Cooperation among cities at the pan-European level – Healthy Cities Network

THE PEP workshop on safe cycling and walking
24-25 September 2009, Pruhonice

Session 4: International initiatives and experiences:
How can they help?

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Amsterdam Declaration

- Priority Goal 1: to contribute to sustainable economic development and stimulate job creation through investment in environment- and health-friendly transport
- Priority Goal 3: to reduce emissions of transport-related greenhouse gases, air pollutants and noise
- Priority Goal 4: to promote policies and actions conducive to healthy and safe modes of transport
European Charter on Counteracting Obesity

Endorsed in November 2006 at WHO Ministerial conference on Counteracting Obesity (Istanbul)

- Fully recognizes the role of PA in addition to the benefits for obesity
- “Healthy lifestyle related to diet and PA are the norm”
- “Healthy choices are made more accessible and easy”
- Intersectoral collaboration
- Local authorities have a major role to play in creating opportunities for physical activity, active living
- Promotion of cycling and walking through better urban design and transport policies

Healthy Cities and Urban Governance Programme

- Launched in 1988
- 90 cities from 24 countries have applied to become members of the WHO Healthy Cities Network in Phase V (2009-2013)
- In total, comprising more than 1200 cities and towns
- 30 countries have National Healthy cities Networks
- These networks engage local governments in health development and strive to include health considerations in economic, regeneration and urban development efforts
Healthy Cities and Urban Governance Programme

- 3 core themes in Phase V (2009-13)
  - Caring and supportive environments
  - Healthy Living:
    A healthy city provides conditions and opportunities that support healthy lifestyles.
  - Healthy Urban environment and design:
    A healthy city offers a physical and built environment that supports health, recreation and well-being, safety, social interaction, easy mobility
Key concept: determinants of health / physical activity

Advocacy:
Promoting physical activity and active living in urban environments: role of local governments

Translations: 8 languages available
production in progress: BUL, FRE, ISR, JAP, NOR
Not yet started: NET, SPA, SWE
Key points

- Local governments have a crucial role:
  - Leadership, legitimacy, enabling
  - Develop and implement policies to support physical activity

- Settings approach
  - Schools
  - Work places
  - Health care
  - Sport, leisure time

- Action should:
  - Focus on physical activity in broadest sense
  - Be multisectoral and multilevel
  - Employ population based solutions
  - Based on local needs
  - Improve environment for physical activity
  - Increase equity in access
  - Use best available evidence

Networks:
physical activity planning partners

[Diagram showing various sectors like Transportation, Health Sector, Business Sector, Child & Youth Services, Tourism, Academia, Education, Urban Planning, Sport, Active Living Task Force, Residents Committee (Low SES), Recreation & Culture, Senior’s Groups, Elected Official (Chair), Residents Committee (Low SES).]
Guidance

- Guide for a comprehensive plan for more active city
  - Framework
  - Who does what?
  - 3-stage planning process
  - Tools
  - Successful examples from cities in Europe
  - Key sources for further information

Less of this...
More of this...!

Some examples

- Bursa, Turkey – Municipality Bocce (boules)
  - For disabled
- Jerusalem, Israel – Annual sports day
  - For older people
- Rome, Italy – Walking school buses
  - All school districts
- Sandnes, Norway – Land use planning & children
- Stoke on Trent, UK – Exercise on prescription
  - 10 week programme, 5 sessions each week
  - Community based
- York, UK – Planning changes
  - People and cyclists priority
Healthy Cities of the Czech Republic

PRESS RELEASE

Safe Route to School is also Supported by Famous Car Maker
(2009-08-06, signature of memorandum on commencement of the project “Safe Route to School” in Mladá Boleslav)

Prague, 2009-08-07 - On Thursday of 6th August, the representatives of Škoda Auto, of the City of Mladá Boleslav and of the Healthy Cities of the Czech Republic signed an agreement on collaboration on the Safe Route to School Project. After long preparations in which participated the Healthy City of Mladá Boleslav with Partnership Foundation, the project is ready to start with participation of the famous car maker that ranks among so called Healthy Workplace owing to active support of its employees’ health.

The Safe Route to School Project aims to increase the safety of children on their way to and from school as well as to motivate them to travel on a bike or on foot and teach them to be sensible to their environment.

BEST PRACTICE – INJURY FREE DAYS

A number of events held within the framework of Injury Free Days Campaign focus on the prevention of traffic injuries. Children practice behaviour in road traffic on traffic playground and with the assistance of traffic policemen. However, one may also come to harm in household, in the nature or by the water. The knowledge of first aid principles will contribute to alleviate the consequences of injuries.

Children Learn Safe Behaviour in Traffic

The pupils’ municipal council of the Healthy City District Prague-Libus and Planice prepared a bicycle ride for first school pupils connected with fulfillment of traffic tasks. Teams comprised of 9th grade students and Municipal Policemen of Prague 12 awaited the competitors at individual points. The Healthy City of Usti nad Labem prepared in collaboration with National Institute of Public Health and Municipal Police an “Injury Free Day” with five thematically focused posts on the traffic playground in Krasne Brezno. “Orange Traffic Playground” where first conversations with traffic and health theme took place has been opened ceremoniously in the course of Injury Free Days Campaign in the Healthy City of Debrí. The Healthy City of Kopřivnice organised cycling plays within the framework of project “Round around the Town”, focused in particular on the use of cycling helmets. In the Healthy City of Prachatice there was an event “Skate 2009” under the motto “On a Bike, on Skates Only with Helmet on”. In the City Call of the Old City Hall of the City of Prachatice there was also a Student’s Council discussion on the subject “Safe Route, School and City”.

In the Healthy City of Kroměříž the occasion of Injury Free Days - 16th June there was a conference “Safe Community. Kroměříž TIP. “Safe School – I Have Something to Say to IT”. In the course of conference school teams present their activities in the field of injury prevention, but also observation particular locations in the city from the point of view of safety. The representatives of the City_Kroměříž discussed the dangers locations with children.

Routes to School” in the Healthy Micro-region Urbanická břázda

In cooperation with members of CZ Police, children went through dangerous areas in the vicinity of schools and looked for suitable solutions of how to improve the safety in these locations.
Conclusions

- International exchange is crucial to test and learn what works and to create a critical mass
- Healthy Cities provides:
  - A network of experts and practitioners across Europe
  - Tools, guides and analytical publications
  - Annual meetings with:
    - Experiences and insights from different local realities
    - Case studies and examples
    - Round table discussions, workshops etc.

→ powerful resource to promote physical activity, cycling and walking and health urban environments in Europe

www.euro.who.int/healthy-cities