



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 2010

The year 2010 will be remembered as a very challenging year. Financially speaking, it was a year of 'mere surviving'; however, it was also a year of big tidying up – closing important activities (summing history up) and opening new chapters (heading towards the challenges of the future). In one word, it was a year of ups and downs, tiring, marked by recession and decreasing activities in large number of our members; however, it was also great to start a new cycle of change. This year showed us that, ultimately, there is a vision of our association development, and that there are Network members (cities and counties) who are willing and committed enough to work for two.

1. National Level

a) Network and Support Centre Activities

In 2010, CHCN Support Centre operated in the same premises, at Andrija Štampar School of Public Health of the Medical School, Zagreb University, in Rockefeller St. 4, but with a lot fewer associates than in earlier years. Miss Ana Petrić, secretary at the office of the Director of the School of Public Health, did Network administration. Our financial dealings were conducted by Jadran Optima, registered bookkeeping service from Zagreb, i.e. by Mrs Jadranka Vukomanović-Pavelić. Mrs. Adriana Andrić, MD, was our full-time employee only for the first three months of 2010. During the year, we only had four contractual employees and continued cooperation with only three professional agencies (ADOR, Vijesnik, Adizes SEE).

In 2010, **two Reporting and one Electoral Assembly of the CHCN** were held. The first Reporting Assembly was held in Zagreb, 23 February 2010. The Electoral Assembly of the CHCN was held in Motovun, on 6 July 2010. The second Reporting Assembly was held in Zagreb during the Network Business Meeting, on 14 October 2010. Before the Network Electoral Assembly, minor amendments to the Network Articles of Association were adopted, as regards the number of members of the Presiding Committee, i.e. the number increased by two county representatives. The program of work of the Presiding Committee in the period 2006-2010 was evaluated, and the Network vision of work for the period 2010-2014 was presented. Newly elected Presiding Committee consists of eleven members: professor Slobodan Lang, D.Sc., President, assistant professor Selma Šogorić, D.Sc., vice president and national coordinator, Mrs. Marijana Prevendar, Zagreb, secretary, Irena Deže Starčević, M.Sc. – Rijeka, Mr. Miho Katičić – Dubrovnik, Mrs. Nataša Basanić-Ćuš – Poreč, Mladen Karlič, M.D. – Vinkovci,

Mrs. Sonja Grozić-Živolić – Istria County, Mrs. Iva Josipović – Primorsko-Goranska County, Mrs. Sonja Borovčak - Krapina-Zagorje County, and Lidija Bijelić M.D. – Međimurje County.

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.

In 2010, the following regular Network activities were undertaken: the fourteenth Health Fair was held in Vinkovci in April, the Healthy Cities Day was celebrated on 20 May, the Seventeenth Motovun Summer School of Health Improvement was held (in June and July – in Grožnjan, Motovun, and Labin) and the fifteenth Business meeting of the CHCN was held in Zagreb in October.

The fourteenth Health Fair was held in Vinkovci from 23 to 25 April 2010, on the premises of the Lenije Park and the Faculty of Agriculture, and once again under the auspices of the Ministry of Health and Social Welfare. The fair was well coordinated and led by our “first city planner”, Mandica Sanković M.Sc. (this year Mandica presented her master thesis in public health entitled “Distribution of Respiratory Allergies and Urban Planning in Vinkovci 1995-2005”, congratulations!). The fourteenth Health Fair attracted numerous visitors: in three days there were 15.000 people. The fair was traditionally structured in two parts – fair and education. Education was especially impressive. Over twenty forums, educational workshops, evaluated (by referral chambers) seminars, symposiums, conferences were held, along with various (yet highly interconnected) topics ranging from children’s oral health, depression and suicidal behaviour in children and young people, family and women’s health, elderly quality of life, therapeutic horse back riding, sport and education in the function of health, increasing energy efficiency, forests and health, tourism and archaeological parks, and self-presentation skills when talking to employers.

Healthy Cities Day, **20 May**, was celebrated for the eighth time through promotion in the 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 reception at the Mayor’s office for outstanding volunteers. The central celebration was held in Rijeka, where the Healthy Cities book was promoted and the Agreement on Cooperation signed between the CHCN and the Association of Cities.

As part of the **Seventeenth Motovun Summer School of Health Improvement**, which took place from 24 June to 09 July 2010, 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 first course of the Motovun Summer School of Health Improvement was held from 24 to 27 June, 2010 in Grožnjan. It was a Media and Health course entitled “Corruption – truth and perception”. The course was organized jointly by ‘Andrija Štampar’ School of Public Health, the Croatian Healthy Cities Network, and the Croatian Journalists’ Association – department of journalists covering medicine and health, and was led by Mario Harapin, M.D. from Croatian Radio, and Ognjen Brborović, D.Sc. and Tea Vukušić-Rukavina, M.D. from the ‘Andrija Štampar’ School of Public Health.

The second course of how to promote health at work place was entitled “BCA Croatia – strengthening the system of workers’ health care”. It addressed the topic of information system in occupational medicine with the goal to improve quality of information in the system of workers’ health care and safety. The main issue was how to develop such information system that would correspond to the needs of all professionals, institutions and bodies participating in workers’ health care and safety. International experiences were presented and discussed, along with the regional experiences that were the most adaptable to Croatian needs. The course was held in Grožnjan, too, from 27 to 30 June, 2010. It was

tutored by Rokho Kim from the European Office of the WHO, Centre for Environment and Health, Bonn, Germany, Rudolf Karazman, IBG – Institute for Improvement of Occupational Health from Vienna, and Jadranka Mustajbegović from 'Andrija Štampar' School of Public Health, of the Medical School, Zagreb University.

The third course, the thirteenth School of Democracy was held in Mate Blažina Secondary School in Labin, from 1 to 3 July 2010. Apart from presentation of good practice (work of city youth councils), the results of the survey on environmental awareness in the city were presented (examples from Croatia, Norway, Hungary and Italy), and two workshops held. The workshop was "Human rights and active citizens". The participants played a planned game called "Local self-government", in which young people played the roles of city representatives and simulated a city council session of an imaginary city. The course was tutored by Čedomir Ružić from Mate Blažina Secondary School, Labin, and Egil Øivind Ovesen from Sandnes, Norway.

As part of the Health and Health Policy block, two workshops and presentation of children's film and video making in the function of health were held in Motovun from 4 to 7 July. From 4 to 5 July 2010 a workshop entitled "Challenges of the 5th phase of the European Healthy Cities project – fairness in all local policies" was held in Motovun. With the help from tutors, Selma Šogorić and Slobodan Lang, representatives of CHCN member cities and counties shared experiences in four topic areas: a) developing environment that enables care and support – healthy city – city for all its people (inclusive, supportive, socially sensitive and able to meet various needs and expectations of its people) – examples – developing policy that will "embrace" family, active citizenship, system of care tailored to people's needs..., b) healthy life – preventing non-infectious diseases and strengthening capacity of local health care (especially public health and primary care) in order to work on preventing, early detection and appropriate treatment or cardiovascular, malign and respiratory diseases, and diseases related to excessive alcohol abuse – examples – programs of alcohol and drug abuse prevention, improving physical activity (active cities), healthy food and diet, preventing injuries and violence..., c) healthy urban environment – physical environment that fosters health, enables mobility, recreation, safety and social interaction, and gives the feeling of pride and cultural identity – examples – healthy urban planning, living and urban regeneration, healthy transport, preparing for climate changes and states of emergency in public health, safety, lower exposure to noise and pollution, healthy urban design and creativity and livelihood of the environment... and d) health literacy – capacity of intake, interpretation and understanding basic information related to health and health care, and the ability to use them in order to improve health (one's own, but also the health of others, especially of children and family members).

From 6 to 9 July, the second Motovun children's film camp was held in Motovun. The participants were elementary students from Motovun and Tinjan, Pitomača, Slavonski Brod, Velika Gorica, Zaprešić, Zagreb, and Dubrovnik. During the camp, one feature and one documentary film was made, and were shown on the last day of the camp. On 6 July, (almost traditionally) the showing of children's films with public health topics took place in the Motovun cinema. The following films were shown: "Bread", Photo-Video Club Mirko Lauš from Pitomača, "Ante", Vladimir Nazor Primary School from Slavonski Brod, "Aunt Petra", Eugen Kumičić Primary School from Velika Gorica, "Eight-Grader" Ljudevit Gaj Primary School from Zaprešić, "Clones?" Film Club FD ZAG, Marija Jurić Zagorka Primary School from Zagreb, "Condom Will Save Your Head", Rudeš Primary School, Zagreb, and "Once Again for Ria", Rudeš Primary School from Zagreb.

(As Programme C) on 7 July 2010 a workshop entitled Methodology of work and results of the process improvement project (TQM – total quality management in health system) was held in Motovun. The workshop was held as final part of the education and implementation of the quality improvement programme, which started off by education provided by the workshop "Total quality management –

improving the process” held from 9 to 11 December 2009 in ‘Andrija Štampar’ School of Public Health in Zagreb, and organized by the School, Croatian Healthy Cities Network and Centre for Disease Control and Prevention from Atlanta, USA. During the workshop, activities and results of eight project teams were presented: Trauma Register in Rijeka Clinical Hospital Centre (group 1), hospital treatment of patients with breast cancer in Karlovac General Hospital (group 2), using ambulance transport in Pula (group 3), care for psychiatric patients after they are released from hospital in Primorsko-Goranska County (group 4), prevention of MRSA infection in Zadar General Hospital (group 5), patients waiting for therapy in the Special Hospital of Goljak (group 6), patients waiting for laboratory tests in Mostar Health Centre (group 7) and patients with positive hemocult test waiting for colonoscopy in Pula General Hospital (group 8). The course tutors were Selma Šogorić and Aleksandar Džakula from ‘Andrija Štampar’ School of Public Health of the Medical School, Zagreb University.

The last course of the 17th Motovun Summer School with the topic of health system was held from 8 to 9 July 2010 in Motovun. A forum – “One year later: How to strengthen Health Councils?” was held on 8 July, whereas a round table and a workshop entitled “Between medicine and decision making – knowledge we lack?” were held on 9 July. In the forum, the structure of the newly-formed county Health Councils was discussed, as well as barriers to their work and knowledge that both council members and those who elected them lack. In the workshop, the following was addressed: a) tools and technologies of policy analysis, BIA (budget impact analysis), HTA (health technology assessment), b) procedures – legislation and procedures (EU experiences), decision making and procedures in politics, procedures in health insurance, business policy making in profit organizations, and c) skills – strategic thinking and management in health, conflict resolution. Course directors were Aleksandar Džakula of ‘Andrija Štampar’ School of Public Health of the Medical School, Zagreb University and Katarina Sekelj Kauzlarić of Croatian Medical Chamber.

Business Meeting of the Croatian Healthy Cities Network was held in Zagreb, from 13 to 16 October 2010. This year’s meeting was special because its program was integrated in the program of the 2nd Congress of Preventive Medicine and Health Improvement. The topics of the Congress were of interest to both professional (mainly medical) public health and local self-government comprising a wide range of operations from non-specific measures of health improvement (healthy urban planning, improving health literacy, participating in decision making in health), through disease prevention and early detection to health system organization that will enable efficient treatment and rehabilitation (by its accessibility, appropriateness and quality). The Congress provided excellent opportunity to establish better understanding and connection between public health (profession) and local self-government (government and politics).

c) Network activities related to celebrating twentieth anniversary of the Healthy Cities

The CHCN book entitled “Healthy Cities Movement – efficient knowledge for health” was published in the beginning of March 2010. The authors of the book are Selma Šogorić, Slobodan Lang, and Duško Popović. It describes the development and the achievements of the Healthy Cities project in Croatia. Over more than two decades, this project of the European WHO Office in Croatia gathered over fifty cities and counties around the topic of health.

On 580 pages, in pictures and in words, the book shows how this group of people, gathered around the Healthy City idea, changed (for the better) Croatian cities during the last quarter of a century. The contribution of professor Slobodan Lang D.Sc. describes “a time before” healthy cities – movements, people and ideas which contributed to forming the Healthy Cities project in Europe. The contribution of assistant professor Selma Šogorić D.Sc. describes creating national network of Healthy Cities. In five chapters she describes a) the beginnings of Network creation (1986-1990) and initial enthusiasm, b) battle for wounded Croatian cities (1991-1993) and the role of the Network in the War of Independence,

c) post-war development of the movement (1994-1999) or the battle for “healthy” cities, d) the process of building public health capacity of local self-government (2000-2005) and the development of strategic health planning in Croatia, and e) post-transition saga (2006-2008) with its battle for basic values of “healthy city”. Using unusual language which combines documentary and essayistic presentation, personal remarks and academic knowledge, the author talks about how they started off, what they went through and what they had to do to become what they are today – Croatian health champions. The third part of the book is a contribution of Mr. Duško Popović, journalist of the Healthy Cities. With his help, forty city and county coordinators gave their presentations of the development and the operation of the Healthy Cities and Counties, locally. This book is a testimony of its time, but it is also a monograph, a presentation of newer history of Croatian public health. It is also a warm story about the people who created it. The fact that makes the Croatian Healthy Cities Network unique is its approach to health in community and health planning that starts from below, from the very citizens and local communities upwards – towards national level. The Network advocates the right to difference in local communities, respecting local specific traits in the process of health planning and claims that (one size could not fit all) centrally made decisions can hardly meet various needs and possibilities of local communities. The things that this movement and the people related to them will be remembered by are: extraordinary creativity, support and incitement for development of its members, social responsibility, consistent implementation of public health policy, respecting local and regional specific traits, recognizing the needs of people and perseverance in advocating the idea of health and the development of the idea that people are the greatest resource and value of every community.

Promotion of the book at ‘Andrija štampar’ School of Public Health on Tuesday, 6 April also started celebration of World Health Day, which is (this year) dedicated to the topic of urbanization and health. The book was presented by Veljko Đorđević, M.D., who has personally participated in the Healthy Cities project since the 80’s last century. The introduction had visual impact of photographs taken from the book, which vividly presented the story of how we changed (for the better) our cities during the last quarter of the century. The first speaker was Andro Vlahušić, M.Sc., the mayor of Dubrovnik. He, as one of the veterans of the Healthy Cities movement in Croatia, talked about the very beginning of the Network creation and its role in the War of Independence. Mladen Karlič, M.D., the mayor of Vinkovci, talked about the post-war development of the movement, reconstruction of our cities based on Healthy City ideas, and about the development of the so called healthy urban planning approach. Edi Štifanić, the mayor of Poreč explained how a city can become Croatian Health Champion, uniting the efforts of politics, government, profession and community. In 2008, under his leadership, Poreč gained the title of the winner of the Croatian Healthy Cities League, thanks to the results in the Healthy Cities project. The last speaker was assistant professor Selma Šogorić D.Sc., national CHCN coordinator. She presented in words and pictures the key events in the Network development, and that made it what it is today – Croatian health leader.

Besides promotion in Zagreb, another promotion was organized in Vinkovci in April, Rijeka on 20 May, and Labin on 8 July.

Apart from the fact that the book on healthy cities was published, the redesign of (the Croatian part) of the Network web pages was brought to an end. We set up new home page and opened several new topics: **Joined by Health** (joint activities of Network members), **Croatian Health Champions** (a list of winning city and county programmes), **Efficient Knowledge for Health** (a field of healthy cities and counties expertise – ex. Affirmation of successful parenting – Poreč, Schools of democracy – Labin, Healthy urban planning – Vinkovci, etc.), **Healthy City (County) for Beginners** (information on the projects for interested people or administrative bodies), and **Healthy City (County) for members** (it will be interactive and password-protected). We set up search engines and links to all Network members which have healthy city/county topics and to the World Health Organization.

In 2010 no new issues of the **Epoch of Health** were published.

d) Program Partnership

In 2010, program partnership with counties was carried out through providing support to the work of theme groups, health councils and TQM (process improvement) groups. Education of the 2nd phase was brought to a halt in 2010 because we couldn't ensure financial means for its realization (by mechanism of solidarity through program partnership).

Apart from educational, theme, and coordination meetings with Healthy County project leaders, as a means of help to counties in activating members of the newly-founded Health Councils, a special educational kit was made and sent to counties (three PP presentation and instructions for use). Four theme meetings were held with leaders of the county **Health Councils** (12 February – Zagreb, 23 April – Vinkovci, 8 July Motovun, and 15 October – Zagreb) and consultation process continued with the **Process Improvement groups** from Istria, Primorsko-Goranska, Karlovac and Bjelovar-Bilogora Counties. During the Congress, a series of workshops were held and experiences presented from the Healthy County project. To mention just a few: in the workshop "Adolescents – health-related behaviour – interventions" a part of the results gained in the program aimed at postponing early drinking in youngsters was presented, whereas in the workshops entitled "Challenges of organizing health system" and "Early disease detection" county health improvement projects were presented.

To briefly remind you, the **"Responsible Health Management and Administration" programme (Healthy Counties)** started in spring 2002, with the Ministry of Health, the Ministry of Labour and Social Welfare, the counties and the 'Andrija Štampar' School of Public Health as partners. Its goal was to help the bodies of local government and self-government in the process of decentralization of health and social welfare system. Given that the leading people of the Ministry of Health and Social Welfare changed, and the decentralization was brought to a halt; in 2004 the project continued through program partnership, within the work of the Croatian Healthy Cities Network. During the process of education in the 1st phase of the programme, county teams devised County Health Profiles and Strategic Frameworks of County Health Plans. New Health Care Act, passed at the end of 2008, provides for one and three-year Health Plans as legal obligation of county administration. Since 2005, activities of the 'Responsible Health Administration and Management' programme have been aimed at forming county topic sub-groups, centring around most frequently chosen priorities, such as early breast cancer detection, development of county comprehensive elderly care, looking into causes and effects of early drinking in young people, improving quality of work in health system, improving mental health, and cardiovascular health.

In March 2008, a new cycle of education modules was set off, **starting education of counties in the 2nd phase of the programme**. This set of education modules provides **knowledge and skills from the fields of strategic planning and managing, change management and network management**. Three county teams, made up of 15 people per county are educated at the same time. These people are representatives of political and administrative component (county/city government, county administrative departments), technical components (county Institute of Public Health, Centre for Social Welfare, health centre, hospital and others), and representatives of a community (non-governmental and social sector, the media). Along with the mentor team, professors from the 'Andrija Štampar' School of Public Health, Zagreb University Medical School, the participants are taught by trainers of ADIZES South Europe consulting company (experts in business, profit sector training). Along with national partners, School of Public Health, Ministry of Health and Social Welfare, and counties, there is another institution which is a partner in implementation of this project: it is the Centre for Disease Control and Prevention from Atlanta, USA. The course is accredited by the Committee for Continuing Education of Medical Doctors of the Croatian Medical Chamber, as well as by the Committee for Continuing Medical Education of Zagreb University Medical School (first-category course with 14 ECTS).

e) Other Network Activities

Apart from regular Network activities undertaken in 2010, we also “did” a number of additional activities. One of the most successful activities was **celebration of the World Health Day**, which attracted a large number of member cities.

The day of 7 April 2010 was dedicated to the topic called **urbanisation and health**. The activities carried out were aimed at raising awareness of health challenges related to urbanization, strengthening the need for placing the topic of health in the centre of urban planning and the activities of other (not necessarily health-related) sectors. Factors that are outside the domain of health system have a large influence on health in urban environment. These very factors (cultural, political, socio-economical, environmental, educational), the so called social health factors, have a considerably bigger influence on health than the health system. Our physical environment that is defined by urban design of settlements, has influence on health through direct exposure to risk caused by inadequate housing, polluted air, noise, and indirect, caused by creating or neglecting to create physical environment that fosters health (by building promenades, bicycle lanes, parks and other green areas and fields for recreation that encourage physical activity). Social environment that provides meeting points, possibilities for interaction and sharing of experiences, through accessible health and social services, educational possibilities and mechanisms of income distribution, will either strengthen or disable the existence of care and support for others, it will enrich or damage interpersonal relationships.

Therefore, wishing to shed light on the topic of urbanization and health, the World Health Organization invited the cities to join if even for one day in the week **from 7 to 11 April 2010** the celebration of the World Health Day – organizing activities for various age groups of their people. The WHO office in Kobe, Japan coordinated the implementation of the campaign entitled “**1000 cities, 1000 lives**”. The global goal of the campaign was to reach the number of 1000 participating cities. The number of cities which joined the campaign was beyond expectation. 1.523 cities from 138 countries joined in, including 14 Croatian cities (12 of which are our network members – Zagreb, Rijeka, Pula, Poreč, Opatija, Osijek, Vinkovci, Kutina, Krapina, Gospić, Split, Biograd na moru). The cities organized additional activities to celebrate the World Health Day – fairs of healthy food, medical and preventive check ups for citizens, discussions and educational workshops, bike rides, various mass work-out forms (walking, exercising, rollerblading, dancing, etc.), and closed one road for traffic and gave it to its people (if even for one day). The second part of the Campaign was called “1000 lives”, and recognizes an individual person as a starter of change in urban environment, who has influence on their co-citizens’ health. Thus, in Zagreb, two champions of health were chosen, who are supporters of city bike transport and founded the Bicycle Association, and another who founded the association for prevention of overweight and promote healthy diet.

In 2010, a strong effort was engaged in developing the scenario to map out the future Network development. That was the task set out for the **Group for the development of strategy** of the CHCN. The group was formed in 2009, and consisted of: Mrs. Sonja Grozić Živolić (Istria County), Mrs. Nataša Basanić Čup (Poreč), Mrs. Marijana Prevendar (Zagreb), Irena Deže Starčević, M.Sc. (Rijeka), Mandica Sanković, M.Sc. (Vinkovci), Zlata Torbarina, M.Sc. (Opatija), Mr. Miho Katičić (Dubrovnik), Mrs. Iva Josipović (Primorsko-Goranska County), Davorin Gajnik (Zagreb County), Mrs. Višnja Jović (Karlovac County), Mr. Hrvoje Bogdan (Adizes SEE), assistant professor Selma Šogorić D.Sc. (Andrija Štampar School of Public Health), Aleksandar Džakula, D.Sc. (Andrija Štampar School of Public Health), Mrs. Adriana Andrić (CHCN). The task of the group was to, with the help of professional consultant, redefine the Network vision and mission and to **set the framework of work for the period 2010-2014**. The group met regularly and organized seven workshops (from January to December 2010), which resulted in strategic documents that define the direction of Network development (achieving higher degree of excellence). The group also defined the need for higher professionalism in fund raising, public relations, and the media, and in coordinating activities directed towards members, counties on the one hand, and cities on the other, acting separately.

The Second Croatian Congress of Preventive Medicine and Health Improvement was held in Zagreb from 13 to 16 October 2010. It was also a very important event for the Network. The goal of the Congress was to **review and evaluate the existing level of public health competence** in both Croatian **professional public health** and non-governmental sector, as well as **local and national government and politics**. It was to be done through works and reports of moderators who follow simultaneous workshops. Now, the Congress being finished, we can say that we have insight into to what extent and how up-to-date public health knowledge and tools are used in the practice of political decision making, managing, organization of health system and implementing public health interventions. The Congress helped us to evaluate the quality with which we all care about health needs of the population, especially of vulnerable groups, observing the best practice of up-to-date public health medicine. There were around 400 participants in the Congress – health professionals, representatives of local and regional self-government, politics, and non-governmental sector. The four central topics of the Congress were as follows: society and health, public health interventions, health care system and health policy. They were divided into sub-topics, “paths” for parallel oral and poster presentations and workshops, all overarched by the main topic of the Congress – inequalities in health. Our own achievements were presented, with over 310 accepted presentations of Croatian authors. Furthermore, the Congress provided opportunities for sharing experiences and learning from others (around 50 presentations were accepted by the authors from Bosnia and Herzegovina, Serbia, Slovenia, Macedonia, and other European countries; 16 lecturers were invited, including guests from Great Britain, Austria, the Netherlands, Belgium, Israel, and two high commissioners of the World Health Organization from Geneva and Copenhagen).

The Congress programme was carried out through two parallel workshops in three halls in HYPO EXPO XXI Congress Centre. In order to give chance to all, not only to preventive professionals, we added the sub-topics. The time of individual presentation was limited, and we mainly opted for poster presentation. Around forty leading Croatian public health professionals made up a pool of moderators. For each workshop, there was a pair of moderators who led the presentation and the discussion; written report thereof enabled us to have larger picture and to evaluate public health practice in Croatia in the present moment and in the field of our expertise (sub-topic).

Three hundred and seventy summaries were received for the Congress; they were revised twice, listed according to their topic, and published in the Book of Summaries (e-version of which was forwarded to you). Amongst others, there are around eighty works of our colleagues from the Institute of Public Health and around twenty works of our member cities and counties. I am especially proud of presentation of research and innovative programmes of our cities: Vinkovci “Distribution of respiratory system allergies and environment design in Vinkovci 1995-2005”, Poreč “Comprehensive psycho-social support to the health of Poreč families”, Rijeka “People’s interest groups for supporting disabled people” by Rijeka – Healthy City, Opatija “Perspective of multidisciplinary approach of organized care for elderly people”. Primorsko-Goranska and Istria Counties gave an especially successful and quality presentation of their implementation of county health plan; these counties stand out with their excellence from all the others. Primorsko-Goranski team presented innovative programs of work with young people, Training of skills for life and the Project of self-organizing for young people, research (HIV Viškovo), devising County Social Map, and programs of work with elderly mentally-ill people, Protocol for dealing with elderly mentally-ill people, and Total Quality Management in post-hospital care for mentally-ill people. Istria County presented its Plan for early breast cancer detection – five years of work and experiences, new TQM project Challenges in organization and financing health care in patients’ homes in Istria County and the program “Efficiency of the ‘take care of your heart’” program in prevention and early detection of various risk factors of cardiovascular diseases. Međimurje and Krapina-Zagorje County presented their projects aimed at young and disabled people (Međimurje).

Presentation of the present state and (foreseeable) challenges ahead of us was the basis for final discussion at the Congress. However, the discussion did not finish with the end of the Congress. The best of the forty total works we received will be published by the end of January 2011 in theme issue of

the magazine issued by the Croatian Academy of Medical Sciences, *Ars Medica Croatica*, entitled PUBLIC HEALTH PRACTICE IN CROATIA TODAY. Today, public health practice is described (and evaluated) through three functions: function of evaluation, function of health policy development, and function of ensuring public health activities and work. In order to assess PUBLIC HEALTH PRACTICE IN CROATIA TODAY, we related the works to these basic functions in order to answer our questions as to in which fields of our work there is misbalance between the possible and the existing. What is it that contemporary public health science and practice have to offer? Which of that, and how, do we use? What do we have to work on and which competences (and in whom – public, profession, politics) do we have to strengthen? Publishing the magazine will open professional and argumented discussion the aim of which is to provide guidelines for the development of public health research and practice in the following five years.

In 2010, **theme, interest gathering of the groups** Cardiovascular Health and Process Improvement (TQM) CONTINUED.

Cooperation with the bodies of state government continued, especially with the ministry of Health and Social Welfare, under the auspices of which the 14th Health Fair and the 17th Motovun Summer School were held. The Ministry also provided financial support (amounting to kuna 50.000,00) for the needs of theme gathering of the Network cities and counties.

In 2010, cooperation with the Croatian Association of Counties started, and the Agreement on Partnership and Cooperation was signed with the Association of Croatian Cities.

New Members. In 2010 no new members joined the Network.

2. Local Level

There was a large number of activities undertaken by the cities to celebrate the World Health Day and the Healthy Cities Day (referred to earlier). However, I would like to mention that in Poreč, in March, a book was published and promoted entitled “**Family Policy of Poreč**”, whereas in **Zagreb**, in May, the **Health Assembly** was held with the goal to report on the achievements of the Zagreb-healthy city project in the 4th phase of redefining priority fields of activity in the 5th phase of the project. The Conference was moderated by Selma Šogorić. The report on the 4th phase of the project was presented by Zvonimir Šostar, M.D., Head of the City Office for Health and Veterans. Health indicators in Zagreb were presented by Lidija Hrastić Novak, M.D., his assistant, and the Social Profile of Zagreb was presented by Višnja Fortuna, Head of the City Office for Social Welfare and Disabled People. After introductory presentations, which presented basic indicators, the participants of the Health Assembly – representatives of the profession, administration and the people, first individually, and then in group work, in ten smaller groups, said what they see as priorities for future activities of the Zagreb-healthy city project. During their work in small groups, the participants pointed out various health-related problems – violence, violence among youngsters, violence in young-people’s relationships, alcohol abuse, depression, unemployment, employing young disabled people, family – the need for unique policy to embrace family, stronger support to a family in crisis, healthy diet, physical activity, allergies, prevention of cardiovascular diseases, health literacy, improving health services in Zagreb, care for elderly and infirm co-citizens, care for the dying – palliative care, environment protection, influence of climate change on health, ensuring green fields for recreation, safety, waste management (especially infective and toxic waste), promoting active citizenship and volunteering. Based on the suggestions provided by the small groups, in the final part of the Assembly, the fields of activities of the Zagreb healthy city in the 5th phase were chosen by consensus of all participants. These are as follows: family and health, mental health, healthy urban planning, environment and health, unemployment, promotion

of health and disease prevention, and palliative care. The following step is devising the Plan of Activities, based on adopted priority fields, which will be implemented by 2014.

3. International Level

In the context of international cooperation, excellent cooperation continued with neighbouring countries of Bosnia and Herzegovina, Serbia, Montenegro, Slovenia, Macedonia, and Norway through Network activities (visits, participation in conferences or courses of the Motovun Summer School).

In 2010, the World Health Organization requested the national healthy cities networks to carry out the process of **re-accreditation for the NETWORK** (Association of European National Healthy Cities Networks). After the first accreditation carried out in the 3rd phase of the project (which we finished in 2000), re-accreditation is obligatory for the 5th phase of the Healthy Cities project of the European WHO Office. We met the requested conditions and received a written confirmation of re-accreditation in mid July 2010.

The European Healthy Cities Network introduced annual **education meetings** of national coordinators in 2009. The first meeting was held in Cyprus, whereas in 2010, it was hosted by Israel. The following meeting, in April 2011, will be in Portugal, and in spring 2012, it will be hosted by the Croatian Healthy Cities Network. The NETWORK (Association of European National Healthy Cities Networks) also publishes an e-newsletter that is regularly forwarded to you (www.marebalticum.org).

Selma Šogorić and Aleksandar Džakula were in Den Hague, Netherlands, from 8 to 9 April 2010, in the capacity of Croatian experts at the European conference on **Research in Health System**. The conference was held within the framework of European Union (in which we also took part) with the goal to assess the present state, existing differences and future needs in researching health system in EU and non-EU countries of Europe.

From 17 to 19 June 2010, the **Second Business Conference of the 5th Phase of the Healthy Cities project** was held in Sandnes, Norway. The main topic of the meeting was fairness in health and in all that health is defined by, ex. education, income, work activity, housing. The topic of fairness and equality in health was the subtext of all other topics of the meeting (the so called key topics of the 5th phase) – environment that supports and cares, healthy life style, healthy urban environment and design. In the meeting in Sandnes, **Selma Šogorić was elected member of the Advisory Board of the World Health Organization for National Networks**. Along with her, coordinators of national networks of Denmark, France and Israel were elected members of the Advisory Board. The Croatian Network applied for pilot project of health literacy and survey on inequality in health.

In order to **redefine the Network strategy of social marketing**, cooperation with Mr. John Bromley, director of London Centre for Social Marketing continued. In 2009, his institution organized the Summer School of Social Marketing for the first time in Bled, Slovenia, which I took. In 2010 the organizers kindly granted us one fee free of charge, so that Slaven Hrvatin, member of the health team of the Primorsko-Goranska county, participated in education in Bled as the Network representative. The education in social marketing was expected to continue for all interested Network members in October 2010; however, Mr. Bromley was unable to provide the education.

The last international activity in 2010 was my participation in the **Meeting of the Advisory Committee** of the World Health Organization for healthy cities, which took place from 2 to 3 December 2010 in Helsingborg, Sweden. During the meeting, activities for 2011 were defined, topics of the Business Meeting of the European Network in Liege, Belgium prepared (which will be held from 15 to 18 June

2010), and key documents discussed for implementation of the 5th phase of the project (strategic documents on decreasing inequality in health, defining way of work for theme sub-networks, revising reporting forms for cities and national networks, etc.).

The last meeting of the Network Presiding Committee was held on 9 December 2010, when proposal of the program of Network activities in 2011 was adopted. The Presiding Committee holds that, although we can not be dissatisfied with what the Network has achieved so far, the challenge for future is to move the quality of our work (at least) one step higher. In the following work it is important to work on better networking of CHCN members. The networking is easiest organized by working on the topics the cities could and are willing to address together. Given the deepening of the crises, both economical and social, our suggestion is to work more intensively with vulnerable groups of people next year. The central topic of 2011 will be strengthening social networks and social support, and promotion of volunteering. The central topic would be included into all Network activities (Health Fair, Croatian Healthy Cities Day, Motovun Summer School, Business Meeting, and Epoch of Health). Additional activities would be organized around the central topic. The field of family and health would be stressed, especially the needs of single-parent families, which are especially vulnerable in difficult times of transition.

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Report on implementation of Program Partnership between the CHCN and Healthy Counties in 2010

In the meeting of the Healthy County coordinators held in Zagreb, on 17 December 2009, a framework of the program partnership was agreed on for 2010.

Program Partnership in 2010 included the following activities:

1. educational, theme, and coordination meetings of project leaders – four meetings
 - a. 12 February, Zagreb
 - b. 23 April, Vinkovci
 - c. 8 July, Motovun
 - d. 15 October, Zagreb

2. additional education for members of county Health Councils – When county Health Councils were established, we noticed that there is a big difference in knowledge and in understanding what is expected from the work of: a) members of Councils who, as members of county health team, have received education through education modules (1st and 2nd phase of the 'Responsible Health Administration and Management' programme) and b) members of the Health Councils who have not been given such chance.

In order to narrow the gap and prevent the problems that might arise, target educational material was devised to help counties in program partnership to carry out additional education for members of Health Councils. The educational set consists of three PP presentations (CD) and the description of the process (instructions for education providers).

Education of the Council members was additionally carried out through a forum entitled "One year later: how to strengthen Health Councils?", which was held on 8 July in Motovun. It was a chance to address the structure of the newly-founded county Health Councils, barriers that appear in their work, and knowledge that both Council members and those that elected them lack.

On 15 October, during the Congress of Preventive Care, a joint meeting of Health Council representatives and public health professionals was held to discuss the ways in which they, as partners, can have effect on improvement of health care.

3. education, strengthening professionals and politicians for devising and using policy analyses – on 9 July 2010, during the 17th Motovun Summer School, a round table and a workshop entitled "Between medicine and decision making – knowledge that we lack" were held. In the workshop, the following topics were addressed: a) tools and technologies of policy analysis, BIA (budget impact analysis), HTA (health technology assessment), b) procedures – legislation and procedures (EU experiences), decision making and procedures in politics, procedures in health insurance, devising business policies in profit organizations, and c) skills – strategic thinking and managing in health, conflict resolution.
4. theme conferences – two conferences were held with the topic of "Croatian projects of process improvement (quality in health system)". On 7 July, several projects were presented in Motovun: Trauma Register in Rijeka Clinical Hospital Centre, hospital treatment of patients with breast cancer in Karlovac General Hospital, using ambulance transport in Pula, care for psychiatric patients after they are released from hospital in Primorsko-Goranska County, prevention of MRSA infection in Zadar General Hospital, patients waiting for therapy in the Special Hospital of Goljak, patients waiting for laboratory tests in Mostar Health Centre, and patients with positive hemocult test waiting for colonoscopy in Pula General Hospital.

On 15 October 2010, during the Congress of Preventive Care, in workshops entitled "Challenges of organizing health system", and "Early disease detection", four county projects aimed at process improvement were presented.

On 14 October, during the Congress of Preventive Care, in workshop "Adolescents - health-related behaviour – interventions" results of the program aimed at postponing early drinking in youngsters was partially presented.

5. Cardiovascular Health programme – symposium entitled "Preventive activity – missing links" was held at 'Andrija Štampar' School of Public Health, in Zagreb, on 3 December 2010.
6. consultation process and supervision of the development of "Process Improvement" project (TQM - quality of work in health system) – in 2010, consultation process was continually carried out with process improvement groups of Istria, Primorsko-Goranska, Karlovac, and Bjelovar-Bilogora Counties
7. Consultations and indirect work with interested county teams on specific programs and activities within program partnership – ex. Zagreb – Health Assembly, Istria and Primorsko-Goranska County – work with county health team, etc.

PROPOSAL FOR PROGRAM OF THE CHCN ACTIVITIES IN 2011

The central topic of 2011 will be strengthening social networks and social support, and promotion of volunteering. The central topic would be included into all Network activities (Health Fair, Croatian Healthy Cities Day, Motovun Summer School, Business Meeting, Epoch of Health). Additional activities would be organized around the central topic. The field of family and health would be stressed, especially the needs of single-parent families, which are especially vulnerable in difficult times of transition.

Regular Network activities

15 February 2011 – Network Reporting Assembly. By the Assembly, a questionnaire should have been devised to assess the present state and the needs of member cities and counties, and preliminary research carried out, so that results could be discussed in the assembly. In the Assembly, members should be provided detailed information on the annual central topic and should be asked to carry out preliminary research on characteristics and needs of single-parent families in their communities by the Health Fair (based on existing indicators).

16 to 18 April 2011 – Health Fair Vinkovci – in theme session of the City of Vinkovci and Vukovar-Srijem County, hosts and guests should report on the position (socio-economic status) of their groups most in need (single-parent families). In Healthy Cities Forum sharing of experiences would be organized in the existing programs to which needs of the vulnerable groups are forwarded. “A dinner for health” would be organized as an attempt to achieve closer and more permanent contact with representatives of private, profit sector (the concept should be developed and presented by Slobodan). Funds raised would be used to finance socially useful activities. Mandica Sanković suggested that Croatian Network should be more present in the exhibition part of the Fair, so that in that view it is possible to organize gathering of ex. all centres for social welfare, family centres, or community policemen, volunteer centres...

20 May 2011 – Croatian Healthy Cities Day – provide more activities which support strengthening social networks (socialization, cooperation, joint activities for all generations) and promote volunteer work

June/July 2011 – 18th Motovun Summer School – part intended for Network members would include the following topics: Health Plans (development and implementation – where are we now?), development of the relation between county/city government and county Institutes of Public Health (what do we wish and need to get from each other?), palliative care, volunteering centres...

end of September / early October – Network Business Meeting – it would be hosted by Rab and Primorsko-Goranska County (it needs to be confirmed yet!). The topic would be mental health in community, ex. post-hospital care of chronic psychiatric patients (Iva is in charge)

Epoch of Health – one issue of Epoch would be published (edition?)

Network Web pages – activation of the protected part of the web, initially maybe only for members of the Presiding Committee with documents for internal use and consultations – EU WHO, our strategic documents, suggestions and research under way...

Additional Network Activities:

Assessing the needs of the cities – suggestion what to do and how to do it. Developing plan for cooperation with association of cities

Assessing the needs of the counties – suggestion what to do and how to do with the counties.
 Developing plan for cooperation with association of counties.

Two courses of action are suggested – towards county government (fostering and sharing experiences) and towards health system (issues of ER organization, family medicine centres, broader inclusion of community nursing services, cooperation with institutes of public health, inclusion of pharmacists)

International participation – strengthening cooperation with other European Network members – including our representatives in the work of sub-groups of EU WHO (healthy urban planning, policy of healthy aging, health literacy, active cities – physical activity, HIA, fairness in health), providing support to neighbouring countries in the development of the Healthy City project and the implementation of the accreditation process (Bosnia and Herzegovina, Serbia, Montenegro, Macedonia, Kosovo, Albania)

Carrying out action research “Being single parent in Croatia today” – assessing the needs of single-parent families and development of programs aimed at help and support

Further developing and shaping the Network strategic documents. Carrying out consultations with Network members and finally shaping of strategic documents. On the basis of which Program of work of the Presiding Committee from 2010 to 2014 will be formed.

a) RECEIPTS	2008	2009	2010
1. Receipts from membership fees	329.000,00	287.000,00	238.000,00
2. Receipts from projects:			
County partnership program	360.000,00	320.000,00	290.000,00
the Healthy Cities book	128.000,00	89.500,00	7.000,00
the Joined by Health campaign	76.073,00		
3. Receipts from Motovun School	10.850,00	14.770,00	5.000,00
4. Receipts from interest	329,84	289,15	598,91
Donations – contributions	55.000,00	50.000,00	50.000,00
	1,059.901,18	791.359,15	590.598,91
6. Surplus receipts	100.585,34	24.003,12	80.096,39
b) EXPENSES			
1. Office expenses and telephone mail			
Internet	20.182,36	52.853,32	16.451,31
2. Expenses of the magazine	71.888,50	56.275,00	247.057,80
3. Various services			
Banking, bookkeeping,	23.747,07	41.354,58	26.066,59
4. Travel orders	54.102,80	41.606,34	35.782,02
5. Temporary service contracts	340.099,17	299.604,34	171.297,02
6. Expenses of employees		91.752,31	29.492,97
7. Projects Campaign /			
Program Partnership	520.717,26	138.408,00	53.846,27
	1.035.898,06	735.265,88	586.775,71