



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

**MEETING OF THE
HEALTHY CITIES AND NATIONAL NETWORK CO-ORDINATORS
OF THE BALTIC REGION
AND AN INTERNATIONAL SEMINAR**

28-30.11.2002

TURKU, FINLAND

Report



INTRODUCTION

The second meeting of the Baltic Region Healthy Cities co-ordinators was held in Turku, November 28-30, 2002. The meeting included also an international seminar "The Importance of Collaboration in Promotion of Health and Well-being" followed by the official launching of the WHO Collaborating Centre for Healthy Cities and Urban Health in the Baltic Region

Altogether 24 participants from 8 countries took part in the meeting of the co-ordinators, including the representative from the WHO/Euro, Centre for Urban Health – **Dr. Agis Tsouros**. More than 50 people were present in the international seminar and at the official launching and the reception hosted by the City of Turku.

The Baltic Region Healthy Cities Office took care of all the practical arrangements of the meeting and the seminar, and offered support for the participants from the Baltic countries, Poland and Russian Federation to attend. Executive director Mårten Kvist and office manager Mari Siimar from the Baltic Office as well as co-ordinator Heini Parkkunen from City of Turku chaired the working sessions in the co-ordinator's meeting. This report is compiled by Heini Parkkunen.

SCOPE AND PURPOSE

1. The meeting of the co-ordinators

In the last meeting of the Baltic Region co-ordinators (November 2001) it was agreed that the main theme for the meeting should preferably concentrate on one single theme and have co-ordinators as a focus group. The theme of **communication and using the media** was then decided to be the main topic.

The scope and purpose of the meeting was also discussed in the WHO Healthy Cities Network meeting in Rijeka (Croatia). There the theme of **involving the local people** seemed to interest several co-ordinators. That's why it was included in the programme as well.

The Baltic Association and Office was officially launched as the WHO Collaborating Centre in September 2002 and it's "primary customers" are the Healthy Cities and National Networks in the Baltic Region. For planning the whole 4-year period of the Collaborating Centre -status, brainstorming was planned to be included in the meeting sessions. The purpose was to find out the co-ordinators ideas and suggestions of the **Baltic Office's role**.

One of the basic ideas for the co-ordinator's meeting was to offer an open forum and time for discussion on the topics they feel important for themselves and their cities. They were asked beforehand to contribute their experiences and opinions regarding the meeting items

- what is your best success in involving local people in planning of health and well-being
- what do you expect about the future collaboration in the Baltic Region and what is the form the Baltic Profile that will benefit your city/network

2. The international seminar

The international seminar "The Importance of Collaboration in Promotion of Health and Well-being" was planned to be organised at the same time as the meeting of the co-ordinators. The seminar was a good possibility to give information about the Healthy Cities development for

the local and national people and organisations, as well as, get needed visibility for the Collaborating Centre -status.

The programmes of the meeting and the seminar are attached.

THEMES AND PRESENTATIONS

1. “Health Profiles and Indicators in the Baltic Region”

Dr. Sakari Suominen from the University of Turku, Public Health Department started the meeting by giving an interesting presentation about the challenging task of measuring health and well-being. From the framework of the theories of needs, but not always of the theories of resources achievement of well-being is also a personal challenge to the individual. The measuring should rather focus on the measurement of resources than individual outcomes, i.e. the measurement should serve the development of welfare policy.

Gregor Gurevitsh from the Danish National network presented the work and future plans of the “Nordic Health Profile” discussed in the National network co-ordinators meeting of the Nordic countries in September 2002. The plan is to develop indicators and reporting system in collaboration with the Danish Public Health Institute and search funding for this work. **Heini Parkkunen** from the City of Turku presented the welfare reporting system developed in the Finnish National Network. This work is guided by the following questions; (a) what affects the health and well-being, (b) what is the health and well-being situation in the city and (c) how do we take care of the health and well-being. Developing indicators and reporting is included also in this work. The first versions of welfare reports from the pilot cities will be finalised in the beginning of 2003. <http://www.stakes.fi/hyvinvointi/english/ted/hcn/index.html>

The Baltic Profile is one of the priorities set by WHO to the Baltic Region collaborating centre, and this important item was discussed in smaller groups. The main question was “What should the Baltic Profile look like ?” The groups were asked to consider the theme by thinking (a) what issues would be important to include in the Profile, (b) what kind of profile would benefit their city, (c) what would they need to compare with others and (d) what kind of stories do they want read/hear from others.

The co-ordinators needed, on one hand, very scientific and analysed city-, national-, lifestyle-, environmental- and socio-economic data between age- and gender groups as well as descriptions of the items/systems that can't be compared very well, but, on the other hand, they wanted to read/hear from each other what works and what doesn't: successful stories – also failures – how to make people active, how to change health behaviour etc. “What do co-ordinators do and what have they learned”, as Gregor said.

The things that were interesting and would benefit the cities, were, city level international contacts, models from the other's pioneer work, e.g. how to reduce the gap of social inequalities in health and well-being and how do people/politicians think when they decide about health, how is the financing solved and the actions evaluated.

Discussing the indicators (best thing, worse things), it was obvious that the situations and cities in the Region vary very much; someone's weakness is somebody else's strength. That's why a list of indicators was not felt to be the most important in regard of the Baltic Profile. Although, some very common indicators were suggested to be compared: unemployment rate, health services, lifestyles (drugs, obesity, hiv, alcohol, depression), crimes, offences, political commitment, community participation, pollution, leisure activities etc. Still, everyone agreed

that the interpretation of the indicators is more important than the lists, the figure does not mean anything, if no conclusions and decisions cannot be made. The city level health profile is more important than the national one for Healthy Cities development..

The conclusions and ideas for the future regarding the Baltic Profile were that (a) it should be a profile of best practices and failure stories, (b) the city level topics should be visible: what are you working at right now (listing the topics, not much text), and (c) how does the networking in the city – policies, political commitment – function. Still, Healthy Cities development can't just be described by listing the activities, which can just give new ideas. But this kind of listing can help the cities' to develop their activities, policies and strategies.

From these conclusions the co-ordinators asked the Baltic Office to develop a database, which is more quality not quantity oriented and could give guidelines or advises for the cities in developing their own Healthy Cities process. It was agreed that the Baltic Office will firstly develop the www.marebalticum.org -website to serve as a platform for the exchange of experiences and find out during 2003 a way to present the above mentioned wishes in a form most useful for the cities.

The development of the Baltic Profile is an ongoing work of the Baltic Office during the whole collaborating centre – status and year 2003 is a start for this.

2. “To get the Healthy Cities message through – communication with the local people and the use of the media”

How to involve local people – presentations from the cities were given by **Gregor Gurevitsh** from the point of view of the Danish National network and **Anna-Kaisa Kaukola**, City of Turku.

Gregor described a process where health and well-being policy of the Nordborg municipality is widely consulted with the local people. The time schedule for the process is from October 2002 to June 2003. Everyone who is interested is welcomed to contribute to the policy-making. People are asked what needs to be done to improve the indicated health problems, how should it be done and who should do it. (See also the slides from the presentation)

Anna-Kaisa presented the process where a Green Area Development Programme was made for the Eastern part of Turku in a consulting process with the local people, politicians and civil servants during two years (2000-2002). At the same time was developed a model for the voluntary work, where people are encouraged to do small-scale improvements in the parks, fields and forests with the support and equipment from the city. (See also the slides from the presentation)

A journalist's perspective was given by **Tuula Vainikainen** from the Finnish Medical Society Duodecim. She pointed out that the local media is a good partner when you want to involve people to take part in health promotion. It is the media's duty to bring into knowledge things that are important to the ordinary people. There is still too much bureaucratic way of thinking: we think that we can talk about good goals and intentions using the planning/project language. Everybody should keep in mind, that the media wants to know about people - what's going to happen to them if the good idea gets wind under its wings, what changes and becomes better or what is really threatening us and how ?

The co-ordinators had been asked to prepare themselves to contribute their best success in involving local people in planning of health and well-being. **Ina Behmane** from the Latvian Healthy Cities network told how important it is to the officials to go out from the office and ask

the people what and how to do, especially in such case where there is a shortage of money. **Malgorzata Torunska** - Torun Healthy City co-ordinator told about the strategic planning in the city, where a questionnaire was sent to the citizens and good proposals were used in finalising the content of the strategy and also the role of the media was important in this process. **Yulia Abrosimova**, co-ordinator of the Russian national network told three stories. One was about the Profile the Russian network is preparing, based on eleven characteristics of the Healthy Cities. Also Izhevsk has prepared a Health programme together with the people according to the sustainable cities and towns campaign. **Lena Kanström** from the Stockholm County Council told a story, which became a success through a failure. Overweight people's treatment was planned and started by a group of expert doctors and "medical based" treatment. No success was gained before somebody bothered to ask the people themselves, what were their needs and wishes. **Ingrid Tilts**, co-ordinator of the Kuressaare and Estonian National Network told how difficult it is to change people's attitudes, those who want to complain, are the most eager to respond and comment on everything. Successful in Kuressaare has been to give "seed-money" to the eager NGO's to start various activities. **Gregor Gurevitsch** from the Danish network told how the people don't think the strategic and other plans to be their own, if they feel these are just top-level politician's talk. **Danguole Vlasova** from Vilnius, Lithuania told their successful experiences bringing different organisations together in health promotion activities.

People, who have been involved in these processes, are not sure if they are taken seriously, they know that the decision-makers are listening, but people are not sure if they hear. And if there is in a group 40 people representing 2 000 – who do they really represent. These were common comments and opinions from the different cities, countries and cultures.

3. "The Importance of collaboration in promoting Health and Well-being" – an international seminar followed by the official launching of the Baltic region Collaborating Centre.

In the seminar participated totally 50 persons of which 20 were participants of the co-ordinators meeting, as well. The seminar was chaired by the Deputy Mayor **Kaija Hartiala** from the City of Turku. The audience was welcomed by the executive director **Mårten Kvist** from the Baltic region Healthy Cities Office. The first presentation was given by **Agis Tsouros** from the WHO Euro, Centre for Urban Health. He told about the development and spread of the Healthy Cities movement in the whole Europe and the importance of the regional offices in supporting this process.

The representatives member organisations of the Baltic Region Healthy Cities association (**Ulla Achrén**, Åbo Akademi, **Markku Koulu**, University of Turku, **Urpo Kivikari**, Turku School of Economics and Business administration) presented their reasons to be involved in the Baltic region developmental work.

Professor **Urpo Kivikari** gave in his separate presentation an interesting and fresh perspective to the challenges of the future collaboration in the Baltic region. Local perspective were presented by the Healthy Cities co-ordinators **Lena Kanström** (Stockholm County Council) and **Ingrid Tilts** (Kuressaare). An interesting presentation from the national perspective of the promotion and prevention differences and problematic was given by **Eero Lahtinen** from Finnish Ministry of Social Affairs and Health.

The presentations are available on the Baltic Office web-site www.marebalticum.org and as paper versions on request from the Baltic Office.

Dr Agis Tsouros from the WHO Euro Centre for Urban Health launched officially the Baltic Re-

gion Healthy Cities Association to be the WHO Collaborating Centre for Healthy Cities and Urban Health in the Baltic Region after the seminar in a reception hosted by the City of Turku. Deputy Mayor Kaija Hartiala responded to the launching speech.

4. “The Baltic Region collaboration during the years 2003-2006”

The Saturday morning session was started by brainstorming. The co-ordinators were advised to find out an image from a pile of cards which, in their opinion, best described the Baltic Region collaboration in the future. What do you see at the end of 2006? The following groups of descriptions could be formulated from the vision images

- we have different ways of doing the things in our HC offices, but sharing rich experiences with friends and good relations gives us visibility and support for local action
- we are sailing – all together – in the same sea, and working – hand in hand –for e.g. sustainable development with the help of the Baltic Office
- although a co-ordinator can find her/himself lost and jumping around sometimes, “helicoptering” others work and learning to listen gives new perspective to local HC concept and advises to planning things and wise use of resources

The WHO has set **the terms of reference** for the Baltic Region Collaborating Centre. The centre should

- **collaborate** and support CITIES towards Healthy Cities
- **facilitate** co-operation between NATIONAL Healthy Cities NETWORKS e.g. through meetings and events
- **collect** information about the urban health conditions
- **organise** training and capacity building in the important aspects of Healthy Cities development
- **foster** different kinds of projects aimed to improve the health

These terms were discussed in order to find out the co-ordinators wishes for the collaboration in the region for the 4-years period of the collaborating centre –status, and what should the Baltic Office do in regard of the set terms

The following three areas of collaboration in the region were chosen together with the co-ordinators to be the most interesting ones

1. Training, especially **support to local training**, is needed in the issues of (a) evaluation of the Healthy Cities effects, (b) Health Impact Assessment, (c) how to reach the citizens and (d) managing the Healthy Cities -project. One concrete suggestion to organise these was a summer school for co-ordinators. The Baltic Office should also help the cities in the application process.
2. The Baltic Office should facilitate the Healthy Cities, to find out **a long-term common project** in the region e.g. “Healthy and sustainable Baltic cities”.
3. Organised **exchange of experiences** e.g. in form of peer-visiting/meetings and exchange of information and contacts between persons was the third priority. Together with the face-to-face meetings, the web-site was regarded to be important in promoting dissemination of good experiences as well as supporting know-how and brilliant ideas between cities and/or the national networks.

Areas of collaboration which were also discussed, but were not listed as priorities

- Supporting the policy and project making at the local level

- Offering guidelines of welfare indicators
- Fostering inter-sectoral co-operation and comeback of MCAP's

More detailed future plans were discussed with the individual cities and networks e.g. Riga, Estonia, St. Petersburg and the Nordic Countries on Saturday. Results from these have affected the planning of the Baltic Office's work for the year 2003.

RESULTS AND NEXT MEETING

The future collaboration in the Baltic Region will be described in the Baltic Office's Action Plan for year 2003. The plan will be introduced to WHO, the Finnish Ministry of Social affairs and Health and to the Baltic Region Healthy Cities Association for approval. Depending on the funding provided by the City of Turku, the Finnish ministry and others, the projects will be planned and realised in regard of the above mentioned priorities and wishes.

The next meeting of the Baltic Region Healthy Cities and National Network co-ordinators will be organised at the end of 2003. The place was left open.

MEETING OF THE HEALTHY CITIES AND NATIONAL NETWORK CO-ORDINATORS IN
THE BALTIC REGION 28-30.11.2002

LIST OF PARTICIPANTS

Denmark

1. Agis Tsouros, Regional Adviser, Healthy Cities and Urban Governance
Head, Centre for Urban Health
2. Gregor Gurevitsch, National Network Coordinator

Estonia

3. Ingrid Tilts, Kuressaare Healthy City Project Coordinator, National Network Coordinator
4. Aire Kriit, City of Türi, Estonian National Network City
5. Piret Pensa, County of Otepää, Estonian National Network City

Latvia

6. Elina Vingre, City of Riga
7. Ina Behmane, National Network Coordinator
8. Iluta Talbe, City of Jurmala

Lithuania

9. Darius Saluga, Vilnius City Municipality
10. Danguole Vlasova, Vilnius City Municipality, Vilnius Healthy City Bureau
11. Aleksandra Kubilickiene, Pakruojo Region Municipality

Poland

12. Iwona Iwanicka - Lodz Healthy City Project, Coordinator of Polish National Healthy Cities
Network
13. Malgorzata Torunska - Torun Healthy City Project coordinator

Russian Federation

14. Yulia E. Abrosimova, National Network Coordinator
15. Igor Krasilnikov, Director of Saint-Petersburg Medical Informatics and Analysis Centre

Sweden

16. Lena Kanström, Stockholm County Council, Healthy City Project Coordinator

Finland

17. Heini Parkkunen, Turku Healthy City Project Coordinator
18. Kerttu Perttilä, National Network Coordinator
19. Mårten Kvist, Baltic Region Healthy Cities Office, Executive Director
20. Mari Siimar, Baltic Region Healthy Cities Office, Office Manager
21. Sakari Suominen, University of Turku, Public Health Department
22. Anna-Kaisa Kaukola, City of Turku
23. Elina Eskola, City of Turku
24. Tuula Vainikainen, Finnish Medical Society Duodecim

PROGRAMME

THURSDAY, NOVEMBER 28th 2002

Venue: Quality Hotel Ateljee/Auditorium, Humalistonkatu 7

14.00 – 15.00 Coffee and Registration

“Health Profiles and Indicators in the Baltic Region”

15.00 – 15.10 Welcome
Dr. Mårten Kvist, Baltic Region Healthy Cities Office

15.10 – 16.00 Health Profiles and Indicators
(a) The challenging task of measuring health and well-being;
Dr. Sakari Suominen, University of Turku
(b) The Nordic Health Profile;
Gregor Gurevitsch, Danish National Network
(c) The Finnish National Network model of Well-being report;
Heini Parkkunen, City of Turku and Baltic Region Healthy Cities

16.00 – 17.15 What should the Baltic Health Profile look like ?
What affects the health and well-being ?
What is the health and well-being situation ?
How do we take care of the health and well-being ?
Discussion in groups

17.15 – 18.30 Content and benefits of the Baltic Profile and how to go on

19.00 Dinner, Quality Hotel Ateljee

FRIDAY, NOVEMBER 29th 2002

Venue: Quality Hotel Ateljee/Auditorium, Humalistonkatu 7

“To get the Healthy Cities message through – communication with the local people and use of the media”

9.00 – 9.45 How to involve the local people in the planning of well-being ?
(a) Gregor Gurevitsch, Danish National Network
(b) Anna-Kaisa Kaukola, City of Turku

9.45 – 10.45 Sharing the experiences – one example from each city/network

10.45 – 11.00 Coffee break

11.00 – 11.20 A perspective from a journalist;
Tuula Vainikainen, Finnish Medical Society Duodecim

11.20 – 12.30 Discussion of how to share the experiences in the future

12.30 – 13.30 Lunch, Quality Hotel Ateljee

Venue: City Hall, Aurakatu 2

“The Importance of Collaboration in Promotion of Health and Well-being”

Chair: Dr. Kaija Hartiala, Deputy Mayor, City of Turku

14.00

Welcome

Dr. Mårten Kvist, Baltic Region Healthy Cities Office

Healthy Cities in the Baltic Region

Dr. Agis Tsouros, WHO Europe/Centre for Urban Health

Importance of the collaboration in Health Promotion

The member organisations of the Baltic Region Healthy Cities Association

15.00

The Future of the International collaboration in the Baltic Region

Professor Urpo Kivikari, Turku School of Economics and Business administration, Pan-Europe Institute

Experiences of Networking in the Health and Well-being Issues

Ms. Lena Kanström, Stockholm County Council (Sweden)

Ms. Ingrid Tilts, City of Kuressare (Estonia)

National Health Promotion Strategies in an International Context

Dr. Eero Lahtinen, Ministry of the Social Affairs and Health in Finland

16.00

Closing of the seminar

16.30

Reception hosted by the City of Turku

WHO launches officially the Baltic Region Healthy Cities Association as the Collaborating Centre for Healthy Cities and Urban Health in the Baltic Region

SATURDAY, NOVEMBER 30TH 2002

Venue: Quality Hotel Ateljee/Auditorium, Humalistonkatu 7

“The Baltic Region collaboration during the years 2003-2006”

9.30 – 10.30

(a) Discussion about the Training, Activities and already planned projects

(b) New processes and methods that should be taken into the programme, e.g. Health Impact Assessment

10.30 – 10.50

Coffee break

10.50 – 12.00

The role of the Baltic Office, cities and networks 2003-2006

12.00 – 12.30

Summary, conclusions and elaboration of the action plan for 2003

12.30 – 13.30

Lunch, Quality Hotel Ateljee