



**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 2007-2008

30.01.2007

Approved in the Board of the BRHCA 13.12.2006

Content

INTRODUCTION	3
PART I: Framework of the Activities of the Baltic Region Healthy Cities Association.....	4
1 HEALTHY CITIES NETWORKS IN THE BALTIC SEA REGION	4
2 WHO HEALTHY CITIES THEMES.....	4
3 STRATEGY OF THE BALTIC REGION HEALTHY CITIES ASSOCIATION	5
3.1 Vision.....	5
3.2 Mission	5
3.3 Healthy City Values	5
PART II: Activities during the Years 2007-2008	6
4 OPERATIONAL ENTITY 1: CITY HEALTH DEVELOPMENT PLANNING FOR WELL-BEING AND SUSTAINABLE DEVELOPMENT	6
4.1 Baltic Profile – Profiling Healthy Cities in Baltic Sea Region	6
4.2 HEPRO – Focus on Health and Social Well-being in the Baltic Sea Region (EU Interreg IIIB)	7
4.3 Supporting the local Healthy Cities activities	8
4.4 Promoting sexual health and prevention of HIV/AIDS of the young people at the local level	8
5 OPERATIONAL ENTITY 2: WHO HEALTHY CITIES THEMES	10
5.1 Partner in Well-being through physical activity in cross-border co-operation (EU, Interreg IIIA)	10
5.2 Using the 'Active Living in Turku' concept to promote physical activity	11
5.3 International Conference on Healthy Ageing - Active Ageing.....	11
6 OPERATIONAL ENTITY 3: INTERNAL DEVELOPMENT	12
6.1 Member organisation, Union of Baltic Cities and Centrum Balticum collaboration	12
6.2 Communication and Visibility	13
6.3 Developing Administration	13
PART III: Organisation and operational environment of the Association.....	14
PART IV: Funding for operations 2007-2008.....	15
Appendix 1: STRATEGIC FOCUSES, WHO THEMES, ACTIVITIES/PROJECTS, CRITICAL SUCCESS FACTORS AND EVALUATION.....	17

INTRODUCTION

This plan is strongly built on preparation of the re-designation period of the WHO Collaborating Centre for Healthy Cities and Urban Health in the Baltic Region. Planning for the coming years has encouraged the organisation to assess the past actions as well as carry through a strategy process. This process was realised during 2006 by the Board of the Baltic Region Healthy Cities Association and the practical compiling of this plan based in the process has been conducted by the personnel of the Baltic Office.

The background for all activities of the Baltic Region Healthy Cities Association is in the WHO Healthy Cities approach. It offers comprehensive policy and planning solutions to urban health problems. Healthy Cities engages local governments in health development through a process of political commitment, institutional changes, capacity building, partnership-based plans and concrete actions. The principles have been implemented since 1987, and they are coordinated by the WHO Regional Office in Europe/Centre for Urban Health.

Various institutions globally are designated as WHO Collaborating Centres. At the moment there is officially only the Collaborating Centre for Healthy Cities and Urban Health in the Baltic Region supporting WHO European Office in the Healthy Cities movement.

This plan introduces the scenario of the Collaborating Centre on various levels: strategic approach, framework of actions, concrete activities, and operational environment. These describe the future development as well as practical actions of the Centre. Part I lays on the important foundation for the activities. Part II describes practical activities. Part III presents the administrative model of the Collaborating Centre and Part IV the finances.

Part I is the strategy of the Baltic Region Healthy Cities Association conducting the activities and including vision and mission. Furthermore the WHO Healthy Cities values and themes for Phase IV (2003-2008) are presented. The activities of the Baltic Region Healthy Cities Association are strongly built on these aspects.

Part II presents the activities of the Baltic Region Healthy Cities Association for years 2007-2008. The activities are operated under three operational entities: 1) City Health Development Planning for Well-being and Sustainable Development, 2) WHO Healthy Cities Themes and 3) Internal Development of the Baltic Region Healthy Cities Association with the member organisations, Union of Baltic Cities and Centrum Balticum foundation. Also the aspects of communication and visibility and developing administration are included.

Part III introduces the organisation and operational environment of the Baltic Region Healthy Cities Association.

Part IV describes the financing for the years 2007-2008.

PART I: Framework of the Activities of the Baltic Region Healthy Cities Association

In the European Healthy Cities network the years 2003-2008 mark the Phase IV of the movement. The Baltic Region Healthy Cities Association (hereafter Association) was designated as a WHO Collaborating Centre for Healthy Cities and Urban Health in the Baltic Region in 2002. The work of the Association is based on close collaboration, support and official agreement with the City of Turku.

1 HEALTHY CITIES NETWORKS IN THE BALTIC SEA REGION

In all 10 countries around the Baltic Sea there are 22 cities or regions officially designated in the Network or have applied to it in the end of 2006. Officially designated cities or regions are Cheboksary (RUS), Copenhagen (DEN), Dresden (GER), Helsingborg (SWE), Horsens (DEN), Izhevsk (RUS), Jurmala (LVA), Kinel-Cherkassy District (RUS), Kuopio (FIN), Lodz (POL), Novocheboksark (RUS), Poznan (POL), Pärnu (EST), Sandnes (NOR), Stavropol (RUS), Stockholm County Council (SWE), Turku (FIN) and Østfold County Council (NOR). In addition, Cherepovets (RUS), Dimitrovgrad (RUS), Kaunas (LTH) and Kuresaare (EST) have applied in joining the network. The National Healthy Cities Networks in different countries, all together 215 cities or regions, are included in the Healthy Cities collaboration as well as all cities interested in joining these networks. There are totally 1200 cities or regions from more than 30 countries in WHO European Healthy Cities.

2 WHO HEALTHY CITIES THEMES

The WHO framework (Table 1.) includes four themes for the phase IV of the Healthy Cities (2003-2008) in the European Network. Furthermore, cities should make a City Health Development Plan and a City Health Profile. More information on the WHO Healthy Cities is available at www.euro.who.int/healthy-cities

Table 1. WHO Healthy Cities themes and the content of them

<i>WHO themes</i>	<i>The content of the theme or strategy</i>
<i>City Health Development Planning and City Health Profiling</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 well-being into their planning processes and operations. The goal should be promoting equity, health and well-being, 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>Physical Activity/ active living</i>	Cities are encouraged to be active in the promotion of physical activity and active living. The goal is to develop strategies and innovative actions that facilitate and encourage physical activity for all age groups, and tackling of overweight and obesity.

3 STRATEGY OF THE BALTIC REGION HEALTHY CITIES ASSOCIATION

The re-designation of the Collaborating Centre status, a new phase, has strongly been encouraging to develop a strategy for the future work. The Balanced Score Card (Norton & Kaplan) was chosen as a tool for this development.

The vision and mission guide all planning and processes of the Association. The Healthy Cities values followed by the Phase IV Healthy Cities themes support the planning of the practical activities. The strategy process conducted in 2006 has been an important one in itself. All activities and projects of the Association are assessed through the critical success factors (Picture 1).

3.1 Vision

Baltic Region Healthy Cities Association is an important producer and intercessor of health and well-being innovations in the region.

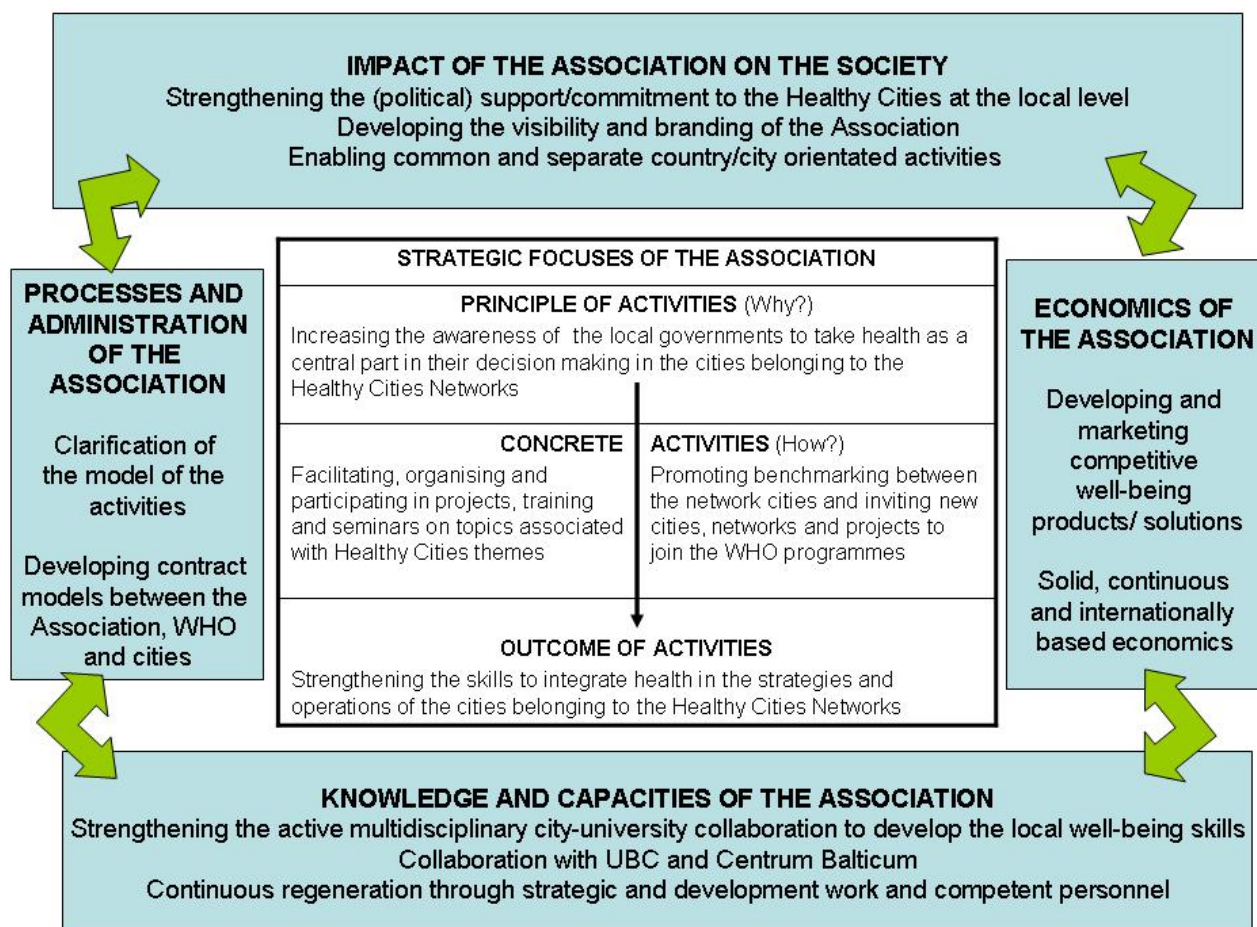
3.2 Mission

The aim of the Baltic Region Healthy Cities 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.

3.3 Healthy City Values

Equity Determinants of Health Sustainable Development Participation

Picture 1. Strategic focuses and activities of the Association (in the core) are realised and assessed through the Balanced Score Card tool and the critical success factors (surrounding the core)



PART II: Activities during the Years 2007-2008

With the activities and projects described in the Part II, the Association realises the strategic focuses and the critical success factors described in the strategy (Part I).

The evaluation of the activities of the Association includes the aspects of the awareness, skills and possibilities of the cities to promote Healthy Cities and health promotion. The evaluation is mainly carried out as internal processes based on the goals of each project/activity and quantitative and qualitative indicators are included. The following methods, for example, are used to evaluate the activities:

- process descriptions of the projects and activities
- collecting the amount and content of meetings/seminars and participants
- amounts and descriptions of the results, outcomes of the projects and activities
- questionnaires and feedback from the cities, member organisations and collaboration/project partners
- using the information from the WHO Annual Reporting templates of the cities

The more detailed evaluation criteria are described in the Appendix 1. As an addition, all projects are evaluated according the detailed project plans, especially the EU funded projects.

4 OPERATIONAL ENTITY 1: CITY HEALTH DEVELOPMENT PLANNING FOR WELL-BEING AND SUSTAINABLE DEVELOPMENT

With the first operational entity the critical success factors, which use the capacity and knowledge of the Association and have impact on the society are realised: strengthening the support and commitment to the Healthy Cities, strengthening the active multidisciplinary city-university collaboration, collaboration with UBC and Centrum Balticum and enabling country/city oriented activities. The Baltic Profile is an example of a concrete product developed and marketed by the Association.

The role of the Association is to increase the awareness of the decision-makers about health promotion as well as provide support to the Healthy Cities activities. City Health Development Planning means continuous efforts to make health and well-being issues visible in the strategies, visions and operations of the cities. Health Impact Assessment is a method, which can be used to support the planning processes by assessing the health impacts of programmes, decisions and actions.

In years 2007-2008 new possibilities to strengthen well-being awareness of cities in the Baltic Sea Region will be examined. Healthy Cities and Union of the Baltic Cities are providing their network cities tools and expertise, how to integrate well-being and sustainability in the strategies and operations of the cities. More than 15 cities belong to both of these networks.

Following projects or activities will be implemented under this operational entity:

- 4.1 Baltic Profile – Profiling Healthy Cities in Baltic Sea Region
- 4.2 Partner in HEPRO – Focus on Health and Social Well-being in the Baltic Sea Region (EU Interreg IIIB)
- 4.3 Supporting the local Healthy Cities activities
- 4.4 Promoting sexual health and prevention HIV/ AIDS of the young people at the local level

4.1 Baltic Profile – Profiling Healthy Cities in Baltic Sea Region

BACKGROUND

The Baltic Profile is a product of the Association, which has been developed since 2003. Developing and maintaining the Baltic Profile serves the Network cities as well as the goals of WHO and the Association. The concrete outcome of the Baltic Profile is a website 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 Baltic Profile encourages the network cities to provide information into a common web-site.

GOAL

The goal is to support the decision making on health promotion in the cities. The model will be disseminated wider, having the Russian network cities a priority in the enlargement activities.

REALISATION 2007-2008

During the years 2007-2008, the development of the Baltic Profile will be concentrated on 1) information collection, 2) enlargement of the Baltic Profile, especially to the Russian network cities and 3) development of the content in co-operation with member organisations (esp. Turku School of Economics, e.g. with Future Research Centre), HEPRO-project and Healthy Cities Collaborating Centre for French speaking cities. The cities are continuously supported to provide information to the web-site. The cooperation with the HEPRO-project is developed further.

1) Information collection

The cities will be supported on information collection process by producing material that enhances the process. Engagement for the information collection process will be gained by including new network cities and partners to the Baltic Profile and strengthening the co-operation with different actors, like Healthy Cities Collaborating Centre for French speaking cities, Turku School of Economics and HEPRO-project.

Besides the information of the cities, the content of information in the Baltic Profile and web-page of the Association will be developed. The aim is to offer more supportive and current information from a viewpoint of the WHO Healthy Cities movement and related issues.

2) Enlargement of the Baltic Profile

- Russian WHO Healthy Cities will be included in the Baltic Profile during 2007 and 2008. Template for the cities that are interested in to join the Baltic Profile will be created in the beginning of the year 2007. Information collection with supporting material will be started in the middle of the year 2007. Before that the information about Baltic Profile will be distributed during the HIV/Aids project preparation meetings in Russia.
- Healthy Cities Collaborating Centre for French speaking cities has expressed its interest to collaborate with Association by adopting ideas from the Baltic Profile and implementing it.

3) Development of the content

New innovations concerning the content of the Baltic Profile will be developed in co-operation with Turku School of Economics, HEPRO-project and the Healthy Cities Collaborating Centre for French speaking cities.

4.2 HEPRO – Focus on Health and Social Well-being in the Baltic Sea Region (EU Interreg IIIB)

GOAL

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

REALISATION 2007-2008

The realisation of the HEPRO-project in the Association is divided in two parts: providing professional assistance to the lead partner and acting as a partner in the project.

During the year 2007, 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 Work Package (WP) 1, which is aiming to integrate health considerations into spatial planning and development
- coordination of the progress of WP 1
- formulation and preparation of the tool-kit

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 and partners themselves
- provide the 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 Collaborating Centre
- encourage the cities in the Baltic countries and Russian Healthy Cities networks to utilise the HEPRO questionnaire and materials
- work together with WHO/Euro Healthy Cities in the project

The HEPRO-project ends at 31.12.2007. Dissemination of the results continues the year 2008 e.g. through Baltic Profile web-site. During 2007-2008 the Association will also inform the cities and networks in the region not involved in the HEPRO-project about the project and its products and outcomes.

4.3 Supporting the local Healthy Cities activities

BACKGROUND

The role of the Association is to increase the awareness and support of the decision-makers to the Healthy Cities movement in the local level. Experiences and tools to work on strategic approach in the inclusion of well-being and sustainable development on the strategies of the cities exist in the Association and Union of Baltic Cities. Combining the outcomes from existing and closing projects will lead into new collaboration and stronger support towards well-being and sustainable development in the cities. One concrete and combining aspect between health promotion and sustainable development in many cities is the Aalborg charter and commitments.

GOAL

The goal is to increase the awareness of the high-level decision-makers on sustainable development and well-being in strategic development and create support towards the Healthy Cities activities. In this work the close collaboration with the people promoting health and well-being in the cities and the Healthy Cities units is crucial. The goal is to offer support for these people to work for more sustainable and healthier future.

REALISATION 2007-2008

The Association organises regular visits, meetings, forums and other support activities in the network cities in order to increase the knowledge of the cities about Healthy Cities principles, themes and actions.

In 2007 the Association in co-operation with the UBC Environmental secretariat organises a common forum/meeting of decision-makers of the cities involved and employees of the closing projects (HEPRO, Sustainment -Integrated solutions for the sustainability management in the Baltic cities/UBC, Baltic Profile, WIS 2006-well-being in the Information Society -conference) under the theme of "Sustainable development enhancing the Well-being of citizens – developing cities integrated strategies". It discusses the outcomes and tools of the projects and makes plans for the future collaboration/projects.

In 2008 the Association organises Healthy Cities Mayors Meeting in Turku to discuss their support to health promotion and sustainable development in the network cities.

As an addition the Association supports benchmarking/peer review of the best practises between the networks cities.

4.4 Promoting sexual health and prevention of HIV/AIDS of the young people at the local level

BACKGROUND

The possibilities to include prevention of HIV/AIDS to the City Health Developing Planning processes in Russian Healthy Cities and Estonia have been explored since 2004. Healthy Cities approach enables cities to

work multi-disciplinary with HIV/AIDS professionals and to establish good practises. The initiative for the project came from the World Health Communication Associates Ltd. During 2005 three preparatory meetings were organised and in 2006 funding was applied from EU/IBPP (6/2006) and a preparatory meetings with the Russian network were organised in June and October 2006.

GOAL

The goal of promoting sexual health and the prevention of HIV/AIDS at the city level is to reduce stigma and discrimination and decrease the HIV/AIDS epidemic in the Baltic Sea Region. The objective and outcome of the project is to establish, firstly, a network of local and national experts in the project cities and both countries connected by an informative website for effective ways on preventing the HIV/AIDS among the young people. The second objective is to find methods to use the already existing materials and information counteracting HIV/AIDS and use of media as a tool in this work.

REALISATION 2007-2008

The work will be targeted separately to the Russian Healthy Cities network and Estonian partners in co-operation with the Estonian National Institute for Health Development.

In year 2007 the project funding will be applied separately for Russian and Estonian network cities. The projects in Russia and Estonia have their own project plans, aims, organisation and budgets. Anyhow, during these projects knowledge and experiences will be shared also in international basis.

Seven cities of the Russian Healthy City network will participate in the project. In cooperation with the Collaborating Centre the cities will formulate the project and apply funding during 2007.

Planning and preparatory meeting will be organised in co-operation with the Estonian National Institute for Health Development, interested cities and World Health Communication Associates 17-18 January 2007. Project funding will applied during the year aiming to start at the beginning of 2008.

The Association will either coordinate the projects in the countries, or act as intercessor of the international expertise from Healthy Cities and institutions. The role of the Association in the projects is mainly to organise and coordinate the seminars and meetings in co-operation with local project coordination team.

The project term in both countries is estimated to be two years, during which several training weeks will be carried out in Russia and Estonia both nationally and internationally. The trainers will include international experts in media and communication, health impact assessment and HIV/AIDS.

5 OPERATIONAL ENTITY 2: WHO HEALTHY CITIES THEMES

With the second operational entity the critical success factors, which utilise the capacity and knowledge of the Association and have impact on the society are realised: strengthening the active multidisciplinary city-university collaboration and enabling country/city oriented activities. 'Active Living in Turku' -book is a marketing and sales product of the Association.

Under this entity two Healthy Cities Phase IV themes are primarily implemented: Physical Activity/Active Living and Healthy Ageing. The other Healthy Cities themes (Healthy Urban Planning and Health Impact Assessment) are not realised as independent projects, but the themes are, however, visible in the various projects. Health Impact Assessment is used in the HIV/AIDS -projects and Healthy Urban Planning is integrated in the Active Living development.

Physical Activity/ Active Living has been visible in Association's activities since 2003. Physical Activity promotion is based on strong scientific evidence of the diverse effects of physical activity. The Active Living framework is based on WHO Global Strategy for Physical Activity, Diet and Health and the new Healthy Cities/Active Living publications from 2006. The network cities are encouraged to build their physical activity promotion and strategies on the principles presented in these publications.

The Association supports also the dissemination of information and results of the sub-networks dedicated to the Healthy Cities themes. One important aspect is to promote collaboration between cities and universities in realising the themes.

The collaboration between the cities and the Baltic Sea Region University Network (BSRUN) began in 2006. Healthy Ageing was chosen as a priority for 2007-2008 in the co-ordinators and the BSRUN meeting in Kaunas. In 2007-2008 the knowledge on Healthy Ageing will be strengthened by co-operation with BSRUN and Healthy Ageing sub-network in order to support cities by providing them with latest research results and giving the universities a possibility to work together with cities.

Following projects will be implemented under this operational entity:

- 5.1 Partner in Well-being through physical activity in cross-border co-operation (EU, Interreg IIIA)
- 5.2. Using the 'Active Living in Turku' concept to promote physical activity
- 5.3 International conference on Healthy Ageing - Active Ageing

5.1 Partner in Well-being through physical activity in cross-border co-operation (EU, Interreg IIIA)

BACKGROUND

The Association is a partner in "Well-being through physical activity in cross-border co-operation"- project (EU Interreg IIIA) 2005-2007. The project was established in partnership with the Estonian Healthy City Network. It is co-ordinated by the Centre for Extension Studies at the University of Turku. The project aims at creating a health promoting physical activity strategies for 13 Estonian and Finnish municipalities.

GOAL

Aims of the project are to adapt strategic approach of physical activity and active living in the participating municipalities and to integrate this approach as a part of the city development or well-being strategies.

REALISATION 2007-2008

The Association is a partner in the project. The role is to act as a focal point between the project co-ordinator and the Estonian partners and to assist the co-ordinator in organising of the meetings of the project. In 2007 the project gives a possibility to disseminate the 'Active Living in Turku - promoting health by means of physical activity' -book to the cities involved in the project.

5.2 Using the 'Active Living in Turku' concept to promote physical activity

BACKGROUND

The Association collected and published in 2006 'Active Living in Turku - promoting health by means of physical activity' -book based on the practises of promoting physical activity in the City of Turku during the last 15 years. Collaboration with the UBC Sport commission, the European Active Living network and the Estonian national network have been active for many years. Also the other networks and projects of the Association, like HEPRO, are potential partners in developing the Active Living promotion.

GOAL

The goal of the activity is to market and disseminate the Active Living in Turku -book and city's experiences to the other network cities and interested partners and develop the material further for example into a virtual learning material.

REALISATION 2007-2008

In 2007-2008 the Association will market the book and experiences of Turku in order to make them visible and to develop a project of promoting physical activity.

The following activities will be planned and prepared during 2007 and realised in 2008:

- lectures related to the Active Living book will be composed as a virtual course and learning material for example in the Baltic Sea Studies and Baltic Sea Region Universities Network
- Baltic Region Healthy Cities Co-ordinators' meeting 2008 will be organised in co-operation with UBC Sport Commission

5.3 International Conference on Healthy Ageing - Active Ageing

BACKGROUND

The Association and Baltic Sea Region University Network (BSRUN) organised the first joint meeting on Health Profiling, Healthy Ageing and Health Impact Assessment in June 2006 in Kaunas, Lithuania. It gathered together people from both networks: the Healthy City co-ordinators, experts and other interested representatives from the cities and universities. The topics of the meeting were related to the WHO Healthy Cities themes. Based on the experiences and needs raised in the meeting, it was decided continue the co-operation and to organise the next joint meeting on Healthy Ageing in 2007.

GOAL

The goals of the collaboration between the cities and the universities are to combine the experiences and expertise of Healthy Cities and universities on the theme of Healthy Ageing. The conference is a good opportunity to explore synergies and develop more collaboration around:

- o multidisciplinary work in health promotion and development
- o models and indicators to support the decision making process
- o comparative health and well-being information across the Baltic Sea Region
- o fields of common interest for the future collaboration

REALISATION 2007-2008

In 2007 a conference will be organised targeted to the representatives of the Healthy Cities, Baltic Sea Region University Network and Healthy Ageing sub-network. The conference is organised in co-operation with the Collaborating Centre, BSRUN, WHO Healthy Ageing sub-network and the City of Pärnu. It will take place on April 25-27 in Pärnu, Estonia.

Based on the experiences, ideas and contacts gained during the meeting a new project on Healthy Ageing – theme will be develop. Project funding will be applied during the years 2007 and 2008. The continuation and follow-up of the seminar is realised in publications and/or articles by the participants. The coordinators will receive information and ideas, how to develop the theme in their cities.

6 OPERATIONAL ENTITY 3: INTERNAL DEVELOPMENT

The third operational entity includes the important preconditions for the activities and development of the Association. The critical success factors, which develop the processes, administration and the economics of the Association are realised in the activities: clarification of the model of activities, developing contract models between Association and various partners (WHO, cities) and solid economics. Internal development of the Association means on-going strategic work knowledge and capacities of the organisation and personnel.

The WHO Collaborating Centre status is a high-level foundation for all development. The re-designation application of the status in 2006 was a driving force to intensify the internal development. Other remarkable reform is the premises of the Association together with the UBC Environmental secretariat in Turku. The premises will increase co-operation and sharing of the contacts between the networks creating new possibilities for collaboration.

The challenges are to increase the visibility aiming at a well-known brand image and visible activities in the Baltic Sea Region, network cities and in Turku. These are achieved by competent actions. The current administrative model of the Association needs to be discussed and clarified with the member organisations, network cities and WHO European Regional Office.

The following activities will be realised under this operational entity

- 6.1 Member organisation, Union of Baltic Cities and Centrum Balticum collaboration
- 6.2 Communication and visibility
- 6.3 Developing Administration

6.1 Member organisation, Union of Baltic Cities and Centrum Balticum collaboration

BACKGROUND

Centrum Balticum foundation was established in Turku in 2006. One of the aims of the foundation is to support the collaboration of the organisations in Turku whose goals and activities are targeted to the Baltic Sea Region. This offers new possibilities to the Association and other actors to gain more visibility and to strengthen the co-operation between each other. More detailed goals and activities of the organisations under this umbrella can be defined when Centrum Balticum starts to operate.

Member organisations of the Association own strong competence on various research fields, including health and well-being. The Collaborating Centre has organised in previous years several project and activities together with the member organisations for example with the Turku School of Economics. Based on these experiences the co-operation will be continued and strengthened.

The Association and the UBC Environmental secretariat share the same premises since 2006. There is a competence in both organisations to work on strategic approach in the city level. The current projects and activities provide a starting point future co-operation towards common projects.

GOAL

The goal is to bring together the existing knowledge and tools of the organisations in Turku working in the Baltic Sea Region. Combining outcomes from existing and ending projects and knowledge of research institutes will lead into increased collaboration and new projects. The beneficiaries are the cities in the networks.

REALISATION 2007-2008

- Clarifying the operations of the Association to benefit Centrum Balticum and member organisations and vice versa
- Mapping the actors in the Baltic Sea Region and seeking common activity fields
- Describing the current activities of the Association.

6.2 Communication and Visibility

BACKGROUND

The plan of communication of the Association has been developed and compiled during 2006. An important task for the Association is to develop the communication systematically in the future.

GOAL

The goals of the communication of the Association are:

- to increase the overall awareness of the network cities about the WHO Healthy Cities framework and activities:
 - Phase IV core themes of WHO Healthy Cities
 - Programmes and strategies of WHO, which concentrate on urban health issues
- to increase the visibility of the activities of the Collaborating Centre in the:
 - Baltic Sea Region
 - Finland
 - Turku
- to improve the ability and willingness of the target groups to take health in consideration in their decision making.

The target groups of the communication are mainly divided by the language to Finnish and English. The most important communication channels are targeted e-mails, but other methods are also used where and when needed.

REALISATION 2007-2008

- The development of the communication of the Association
- Updating the Collaborating Centre web-pages
- Co-operation with communication departments of the member organisations
- The development of the regular communication channels and operations
- Writing articles about the operations of the Association

6.3 Developing Administration

BACKGROUND

The administrative model of the Association needs to be developed to enable the flexible conducting of the activities as well as support the communication with the cities and other partners. The competence of the personnel has to be developed to meet the challenges of the re-designation phase. The roles and responsibilities between the Association, the cities and WHO are needed to clarify in official agreement. Based on the strategy work of the Association in 2006 it is necessary to re-develop the structure and competence of personnel to suit the strategic goals. Also the future policy of the Centrum Balticum is closely connected to the reform of the Centre.

GOAL

The goal of the development is to ensure the best possible administration and personnel of the Association and increase the fundraising from different sources. This would increase the activities of the Association as well as visibility.

REALISATION 2007-2008

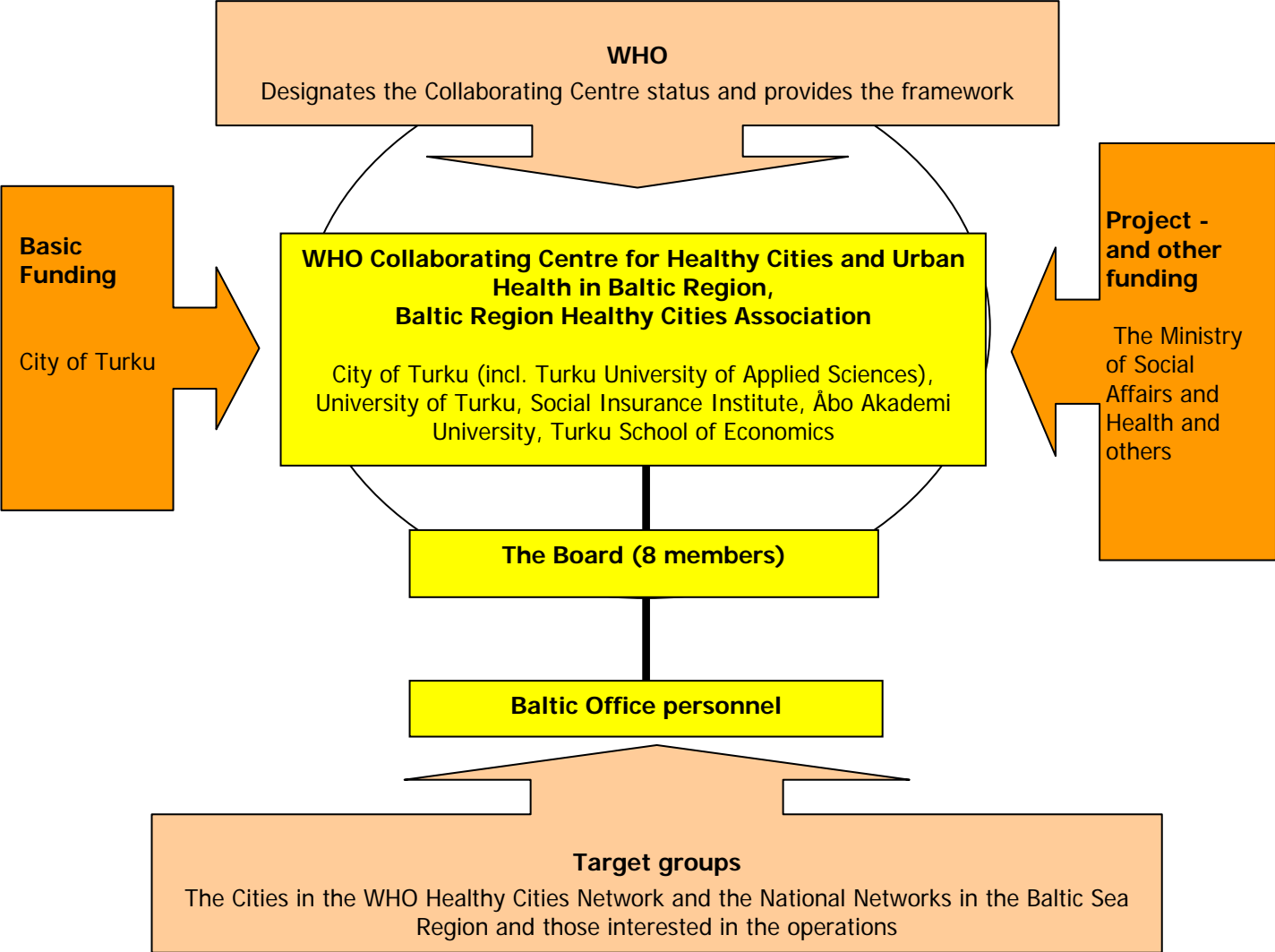
Strengthening the management/leadership of the Association. Clarification of the competence of the personnel to meet the new challenges. Strengthening the collaboration with the City of Turku. Developing the contract models between the Association, cities and WHO.

PART III: Organisation and operational environment of the Association

The Association is administratively organised as the Baltic Region Healthy Cities Association. It was founded in 1998. 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 (Picture 2). These member organisations of the Association provide the necessary expert services and other services as requested. The Association maintains the Baltic Office. It is supervised and governed by the Baltic Region Healthy Cities Board, and the practical operations are carried out by the office personnel together with the member organisations and other partners. The head of the Office is Executive Director. The statutory meeting of the Association, held twice a year, represents the highest authority in the Association's affairs.

WHO is the organisation that designates the Collaborating Centre status. WHO provides the framework of the activities of the Association. The activities are directed to the Cities in the WHO Healthy Cities Network and the National Networks in the Baltic Sea Region and those interested in the operations. Main target groups are politicians and other decision-makers of the local governments, civil servants and officers of local and national administrations, Healthy Cities co-ordinators, and researchers and experts in universities and institutions.

Picture 2. The Operating Environment of the Association in 2007-2008.



PART IV: Funding for operations 2007-2008

The basic operations of the Association are financed by the City of Turku. The funding from Ministry of Social Affairs and Health and other sources cover the costs of the projects as well as personnel due to the remarkable increase of the project activities. The Association has obtained financing by acting as a project partner in two EU-funded projects (Interreg IIIA, Interreg IIIB).

The years 2007-2008 is going to be active fund raising period for the Association. The next Structural Fund period covering the years 2007 - 2013 will be opened for a trans-national co-operation. Present INTERREG III Programmes will continue under the European territorial cooperation objective. All other funding rising possibilities are also examined.

Next tables (1 and 2) describe the budget for the year 2007. The operational incomes, fixed and variable costs are presented in the short version (Table 1). The planned distribution of the funding from the ministry to the projects 2007 is presented in Table 2.

Table 1. Budget 2007 with trends of profit and loss account (2002-2006)

	Profit and loss account 2002	Profit and loss account 2003	Profit and loss account 2004	Profit and loss account 2005	Estimat. profit and loss account 2006	Budget 2007
INCOME						
City of Turku	51 000	70 000	70 000	70 000	70 000	70 000
MSAH Project funding	34 000	46 000	39 000	40 000	70 000	55 000
Other project funding	12 107	1 700	6 641	12 861	53 474	37 700
Member fees	1 800	1 800	1 800	1 800	2 700	2 700
Income total	98 907	119 500	117 441	124 661	196 174	165 400
COSTS						
Personnel costs	61 316	38 958	45 066	66 244	116 477	111 000
Other fixed costs	15 902	9 401	14 967	14 429	23 896	20 000
Variable costs	21 171	49 550	38 467	38 603	71 258	36 000
Costs total	100 432	99 323	98 500	119 276	211 632	167 000
PROFIT/LOSS FOR THE PERIOD	-1 525	20 177	18 941	5 385	-15 458	-1 600

Table 2. The distribution of the funding to the projects

	Funding from the ministry	Other project funding	Funding from members	TOTAL FUNDING 2007
Operational Entity 1: City Health Development Planning for Well-Being and Sustainable Development				
4.1 Baltic Profile – Profiling Healthy Cities in Baltic Sea Region	9 000	-	7 100	16 100
4.2 HEPRO – Focus on Health and Social Well-being in the Baltic Sea Region (EU Interreg IIIB)	-	22 500	7 500	30 000
4.3 Supporting the local Healthy Cities activities	10 000	-	9 100	19 100
4.4 Promoting sexual health and prevention HIV/AIDS of the young people at the local level	16 000	-	14 200	30 200
Operational Entity 2: Who Healthy Cities Themes				
5.1 Partner in Well-being through physical activity in cross-border co-operation (EU, Interreg IIIA)	-	3 200	-	3 200
5.2 Using the 'Active Living in Turku' concept to promote physical activity	5 000	5 000	12 700	22 700
5.3 International Conference on Healthy Ageing - Active Ageing	7 000	-	11 100	18 100
Operational Entity 3: Internal development				
6.1 Member organisation, Union of Baltic Cities and Centrum Balticum collaboration	-	5 000	2 000	7 000
6.2 Communication and visibility	8 000	-	2 000	10 000
6.3 Developing Administration	-	2 000	7 000	9 000
TOTAL	55 000	37 700	72 700	165 400

Appendix 1: STRATEGIC FOCUSES, WHO THEMES, ACTIVITIES/PROJECTS, CRITICAL SUCCESS FACTORS AND EVALUATION

WHO themes	Strategic focuses (re-designation)	Activities and projects 2007-2008 (numbers refer to the list of contents)	Critical success factors (to achieve the goals)	Evaluation criteria (and goals →2008) (mainly internal)
<p>City Health Development Planning, City Health Profiling, Active Living, Healthy Ageing (+ HUP, HIA as a tool)</p>	<p>Principle of activities: Increasing the awareness of the local governments to take health as a central part in their decision making in the cities belonging to the Healthy Cities Networks</p> <p>Concrete Activities:</p> <ul style="list-style-type: none"> ○ Facilitating, organising and participating in projects, training and seminars on topics associated with Healthy Cities themes. ○ Promoting benchmarking between the network cities and inviting new cities, networks and projects in the WHO related programmes <p>Outcome of activities: Strengthening the skills to integrate health in the strategies and operations of the cities belonging to the Healthy Cities Networks</p>	<p>Operational Entity 1: 4.City Health Development Planning for Well-being and Sustainable Development 4.1 Baltic Profile – Profiling Healthy Cities in Baltic Sea Region 4.2 Partner in HEPRO – Focus on Health and Social Well-being in the Baltic Sea Region (EU Interreg IIIB) 4.3 Supporting the local Healthy Cities Activities 4.4 Promoting sexual health and prevention of HIV/AIDS of the young people at the local level</p> <p>Operational Entity 2: 5. WHO Healthy Cities Phase IV Themes 5.1 Partner in Well-being through Physical Activity in Cross-border Co-operation (EU, Interreg IIIA) 5.2 Using the 'Active Living in Turku' concept to promote physical activity 5.3 International Conference on Healthy Ageing – Active Ageing</p> <p>Operational Entity 3: 6. Internal Development 6.1 Member organisation, Union of Baltic Cities and Centrum Balticum collaboration 6.2 Communication and Visibility 6.3 Developing Administration</p>	<p>Impact on the society: - Strengthening the (political) support/commitment to the Healthy Cities at the local level - Developing the visibility and branding of the Centre - Enabling common and separate country/city oriented activities</p> <p>Knowledge and capacities: - Strengthening the active multi disciplinary city-university collaboration to support the local well-being skills - Collaboration with Centrum Balticum in Turku - Continuous regenerations through strategic and development work and competent personnel</p> <p>Economics: - Developing and marketing competitive well-being products / solutions - Solid continuous and internationally based economics</p> <p>Processes, administration: - Clarification of the model of activities - Developing contract models between the Centre, WHO and cities</p>	<p>Aspects of the awareness, skills and possibilities of the cities to promote Healthy Cities and health promotion</p> <p>Qualitative: - Perceived support from WHO/CC - The influence of the HC/CC on the functionality and wideness of the international activities of the city - Participation of the coordinators to the preparation of the decision-making - Feedback and support of the Baltic Profile for the network cities - Collaboration projects in the HC network cities</p> <p>Quantitative: - Amount of seminars, meetings, training, amount of participants in Finland/abroad of the CC, WHO and partners - Participation of the cities in the CC/WHO activities</p> <p>Results, outcomes: - Products of the CC - Experts of the member organisations and CC</p>

