this strategy. The goal of the Association is to support the Estonian Healthy City Network in implementing the WHO global strategy locally.

REALISATION

Seminars and workshops will be arranged, training and consultations will be given and material concerning health exercise will be produced and provided in the realisation of the project. One of the working methods in the project is recognising and sharing best practices among the countries. Participants and co-operation partners will also be provided with a web-based learning environment, which acts as a channel for information and interaction among the participants and as a means to distribute learning material. The Association is involved in the planning of the project, in arranging training events, is responsible for being in contact with the National Estonian Healthy Cities Network and distributes know-how from the Active Living Network as defined in the project plan.

FINANCING

For preparation and planning of the project in 2005 an amount of 1 000 euro of funding is applied from the Ministry of Social Affairs and Health. Separate funding will be applied for the project from the Interreg IIIA -program, in which one priority (1.1) is "Networks of Local and Regional Administration" and the themes include regional development planning and strategies, as well as themes of interaction of communal sectors.

ASSESSMENT

The project will be assessed with the methods required in the Interreg IIIA -program and by interviewing the Estonian Healthy City Network co-ordinators.

7. Collecting the Best Practices in the Promotion of Active Living

BACKGROUND

Collecting of material is a continuation of the Active Living Network operations begun in 1997. Network Cities have developed their operations together and separately, and have met yearly to exchange experiences. During these years, numerous different practices have emerged in the cities, which have been included in the city's functions. All the active Network Cities have a common interest and a mutual development aim in people of different ages who are not enough physically active for their health.

GOAL

The goal of this project is to explain the principles of creating a strategy of health promoting physical activity locally and to collect in a "book" (CD, DVD...) examples of health promoting physical activity practices used in different cities on different groups of people. The aim during 2005 is to produce a plan for the project and submit an application to the suitable financiers (EU Public Health, Nordic Council of Ministries etc.). The goal is to serve the Healthy City Network cities widely in the 'spirit' of the Global Strategy. The purpose is to show the special know-how of the City of Turku and other Active living cities, and to share this knowledge with European Healthy Cities Networks, as well as develop active living a systematic concept for cities.

REALISATION

The City of Turku, together with the Association, will take the role of a co-ordinator of the project. Together they will bid for funding to carry out the project, and will be responsible for the planning and implementing of the project together with the partners.

During the preparation the goals of the European Healthy Cities and Active Living as well as the Union of Baltic Cities Networks will be tied in with the project. The plan needs to describe the target audience, goals and purposes and the concrete end products of the project.

FINANCING

For the planning of the project 5 000 euro is applied from the Ministry of Social affairs and health and totally an amount of 2-3 million euro (City of Turku as the main applicant) from the EU Public Health programme.

8. Promoting Active Living with the Union of the Baltic Cities Commissions on Sport and Health/Social Affairs

BACKGROUND

The Association and the UBC Commission on Environmental Secretariat are both situated in the City of Turku, who has also signed the Aalborg agreement supporting sustainable development and health enhancement. Improving the co-operation between these two will support and benefit both of them and their background organisations (WHO, UBC).

The secretariat of the Commission on Sport is located in Gdynia (Poland), and the Commission on Health and Social Affairs is located in Rostock (Germany). Representatives of the Association and the UBC secretariat in Turku have made (2004) a proposal for including health promoting physical activity in their activities.

GOAL

The goal of the project is to broaden and include the concept of health enhancing exercise /health promoting physical activity as part of the cities' planning processes, goals and activities, especially in the cities included in the UBC Commissions on Sport and on Health and Social Affairs. Know-how from the City of Turku and the Active Living Network, and examples of health promoting physical activity will be utilized.

REALISATION

Representatives from the Association and UBC will negotiate in the Spring with the leaders of the UBC Commission on Sport and Commission on Health and Social Affairs and with the Healthy City Network co-ordinators from Poland and Germany about the current situation of health promoting physical activity in the Commissions and their member cities and about the needs of the cities, e.g. what health promoting physical activity at the moment means. Based on this, the Association and the Commission on Sport Secretariat compose a proposal about co-operation (training, materials, etc.) on enhancing health promoting physical activity in member cities of the Commission. The collaboration will be clarified in a meeting of the Commission on Sports in Klaipeda in May 2005 and the UBC general meeting in Turku in October. Utilizing know-how from the City of Turku, a detailed plan of realisation and financing will be drafted by cities interested in the project, the Commission and the Association.

FINANCING

For the launch of new co-operation and for the presented preparation phase, we propose 5 000 euro to be reserved in 2005 for the participation of the representatives of the Association and UBC in the negotiations held with the Commission on Sport and Commission on Health and Social Affairs and the secretariats and cities to prepare a project plan.

ASSESSMENT

Completion of the plan of operations and financing, and applying for funding for the co-operation of the Association and the Commissions (2005). Realisation of the goals set for the project in the prepared plan.

IV ADDITIONAL OPERATIONS OF THE ASSOCIATION

A. Collaboration with the Baltic Sea Region partners in Turku

The basic operations of the Association consist of establishing and maintaining contacts with partners, who promote welfare and health in the Baltic Sea Region. The purpose of this networking is collaborate with e.g. cities and universities and to improve the visibility of the Healthy Cities operations. This provides the cities with possibilities of obtaining additional funding for their operations in promoting Health and Sustainable Development.

In the Turku-strategy the Baltic Sea Region is a central field for international action. Turku is the home city of the Association and by networking with other Baltic partners and networks in Turku the Association, for its part, promotes the founding of 'the Baltic Sea House' in Turku. The goal of this house is to gather under the same roof all partners operating both functionally and 'mentally' in Turku for the region. The 'House' would help in both gaining the synergetic benefits and avoiding overlapping. In practice, the Association networks by attending to gatherings promoting the Baltic Sea House, by reporting on its operations as a part of the international operations of the city, as well as by providing the collaborators actively with information on the Association's operations.

In contributing to the Healthy Cities Network the closest collaborators of the Association are the Union of the Baltic Cities (UBC) and Åbo Akademi University which, among other things, take part in the Baltic University Network and Baltic Universities Urban Forum (BUUF). The Association has established contacts to St. Petersburg, for example, due to the TACIS project (Men's Health Project in St. Petersburg) co-ordinated by the City of Turku. Together with the Association both the Union of the Baltic Cities and Åbo Akademi are interested in developing the collaboration with St. Petersburg in connection with questions concerning environmental and water preservation. New possibilities for collaboration and funding are looked into during 2005 in local negotiations. In connection with the General Assembly of the Union of the Baltic Cities in Turku in October the Association organises a seminar on health promotion and active living.

The co-ordination of the UBC Women's Network operates in Turku and both the City and the Association have been actively involved in the collaboration of voluntary organisations (NGO's) in the Baltic Sea Region. The City of Turku has several friendship cities in the Baltic Sea Region, and some of them also belong to the Healthy Cities Network. In addition to the City of Turku, there are national organisations operating in the Baltic region, such as the Baltic Institute of Finland in Tampere and development projects, such as Baltic Sea Task Force. The goal of the Association is to actively seek collaboration with local, national and international quarters contributing to the Healthy Cities operations.

The Association will act as focal point for a HIV/AIDS campaign " Ask and Act – It's your Health" targeted for the Baltic states and Russia. The campaign is initiated by World Health Communication Associates and realised in collaboration with the World Medical Association (WMA), International Council of Nurses (ICN) and International Pharmaceutical Federation (FIP). Funding is applied from the Global Fund.

B. The plan of Communications

The purpose of communication is to enhance the visibility of the Healthy Cities operations in the Baltic Sea Region and the communication of the Association in various ways.

In 2005 a plan of communications is drawn up for the Association. The plan includes a depiction of the goals and functions of the Association's communication, target groups, means of communication, channels and media, as well as the schedule and the assessment of visibility. The plan of communications includes, for example the following concrete actions;

- The exhibition wall of the Association will be used in the Healthy Municipality Event, TerveSos fair, the general meeting of the Union of the Baltic cities and WHO meeting
- The development of the Association's web-site is continued
- Collaboration with the communications units of the member organisations is initiated
- The media is regularly informed of the Association's operations

C. Budget for 2005

The basic operations of the Association and the maintenance of the Baltic Office are financed by the City of Turku. The Association applies for funding for projects in the Ministry of Social Affairs and Health, Interreg IIIB program, member organisations and other financiers as shown in the table below. The funding suggested for the projects does not include salaries and administrative costs, which are included in the basic funding from the City of Turku.

Basic Funding	Amount €	Financier
	70 000	The City of Turku
Membership Fees	1 800	Member organizations
SUBTOTAL	71 800	
Projects	Amount €	Financier
1. Health Profile for the Cities in the Baltic Sea Region	10 000	MSAH
2. Support for the Cities and National Networks	10 000	MSAH
3. Local Seminars in Turku on Promoting Health and Sustainable Development	5 000	Member organizations
4. Healthy Urban Planning – a Peer Review of Two Cities	14 000	MSAH
5. Health Impact Assessment training for the Healthy Cities co-ordinators	10 000	MSAH
6. Developing Strategies for Active Living in the Cities Belonging to the Estonian Healthy Cities Network	1 000	MSAH
	5 000	Interreg IIIA
7. Collecting the Best Practices in the Promotion of Active Living	15 000	The Nordic Council of Ministers
8. Promoting Active Living with the Union of the Baltic Cities Commissions on Sport and Health/Social Affairs	5 000	The Nordic Council of Ministers
(45 000 MSAH, 5 000 Member org., 25 000 Project funding) SUBTOTAL	75 000	
TOTAL REQUESTED FOR 2005	146 800	

MSAH = Ministry of Social Affairs and Health