



Hrvatska mreža "Zdravih gradova"

Croatian healthy cities network

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Croatian Healthy Cities Network

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Report on the activities of the Croatian Healthy Cities Network for the year 2004

All the activities of the CHCN were aimed at fulfilling the mission of the Network, that is their objective was to support cities that are members of the Network in their efforts to set up and lead respectable projects of Healthy Cities and Healthy Counties, aimed at achieving influence and facilitating the development of social health policy on local and national levels.

1. National

a) Structural changes in the activities of the Network and its Support Centre

As you may well know, in 2003 the Presidency made the resolution to open an independent giro account, to which you have already deposited your membership fees in 2004.

Zagreb Bank

Croatian Healthy Cities Network

Register ID number 0278807

Account Number 2360000 - 1101644856

In 2004, due to international activities, the Network opened a foreign currency account with the same bank. Following a recommendation provided by an auditor of 'Auditing, Accounting and Financing Magazine', the Network started using double-entry bookkeeping as of last year, which is common in business entities. We entrusted the registered bookkeeping service of Jadran Export from Zagreb with our financial dealings, the address of which is Ratkajev prolaz 3. The service is led by Mrs Jadranka Vukomanović-Pavelić.

As Andrija Štampar School of Public Health is still being renovated, in 2004 the Network used **alternative premises** provided by the School of Public Health at **Dubrava Clinical Hospital in Zagreb** and **Institute of Pharmacology on Šalata**. At the beginning of 2004, Miss Davorka Trgovec, who had been our secretary for several years, left us. From February to July, secretarial tasks were carried out

by Miss Ivana Sruc, social worker. From September till the end of the year, Miss Ana Petrić, secretary of my Department (for social medicine and health care organisation) of the Medical School provided help in secretarial tasks.

b) Regular annual activities of the Network bring together and link cities, facilitate the exchange of experiences, insights, ideas and activities, advance mutual cooperation and enable the giving (and receiving) of practical assistance and support.

- from 16 to 20 February 2004, a course entitled **“Health in the Community”** was held in Zagreb, attended by city and/or county coordinators, members of project teams, representatives of city and/or county councils, and other interested persons participating in local Healthy Cities projects from Dubrovnik, Gospić, Labin, Poreč, Pula, Rijeka, Split, Vinkovci, Zabok, Zadar and Zagreb. During the course, participants from cities or counties which have been in the Healthy Cities movement for a longer period, or have acquired valuable experience from the work they have done so far, share their experience with representatives of new member cities or counties. All participants attend a series of lectures and workshops with the topic of organisation of city/county projects, upgrading cooperation with units of local self-government, inter-sector cooperation, project marketing and financing, media and public relations, and other issues important for the successful participation in the regular activities of the Healthy Cities.
- The eighth **Health Fair** was held in Vinkovci from 16 to 18 April 2004, at the premises of the “VINKOVCI” tennis club in the Lenije Park. The Fair was opened by Vinkovci majorettes, and the public was addressed by the hosts, the Prefect of Vukovar-Srijem County, Mr Nikola Šafer, the Mayor of Vinkovci, Dr. Mladen Karlič, and the assistant to the Minister of Agriculture, Forestry and Water Management, Mr Krešo Filipović. This year the Fair has offered various forums (“Healthy Cities” held by the Croatian Healthy Cities Network, “Food, Tourism, Economy, and Health”, “Mines, Sustainable Construction and Environmental Protection through the Work of Non-Governmental Organisations”, “Disabled Persons, Family, and Inter-Generation Solidarity”), working meetings, round tables (“Allergies”, “Diseases of the Male and Female Population”), workshops, as well as numerous sport and fun activities. The hosts of this year’s Health Fair introduced a series of innovations into the fair program. While the traditional Fair program was being held at the Lenije Park, there were: presentations, forums, workshops, play groups, a show exhibition of products and services which promote health; participants were also offered an alternative program – to participate in the 1st tennis tournament of “THE BEST TENNIS HEALTHY CITY”, and in tournaments intended for individuals with special needs. As part of the Health Fair, an extended session of the city and county councils was held, Preprints of the 7th Health Fair promoted, the projects of "Vinkovci School of Democracy" presented, as well as good practice models of the Healthy Cities project in Poreč, Labin, Split and Istria County.
- **Healthy Cities Day** In honour of the 15th anniversary of the successful activity of the Healthy Cities project in Croatia, in February, the Presidency of the Croatian Network started up an initiative for the proclaiming 20 May the HEALTHY CITIES DAY. This year, the Healthy Cities Day has been successfully promoted by means of the national and local media, through the TV program Good Morning Croatia, Open Radio, Radio Sljeme and newspaper articles. Common activities of all the member cities were the handing out of posters about the network to citizens, and press conference held in the Project Office, at which past and future activities were presented. Some of the healthy cities marked their Day by holding Meetings of the City Council, presenting City Health Plans, holding receptions at the Mayor’s office for outstanding volunteers, and organising various youth activities. Given that the aim of the manifestation is to increase the prominence of the (City) Healthy City projects, and to encourage citizens to adopt a greater participation in local project activities, this year Gospić (a new project city) has been chosen for the central manifestation venue of the Healthy Cities Day.

- **Eleventh Motovun Summer School of Health Improvement** was held from 27 June to 11 July 2004.

1. Workshop held by the Croatian Healthy Cities Network: "Challenges of the Fourth Phase of the European Healthy Cities Project" - it was held in Motovun, from 27 to 28 June. There were around twenty participants from Dubrovnik, Poreč, Pula, Vinkovci, Zadar, and Zagreb. Two workshops were provided, focusing on central issues of the fourth phase of the European Healthy Cities Project: healthy urban planning, and health influence assessment (HIA). The course also included promotion of the book "Healthy Urban Planning", and the Reporting Meeting of the Croatian Healthy Cities Network (Motovun Gazette, no.38)

2. Working meeting of the Croatian Healthy Cities Network theme group:"Family and Health" - it was held in Motovun from 29 to 30 June. Experiences in work with families were shared, and the teacher's book "Affirmation of Successful Parenting" promoted, in edition of the Poreč-Healthy City project. The central event of the meeting was demonstration workshop in "Family Constellations", led by Mr Vedran Kraljeta. There were around 45 participants from Buje, Cres, Dubrovnik, Opatija, Pazin, Poreč, Rijeka, Rovinj, Split, Vinkovci, and Zagreb. (Motovun Gazette, no.39).

3. Working meeting of the Croatian Healthy Cities Network theme group:"Elderly Quality of Life" - it was held in Motovun, from 29 to 30 June, at the same time as the Family and Health Course. There were around 40 participants from Dubrovnik, Krapina, Labin, Novigrad, Pazin, Poreč, Pula, Raša, Rijeka, Rovinj, Vinkovci, Virovitica, Zabok, Zadar, and Zagreb. The meeting was co-organised and hosted by Istria County. Special attention was paid to the guest speakers: Dr. Francesca Succo (ULSS 17), Egidio Silvano (IAL), and Ms. Teresa Spaliviero (Regione Veneto), who addressed the topic of elderly health and welfare care in Veneto Region. The activities of the newly-founded day-care centre for the elderly in Pula were presented, as well as other local good practice models (Krapina, Rijeka, Dubrovnik). (Motovun Gazette, no.40).

4. Course: "Schools of Democracy - Youth Councils" - this year it was held for the seventh time in Labin, from 1 to 3 July. There were around 70 participants, secondary students and teachers from Croatia (Čakovec, Dubrovnik, Labin, Obrovac, Pula, Slatina, Varaždin, Vinkovci, Zageb) and Norway (Sandnes, Strand), as well as representatives of city councils and the Ministry of Education and Sport. This time, special guests of the course were heads and employees of the Police Department of Norwegian Rogland County, and Istria Police Department. The first day participants shared experiences gathered through promoting democratic practice of youth participation in their secondary schools and cities. The second day, a workshop was held by Rogland Police Department to present the project "Speaking Against Violence". The third day, another workshop was held by Poreč Centre for Civil Initiative, entitled "Democratic Culture". Furthermore, the fourth session of Labin Youth Council was held. (Motovun Gazette, no.41).

5. Course: "The Media and Health - Information Credibility in Health" - it was held from 1 to 4 July in Motovun. This year there were around 80 physicians and PRs employed by pharmaceutical companies, and journalists. The course aim was to acquaint the participants with the challenge of providing credible information in health, addressing various aspects, such as the legislator (Parliament), medical profession (Croatian Medical Chamber), the media (Croatian Press Hall), and patients (Association of Patients). A dictionary of recommended medical terms in press reporting was presented (with special emphasis on HIV/AIDS), as well as a protocol for avoiding disinformation in the media covering health. The importance and the role of "informed patient" were stressed. (Motovun Gazette, no. 42).

6. Course: "Healthy Organisations or How to Promote Health in Work Place" - it was held in Motovun, from 5 to 7 July. There were 37 representatives of business sector, unions, and health sector from Croatia, Slovenia, Bosnia and Herzegovina, and Montenegro. The topic was double effect professional work has on health, i.e. pathogenesis and salutogenesis in work environment. Research in the fields of exposure to stress in work place was presented (physicians, university professors, children's nurses), as well as mobbing, work satisfaction and work ability (hearing disabilities). The

participants shared experiences and discussed programs of prevention and elimination of negative effects of stress in profit and non-profit sectors. (Motovun Gazette, no.43).

7. Course: "Health and Health Policy - Challenges of Decentralisation" - it was held in Motovun, from 8 to 11 July. The participants were 55 representatives of county self-governments (Bjelovar-Bilogora County, Brod-Posavina County, Dubrovnik-Neretva County, Istria County, Primorsko-Goranska County, Sisak-Moslavina County, Varaždin County, Virovitica-Podravina County, Vukovar-Srijem County, and Zagreb County), academic community, and guests from Bosnia and Herzegovina, Italy, Slovenia, the USA, and Great Britain. The course provided opportunities for learning about our neighbours' decentralisation experiences (Slovenia, Bosnia and Herzegovina, Italy - Veneto Region) and experience of Great Britain, to discuss experiences so far of the "Responsible Health Administration and Management Program", to present county health plans, and analyse achievements of the 'Total Quality Management in Health' project (TQM) that we started up in May 2004, in cooperation with CDC. (Motovun Gazette, no.44).

- **Business meeting of the Healthy Cities Network** - it was held in Split, from 14 to 16 October 2004. For the first time it was hosted jointly by both the Mayor of Split (Mr M. Buličić) and the Prefect of Split-Dalmatia County (Mr K. Peronja). The key topic of the meeting was unemployment. Two panel discussions showed the trends, the state, and the achievements in dealing with unemployment, and provided discussion about Croatian labour market requirements in the 21st century. County and City Health Plans were presented, and the panel discussion "Why Local Planning for Health" held by the Mayor and the Prefect. Last day, plenary sessions of the Healthy Cities Network Presidency and Assembly were held. In the sessions there were over 90 participants from ten counties and twelve cities of the Republic of Croatia and the Federation of Bosnia and Herzegovina.

c) Other Network activities

In the Network Assembly, held on 28 November 2003, the cities and the counties **adopted the PROGRAM DECLARATION OF THE CROATIAN HEALTHY CITIES NETWORK**, and the **Network membership criteria**, which provide for membership rights and obligations. Given that **legal regulation** of relations between the Network members is one of the preconditions for improving quality of Network activities, a written request (letter dated 15 November 2004) was sent to the cities and the counties, asking them to submit their Decision on Joining to the Network Support Centre. In case such decision has not been passed, the cities and the counties should start the process of adopting the Healthy City / Healthy County project on the local level (local authorities, City Council or County Assembly), and forward a written application for Network membership by mid 2005. The cities and the counties that fail to confirm their membership status by that date shall lose the possibility of participation in Network activities, regular annual meetings, and project activities. Meeting formal requirements for existence and activities of the Healthy City / Healthy County project shall help program coordinators in the first place to carry out project activities on the local level, but it shall also facilitate a coordinated, joint accession to the financial resources provided by the European Union (through joint applications for the resources available through European Commission programs).

Throughout 2004, **the CHCN Web pages** have been changed and expanded with supplements on theme groups, **presentations of cities with active projects and the cities' identification cards**, City Health Profiles and City Health Plans (provided they have been developed), in Croatian and English. **A new part of the web** has been expanded, featuring **Healthy Counties** and presenting the "Responsible Health Administration and Management Program", as well as **Health Plans of the following counties**: Dubrovnik-Neretva, Istria, Varaždin, Krapina-Zagorje, Vukovar-Srijem, Bjelovar-Bilogora (partial), Primorsko-Goranska, Osijek-Baranja, Zagreb, Split-Dalmatia, Virovitica-Podravina, Sisak-Moslavina, Međimurje and Brod-Posavina.

Three **publications** of the Croatian Network have been printed and distributed to cities: the book of **Healthy Urban Planning** (a translation of a publication issued by the European Office of the World Health Organisation), edited by Mrs Mandica Sanković and the City of Vinkovci (printing co-financed by the Network), the brochure of **Healthy University** (also a translation of a publication issued by the European Office of the World Health Organisation), edited by Mrs Andrea Russo and the City of Split (translation co-financed by the Network), and the teacher's book **Affirmation of Successful Parenting**, prepared by Poreč Elementary School and the Healthy City of Poreč (printing co-financed by the Network).

In 2003, the **thematic, interest gathering of cities** has continued, too. This year, particular effort has been invested in forming the following groups: Unemployment and Health (Network Business Meeting in Split, October 2004), Family and Health (Motovun, July 2004), Healthy Urban Planning (Motovun, July 2004), Elderly Quality of Life (Samobor, theme workshop, March 2004), The Media and Health (Motovun, July 2004), Schools of Democracy - Youth Councils (Labin, July 2004), and Quality Improvement in Health System (Uvala Scott, TQM workshop, May 2004). The results of the groups have been presented in **Motovun Gazettes, and Reports of the Croatian Healthy Cities Network**.

In 2004, two county cohorts completed the **"Responsible Health Administration and Management Program"**. Those were the fourth county cohort (Split-Dalmatia, Sisak-Moslavina and Virovitica-Podravina), and the fifth county cohort (Međimurje, Brod-Posavina, and Lika-Senj). The "Responsible Health Administration and Management Program" was started up in 2002, as a partner project carried out in conjunction with the Ministry of Health, the Ministry of Labour and Social Welfare, the Counties, and Andrija Štampar School of Public Health. The Program aim was to assist local government bodies in decentralisation of the health system and social welfare. There have been changes in the leading positions of the Ministry of Labour and Social Welfare, and the decentralisation project was stopped. However, since 2004 the project has continued, as a part of the Croatian Healthy Cities Network. By the end of 2004, **fifteen counties have completed the program**, thirteen of which have prepared County Health Profiles and Strategic Health Plan Framework (carrying them out through Assembly bodies). **In 2004, nine counties applied for, and were granted full Network membership** (Dubrovnik-Neretva, Istria, Varaždin, Krapina-Zagorje, Vukovar-Srijem, Primorsko-Goranska, Zagreb, Sisak-Moslavina, and Virovitica-Podravina).

Cooperation with the bodies of the state government has continued, especially with the Ministry of European Integrations.

From March to May 2004, the Network coordinated activities aimed at application for the **CARDS 2003 competition**. The project entitled "Creating Preconditions (Human and Organisational Infrastructure) for Elderly Care Services Improvement in Six Croatian Regions" applied for the competition. The project held on till the end; however we didn't get financial support because one of the partners (Zagreb County) was able to receive financial resources from the same competition through another project (that was better positioned in the competition). However, we are not inconsolable, as the program of elderly care will continue anyhow (although it will be financed from other resources).

2. Local

In 2004, **Crikvenica** produced its **City Health Profile and City Health Plan**, using RAP method. Zagreb (first in Croatia) produced its **Health Development Plan**, whereas Rijeka (also first in Croatia, **carried out comprehensive evaluation of the Rijeka-Healthy City project achievements from 1996 to 2003**). Rijeka has completed, and Zagreb is completing the application process for the IV phase (2003-2007) of the European Healthy Cities Project of the European Office of the World Health Organisation.

In 2004, another six Counties have completed the first phase of the “Responsible Health Administration and Management”. By the end of 2004, **fifteen counties have completed the program**, thirteen of which have prepared County Health Profiles and Strategic Health Plan Framework (carrying them out through Assembly bodies). The above counties are: Brod-Posavina, Dubrovnik-Neretva, Istria, Krapina-Zagorje, Međimurje, Osijek-Baranja, Varaždin, Virovitica-Podravina, Vukovar-Srijem, and Zagreb).

3. International

Cooperation with the **Centre for Disease Control and Prevention from Atlanta, USA**, has been going on since 2001, through the “Responsible Health Administration and Management Program” (Healthy Counties). In 2004, the cooperation has been expanded to quality improvement in health (TQM), to our mutual satisfaction. The first TQM workshop for county teams was held in May 2004 (Uvala Scott), and led by a CDC consultant, Mr Brian Robie. The evaluation of local project achievements was led by two CDC consultants in July 2004, in Motovun. Mrs Sonja Grozić Živolić (Istria County) and Dr. Selma Šogorić were invited as guest speakers to the CDC Conference on Public Health Mangement in Hanou, Vietnam, to present Croatian experiences.

In 2004, there has been a very active cooperation with **Macedonia, Serbia and Montenegro, and the Federation of Bosnia and Herzegovina** aimed at sharing experiences gained in the “Responsible Health Administration and Management Program” (Healthy Counties).

In 2004, we started cooperation with **Veneto Region** (ULSS 17 and IAL) on comprehensive elderly care (health and welfare). Two meetings were held (Pula in May, and Padua in November), aimed at identifying the areas of future two-year cooperation. In 2004, partners from Veneto provided professional and financial support for two courses held at Motovun Summer School.

The first business meeting of the cities (and national networks) of the **European Healthy Cities Network** of the World Health Organisation, Office for Europe, was held in **Udine**, Italy, from 27 to 30 October 2004. It also served for official opening of the IV phase of the European Healthy Cities Project. Croatian delegation consisted of representatives of Rijeka and Zagreb, besides the Network representatives.

CHCN's cooperation with Norway in the project Schools of Democracy – Youth Councils has being going on for eight years. Meetings of teachers and students of the “School of Democracy” are regularly held every year in July in Labin, as part of Motovun Summer School of Health Improvement. The cooperation with Norway is largely supported by the Ministry of Foreign Affairs of the Kingdom of Norway, which by way of financial support, for already six years in a row, has enabled visits by our students and teachers to Norwegian schools of democracy. In 2004, along with the representatives

from Croatia, representatives of Bosnia and Hercegovina and Montenegro also visited Norway. Youth Councils are already active in Labin, Metković, Rijeka, Varaždin and Vinkovci.

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DRAFT OF THE PROGRAM FOR HEALTHY CITIES NETWORK ACTIVITIES IN 2005

Course: "Health in Community" will be held from 14 to 18 February 2005 in Zagreb

Seventh "Health Fair" will be held in April 2005 in Vinkovci

20 May 2005 - HEALTHY CITIES DAY

Twelfth Motovun Summer School of Health Improvement will be held from 1 to 15 July 2005. The following working meetings, courses and workshops have been suggested: Workshop "Healthy Urban Planning"; Workshop "Health Effect Assessment"; Course "Health and Health Policy - Healthy Aging"; Course "Risk Management"; Course "Schools of Democracy - Youth Councils"; Course "The Media and Health"; Course "Health Improvement at Work Place - Physicians and Their Work Environment"; and Course "Quality Management in Health".

Business meeting of the Croatian Healthy Cities Network will be held in **Labin** at the end of **September or beginning of October 2005**. The central topic of the business meeting will be **Healthy Aging**.

Program Partnership of the CHCN and Healthy Counties

II Phase of the program “Health Administration and Management in Local Government and Self-Government”

Activities in 2005:

1. educational and coordination meetings of three-member management groups
 - February - topic **social marketing**, or how to promote the topic of health in political campaigns
 - May - topic **qualitative analytical approach** in elderly health and social needs assessment
 - July - topic **quality administration and management in health**
 - October - topic **development of comprehensive elderly care policy** on county level
2. program “Creating Preconditions - Human and Organisational Infrastructure - for Improving Elderly Care on County Level
 - **county project team training** “elderly” - assistance in choosing samples for elderly needs identification, assistance in data analysis and interpretation, assistance in evaluation of adequacy of existing services, and comparison of identified needs with existing services (unmet needs, lack of services, overlapping)
 - **service provider training** - “trainer training”. Local and county group of trainers will be provided basic knowledge and skills by the mentors and partners from the Veneto Region (AULSS 17 and IAL), aimed at improving communication with and understanding of the elderly.
3. program of quality improvement in health (TQM workshop for representatives of one of the county-owned health providers)
4. evaluation of the achievements of the project “Health Administration and Management in Local Government and Self-Government”, on the local and regional levels

END OF VERIFIED TRANSLATION