



Hrvatska mreža "Zdravih gradova"

Croatian Healthy Cities Network

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Report on the Activities of the Croatian Healthy Cities Network for the year 2008

Although it has become customary at the beginning of the annual Report for me to give my personal comment on the activities of the Network in the year behind us, allow me to do this when addressing the Network Assembly.

1. National Level

a) Network and Support Centre Activities

In 2008, CHCN Support Centre operated in its "old" premises in Andrija Štampar School of Public Health in Rockefeller St. 4. Miss Ana Petrić, secretary at the office of the Director of the School of Public Health, did Network administration. She was helped by our long-standing associates from technical service, Mrs Ivanka Kleković and Mrs Mira Svibovec. Our financial dealings were conducted by Jadran Optima, registered bookkeeping service from Zagreb, i.e. by Mrs Jadranka Vukomanović-Pavelić. Activities connected to the celebration of the 20th anniversary of the Healthy Cities project in Croatia increased the scope and the diversity of the programme activities of the network. In order for this to be carried out successfully we contracted about fifteen part-time associates, less than we used to, but also around ten professional agencies (Pragma communications, Boris Kuk and the associates, Luna 5, Petnaesta umjetnost, Terminal, Ador, Vjesnik, Zebra, Adizes SEE), considerably more than ever before.

In 2008, due to activities linked to the celebration of the 20th anniversary of the Healthy Cities project in Croatia, **three Reporting Assemblies of CHCN** were held. The first Reporting Assembly was held in Zagreb in February 2008, the second in Motovun in June 2008, and the third again in Zagreb in October 2008.

b) Regular Annual Network activities bring together and join member cities and counties, facilitate the sharing of experiences, insights, ideas and activities, advance mutual cooperation and enable the giving (and receiving) of practical assistance and support.

Of the regular Network activities in 2008, the twelfth Health Fair was held in Vinkovci in April, 20 May, the Healthy Cities Day, was celebrated, the Fifteenth Motovun Summer School of Health Improvement was held (in June and July – in Grožnjan, Motovun, and Labin) and the thirteenth Business meeting of the CHCN was held in Zagreb in October.

The twelfth Health Fair was held in Vinkovci from 18 to 20 April 2008, under the auspices of the Ministry of Health and Social Welfare, once again on the premises of the Lenije Park and the Faculty of Agriculture, and once again under the successful leadership of our own Mandica Sanković. This time, even before the Fair was opened a themed meeting of the extended Vinkovci City Council as well as of the Vukovar-Srijem County Council had been held. There was a rich cultural program at the opening of the Fair, and the public was addressed by the hosts, Vukovar-Srijem county head, Mr Božo Galić and the Mayor of Vinkovci, Mladen Karlič MD. This year, again the Fair offered a variety of events. As part of the Healthy Cities Forum, the first report on the results of the League was shown; champions among the cities and counties were presented, as well as the video of the "Joined by Health" campaign, the first CHCN documentary *Health and urban planning*, and the latest issue of *The Epoch of Health* "Family and Health". A forum for the disabled, a professional seminar entitled *Prevention in the field of mental health among school children*, a symposium and a workshop entitled *Regionalism of cardiovascular and behavioural risks – models of prevention*, and a review of children's film and video making in the function of public health entitled *Public health problems as perceived by children*, were also presented. Organized by Croatian Nurses Association, Croatian Association of Emergency Medical Staff and Croatian Pharmaceutical Society, a whole range of professional lectures intended for the members as well as the public were held. There were numerous workshops, play groups, performances, reviews, as well as sport, recreational and entertainment programs, such as dinner as part of Croatian Cookery Cup Competition 'Sixth Golden Apple', with a dance show, entertainment program, and tasting of dishes prepared by cookery cup competitors.

Healthy Cities Day, **20 May**, was celebrated again through promotion by means of the national and local media, press conferences, culture programs, music, theatre, and art workshops, blood pressure measuring and blood sugar testing for the public, themed meetings of the City Councils or Youth City Councils, promotion of City Healthy Plans, and receptions at the Mayor's office for outstanding volunteers.

As part of the *Fifteenth Motovun Summer School of Health Improvement*, which took place from 23 June to 5 July 2008, in Grožnjan, Motovun and Labin, altogether eight workshops and courses were held for around 300 participants from Croatia, Macedonia, Bosnia and Herzegovina, Montenegro, Serbia, Germany, Austria, Norway and Italy. The main mediator between the directors of the School and the courses and the co-ordinator of all of the events was once again Tea Vukušić Rukavina MD. Two courses, *The Media and Health: What kind of a health reform do we want?* and *Healthcare System: When doctors are more than just physicians*, aroused the biggest interest among professionals, politicians and the media.

From 23 to 25 June 2008, a course entitled HOW TO PROMOTE HEALTH AT THE WORKPLACE "THE PROTECTION OF WORKERS' HEALTH – THE STRENGTHENING OF THE SYSTEM" was held in Grožnjan. In the realization of "The global action plan for the health of workers for the period from 2008 to 2017" that Croatia signed with the World Health Organization in 2008, the first task is strengthening the system of workers' health protection. For this reason, a course was organized that included all the key factors of implementation and the bearers of the workers' health protection system in Croatia: the Ministry of Health and Social Welfare, the Ministry of Economy, Labour and Entrepreneurship; state institutes – Croatian Institute of Occupational Health, Croatian Institute for Health Insurance of Health Protection at Work, Croatian Institute of Pension Insurance, Croatian Institute for Health Insurance and Croatian National Institute of Public Health; Croatian State Inspectorate; trade unions representatives; experts in the occupational health and occupational health services and Croatian National Committee of Protection at the Workplace. The course was organized by

Andrija Štampar School of Public Health and the World Health Organization Regional Office for Europe, European Centre for Environment and Health, Bonn, Germany. As an integral part of this event, a meeting of the WHO Occupational Health Network for south-eastern Europe was also held (Motovun Gazette, no.70).

On 26 June 2008, a course entitled MENTAL HEALTH – STRESS IN HEALTH PROFESSIONALS, took place in Grožnjan. Health professionals, due to their importance for the society as a whole and the nature of their profession, are a subject of research and interest in occupational health. They often work in poor conditions, have personal contact with patients, responsibility, work in shifts, often night shifts, and are exposed to harmful substances. These factors lead to work-related stress, which gradually causes deterioration in health and diminishing work capacity. As an integral part of this course, the results were presented of the research of stress at the workplace and work capacity of hospital health professionals. In the discussion that followed, suggestions were given for improving and preserving work capacity of health professionals (Motovun Gazette, no.71).

From 27 to 29 June 2008, a course entitled THE MEDIA AND HEALTH: WHAT KIND OF A HEALTH REFORM DO WE WANT? was held in Grožnjan. The course was organized by Andrija Štampar School of Public Health, Croatian Healthy Cities Network and Croatian Journalists' Association – association of journalists monitoring health. This year's course tried to address important questions such as what kind of health reform we want, which strategy we need to achieve this, and whose job it is to suggest something, and who's to implement it. Besides doctors, journalists, pharmaceutical and insurance companies' representatives, leaders of Croatian Medical Chamber and Croatian Institute for Health Insurance, and university professors, who traditionally participate in the course The Media and Health, this year the meeting was addressed by the president of Croatia, Mr Stjepan Mesić. The president pointed out that we have witnessed the loss of trust of the public in the healthcare system, that very little is known about experts among health professionals, that their achievements are usually only mentioned somewhere in the margins. "We have been witnesses to the fact that health is treated as a second-rate problem in Croatia today, either through the media or through officials' public appearances. Health profession has too often been treated merely as the budget consumer or, simply, as a burden. Those that treat the health profession in such a way, consider the work of health professionals worthless, which is simply not true. Instead of mentioning doctors we mention new CT scans, new hospital wings, number of beds in a ward or millions owed for drugs", said the president. "The key issue here is", he added "that there are not enough doctors already today, less and less young people apply for medical colleges. This is why I welcome the efforts of the Ministry and medical associations in the course of categorization and accreditation of health institutions, I welcome the efforts of non-governmental organizations and the media in acknowledging the exceptional individuals in the system, such as doctors and nurses. I also welcome the anti-corruption measures of the Croatian government, which is of outmost importance for restoring the trust of the public in the healthcare system. There has been a myth that the only way to get proper medical care is bribery. I would also like to invite medical associations to join the anti-corruption efforts to stop the "collective irresponsibility" from being the way the whole healthcare system is perceived, based on the individuals who have never been publicly condemned. I would like to invite the media to use the same passion as they do when finding the scandals and flaws in the system to start following and acknowledging the work of exceptional individuals. The role of the media in restoring the trust in the healthcare system is irreplaceable. And in the end, we, the politicians, have to enable the fulfilment of what we were entrusted for – security, prosperity and health. If we want to be a better healthcare system, first we have to restore the trust in it. "

Following the introductory speech of president Mesić, the forthcoming health reform was presented by Dražen Jurković MD, State Secretary of the Ministry of Health and Social Welfare. Representatives of professional associations and institutions gave their own visions of the health reform. On behalf of the four Croatian medical faculties' deans, Nada Čikeš MD PhD., the dean of Medical Faculty at the University of Zagreb, held a lecture entitled "Medical education and health reform in Croatia". On the second day of the course two workshops were held: one intended for journalists entitled "Professional secrecy: What and how should be published?", and the other aimed at health professionals entitled "Electronic media and press conference statements". It was followed by "Happy hour and a half" (you ask – journalists answer), where health professionals had the opportunity to ask journalists anything they wanted to know about public relations. The working part of the course ended with the collaboration practice "Light Sleep Postmen" (Poštari lakog sna). Considering the fact that the mission of the course Media and Health is improving the cooperation between journalists and health professionals, this year's practice was organized in a very innovative and challenging way based on the experience of the past seven years, which clearly shows that the goal of education is most efficiently achieved through workshops, team work exercises and cooperation (Motovun Gazette, no.72).

From 29 June to 1 July 2008, the course: HEALTH POLICY: HEALTHY CITIES AND COUNTIES "WHERE ARE WE WITH DECENTRALIZATION?" took place in Motovun. The aim of the round table of the same name was enabling the exchange of the participants' thoughts on the process of delegating authority, responsibilities and financial means to the lower level of administration. At the same time as the course, the second festival of children's film and video making in the function of public health was held. On Sunday, 29 June, from 6 p.m. to 7 p.m., six new works of elementary school children from Čakovec, Pregrada, Zagreb and the host town, Motovun, were presented in the Motovun Cinema. Films that were shown were: "Kapljica" (A Drop), animated, promotion of healthy food, milk for children; "Podgora 210A" (Podgora 210A), documentary, single mother living with her children in poor conditions; "Novi život" (New life), documentary, Theatrical Company of the Blind and Visually Impaired; "Sretno dijete" (A Happy Child), documentary, a mother on the care of her disabled child; "Dečko koji može sve" (A boy who can do anything), documentary, swimming and other achievements of a disabled boy and "Križni put" (The Way of the Cross), documentary, an older brother, a drug addict seen through the eyes of his younger brother. In the evening, through dinner in the Istria-Slavonia style, a jubilee was celebrated – the fifteenth Motovun Summer School of Health Promotion, the directors of the School and courses were honoured in ceremony (Motovun Gazette, no.73).

From 1 to 2 July 2008, as part of the Health Policy course, a workshop was organized entitled "YOUTH AND ALCOHOL – QUALITATIVE RESEARCH". Its aim was to educate and network collaborators on the projects of early drinking of youth in Croatian cities and counties (Motovun Gazette, no.74).

From 30 June to 2 July 2008, a course: HOW TO PROMOTE HEALTH AT THE WORKPLACE – HEALTHY WORK ORGANIZATIONS was held in Motovun. The main topics of the course were: personal productivity and sustainability of humanity, encountering workplace violence, the effect of employees' personal productivity on sustainable development, worth of the company and manager competence, the biology of stress, the protection of health and safety at work in the light of the Lisbon Contract, introduction of the concept of International classification of functioning in assessing the person's abilities and job requirements (Ertomis method), human work index as a compass for personal productivity and development over the entire active life of a person (cases from practice), the world of work – volunteer work – the system of

education and SMILeWP in Croatia. The topics covered and analyzed the basic principles of achieving and maintaining healthy work organizations – organizations managed by health at work, organizations that cultivate successful communication, assess working ability, as well as enable successful rehabilitation and return to work, and all that in the spirit of healthy workplaces, i.e. salutogenesis in general (Motovun Gazette, no.75).

From 3 to 4 July 2008, a course entitled HEALTHCARE SYSTEM: HEALTH PROFESSIONALS – CHALLENGES OF MANAGING HUMAN RESOURCES was held in Motovun. This year's workshop on healthcare system and health policy was entitled "When doctors are more than just physicians?!?" For this reason, the committee for other medical activities of Croatian Medical Chamber had a special role of co-organizers. All its members were active participants of the meeting, and they were present at the regular meeting of the Committee held in Motovun. The issue of the difference between the number of doctors working in the healthcare system and the number of licensed doctors in Croatia is one of the "mysteries" of the healthcare system, and an often cited question in public. Although in all other countries that have introduced an obligation of licensing doctors it is known that there is a difference between the number of "the licensed" and the number of doctors working in the healthcare system, in Croatia this fact has not been recognized. Besides that, not enough is known about the conditions doctors work in, what rights, opportunities, as well as limitations doctors, members of the Chamber encounter while doing their job outside the healthcare system. Doctors of medical science, following the unique Code of Medical Ethics and Deontology, perform a range of other duties and activities as doctors entrepreneurs and managers, doctors in state and public sector, doctors as forensic experts, doctors in pharmaceutical industry and business sector, doctors on duty in the Parliament or the government of the Republic of Croatia. By looking at the work of the Chamber members in this way, we can conclude that there is no area where doctors have not been engaged professionally, from the administration of justice and defence, to education and economy. Doctors working in the system of government and public administration carry a huge responsibility, because they create the healthcare system and conditions of providing health protection, and by that, working conditions for all other doctors. The organizers tried to turn open issues into programme workshops by forming special thematic blocks, coordinated by the members of the committee together with the colleagues from other committees of the Croatian Medical Chamber, or part-time associates: Doctors entrepreneurs and employers, Between medicine and management, Doctors and the profit sector, State / Public administration and the activities of doctors, and finally, Doctors and political activity. The topic "Doctors in politics" was also discussed in the form of a round table, where guests were colleagues, doctors of medical science, members of the Parliament committee on health and social welfare: Ivan Bagarić MD (HDZ), Nedjeljko Strikić MD (HDZ), Tatjana Šimac-Bonačić MD (SDP), Mirando Mrsić MD PhD (SDP) and Željko Jovanović MD PhD (SDP), an active member of the committee for other medical activities of Croatian Medical Chamber. The main topic of the round table was a possibility to strengthen the presence of the profession when passing laws, and bring more professional discussion and arguments into politics through the work of doctors, members of parliament (Motovun Gazette, no.76).

From 3 to 5 July 2008, the last course of this year's school entitled SCHOOLS OF DEMOCRACY – YOUTH COUNCILS was held in Labin. Along with the organizers and the pupils from primary and secondary schools of Labin, around 50 pupils and representatives from The City of Rijeka, Medical School from Pula, and schools from Čakovec also participated in the meeting, as well as the counsellor at the Office of the Ombudsman in Zagreb. Through "System and Gradation of Values" workshop, it became clear what values young people care about. Young people are ready to participate in a wide range of activities, from working on

mental health, improvement of mobility, communication, tolerance of differences, development of environmental consciousness, to respect for others. Young people think that in order for the above wishes to come true, others should also work on communication and participate in "Healthy Cities" activities. They consider it very important to work on the development of culture of tolerance, diminishing the competition among countries, on love, care, democracy, food quality control, better health care, monitoring violence in schools, controlling large industries and their negative influences and better care for poor children. On the second day of the course, an art exhibition on "Basic Principles and Messages on Human Rights" was opened in a renovated room. This room will become the secondary school's living room with Internet access and it will be used by a Student Council. The results were presented of the poll "Knowing and respecting Human Rights", which researched the attitudes of young people in Croatian schools on respecting children's rights. A workshop entitled "Our Human Rights" was held, which showed in an interactive way how students perceive realization of human rights in school environment. Students emphasize that what bothers them the most at school is when some teachers favour certain students, irresponsibility of both students and teachers, ignoring students' wishes, abusive language, discrimination of students with special needs, not taking into consideration students when grading them, special benefits on the grounds of private acquaintance between students and teachers, bullying, improper teacher-student relationship, limiting students' freedom, taking more than two exams a day, gossiping other students, intolerance and ignoring. Students think that they should have more right to express their opinions at school, the right to move freely, that there should be education for students, parents and teachers, that the methodology of grading should be improved by introducing criteria which would apply to all students equally, that they should be able to be orally examined by different teachers in the same subject, that codes should be used instead of names, that different opinions should be respected, that students who have difficulties should be helped more, that there should be less tolerance for being late, talking during lesson, that there should be more engagement of school psychologists and pedagogues and more socializing with teachers. The workshop continued with the presentation of positive examples from Croatia: City Youth Council of the City of Rijeka, Rijeka students' project called "Positive Discrimination", the project of students from Pula Medical School called "Caring about Health", students' council from Međimurje county, the project of protecting children and young people from alcohol consumption "Young by the young" (Mladi uz mlade) and "Saturday without alcohol", as well as a film made in cooperation with Međimurje Police Department "Alcohol is not cool". The hosts, primary- and secondary-school children from Labin presented the activities of their own City Youth Council (Motovun Gazette, no.77).

Business meeting of the Healthy Cities Network was held in Zagreb, from 13 to 14 October 2008, just before the international Healthy Cities conference. The host of the business meeting and the conference was the mayor of the city of Zagreb, Mr Milan Bandić. On the first day of the business meeting a thematic workshop "Youth and Early Alcohol Drinking" and a meeting of the coordinators of the healthy counties project were held on the premises of Andrija Štampar School of Public Health. The activities of the second day of the Business meeting took place in the old-town Town hall of the city of Zagreb. In the morning, a thematic workshop entitled "Cardiovascular health" was held, and after lunch a Reporting Assembly, i.e. business meeting of the coordinators and politicians of the Healthy City and Healthy County projects was held.

c) Activities linked to the celebration of the Twentieth anniversary of the Healthy Cities

In 2008, the most energy, money and effort (your coordinator's especially) was spent in preparing, organizing and implementing the "Joined by Health" campaign. During the 12 months, and with 12 different monthly topics, we wished to raise public awareness of major public health challenges Croatia is facing. Cities and counties took turn in coordinating monthly topics. Public was thus informed of the quality of life in various communities, and possibilities for improvement thereof through the Healthy City and the Healthy County Projects. Turn-taking resulted in polycentric media campaign (campaign centre shifted to another part of the country) and added to its viability (continuity), given that work was shared among Network member cities and counties. The campaign aimed to encourage both individual persons (city population) and local and county authorities to take action and join our projects. It was designed to raise personal, social and political responsibility for health.

On 14 January 2008, the Croatian Healthy Cities Network opened a media campaign "Joined by Health" by giving a press-conference on the premises of Andrija Štampar School of Public Health. January topic was gender equality, coordinated by Istria and Požega-Slavonija Counties. The central topic of February was family health, coordinated by the city of Poreč. In March, health issues of children and youth were addressed, and coordinated by Šibenik-Knin County and the city of Šibenik. In April, the topic of healthy urban planning was opened, coordinated by the city of Vinkovci. May topic was personal health, coordinated by the city of Dubrovnik and Dubrovnik-Neretva County. In June, environmental awareness was addressed, coordinated by Krapina-Zagorje County and the city of Zabok. The topic of July was promotion of democracy, coordinated by host of Schools of Democracy courses - Labin. Life-long education was addressed in August, coordinated by the city of Rijeka. In September, recreation and physical activity was in focus, coordinated by Međimurje County. October topic was quality of life of senior citizens, coordinated by the city of Zagreb, which was hosting great European Healthy Cities Conference at the same time. November topic was quality of life of the disabled, coordinated by the city of Rijeka, Primorje-Gorski Kotar and Varaždin Counties. In December, community development, good neighbourly relations, and volunteering were addressed. The topics were coordinated by the cities of Split and Dubrovnik.

With the help of a professional PR agency, Pragma Communications, the Croatian Healthy Cities Network Supportive centre at Andrija Štampar School of Public Health, developed a visual identity of the whole campaign:

- a) generic posters were made by Boris Kuk and Associates agency. Members of the Network were given a CD with typesetting for basic campaign bills with two basic types of apple - one with 'I love my city' inscription, and another with 'I love my county' inscription, typesetting for mega posters, banners, stickers, badges, and memorandum paper;
- b) T-shirts – typesetting for T-shirts with two basic types of apple on which the name of a city or county can be circled were also prepared by Boris Kuk and Associates Agency. These were printed for the Network by Luna 5;
- c) Posters for 12 monthly topics were designed by Adriana Andrić MD, and typesetting and printing of the posters were done by Vjesnik printing-office;
- d) Healthy Cities calendar for the Epoch of Health was designed by Ognjen Brborović, MD;
- e) PR toolkit - public and media relations reference book, was designed by Pragma Communications;

- f) Monthly bulletins announcing all 12 monthly topics were prepared by Adriana Andrić, MD and myself;
- g) Web-page for the Network which covers the “Joined by Health” campaign was made and updated by our web-experts from ADOR, and press-clippings were regularly delivered to us by Pragma Communications agency;
- h) A video for the national, as well as local TV stations was made by Terminal, from the original idea of Ognjen Brborović, MD;
- i) Thematic documentaries’ production – healthy urban planning (“A Developing Park”), a video from the 12th Health Fair, and a video “Twenty years of Healthy Cities” were made by Petnaesta umjetnost, and the director was Goran Dević.

Members of the Network accepted these products and creatively adjusted them to their specific needs – both to the type of activity as well as to the way of realization. By working in synergy, working together, we showed that in the promotion of health of population there is a possibility of action through social guidelines of health, which is giving good results. Speaking in public health jargon, the campaign aimed to bring about faster recognition of community health needs, facilitate faster and higher quality solutions to the problems identified as heaviest burden to local communities, improve selection and implementation of interventions designed to address identified community needs, set up and boost cooperation between city/county administration and politics and people and their associations, foster the development of volunteering and civil sector, restore broken social networks, and strengthen the communities so that they could take care of each of their members. How much the campaign has succeeded in reaching the aims will be shown by evaluation (which is in process and is being conducted by Adriana Andrić, MD and Zora Jurin, MD). What we know by now is that through the reports and press-clippings we have found out a lot about each other – due to differences in our health and different programmes that address similar problems (monthly topic).

The media campaign was a huge bite – bigger and more expensive than anyone could have predicted. The expenses were a lot greater than expected, and, despite the enormous effort invested, it did not work out with the sponsors. At the beginning of 2008, a list of possible, carefully chosen, sponsors was made – among them respectable economic subjects, food manufacturers, drugs manufacturers, cosmetics manufacturers, Information technology equipment manufacturers, communication technology and Internet service providers, traders, builders, tourist agencies, insurance companies, banks, and national agencies (such as Croatian Board of Tourism and Croatian Forests, and others). These possible sponsors were addressed continually through the year (through letters, e-mails, phone calls). Sponsor packages – including sponsor offer, a couple of monthly topics’ posters, “Epoch of Health” magazine, Healthy Cities calendar, a T-shirt and a sticker “Joined by Health” – were sent through dispatches three times. We also applied for tenders put out by CIOS, Cemex, Zagrebačka and Privredna banks, Podravka... We were supported by HUP (Croatian Employers’ Association), which recommended us to its members. We were given a number of rejections, with or without explanation, promises... We had more luck with the media patrons of the campaign: Croatian Radio-Television and EPH (Europa Press Holding). Croatian Radio-Television was showing the video of the campaign three times a day and enabled us to take part in information, mosaic programmes (such as Good Morning, Croatia) and thematic programmes (Među nama, Treća dob). EPH printed and distributed thematic feuillets in Jutarnji list newspapers (only one was printed and distributed because we had not managed to prepare the other one ourselves). Of government bodies, only the Ministry of Health and Social Welfare supported the campaign by an injection of 50.000,00 kunas.

Another “big bite” was the implementation of *Healthy Cities and Counties League*. In autumn 2007, cities and counties members of the Croatian Healthy Cities Network chose the criteria upon which to compete. Each city or county had to show results in five areas. The first criterion was to demonstrate a high level of existence of political support to the Healthy City (County) project, not only on the declarative level recognizing health as a value for the city, but especially on the practical level. The second was to prove that it is able to ensure organizational and financial resources for the implementation of the project, as well as regularly and transparently informing the local and national public on the implementation. The third was to document the existence of documents and “health development” policy, as well as activities showing that the adopted health policy was being put into practice. The fourth was to demonstrate the ability to learn and adopt the healthy city (county) “technology” and the fifth was to prove readiness and ability for cooperation with others. Although the best cities and counties were to be given acknowledgements and awards, our Healthy Cities and Counties League was not primarily a competition. It was a research. Back in 1996, our journalist, Duško Popović, wrote “If we had to choose a bird that would symbolize a Healthy City, it should definitely be a stork. Croatian Healthy Cities Network does not rise from the ashes like a phoenix, but brings new ideas and a new life, just like a stork! ”. So through self-evaluation and evaluation of the cities, we wanted to find out what good have the Healthy city and Healthy County projects brought to its citizens in the last five years.

Although the winners and the finalists of the League were known in April already, during the Health Fair, the official announcement of results of Croatian Healthy Cities League was “kept” for the Conference in Zagreb. On Wednesday, 15 October, at the opening of the Conference, a special issue of “Epoch of Health” was distributed to the participants, published as a feuilleton in Jutarnji List newspaper, which showed which Croatian cities and counties were “healthier” than others. On Friday, 17 October 2008, during a gala dinner for the politicians participants of the Conference in Mimara Museum, Agis Tsouros, PhD, the head of the Urban Health Centre of the European office of WHO, and professor Slobodan Lang, the president of the Croatian Healthy Cities Network, awarded acknowledgements to the most successful cities and counties – coordinators were awarded medallions, and mayors and county heads were given plates for Town halls and typesetting for mega posters for city entrances. The design of the posters and plates are author work of Mrs Sanja Pribić, academic painter.

Because of the League we found out not only who CROATIAN HEALTH WINNERS are, but also why they became so. Poreč, the winner of Croatian Healthy Cities League for 2008, demonstrated what a city of synergy and health looks like. From the example of Poreč we can learn how to mobilise the intellectual potential of a city in the interest of the community. Rijeka showed what a city of social awareness looks like. Split taught us what it is like when a city is a partner to the citizen sector. Healthy City – Metković is a wizard among healthy cities because it has shown how to achieve a lot with limited resources. Labin is a model city for the city of promotion of democracy and responsible citizenship. Vinkovci is a city of healthy urban planning and has shown us how to make tradition and the past part of the future. Dubrovnik is a city that takes care of children and young people, with pro-population policy giving good results. Opatija discloses how a responsible administration is a key to eternal youth of the “old lady”.

Healthy counties also showed remarkable results. Istria county, the winner of the Croatian Healthy Counties League for 2008, showed how a county health team can be a guardian spirit of the county inhabitants. Krapina-Zagorje county showed how a quality administration and policy can provide good results, Primorje-Gorski kotar county how to turn the world of healthy living from green to blue, and Međimurje county how to, literally, activate people.

I personally congratulate to all the winners and finalists, with hope that in the next five years the number of “sleepers” will lessen and the number of healthy cities and counties able to do good to their citizens (just like storks) double.

d) Other Network Activities

Responsible Health Administration and Management Project (Healthy Counties) started in the spring of 2002 as a joint project of the Ministry of Health, Ministry of Labour and Social Welfare, Counties, and Andrija Štampar School of Public Health; its aim was to help local government and self-government bodies decentralise health and social welfare systems. Given the change at the head of the Ministry of Health and Social Welfare, and halt in decentralisation process, the project has continued within the framework of the Croatian Healthy Cities Network since 2004.

From 2002 to 2005, 15 counties and the City of Zagreb (totalling around 200 participants) were included in the first (educational) phase of the program. Due to interest shown by the following counties: Zadar, Šibenik-Knin, Požega-Slavonija, training of the sixth county cohort was carried out from January to June 2007. From September 2008 to January 2009 training of the final, seventh county cohort was carried out (Koprivnica-Križevci county and Karlovac county).

During the training process in the first phase of the program, county teams made county health pictures and Strategic framework of county health plans. After evaluation (in 2006), in 2007, through a series of meetings, goals and content of the second (implementation) phase of the Health Management and Administration program were agreed on. In order for counties to enter the second (implementation) phase of the program, they have to finish County health plan (both long- and short-term), adopt it at the county assembly, appoint a county coordinator and a county team for the implementation of the health plan and for providing the resources for continuing the project. *With the new Healthcare protection act introduced at the end of 2008, our seven-year efforts were awarded as Health advice and one and three-year Health plans became legally binding for county level of administration.*

In 2008, training of the second phase of the program was carried out through the 2nd round of four education modules, which was finished by the first county cohort in September (Istria, Primorje-Gorski Kotar, and Međimurje), and in March 2009, it will be finished by the second county cohort (Krapina-Zagorje, Zagreb and Zadar).

Besides Aleksandar Džakula MD and myself, i.e. supervisor team of teachers from Andrija Štampar School of Public Health of the Medical Faculty, University of Zagreb, trainers from a consultant company ADIDEZ Southeast Europe (experts in education of business-, profit sector), also participate in the training. Besides national partners, a partner institution in implementation of this program since 2002 has been the Centre for Disease Control and Prevention from Atlanta, USA.

In 2008, *themed, interest gathering of groups* continued: “early youth alcohol consumption”, headed by Silvije Vuletić PhD, professor emeritus and Adriana Andrić MD (Motovun – July 2008 and Zagreb – October 2008) and “Cardiovascular health”, lead by Silvije Vuletić PhD, professor emeritus and Aleksandar Džakula MD (regional + Vinkovci – April 2008, Zagreb – October 2008, and Zagreb – December 2008).

Thanks to great commitment of our journalists first and foremost, Mr Duško Popović and Mr Nenad Gola, in 2008 four issues of the *Epoch of Health* were published. In January, the ninth issue of the Epoch was published entitled “2008 – the year of healthy cities and counties” together with the Healthy cities calendar, in April the tenth thematic issue “Family and Health” and in September the eleventh thematic issue “Environment and Health” were published. The twelfth issue of the Epoch of Health “Joined by Health – Croatian Health Champions” was printed as a feuilleton in Jutarnji list newspapers and published on the opening day of the Zagreb Conference, on 15 October. The Epoch of Health, the CHCN magazine is printed on soft A4 paper, in colour, containing 32 pages, each in edition of 10,000 copies. The magazine is distributed through coordinators of the Healthy City / County project (200 pieces per city or county), in order for them to distribute the magazine to their target audience - local administration, politics, institutions, social and non-governmental organizations. The Network Support Centre sends copies of the magazine to all national (Parliament, Government, Ministries, associations), and international (WHO) partners.

At the end of 2007, a new, occasional part of *CHCN web pages* was opened, entitled ‘*Joined by Health*. It was updated monthly with announcements of new monthly topics, media clips reporting on network activities, contents of occasional events (in picture and in text) and presentation of working materials that describe issues and identify solutions. Although there was an opportunity of direct web communication with selected expert in monthly topic, unfortunately it was used neither by monthly topic coordinators nor the public. Apart from activities in process, English and Croatian web pages were updated with new Epoch issues and Motovun Gazettes. Due to great quantity of new information, our virtual space was twice expanded in 2008 by purchasing an additional space on T-Com ISP.

In 2008, we were collecting contributions for the *book “Healthy Cities Movement – Efficient Knowledge for Health”*. Contributions coordinator was our long-standing associate, journalist Mr Duško Popović, who, at the beginning of 2008, visited around ten city teams to help them systematise archives, and worked on unifying the quality of contributions mailed by Croatian cities and counties. Although it had been prepared, the book “Healthy Cities Movement – Efficient Knowledge for Health” could not be printed in 2008 due to lack of money. Based on the submitted offer by Vjesnik printing-house, an estimate of expenses was drawn up showing that (besides journalistic and author work, preparation and printing) 300 pages of the Healthy Cities book in edition of 5.000 copies would cost around 260.000 kunas. The Network Assembly (Zagreb, January 2008) made a decision that cities and counties will co-finance the expenses of printing the book by buying their own copies. Although everyone can decide for themselves on the number of copies needed, recommendation of the Assembly was that by paying in 10.000,00 kunas you book your own 200 copies. Depending on the means and finances, members of the Network can settle the bill for the book in 2008 or 2009.

Co-operation with the **bodies of state government** continued in 2008, especially with the Ministry of Health and Social Welfare, under whose auspices 12th Health Fair and 15th Motovun Summer School were held, and the Ministry of Families, Veterans, and Intergenerational Solidarity, through cooperation and co-financing ‘Improvement of Elderly

Quality of Life' program. The Ministry of Health and Social Welfare supported the implementation of "Joined by Health" campaign by an injection of 50.000,00 kunas.

New members In 2008, two new counties became members of the Network, Koprivnica-Križevci and Karlovac counties, together with the cities of Kostrena, Čazma and Novi Vinodolski. Application documents have been prepared by Biograd na Moru and Ivanić Grad.

2. Local Level

In March 2008, RAP and a consensus conference was held in the town of Slatina. In 2008, as part of "Joined by Health" campaign, there were thousands of thematic lectures, seminars and workshops for the public or target audiences, recreational activities (competitions, crosses, hiking, etc.) and cultural manifestations, activities aimed at prevention (measuring blood pressure, etc.), activities aimed at the media (press-conferences, TV and radio program appearances, interviews, newspaper articles...) and politics (reporting assemblies, awarding acknowledgements, etc.).

3. International Level

In the context of international cooperation, an excellent cooperation with neighbouring countries, Bosnia and Herzegovina, Serbia, Montenegro, Slovenia, and Macedonia, as well as Norway, continued through the Network activities (visits, participating in conferences or courses of the Motovun Summer School). Personally, as the head of the project from Croatian side, I took part in the final conference of the European Union Committee project: EURO-URHIS 2007 – 2008 (urban health indicators) in Brussels in June 2008.

Of special activities linked to celebrating the 20th anniversary of Healthy City project in Croatia, two conferences were held. In cooperation with the Centre for Disease Control and Prevention from Atlanta, USA, with an enormous contribution of Tea Vukušić Rukavina MD, the 4th biannual CDC conference was held from 25 to 29 May 2008 in Cavtat. With maximum engagement of the City Office for Health, Labour, Social protection and Veterans of the City of Zagreb (especially Mrs Marijana Prevendar), the International Healthy Cities conference of the World Health Organization was organized in Zagreb from 15 to 18 October 2008.

At the 4th biannual conference of the Sustainable Management Development Program (SMDP) entitled "Strengthening Global Public Health Management Capacity", 200 experts in public health from more than 30 countries were present. The fact that, based on our long-time cooperation with SMDP program through "Healthy counties" project, we were given an opportunity to host this event, says a lot about the reputation of our project internationally. Conference participants were given introductory lectures on the issue of public health management by leading international experts and they participated in workshops aimed at acquiring new skills (cooperation, negotiations, social marketing). Participants were clustered by region to discuss current problems, future plans, and ways to improve communication and information sharing; examples from the practice of project management were presented. At the end of the conference, SMDP program awards were given to the best projects, among which our health team from Međimurje county was given an award for the best applied project

“Promoting Physical Activity and Active Living in the Population of Međimurje county”. This repeated the success of the projects coming from the Healthy County program, which have been winning awards at SMDP program conferences since 2004: in 2004, at the 2nd biannual conference at Hanoi, Vietnam, health team from Istria county won the Applied Management Learning Project Award for its “County health plan”, in 2006, at the 3rd biannual conference in Cape Town, South Africa, the same award was given to Istria county for its project “Breast Cancer Unit: shorter diagnosis procedure for women with breast cancer in Istria”, while the program “Health – plan for it (Healthy Counties)” (program leaders S. Šogorić, T. Vukušić Rukavina, O. Brborović, A. Džakula, S. Grozić – Živolić) was awarded the Management Training Program Excellence Award at the same conference.

International Healthy Cities conference of the World Health Organization Regional Office for Europe entitled “Urban governance for health and sustainable development – Health in all local directions” was held in Zagreb in HYPO EXPO XXI Centre from 15 to 18 October 2008. The conference was held under the auspices of the Government of the Republic of Croatia and it marked the first twenty years of the Healthy Cities project and the European Healthy Cities Network. The host city, Zagreb, was honoured because (exactly twenty years earlier) in autumn 1988, it hosted the first international conference which marked the beginning of the European and World Healthy Cities project.

The gala opening was held at the Vatroslav Lisinski Concert Hall, where the mayor of Zagreb, Mr Milan Bandić, Agis Tsouros PhD, the director of the centre for urban health of WHO Regional Office for Europe, Darko Milinović PhD, Croatian Minister of Health and Social Welfare, and Mr Stjepan Mesić, the president of the Republic of Croatia, addressed around 800 participants.

The working part of the conference, plenary presentations, round tables and parallel workshops were held in 8 halls of the HYPO EXPO XXI Congress Centre. The conference participants came from Albania, Australia, Belgium, Bosnia and Herzegovina, Czech Republic, Denmark, Estonia, Finland, France, Greece, Ireland, Italy, Israel, Japan, Canada, Korea, Latvia, Hungary, the Netherlands, Norway, Germany, Poland, Portugal, Russia, the USA, Slovenia, Spain, Sweden, Switzerland, Turkey, Great Britain and Croatia. Among them there were more than 130 mayors, local politicians and members of parliament. The main topics of the conference were: integrated city health planning, health improvement partnership, justice and reducing inequalities in health, active ageing, the influence of healthy urban planning on cities’ development, promotion of physical activity and active living and social marketing.

Over 300 works were received from all over the world, 30 of which were from Croatia. 180 works were chosen for oral presentation (12 Croatian), and a few less for poster presentation. Due to great interest and lack of space, the posters were presented virtually (4 PowerPoint slides on screen), and printed materials (printed in Croatian and official languages of WHO) were exhibited on stalls.

The following plenary presentations aroused greatest interest among participants: the presentation of Professor Sir Michael Marmot, Chair of WHO Global Committee on social determinants of health, Professor David Vlahov, Ph.D. Director of the Center for Urban Epidemiologic Studies at the Academy of Medicine, New York, presentation Evaluation of Achievements of Healthy Cities project by Professor Evelyne de Leeuw (Deakin University, Burwood, Australia), presentation on climate changes and the role of cities by Bettina Menne, MD (WHO Regional Office for Europe), and presentation of health policy documents of the

European Parliament and the Council of Europe by Antonio de Blasio, Hungarian Healthy Cities Network coordinator and a member of the European Parliament.

Round tables and coordinated discussions of politicians on urban governance for health were also very well-attended, especially the round table whose mediator was a provocative journalist from Zagreb, Goran Milić.

During the four days of the conference around fifty parallel workshops were held, where around 180 works of the conference participants were presented. There were also around ten thematic workshops on the making of cities' health profiles, influences on health assessment, tools for informed decision-making in policy-making, inter-unit cooperation for promotion of social integration, healthy ageing, healthy urban planning and design, healthy public transport, climate changes, tobacco smoke-free cities, social marketing, cities adjusted to the elderly and less mobile people, health literacy, urban spaces and children in cities, prevention of drug- and alcohol abuse among the young, stopping obesity among children, promotion of independent living of the elderly, and involving shareholders and citizens in the process of creating the cities health profiles.

As part of the conference, the first commercial stamp was promoted, dedicated to dr Andrija Štampar and the twentieth anniversary of the Healthy Cities project. A publication in both Croatian and English entitled "Zagreb – Healthy City" was also presented at the conference.

On the third day of the conference the participants were enabled to visit fourteen outdoor locations in the city of Zagreb, where they were introduced to the good examples in the implementation of the Zagreb – Healthy City project. The participants were able to visit the Multisensory park (sport and recreational centre Jarun), Srebrnjak children's hospital (child-friendly hospital), SUVAG, Polyclinic for Prevention of Child Abuse and Neglect of the City of Zagreb, children's house Borovje, "Ana Rukavina" foundation, Red Cross Home on Sljeme, "Prisutnost" association, central device for purification of waste waters of the City of Zagreb, fishing and recreation centre Granešina, Theatrical Company of the Blind and Visually Impaired "New Life", guide dog training centre "Silver", campus on Borongaj, etc. As part of field visit dedicated to Professor Andrija Štampar, some participants visited Andrija Štampar School of Public Health and Štampar's grave on Mirogoj graveyard.

On the third day of the conference a gala dinner for politicians was organized in Mimara Museum, during which the winners of Croatian Healthy Cities and Healthy Counties League were given awards. The mayors and county heads, as well as the coordinators of the winning projects were given plaques and plates that will be exhibited on the buildings of city halls or county halls, and city entrances. Agis Tsouros PhD, the director of the centre for urban health of WHO Regional Office for Europe, Professor Dr Slobodan Lang, President of the Croatian Healthy Cities Network and Selma Šogorić, Ph.D., national coordinator of the Croatian Healthy Cities Network honoured healthy cities of Poreč, Rijeka, Split, Metković, Labin, Vinkovci, Dubrovnik and Opatija, i.e. healthy counties of Istria, Krapina-Zagorje, Primorje-Gorski kotar, and Međimurje.

The conference ended with a plenary assembly chaired by Zvonimir Šostar MD, Head of the City Office for Health, Labour, Social Welfare and Veterans of the City of Zagreb. At the assembly "Zagreb declaration" was presented, first signed by Mr Milan Bandić, the mayor of Zagreb and Agis Tsouros PhD, and then by all mayors present. The Declaration stresses health and health equity in all local policies as its priority. It defines the "Healthy Cities" as a

dynamic movement that has been developing in the past two decades by adjusting itself to the changing social-demographic and epidemiological conditions, technological development and new scientific breakthroughs, as sort of a public health lab. The declaration stresses the importance of regional and national governments in supporting the cities in the implementation of the Healthy Cities project. At the end of the conference certificates were awarded to the cities and national networks active in Phase IV of the project and goals and topics of the following V Phase of the Healthy Cities project that will last from 2009 to 2013 were announced.

The Zagreb Conference was a unique opportunity for learning and comparing with others so, for those of you who were unable to attend and participate, besides the Report from the Network's Business meeting, we also wrote a special, more elaborate Report with a list of conference events (Network's web pages, Network Activities section).

Written by:

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Zagreb, 5 February 2009

PROFIT AND LOSS ACCOUNT FOR THE PERIOD FROM JANUARY TO DECEMBER 2008

a) RECEIPTS

1. Receipts from membership fees	kuna	329.000,00
2. Receipts from projects:		564.073,00
County partnership program		
		360.000,00
"Joined by Health" Campaign		
		76.073,00
Preparations for the Healthy Cities book		
		128.000,00
3. Receipts from Motovun School		10.850,00
4. Surplus receipts in 2006		100.585,34
5. Receipts from interest		392,84
6. Donations – contributions		55.000,00
		<hr/>
		1,059.901,18

b) EXPENSES

1. Office expenses and telephone	kuna	20.182,36
Internet		
2. Magazine expenses		71.888,50
3. Various services		23.747,07
Banking, bookkeeping,		
4. Entertainment		427,50
5. Travel orders		54.102,80
6. Temporary service contracts		340.099,17
7. Membership fees		4.733,40
8. Projects		
"Joined by Health" camp		370.554,39
Program partnership		150.162,87
		<hr/>
		1,035.898,06
Profit/loss differentials	24.003,12	

Expenses for the JOINED BY HEALTH project 370.554,39

69.787,66	T-shirts, posters, certificates
9.998,51	the fair
257.700,12	video, documentaries, promotion
33.068,10	web design services

PROGRAM PARTNERSHIP expenses 150.162,87

406,87	certificates
124.440,00	modules
25.316,00	entertainment

**Report on Implementation of
Program Partnership between the CHCN and Healthy Counties
Health Management and Administration in Local Government and Self-Government
Program in 2008**

Package for the counties without the county health plan amounted 25.000 kunas
(actions 1, 3, 4, 5, 6 and 7)

Package for the counties with the county health plan amounted 40.000 kunas
(actions 1, 2, 3, 4, 5, 6 and 7)

In 2008, the following actions were taken in the 2nd Phase of the Healthy Counties Program:

1. educational and coordination meetings of project leaders - three meetings were held
 - a. April, Vinkovci
 - b. July, Motovun
 - c. October, Zagreb
2. education of members of county project teams for implementation of the Health plan (up to twelve team members from politics, administration, profession, civil sector and the media) through four modules
 - 1 module: cohort I (from 30 March to 2 April), cohort II (from 12 to 14 November)
 - 2 module: cohort I (from 23 to 26 April), cohort II (from 10 to 12 December)
 - 3 module: cohort I (from 11 to 14 June)
 - 4 module: cohort I (from 17 to 20 September)
3. Qualitative Analytical Approach to Defining Causes of Early Youth Drinking in Croatia Program – county “youth” team education through two workshops
 - 1 July, Motovun
 - 2 October, Zagreb
4. Cardiovascular Diseases Program – preparation and implementation of research into cardiovascular risks in Croatian regions and joint education
 - 1 April, Vinkovci
 - 2 October, Zagreb
5. Cardiovascular Diseases Program – symposium in Zagreb, December 2008
6. assistance in organization and implementation of county reporting assemblies – on request
7. assistance in implementation of CHCN “Joined by Health” campaign

**PROGRAM OF ACTIVITIES OF
THE CROATIAN HEALTHY CITIES NETWORK IN 2009**

Regular yearly Network activities:

13th Health Fair will be held in **Vinkovci** from **24 to 26 April 2009**.

HEALTHY CITIES DAY will be celebrated on **20 May 2009**.

16th Motovun Summer School of Health Promotion will be held from **22 June to 4 July 2009**.

Croatian Healthy Cities Network Business meeting will be held in **October 2009**.

Other Network activities:

“Healthy Cities Movement – Efficient Knowledge for Health” book will be published.

Three new issues of the **Epoch of Health** will be published.

Implementation of the **cycle II of education modules** of the “ Health Management and Administration in Local Government and Self-Government” project will be continued.

Comprehensive **evaluation of the Healthy City project** in Croatia will be carried out.

Realization of the **CHCN “Joined by Health”** media campaign will be evaluated.

Further education will be possible through modules of **Public Health** Postgraduate Study.

Suggested Program Partnership between the CHCN and Healthy Counties in 2009

“Health Management and Administration in Local Government and Self-Government” Program

Package for the counties without the county health plan will amount to 25.000 kunas (actions 1, 3, 4, 5, 6 and 7)

Package for the counties with the county health plan will amount to 40.000 kunas (actions 1, 2, 4, 5, 6 and 7)

In 2009, the following actions will be taken in the 2nd Phase of the Healthy Counties Program:

1. educational, thematic and coordination meetings of project leaders – four meetings
 - a. February, Zagreb
 - b. April, Vinkovci
 - c. June, Motovun
 - d. October, Zagreb
2. education of members of county project teams for implementation of the Health plan (up to twelve team members from politics, administration, profession, civil sector and the media) through four modules
 - 1 module: cohort III
 - 2 module: cohort III
 - 3 module: cohort II (from 29 to 31 January), cohort III
 - 4 module: cohort II (from 25 to 28 March), cohort III
3. education – assistance for design of County Health Plan – this education will be helpful to the counties without the Health plan
4. thematic conferences – two one-day thematic conferences: “County Level Development of policy for care of the elderly” and “County Level Early Detection of Breast Cancer Program Results”
5. Qualitative Analytical Approach to Defining Causes of Early Youth Drinking in Croatia Program – county “youth” team education through two workshops
 - 1 January, Zagreb
 - 2 June, Motovun
6. Cardiovascular Diseases Program – presentation of research into cardiovascular risks in Croatian regions, interventions agreement, symposium
 - 1 March, Zadar
 - 2 November, Zagreb
7. further education of team members through two modules of Public Health Postgraduate Study

