



**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 2006**

**Draft  
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# I PRINCIPLES OF THE ASSOCIATION

## 1. Background

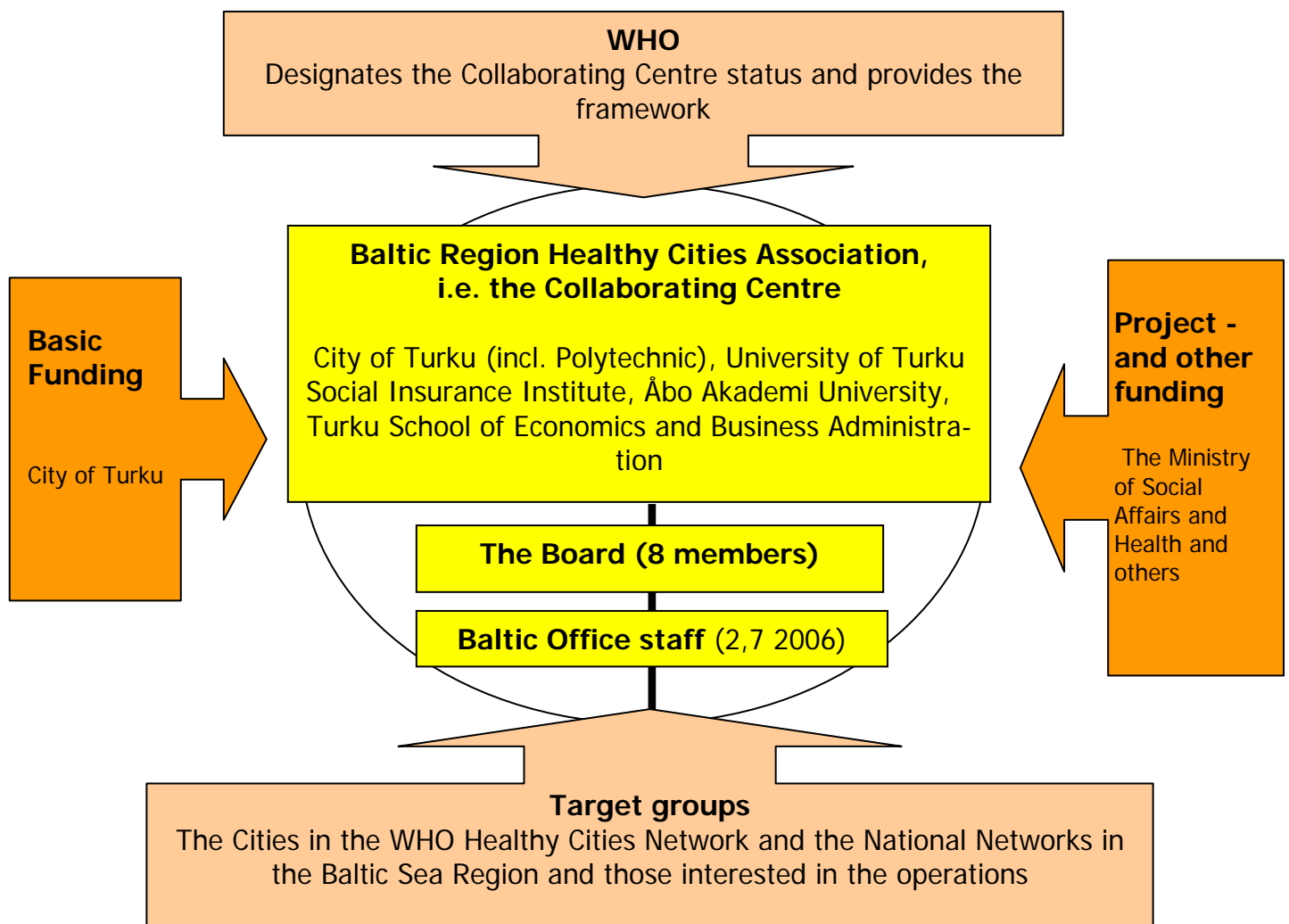
The Baltic Region Healthy Cities Association (the Association later in this document) was founded in Turku in 1998 to coordinate and promote the goals of the Healthy Cities operations in the Baltic Sea Region. The main goal is to promote health and welfare and to encourage cities to consider health and welfare as 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.

The Healthy Cities movement is coordinated by the WHO's Regional Office of Europe, and the operations have been implemented since 1987. The years 2003-2008 mark the Phase IV of the movement.

## 2. Operating Environment

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

Figure 1. The Operating Environment of the Association in 2006



The *WHO framework* (Table 1.) includes the themes for the phase IV of the Healthy Cities (2003-2007) in the European Network. The themes are (a) Health Impact Assessment, (b) Healthy Urban Planning and (c) Healthy Ageing. The fourth theme of (d) Active Living/physical activity was added to the themes in 2004 and was seen as a cross-cutting for the other three. Furthermore, cities in the Healthy Cities Network should make a City Health Development Plan and a City Health Profile. The CHDP is a strategic document connecting all administrative branches, including urban planning as well as voluntary- and business sectors. The themes are based on the WHO's programmes and strategies (e.g. Global Strategy for Physical Activity, Diet and Health), which are subjects for development both in Europe and globally. More information on the WHO Healthy Cities can be accessed from [www.euro.who.int/healthy-cities](http://www.euro.who.int/healthy-cities)

Table 1. WHO framework and content of the aspects

<b><i>WHO framework for the Association's operations</i></b>	<b><i>The content of the theme or strategy</i></b>
<i>City Health Development Planning</i>	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.
<i>Healthy Urban Planning</i>	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.
<i>Health Impact Assessment</i>	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, programmes or decisions on health.
<i>Healthy Ageing</i>	The needs of the ageing must be taken into consideration in the operations of the cities to improve health, care and quality of life. The goal is an active and independent life and appropriate services.
<i>Active Living / Physical Activity</i>	A Global Strategy for Physical Activity, Diet and Health was approved by the WHO General Assembly in the Spring 2004. It encourages collaboration at the local level. Physical Activity/Active Living is a cross-cutting theme for the other three in the Healthy Cities network.

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 following cities in the Baltic Sea Region belong to the European WHO Healthy Cities Networks in the Baltic Sea Region. Cities officially designated in the Network at the end of September 2005 are Copenhagen (DK), Dresden (GER), Helsingborg (SE), Jurmala (LV), Kuopio (FIN), Lodz (PL), Poznan (PL), Turku (FIN), Sandnes (NOR) and Stockholm (SE). In addition, Horsens (DK) and Izhevsk (RUS) have submitted their application to the Network and Cheboksary (RUS), Kaunas (LT), Kuresaare (EST), Oslo (NOR), Pärnu (EST) and Riga (LV) have expressed their interest in joining the Network. Furthermore, the National Healthy Cities Networks in different countries, including cities/municipalities and all cities interested in joining these Networks are also included in the Healthy Cities collaboration in the region.

The main *target groups* of the operations of the Association in the above mentioned cities, national networks as well as other collaborating organisations include:

- Politicians and other decision makers of the local governments
- Civil servants / officers of local and national administrations
- Healthy Cities co-ordinators
- Researchers and other experts in universities and other institutions

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, represents the highest authority in the Association's affairs. The implementation of the operations is assessed and directed by the Board of the Association.

Basic funding is guaranteed by the City of Turku. Funding for the implementation and co-ordination of collaboration, developmental work and projects required by the WHO, 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. This 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.

### **3. The goals and actions of the Association**

The overall goal of the Healthy Cities movement is to promote health and wellbeing in urban areas. **The aim of the Association is to promote health conditions in urban areas in the Baltic Sea Region and to support the programmes of WHO, which concentrate on urban health issues.** As an outcome of the Healthy Cities, the Network cities will have knowledge on the citizens' welfare as well as the skills to improve it.

The goals of the Association focus on;

1. Strengthening the knowledge, skills and willingness of the local governments to take health as a central part in their decision making in the cities belonging to the Healthy Cities Networks.
2. Widening the networking of the Association by collaborating with other networks, projects and programmes in the Healthy Cities related issues in the Baltic Sea Region.

The operations and concrete activities to achieve the goals are described in Table 2.

Table 2. Operations, concrete activities and target groups used to achieve the goals of the Association

<i>Operations</i>	<i>Concrete activities</i>	<i>Target groups</i>
<p><b>Support the cities</b> in implementing WHO's Healthy Cities ideology and themes and achieving the Healthy Cities' goals and motivate new cities into joining the Network</p> <p><b>Build the capacity of health and well-being expertise</b> on a local level by networking with appropriate institutions and organizations.</p> <p><b>Enhance the visibility</b> of the Healthy Cities operations and communication</p> <p><b>Build an information system</b> on best practices and the state of well-being in cities belonging to the Baltic Region Healthy Cities Network.</p>	<p>By organizing meetings and gatherings that support the operations of the cities/Networks and their mutual networking</p> <p>By coordinating and carrying out projects and training on topics associated with WHO's themes and/or the needs of the Network cities.</p> <p>By collecting and disseminating best practices in cities,</p> <p>By producing necessary material: reports, accounts, brochures, translations, exhibitions etc.</p> <p>By promoting the visibility of the operations, for example, by providing information on the operations and achievements in different media both locally and internationally.</p> <p>By maintaining and developing the health profile in the Baltic Sea Region <a href="http://www.marebalticum.org">www.marebalticum.org</a></p>	<p>Politicians and other decision makers of the local governments</p> <p>Civil servants / officers of local and national administrations</p> <p>Healthy Cities co-ordinators</p>
<p><b>Network with</b> local, national and international health and well-being <b>experts</b> to share best practices and expertise</p>	<p>By organizing local and international seminars with co-operation the member organizations as well as other experts.</p>	<p>Politicians and other decision makers of the local governments</p> <p>Civil servants / officers of local and national administrations</p> <p>Healthy Cities co-ordinators</p> <p>Researchers and other experts in universities and other institutions</p>

A table about the Association's goals, operations and target groups is presented in appendix 1.

## II ANNUAL PLAN 2006

### 1. 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.

Drawing up the Plan of Operations was initiated at a meeting of the Healthy Cities co-ordinators in Jurmala and Riga in June 2005. A plan was approved and presented to the Board of the Association for approval (15<sup>th</sup> November, 2005). The 2006 operations were discussed with the Ministry of Social Affairs and Health (22<sup>nd</sup> November, 2005). The finalized Plan of Operations 2006, including a budget, is presented to the Board and the Association in December, and will be delivered to the Ministry of Social Affairs and Health, WHO and the Baltic region co-ordinators at the end of January 2005.

### 2. Projects realising the goals of the Association

Taking into consideration the negotiations with the member organisations, the wishes of the cities in the Baltic Sea Region Healthy Cities Networks and the WHO's framework for the Association, the following projects (Table 3.) will be carried out in 2006-2007.

Table 3. The Projects grouped according to the Association's goals;

<i>Goals of the Association</i>	<i>Projects during the year 2006</i>
<b>Strengthening the knowledge, skills and willingness of the local governments</b> , to take health as a central part in their decision making, in the cities belonging to the Healthy Cities Networks.	1. Health Profile for Cities in the Baltic Sea Region A) Baltic Profile B) Partner in HEPRO-project (EU Interreg IIB) 2. Support for Cities and National Networks 3. Healthy Urban Planning – a Peer Review of Two Cities 4. Developing Health Impact Assessment in the network cities
<b>Widening the networking of the Association</b> by collaborating with other networks, projects and programmes in the Healthy Cities related issues in the Baltic Sea Region.	5. Partner in "Well-being through Physical activity in cross-border co-operation"-project (EU Interreg IIIA) 6. Promoting Active Living / Physical Activity with UBC Commission of Sports and the WHO 7. Partner in the HIV/AIDS Campaign (ASK AND ACT – IT'S YOUR HEALTH by the WHCA) 8. Seminars on Healthy Cities Themes

### III PROJECTS 2006

*Strengthening the knowledge, skills and willingness of local governments, to take health as a central part in their decision making, in cities belonging to the Healthy Cities Networks in upcoming projects.*

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

##### BACKGROUND

Developing and maintaining the Health Profile of the Baltic Sea Region cities serves the Network cities as well as the goals of WHO and the Association.

From the point of view of the Association, the project will be developed in two parts: a) the Baltic Profile and b) the HEPRO-project. The concrete outcome of the Baltic Profile is a web-site gathering and presenting information about health and well-being. The information on the web-site is divided according to a 4-category concept developed by the Association. The HEPRO-project is a partnership project which aims to develop a tool-kit to be used in spatial health planning. Among other partners around the Baltic Sea region, the Association is a partner in the project.

##### ***A. Baltic Profile***

##### GOAL

The goal is to support the decision making on health promotion in the cities. The project continues to support the cities to provide information to the web-site and develops the co-operation with the HEPRO-project. This leads to development of the contents of the Baltic Profile.

##### REALISATION 2006

During the year 2006, the development of the Baltic Profile will follow four paths of operations. All of them have their own target groups, goals and operations, but are closely linked together. These paths are:

##### *Developing the content of the Baltic Profile*

The aim is to ensure that the content serves the users in the most appropriate and flexible manner in the future.

##### Operations:

- strengthen the engagement of the co-ordinators and cities
- meet with the experts of Health Profiles
- carry out a questionnaire(s) directed for Healthy Cities co-ordinators and other core actors on the city level
- develop and test a pilot template for "co-ordinators' stories" discussed in the Bursa meeting with some pilot cities in the Baltic Sea region
- plan how to integrate the Healthy Ageing indicators as a part of the Baltic Profile
- edit the content of the web-site

### *Training for Healthy City co-ordinators*

The aim is to strengthen the co-ordinators' possibilities to use and benefit from the Baltic Profile.

#### Operations:

- Development of a training pack to support an information collection process in co-operation with the HEPRO-project, based on the needs of the Healthy Cities co-ordinators (questionnaire)
- Organisation of a seminar on "Health Profile" in co-operation with the Baltic University network and Baltic co-ordinators, 15-16 June, 2006 Kaunas, Lithuania (see project 8) to train co-ordinators of the Baltic Profile

### *Paths to Europe*

The possibility to enlarge the Health Profile model for the whole European Healthy Cities network is assessed.

#### Operations:

- carry out a questionnaire both for Baltic Sea region Healthy Cities co-ordinators, other Healthy City co-ordinators in Europe and core actors on the city level
- meet with experts of Health Profiles
- find pilot cities from the European network to be partners

*See also HEPRO-project*

### FINANCING 2006

Financed process or activity	Amount €	Financier
Development of the content	10 000	MSAH
Training	3 000	MSAH
Total requested for 2006	13 000	MSAH

### ASSESSMENT 2006

Information on the Baltic Profile web-site, both quantitative and qualitative assessment; feedback from the questionnaire for co-ordinators based on the goals of the Baltic Profile; amount of participants in training; and feedback from training.

## **B. Partner in HEPRO-project (EU Interreg IIIB)**

### GOAL

The goal of the HEPRO-project is to support the decision making on health promotion in the cities.

### REALISATION 2006

During the year 2006, the Association has three different roles in the HEPRO-project. All of them have their own goals and operations, but are closely linked together.

The Association will provide professional assistance to the lead partner of HEPRO in the shape of:

- Support to the Baltic Countries considering the actions in HEPRO and WP 1
- Coordination of the progress of WP 1
- Provision of needed support to applying Russian partners

The roles of the Association as partner in the HEPRO-project

- develop the Baltic Profile -model to serve the HEPRO-project development by offering the contacts and expertise
- include the results of the partners and questionnaire of the HEPRO-project in to the Baltic Profile in the extent required by the project ant partners themselves
- provide the [www. marebalticum.org](http://www.marebalticum.org) web-site for dissemination of the project materials, development and results for the whole Baltic Sea Region supporting the project's own web-site
- inform the Baltic Region Healthy Cities and National networks of the project and its' results in the meetings and training organised by the Association
- encourage the cities in the Baltic states Healthy Cities network to utilise the HEPRO questionnaire and materials
- work together with WHO/Euro Healthy Cities in the project

During year 2006, the Association will also inform the cities and networks not involved in the HEPRO-project about the ongoing project.

### FINANCING 2006

Financed process or activity	Amount €	Financier
Shared costs	14 000	Interreg IIIB
HEPRO partner	8 300	Interreg IIIB
Total allocated for 2006	22 300	Interreg IIIB

### ASSESSMENT 2006

Mid-term internal assessment based on the outputs of the WP 1 milestones 1-3, mainly quantitative assessment; amount of participants in meetings, trainings etc. as well as feedback from participants and partners.

## 2. Support for Cities and National Networks

### BACKGROUND

As a WHO Collaborating Centre the Baltic Region Healthy Cities Association supports the cities in their Healthy Cities work.

### GOAL

The strengthening of knowledge, skills and willingness of the cities that are already members of the Healthy Cities networks. Cities interested in joining the movement are also supported in promoting and implementing the WHO Healthy Cities goals and activities. During the following two years, special attention will be paid to the implementation of phase IV themes.

### REALISATION 2006

Firstly, meetings, visits and training are organised according to the needs of the cities. For example, an annual meeting of the co-ordinators on Health Profile and Health Impact Assessment is included in the Annual Plan (see also projects 4 and 8); the cities of Riga and St. Petersburg are specifically supported in their activities towards Healthy Cities.

Secondly, the Healthy Cities in the Baltic Sea Region are regularly encouraged to develop their activities according to the support of the sub-networks of Phase IV themes. They are also encouraged to participate in the training organised by these networks.

Thirdly, regular communication with the partners, co-ordinators and members of the Association is realised in three ways: (1) an information letter (e-mail) is sent to the Healthy Cities and National Network co-ordinators every second month, (2) a newsletter (in English) to the co-ordinators, international and national partners of the Association will be distributed twice a year, and (3) a bulletin (in Finnish) is distributed to the members of the Association and the relevant Finnish partners.

Lastly, the participation of the co-ordinators at the official Healthy Cities meetings is supported.

### FINANCING 2006

Financed process or activity	Amount €	Financier
Visits and communications	5000	MSAH
Annual training and meeting	See project 3 and 4	
Participation support	5000	MSAH
Total requested for 2006	10 000	MSAH

### ASSESSMENT 2006

Support is assessed by participation of the cities and their representatives at the Healthy Cities business meetings, sub-network activities, training and meetings organised by the Baltic Office. Communication is assessed by the amount of received and sent e-mails, letters etc.

### 3. Healthy Urban Planning – a Peer Review of Two Cities

#### BACKGROUND

The project is related to the experiences of Healthy Urban Planning by WHO and others. The process started with training in Kaunas in 2005 and the work will be finalised and reported in 2006.

#### GOALS

The goal is to strengthen the welfare point of view in urban planning in Kaunas (LT) and Horsens (DK). Peer review is used as a method to support the work in the cities. The project also aims at improving the welfare know-how of city planners.

#### REALISATION 2006

In 2006 the process continues by organising the Healthy Urban Planning training in Horsens together with Kaunas. Spectrum Analysis developed by the University of the West of England and Health Impact Assessment methodology are used. The cities will learn the methods and report the results for each other and in the European network meeting. The themes cities have chosen are city planning in the neighbourhood and urban boost.

#### FINANCING 2006

Financed process or activity	Amount €	Financier
Training sessions	1 000	MSAH
Peer visits	2 000	MSAH
Total requested for 2006	3 000	MSAH

#### ASSESSMENT 2006

The reports of the developments from both cities are finalised. The results are reported in the Turku business meeting. The feedback from the participants and collaborating partners is collected from the training.

## 4. Developing the Health Impact Assessment in the network cities

### BACKGROUND

The co-ordinators have expressed the need of training on the main themes of WHO. In particular, skills and tools for Health Impact Assessment are needed.

### GOALS

The goal is to support the development of the Health Impact Assessment in the Healthy Cities and National Networks in the Baltic Sea Region. The know-how on Health Impact Assessment in the cities will increase and they will start to develop and implement pilots and report to the WHO and European networks.

### REALISATION 2006

Training will be planned and carried out in the Baltic Countries, the Nordic Countries and Russian National Network - together and separately. The actions are realised in collaboration with the HIA sub-network, WHO experts, Stakes, the Finnish National Network and Turku School of Economics and Business Administration.

During 2006 three different training modules will be carried out

- "Future of Wellness" -seminar is arranged in Turku, 11-12 May, 2006 (see project 8). The seminar provides a possibility to develop HIA practices and offers visibility for the cities in the HIA sub-network and other cities in the European network. The cities are invited to present case studies of their development, and discuss together with the scientists/researchers. A training day is organised together with the HIA sub-network. It offers a platform to extend the knowledge in the HIA sub-network to the other cities.
- "Health Profiling and Impact Assessment" is the annual meeting of the Healthy Cities and National Network co-ordinators in Kaunas, 15-16 June, 2006. It will include a basic training session on HIA (see project 2) and the best practices of the above mentioned "Future of Wellness" -seminar are presented. These are reported, in order to (a) offer co-ordinators examples and experiences, (b) create a discussion between the cities and universities to work together in HIA and (c) encourage the cities in the Baltic Sea Region to pilot HIA.
- "Basic understanding on HIA" training will be arranged for the Russian Healthy Cities Network according to the needs of the network. The Baltic Office translated the HIA/PHASE-project materials into the Russian language in 2005. The materials are utilised in the training. Since year 2006 is a planning phase of the project, separate funding is applied for it. The Russian network cities are also invited to the above described training.

### FINANCING 2006

Financed process or activity	Amount €	Financier
"Future of Wellness" –seminar	See project 8	
Basic training on HIA in the co-ordinator meeting	6 000	MSAH
Basic understanding on HIA	10 000	Application prepared 2006
Total requested for 2006	6 000	MSAH

### ASSESSMENT 2006

Amount of training and participants, feedback from the participants and collaborating partners.

*Widening the networking of the Association by collaborating with other networks, projects and programmes in the Healthy Cities related issues in the Baltic Sea Region.*

## **5. Partner in “Well-being through physical activity in cross-border co-operation”- project (EU Interreg IIIA)**

### **BACKGROUND**

Co-operation on health promoting physical activity with the Estonian Healthy City Network started in 2003-2004 in a project co-ordinated by the University of Turku. At the final seminar of this project, the need for the comprehensive development of Active Living in Estonia became evident.

A new project “Well-being through physical activity in cross-border co-operation” was created during year 2005, in partnership with the Estonian Healthy City Network and co-ordinated by The Centre for Extension Studies at the University of Turku. The project aims at creating a health promoting physical activity strategy for Estonian and Finnish municipalities (totally 13) and starting the implementation of this strategy.

### **GOAL**

The goal of the Association is to provide services for the project, for example by participating in the organising of the seminars and supporting the Estonian Healthy Cities network in finding the expertise needed to fulfil the goals of the project. The Global strategy for Physical Activity, Diet and Health will be included in the project's training materials.

### **REALISATION 2006**

In 2006, the Association will provide services to the project such as: contact for the Estonian network, design meetings and seminars, a member of the steering group according to the agreement and a project plan between the Association and the co-ordinator of the project.

### **FINANCING 2006**

Financed process or activity	Amount €	Financier
Personnel costs		
- Project opening seminar	2 000	Interreg IIIA
- Project training session 1 and 2	2 000	Interreg IIIA
Total allocated for 2006	4 000	Interreg IIIA

The total estimated amount of financing to the Association for the years 2005-2007 is 9 000 €

### **ASSESSMENT 2006**

The project assessment (interviews, questionnaires) includes questions concerning the satisfaction of the participants regarding the activities carried out by the Association.

## 6. Promoting Active Living / Physical Activity with UBC Commission of Sports and WHO

### BACKGROUND

Active Living/Physical Activity is included in the Healthy City themes. This is based on the WHO's Global Strategy for Physical Activity, Diet and Health framework. The Active Living Group (9 cities), originating from the Healthy Cities network has been working since 1997. The co-ordinating city has been Turku from 2000 onwards.

The Union of Baltic Cities (UBC) has an active Commission on Sports. During 2005 the Baltic Region Healthy Cities Association joined as an invited speaker at the UBC Commission of Sport Annual meeting in Klaipeda, 14-16 April, 2006. This collaboration continued at the UBC General Conference in Turku, 30 September 2006.

The Association has close collaboration with the UBC environmental secretariat located in Turku. Combining UBC and HC networks makes it possible for both to engage new cities into their activities in the Baltic Sea Region.

### GOAL

The goal is to develop a comprehensive approach or a strategy for Active Living/Physical activity promotion at a city level. Experiences to be disseminated exist in the Active Living group. The goal is also to place the idea of Active Living/Physical Activity on the agenda of UBC Sport Commission cities and to achieve the first concrete steps in putting the strategies into action.

### REALISATION 2006

- The Association and Active Living cities will participate in the Annual meeting of the Sport Commission (May 2006, Gdynia) and provide presentations on Active Living
- "Cities on the move - best practices from member cities". The criteria for the grant for the UBC cities will be discussed and supervised with the co-ordinator of the Sport Commission
- The Baltic Cities Bulletin is published by UBC 2-3 times per year. One issue of the newsletter will focus on the presentation of "Cities on the move"
- A common "Cities on the move" project will be applied together with the UBC

The Baltic Region Healthy Cities Association actively participates in developing the Active Living/Physical Activity concept in collaborating with the City of Turku and the Active Living group.

### FINANCING 2006

Financed process or activity	Amount €	Financier
Development and meetings	1 000	MSAH
Total requested for 2006	1 000	MSAH

### ASSESSMENT 2006

The amount of articles and presentations published and provided as well as feedback from the participants in the meetings.

## 7. Partner in the HIV/AIDS campaign (ASK AND ACT – IT'S YOUR HEALTH by the WHCA)

### BACKGROUND

In 2004, the Baltic Region Healthy Cities Association was asked to be the focal point and coordinator for the HIV/AIDS campaign in the Baltic States, Russia and Ukraine. The campaign was initiated by the World Health Communication Associates Ltd. During 2005 three preparatory meetings were organised, one in Turku. The global organisations of medical doctors, nurses and pharmacists (World Medical Association, International Council of Nurses, World Pharmaceutical Federation) are partners.

### GOAL

The goal is to develop and pilot a model for local level health promotion and prevention of HIV/AIDS in pilot cities (1-2/country) in the Baltic States, Russia and Ukraine. The Healthy Cities ideology and ASK AND ACT - it's your health media advocacy concept will be used.

### REALISATION 2006

Pilot cities from Russia, Estonia, Latvia and Ukraine are supported in participating in the campaign together with the global and local organisations of nurses, medical doctors and pharmaceuticals as well as national HIV/AIDS institutes. The Association plans and organises 1-2 training/meeting in the pilot cities together with World Health Communications Associates (WHCA), the national and global organisations and Healthy Cities network.

The pilot cities are St. Petersburg and Kaliningrad from Russia, Tartu from Estonia, Jurmala from Latvia and Kiev from Ukraine. A more specific content of the project, role and responsibility of the Association will be clarified. The target groups and goals for the project will be tailor-made during 2006 for each country, but the main ideas are

- Training and capacity building of the nurses
- Awareness raising of various aspect related to HIV/AIDS in the general public
- Media advocacy/training in NGO's
- Engagement of young people (women) themselves, how to address HIV/AIDS
- People with HIV/AIDS
- briefing the media reporting of HIV/AIDS

Exchange of experiences and twinning are used as methods. Current data and materials related to HIV/AIDS will be utilised and new developed.

### FINANCING 2006

The funding for the pilot project will be applied in every country from the Global Fund and Soros Foundation. A separate funding for communication will be applied for the whole campaign concept from the Global Fund. For the preparation of the project 2 000 euro is applied from the Ministry of Social Affairs and Health to ensure this phase.

Financed process or activity	Amount €	Financier
Development and meetings	2 000	MSAH
Total requested for 2006	2 000	MSAH

### ASSESSMENT 2006

Amount of initiated projects and funding for them. Indicators developed at the project/country level.

## 8. Seminars on Healthy Cities themes

### BACKGROUND

Healthy Cities requires multidisciplinary co-operation between different fields of speciality, different administrative branches and organisations. Improving health, well-being and sustainable development needs to be integrated in the strategies and operations of the cities.

### GOAL

The goal of the local, national and international seminars is to present The Healthy City ideology, movement and themes. These aspects are discussed among the political, scientific and management leaders to create a common understanding of Healthy Cities. The expertise of the member organisations of the Association is made visible among the network cities, and to other partners (WHO, UBC etc.).

### REALISATION 2006

During 2006 the four seminars will be carried out;

- "Future of wellness" in co-operation with Turku School of Economics and Business Administration, 11-12 May, 2006, Turku (Finland)  
Health Impact Assessment is one of the WHO/Healthy Cities main themes. This seminar gathers the international know-how of the HIA from the WHO and Turku School of Economics and Business Administration/ Finland Futures Research Centre around the same table. It provides a forum where the scientists, local level practitioners and decision makers can share their experiences and develop the theme together. The seminar is included in the HIA sub-network time schedule and agenda. Funding will be applied from the Finnish Academy by Turku School of Economics and Business Administration/ Finland Futures Research Centre
- "Health Profiling and Impact Assessment" is a meeting of the Healthy Cities co-ordinators. During the meeting, a one day seminar is organised together with the Baltic Sea Region University Network (BSRUN). The meeting and seminar are organised on 15-16 June, 2006, Kaunas, Lithuania. The seminar is organised to create a discussion forum between the cities and universities in the Baltic Sea Region to explore and discover ways for the cities and universities to work together and benefit from each other's work. Healthy Cities themes of Health Profiles, Health Impact Assessment and Healthy Urban Planning are included in the programme. The seminar is also the annual meeting of the Healthy City co-ordinators in the Baltic Sea Region (see also project 2). The Baltic Region Healthy Cities Association and the Baltic Sea Region University forum (co-ordinated by the University of Turku) organise the meeting together with the City and University of Kaunas. The co-ordinators and contact persons from both networks are invited to join the meeting.
- "Healthy Ageing" in co-operation with the Social Insurance Institution of Finland, Autumn 2006, Turku (Finland)  
This local seminar is organised to support the theme of Healthy Ageing locally and nationally. The expertise of the Social Insurance Institution and the experiences and development from Turku are discussed together.
- The meeting of the European Healthy Cities and National Networks HC meeting, 18-21 October 2006, Turku (Finland)  
The Association assists the City of Turku in organising this European level meeting in practical arrangements.

## FINANCING 2006

Financed process or activity	Amount €	Financier
"Future of Wellness" seminar		
- personnel costs	5000	MSAH
- other arrangements	6000	Academy of Finland
"Health Profiling and Impact Assessment" meeting/seminar	See project 4	
"Healthy Ageing" seminar		planned in 2006
Total requested for 2006	11 000	MSAH and Academy of Finland

## ASSESSMENT 2006

Amount of participants in the seminars, participating cities and organisations as well as feedback from participants and collaborating partners.

## **IV ADDITIONAL OPERATIONS OF THE ASSOCIATION**

### **1. 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.

The communications of the Association are implemented according to the plan of communications in 2006. The plan includes a description 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 goals of the Association's communications are;

To increase the overall awareness of the Association's target groups about WHO "Healthy Cities" framework and activities;

- The core themes of WHO "Healthy Cities" movement phase IV
- Programmes and strategies of WHO, which concentrate on urban health issues

To increase the visibility of Association's activities;

- In the Baltic Sea Region
- In the national level in Finland
- In Turku Region

To improve the ability and willingness of the Association's target groups to take health into consideration in their decision making.

The target groups of the Association's communications are divided into two groups by the language (Finnish, English) of the communications.

The most important communication channels are targeted e-communications. The other ways of communication are also used where needed.

## 2. Funding for operations 2006

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. The Association has obtained financing as a partner from Interreg IIIA, Interreg IIIB programme and member organisations 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.

<b>FUNDING FOR OPERATIONS 2006 (€)</b>	<b>BASIC FUNDING</b>	<b>MSAH APPLIED AMOUNT</b>	<b>EU- FUNDING</b>	<b>OTHER FUD- ING APPLIED</b>	<b>OTHER PLANNED FINANCING</b>
City of Turku	70 000				
Membership fees of member organizations	2 700				
<b>PROJECTS</b>					
1. Health Profile for the Cities in the Baltic Sea Region A) Baltic Profile B) Partner in HEPRO-project (EU Interreg IIIB)		13 000	22 300		
2. Support for Cities and National Networks		10 000			
3. Healthy Urban Planning – a Peer Review of Two Cities		3 000			
4. Developing Health Impact Assessment in the network cities		6 000			10 000
5. Partner in "Well-being through physical activity in cross-border co-operation"- project (EU Interreg IIIA)			4 000		
6. Promoting Active Living / Physical Activity with UBC Comission of Sports and WHO		1 000			
7. Partner in the HIV/AIDS Campaign (ASK AND ACT – IT'S YOUR HEALTH by the WHCA)		2 000			10 000
8. Seminars on Healthy Cities themes		5 000		6 000	
<b>SUBTOTAL</b>	<b>72 700</b>	<b>40 000</b>	<b>26 300</b>	<b>6 000</b>	<b>20 000</b>
	50%	28 %	18 %	4%	(NOT INCL. BUDGET 2006)
<b>TOTAL FUNDING FOR 2006</b>				<b>145 000</b>	

## Appendix 1. The framework of the Association

<i>The overall goal of the Association</i>	<i>The goals of the Association</i>	<i>The operations of the Association</i>	<i>The concrete activities</i>	<i>The target groups</i>	<i>The projects during the year 2006</i>
<p><b>The aim of the Association is to promote health conditions in urban areas in the Baltic Sea Region and to support the programmes of WHO, which concentrate on the urban health issues</b></p>	<p><b>Strengthening the knowledge, skills and willingness of the local governments</b> to take health as a central part in their decision making, in the cities belonging to the Healthy Cities Networks</p>	<p><b>Support</b> the cities in implementing WHO's Healthy Cities ideology and themes and achieving the Healthy Cities' goals as well as motivating new cities into joining the Network</p> <p><b>Build the capacity</b> of health and well-being expertise at a local level by networking with appropriate institutions and organizations.</p> <p><b>Enhance the visibility</b> of the Healthy Cities operations and communication</p> <p><b>Build an information system</b> on best practices and the state of well-being in cities belonging to the Baltic Region Healthy Cities Network.</p>	<ul style="list-style-type: none"> <li>• By organizing meetings and gatherings that support the operations of the cities/Networks and their mutual networking</li> <li>• By coordinating and carrying out projects and training on topics associated with WHO's themes and/or the needs of the Network cities.</li> <li>• By collecting and disseminating best practices in cities,</li> <li>• By producing the necessary material: reports, accounts, brochures, translations, exhibitions etc.</li> <li>• By promoting the visibility of the operations, for example, by providing information on the operations and achievements in different media both locally and internationally.</li> <li>• By maintaining and developing the health profile in the Baltic Sea Region <a href="http://www.marebalticum.org">www.marebalticum.org</a></li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Politicians and other decision makers of the local governments</li> <li>• Civil servants / officers of local and national administrations</li> <li>• Healthy Cities coordinators</li> </ul>	<ol style="list-style-type: none"> <li>1. Health Profile for Cities in the Baltic Sea Region               <ol style="list-style-type: none"> <li>A) Baltic Profile</li> <li>B) Partner in HEPRO-project (EU Interreg IIIB)</li> </ol> </li> <li>2. Support for Cities and National Networks</li> <li>3. Healthy Urban Planning – a Peer Review of Two Cities</li> <li>4. Developing Health Impact Assessment in the network cities</li> </ol>
	<p><b>Widening the networking</b> of the Association by collaborating with other networks, projects and programmes in the Healthy Cities related issues in the Baltic Sea Region.</p>	<p><b>Networks</b> with local, national and international health and well-being experts to share best practices and expertise</p>	<ul style="list-style-type: none"> <li>• By organizing local and international seminars with co-operation with the member organizations as well as other experts.</li> </ul>	<ul style="list-style-type: none"> <li>• Politicians and other decision makers of the local governments</li> <li>• Civil servants / officers of local and national administrations</li> <li>• Healthy Cities coordinators</li> <li>• Researchers and other experts in universities and other institutions</li> </ul>	<ol style="list-style-type: none"> <li>5. Partner in "Well-being through Physical activity in cross-border co-operation"-project (EU Interreg IIIA)</li> <li>6. Promoting Active Living / Physical Activity with UBC Commission of Sports and WHO</li> <li>7. Partner in the HIV/AIDS Campaign (ASK AND ACT – IT'S YOUR HEALTH by the WHCA)</li> <li>8. Seminars on Healthy Cities Themes</li> </ol>

