



Healthy Living: Healthy Settings

Abstracts

These abstracts were originally presented at the WHO European Healthy Cities Annual Business and Technical Conferences 2010-2014.

They are organised alphabetically by city and presentation year.

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Abstracts on other WHO European Healthy Cities Themes may be accessed [here](#).

Contents

| | |
|--|----|
| CITY / NATIONAL NETWORK: BRIGHTON AND HOVE | 4 |
| TITLE: TACKLING INEQUALITIES: USING NHS HEALTH CHECKS IN THE WORKPLACE | 4 |
| CITY / NATIONAL NETWORK: CARLISLE | 5 |
| TITLE: CARLISLE'S "GROW YOUR CITY" PROGRAMME | 5 |
| CITY / NATIONAL NETWORK: DIMITROVGRAD | 6 |
| TITLE: CREATING OF AN ENVIRONMENT CONDUCTIVE TO HEALTHY LIVING AND WELL-BEING OF PERVOMAYSKI DISTRICT'S RESIDENTS. | 6 |
| CITY / NATIONAL NETWORK: GRENOBLE | 7 |
| TITLE: SIGNALLING SYSTEM FACILITATING WALKING IN GRENOBLE | 7 |
| CITY / NATIONAL NETWORK: HORSSENS | 8 |
| TITLE: HORSSENS HEALTHY CITY SHOP – A TOOL OF USER-DRIVEN INNOVATION AND INVOLVEMENT | 8 |
| CITY / NATIONAL NETWORK: HUNGARIAN NATIONAL NETWORK | 9 |
| TITLE: SHAPE UP HUNGARY | 9 |
| CITY / NATIONAL NETWORK: HUNGARIAN NATIONAL NETWORK | 9 |
| TITLE: HUNGARIAN HEALTHY CITIES TACKLING CHILDHOOD OBESITY | 9 |
| CITY / NATIONAL NETWORK: IZHEVSK | 10 |
| TITLE: ACTIONS AIMED AT FORMING OF HEALTHY LIVING IN THE CITY OF IZHEVSK | 10 |
| CITY / NATIONAL NETWORK: IZHEVSK | 11 |
| TITLE: PRELIMINARY RESULTS OF WORK ACCORDING THE DIRECTION "HEALTH ON WORK PLACE" IN THE CITY OF IZHEVSK | 11 |
| CITY / NATIONAL NETWORK: LEGANES | 12 |
| TITLE: LEGANÉS: WORKING TOWARDS A HEALTHIER LIFE | 12 |
| TITLE: ARE HEALTH-PROMOTING SCHOOLS HEALTHY? | 13 |
| CITY / NATIONAL NETWORK: MILAN | 14 |
| TITLE: THE HEALTH SQUARES | 14 |
| CITY / NATIONAL NETWORK: MILAN | 15 |
| TITLE: GUIDELINES FOR THE CHOICE OF VEGETAL SPECIES FOR THE IMPLEMENTATION OF URBAN GREEN IN MILAN, ACCORDING TO ALLERGENICITY | 15 |
| CITY / NATIONAL NETWORK: MODENA | 16 |
| TITLE: EMPLOYEES WELLBEING PROJECT | 16 |
| CITY / NATIONAL NETWORK: MODENA | 17 |
| TITLE: IN SHAPE AT SCHOOL | 17 |

| | |
|--|----|
| CITY / NATIONAL NETWORK: NOVOSIBIRSK..... | 18 |
| TITLE: EXPERIENCE THE CITY OF NOVOSIBIRSK MUNICIPAL HEALTH IN THE DEVELOPMENT OF PREVENTIVE MEDICINE..... | 18 |
| CITY / NATIONAL NETWORK: OSTFOLD COUNTY | 19 |
| TITLE: ACTIVE ON DAYTIME..... | 19 |
| CITY / NATIONAL NETWORK: PECS | 19 |
| TITLE: HEALTHY SETTINGS - HEALTH PROMOTION IN THE WORKPLACE..... | 19 |
| CITY / NATIONAL NETWORK: TURKU..... | 20 |
| TITLE: EVIVA PROJECT INCREASES ACTIVITY IN LEISURE TIME AND PROMOTES WELFARE IN TURKU | 20 |
| CITY / NATIONAL NETWORK: TURKU..... | 21 |
| TITLE: CULTURE AND PHYSICAL ACTIVITY PROMOTING WELL-BEING IN TURKU . | 21 |
| CITY / NATIONAL NETWORK: TURKU..... | 22 |
| TITLE: CULTURE DOES GOOD! INSPIRATION FROM CULTURE PIE | 22 |
| CITY / NATIONAL NETWORK: TURKU..... | 23 |
| TITLE: ENGAGING YOUTH IN PHYSICAL ACTIVITY – POWERACTION.NET..... | 23 |
| CITY / NATIONAL NETWORK: TURKU..... | 25 |
| TITLE: PROMOTING HEALTH AND ACTIVE LIFESTYLE IN THE NEIGHBOURHOODS | 25 |
| CITY / NATIONAL NETWORK: UDINE..... | 26 |
| TITLE: SERVIZI DI PROSSIMITÀ - (HEALTH AND SOCIAL SERVICES CLOSE TO CITIZENS)..... | 26 |
| CITY / NATIONAL NETWORK: UDINE..... | 27 |
| TITLE: ACTIVE LIVING FOR THE WHOLE COMMUNITY: HEALTHY LIFESTYLES, PLAYING AND PHYSICAL ACTIVITY | 27 |

CITY / NATIONAL NETWORK: BRIGHTON AND HOVE

ABSTRACT NUMBER: 76

TITLE: TACKLING INEQUALITIES: USING NHS HEALTH CHECKS IN THE WORKPLACE

CONFERENCE: 2011 LIEGE

ABSTRACT

Brighton & Hove City Council **and NHS Brighton and Hove are working together** to help employers in small and medium-sized businesses to promote staff health and well-being and reduce sickness absence.

NHS Health Checks in the Workplace encourage men older than 40 years to take more interest in their health and well-being. A qualified nurse visits the workplace to undertake health checks on employees, which include a full cardiovascular check and lifestyle and behaviour change advice. Individuals are referred on to other services as appropriate.

Research shows that men die prematurely from problems linked to obesity. In general, men only visit their doctor when health problems become serious and harder to treat.

Manual workers are even less likely to visit their doctor but are at higher risk of obesity and chronic disorders. Local research found that hypertension and diabetes are underdiagnosed in the city.

Brighton Sheet Metal, a leading fabrication company in the United Kingdom, employs around 100 routine and manual workers. It is keen to improve the health of its workers.

NHS Health Checks started in July 2010. Issues identified included undiagnosed hypertension, obesity, high cholesterol, undiagnosed diabetes, excessive drinking and smoking. Participants wanted to improve their physical fitness and quit smoking.

Workers found the health check useful, and it catalysed change. Brighton Sheet Metal brought in additional services, including:

- stop smoking
- shape up at work.

Workers lost 37 kg in total and overall fitness improved. Absenteeism reduced from 4.1% (2008) to 1.9% (2010), saving £20 000. Brighton Sheet Metal plans to provide these initiatives again. The workplace is an appropriate setting for such initiatives.

The workplace is an effective setting for engaging and motivating workers to adopt healthier lifestyles. Businesses that actively promote staff health and well-being benefit by reduced sickness absence, improved morale, productivity and profitability.

CITY / NATIONAL NETWORK: CARLISLE
ABSTRACT NUMBER; 106
TITLE: CARLISLE'S "GROW YOUR CITY" PROGRAMME
CONFERENCE:2011 LIEGE

ABSTRACT

Between the Healthy City Steering Group and the Healthy Communities Group of the Carlisle Local Strategic Partnership, several new projects have been taken forward to address the commitments we made under the healthy living theme.

In recent months, the Healthy City Steering Group in Carlisle has funded an application for an allotment project. "Grow your own healthy city" will see the renovation of existing allotments and the reclamation and redevelopment of other disused allotment sites over the next year.

The project will aim to provide further allotment facilities, meeting a community need in the city and providing a range of health benefits. Alongside the health and well-being benefits that the social and physical activity involved in gardening is known to provide, allotments provide an ideal opportunity for building social capital in communities and help residents to improve diet and generate an interest in nutrition.

The project will also aim to work with schools in the area using the allotments as a facility for education and a general tool to improve health literacy among young people, and local schools have already committed to taking on sites.

All bids approved by the Healthy City Steering Group must include an element of capacity-building; the allotments project in Carlisle will look to establish new allotment associations to ensure the long-term sustainability of the project and reinforce the social capital the project aims to build.

The Healthy City Steering Group has also provided financial support for the Fab and Fifty project in Carlisle. Given the demographic profile of the district (where the population ageing exceeds even the national and regional trends), the health and wellbeing of older residents has become a priority. The Fab and Fifty project has been delivered by strategic partners, Carlisle Leisure Ltd and has been aimed at increasing the take-up of physical activity and health-related social activity among people older than 50 years. Since it was launched, 131 additional residents have signed up for the programme (the oldest attendee is a woman 88 years old) and 19 volunteers have been engaged to help deliver activities, which include: drawing workshops, ballroom dancing, cookery sessions, driving-range sessions, tai chi, badminton and spinning among others.

In the coming months, our Health Improvement Action Plan will see us establish a workplace award scheme for healthy employers in Carlisle, extend the exercise-on-referral scheme, increase promotion of Change4Life, produce a well-being and wellness guide for use by partners across our Local Strategic Partnership in an intervention-style approach and continuing to work with the partners across the district to promote informed policy development and decision-making aimed at tackling issues around alcohol, smoking, healthy eating and domestic abuse.

CITY / NATIONAL NETWORK: DIMITROVGRAD

ABSTRACT NUMBER:12

TITLE: CREATING OF AN ENVIRONMENT CONDUCTIVE TO HEALTHY LIVING AND WELL-BEING OF PERVOMAYSKI DISTRICT'S RESIDENTS.

CONFERENCE: 2012 ST PETERSBURG

ABSTRACT

School 19 is located in the Pervomayski District, with mostly working-class families. There are 1150 students in it. According to the analysis of the surrounding society, children do not have good examples of healthy living in their families. Thus, the challenge was to create opportunities to promote health in the Pervomayski District.

In 2007, the school principal, I.V. Bakanova, identified this problem to the city's government, offering to create a sociocultural centre for all residents of the district based in School 19.

Childhood education is very important. At this time, lifestyles and mental health form. Not only the children are involved in the educational process but also their parents, teachers, other school staff and residents. In this way, programmes to promote health are most effective in the school.

A social partnership has been created. Its members include the mayor, the leadership of the department of education and schools, representatives of parents' committees and business ("SUC" holding).

Since 2007, additional facilities for sports, art, creating, medicine help and a modern canteen have been created.

The physical health of students is monitored jointly with researchers of the Ulyanovsk State University using scientific methods.

A programme for a whole period of study in school was established and focused on the physical, mental, emotional and social aspects of health. A system for performance assessment and a model of the integrated monitoring of children's health were created. According to this monitoring, 95% of schoolchildren 12–16 years old had harmonious physical development (versus 65% in 2006), and 61% of children had normal physical activity indicators of regulatory system (versus 20% in 2006).

After classes, 98% of children participate in sport and creativity. In the evenings, more than 400 residents of the district engage in physical exercise, learn English and use computers. Creating sociocultural centres and introducing an integrated programme allows us to save and to strengthen not only children's health but also the health of all adults involved in this educational process and to form healthy living in the future.

CITY / NATIONAL NETWORK: GRENOBLE

ABSTRACT NUMBER: 109

TITLE: SIGNALLING SYSTEM FACILITATING WALKING IN GRENOBLE

CONFERENCE: 2014 ATHENS (INTERNATIONAL CONFERENCE)

CATEGORY: HEALTHY LIVING - HEALTHY SETTINGS - NEIGHBOURHOODS

TAGS: ACTIVE TRAVEL, WALKING, CYCLING

Abstract

Sedentary lifestyles increase the prevalence of obesity and many chronic diseases. Associated with a balanced diet, a regular physical activity allows people to stay in good shape and prevent disease. The City of Grenoble, within the framework of its local plan of health and the national plan on nutritional health, is committed to promoting physical activity.

Walking in Grenoble constitutes the primary mode of travel (42%), in front of cars (32%), public transport (21%) and cycling (5%).

To increase regular physical activity, the city will sign walking times throughout the city, rather than the distances, to encourage more of the population to choose walking instead of using their own car.

In 2013, the city implemented a signalling system that provides information on the time required for pedestrians to cross the town (30 km of pathways and pavements). The project links the policies of health, travel and urban development. It promotes an active life on a daily basis and, through the practice of walking, it encourages sustainable active mobility and completes the transport modal offered.

The interest of this project of public health is that it allowed gathering, around a common project, the technical departments (town planning, public places and transport), the health service and a university research team.

The project allowed the technical departments within the local authorities to become aware of public health priorities. It has improved the complementarity between public transport and walking. The WHO tool HEAT (Health Economic Assessment Tool) shows that 27 lives a year in the city of Grenoble will be saved with this level of walking.

This project is being evaluated by a university research team (acceptability of the signs by the locale population and whether the level of walking has increased). The results were to be completed during summer 2014.

CITY / NATIONAL NETWORK: HORSENS

ABSTRACT NUMBER: 34

**TITLE: HORSENS HEALTHY CITY SHOP – A TOOL OF USER-DRIVEN
INNOVATION AND INVOLVEMENT**

CONFERENCE: 2012 ST PETERSBURG

ABSTRACT

The city of Horsens, Denmark has for generations been partly deprived, and Horsens Healthy City has for more than 20 years been working hard to involve the citizens to minimize the social gap and improve the public health.

In Horsens, the Healthy City Shop is an important tool in creating new partnerships – the Healthy City Shop provides space and the framework for the citizens themselves to fill in, where volunteers can meet other volunteers and develop new activities and projects – in partnership.

The Horsens Healthy City Shop is a link between volunteers and professionals. The Healthy City Shop staff members make the line between citizens and the City Hall administration short and vital. The Community Forum links representatives of 150 NGOs in Horsens with each other, the local government and civil servants. This network makes the project makers a part of the municipality's strategies and brings the municipality's decision-making closer to the citizens.

Voluntary initiatives are not controllable elements. Rather, they imply unpredictability with respect to both the initiatives and their timing. Healthy City activities, which involve volunteers, cannot, therefore, be arranged at precise times and according to precise plans. We can and we must set up action plans and goals, but as far as the voluntary initiatives are concerned, we cannot guarantee that the plans will be carried out as described. The critical point in this work is to be there: to be ready when the volunteers appear. And Horsens Healthy City has been there for more than 20 years.

After more than 20 years, the Horsens Healthy City Shop is an important tool of user-driven innovation and involvement. A total of 10,000 citizens visit the shop every year. More than 50 groups and organizations meet regularly at the Healthy City Shop. The municipal civil servants work together with the citizens to achieve common results, and this ongoing partnership secures cross-sector communication and empowerment.

CITY / NATIONAL NETWORK: HUNGARIAN NATIONAL NETWORK

ABSTRACT NUMBER: 40

TITLE: SHAPE UP HUNGARY

CONFERENCE: 2010 SANDNES

Shape Up Hungary is a national project to tackle childhood overweight and obesity.

All over Europe, increasing childhood overweight and obesity constitute a serious health risk that should be addressed innovatively, using children's creativity and willingness for action.

The project period is two years, and the participants are 14 educational institutes (primary and secondary schools) from 11 member cities of the Hungarian Association of Healthy Cities. The project is based on improving children's competence concerning their health and health-related behavioural issues. The project is based on broad local cooperation of schools, parents, local governments and local businesses.

Based on school surveys organized by the children and training and meetings with local school coordinators and the local coordinators of the Hungarian Association of Healthy Cities, every school has prepared a two-year plan for implementation work.

The improvement of children's competence concerning their health and health-related behavioural issues has great potential in improving school health promotion activities.

CITY / NATIONAL NETWORK: HUNGARIAN NATIONAL NETWORK

ABSTRACT NUMBER: 33

TITLE: HUNGARIAN HEALTHY CITIES TACKLING CHILDHOOD OBESITY

CONFERENCE: 2011 LIEGE

ABSTRACT: The Hungarian Association of Healthy Cities launched the Shape Up Hungary! health promotion programme in schools in 2008. Twelve educational institutions (primary schools, secondary schools and complex institutions) from the member cities are taking part in the programme.

The programme's duration is two school terms. After a preparation period in late 2008 and early 2009, the work started in the schools in the 2009/2010 school term and continued in 2010/2011. Throughout the school terms, health promotion programmes were organized in the schools, and at the end of the school terms Shape Up Week was organized.

Two surveys have been conducted to establish and to evaluate the work.

The first survey was performed to determine children's opinions about health issues and to get information about their lifestyles. It was performed between November 2009 and January 2010.

The second survey (conducted between December 2010 and February 2011) focused on:

- sources where children can get information relating to healthy lifestyles;
- health promotion programmes in general and in the school;
- children's willingness to take part in planning, organizing and participating in such programmes; and
- awareness of Shape Up Hungary! in the schools.

In the second survey, control schools were also involved to see whether project schools differ from other schools. Methods of the surveys: self-administered questionnaire.

Responses to the first survey: 4893 (one class from every year or the whole school). Responses to the second survey: 2674 (one class from every year). The main outcomes of the surveys will be presented.

Although two years is not enough to change lifestyles substantially, the surveys show positive effects of the programme. Based on this two-year project period, we will develop the possibilities to continue Shape Up Hungary!

CITY / NATIONAL NETWORK: IZHEVSK

ABSTRACT NUMBER: 19

TITLE: ACTIONS AIMED AT FORMING OF HEALTHY LIVING IN THE CITY OF IZHEVSK

CONFERENCE: 2011 LIEGE

ABSTRACT

Citizens of Izhevsk (representatives of local authorities, the general public and scientific and business circles) considers forming ideas for health and healthy living, development of specific health projects and building recreational areas for residents to be priorities for strengthening peoples' health (a resolution of the City Health Forum, 1998) and considers "health and lifetime to be components of the quality of life, factors for economic stability and inalienable conditions of sustainable development" (strategy for sustainable development of the City of Izhevsk).

To realize core theme 2, healthy living, during Phase V, Izhevsk chooses the following important issues: preventing noncommunicable diseases, active living, healthy food and diet, healthy settings, tobacco-free cities and alcohol and drugs. One main tool for achieving the goals of core theme 2 is the programme "Health of the city – health of Izhevsk citizens". The action includes:

- educational and enlightening events for various population groups;
- healthy schools for people with noncommunicable diseases; and
- training specialists working with the population.

A thoroughly thought-out algorithm ensures the participation of all stakeholders. The Medical Prevention Centre acts as the coordinator. City leaders, organization departments of the City Administration and lower municipal institutions of social care, of education and preschool education, for work with young people, mass media and universities, as well as volunteers, parents, journalists, editors and employers are involved in the process of realizing the programme. One third of the citizens are involved in the activities. Health monitoring, public opinion surveys, spreading of experience, and encouragement of participants are being put into effect. The work is systematic.

The results of activities within the framework of the healthy city project become more and more obvious; healthy living becomes more habitual for residents. Positive dynamics of demographic indices in Izhevsk confirm the effectiveness of health strengthening policy and target approaches. Mortality has decrease, fertility has increased and life expectancy has increased in Izhevsk during the past three years. Indices of infant mortality, working age mortality, abortions and adolescent pregnancy have decreased significantly. These indices are better in Izhevsk than in the Udmurt Republic and the Russian Federation on average.

CITY / NATIONAL NETWORK: IZHEVSK

ABSTRACT NUMBER: 65

**TITLE: PRELIMINARY RESULTS OF WORK ACCORDING THE DIRECTION
“HEALTH ON WORK PLACE” IN THE CITY OF IZHEVSK**

CONFERENCE: 2012 ST PETERSBURG

ABSTRACT

In 90s and 00s when Russia was enduring severe socio-economical and demographical crisis able-bodied people became one of the most vulnerable groups of population. Restoration of population size and strengthening health of able-bodied people became the principle aims of demographical policy both at state and local levels.

“Health on work place” became one of the priority. During preparatory stage the contest “The healthiest enterprise” was organized. Its goal was to examine positive experiences on strengthening health on work places, to identify effective ways of cooperation with authorities, medical institutions and prevention centers when health aspects were concerned.

18 major enterprises, small and medium businesses and municipal institutions became participants of the contest. They prepared Health profiles for their enterprises and developed health strategies thereby giving an opportunity to evaluate experience and expose potential of employing institutions. As a result of the contest the Round table was carried out. The Round table participants demonstrated interest in cooperation, developed common vision and methods based on principals of social partnership and revival of social sphere at enterprises. According to the Round table resolution the interdepartmental coordination council was established.

Nowadays there are some difficulties in the process of organization of work as there is no institution that would be permanent and open for cooperation with the coordination council. Still, work that had been done since 2008 gave some positive results: information about enterprises and organization of work aimed at strengthening of workers' health is accumulated; group of partners is identified; chapters dedicated to improvement of able-bodied people health are included into the program "Health of the city – health of Izhevsk citizens"; huge industrial enterprises are renovating their social sphere, good conditions for work and prevention of occupational morbidity and on-the-job injury rate; businesses strive for preservation of health of their workers, create good conditions for working process, recreation and physical activity.

The Republican prevention centre and the City Administration define the goal to continue interaction with enterprises and trade unions according the direction "Health on work place".

CITY / NATIONAL NETWORK: LEGANES

ABSTRACT NUMBER: 29

TITLE: LEGANÉS: WORKING TOWARDS A HEALTHIER LIFE

CONFERENCE: 2011 LIEGE

ABSTRACT

By 2015, all population groups must have adopted healthier lifestyles (according to the WHO Health for All policy for the 21st century).

Accordingly, and pursuing the core goals of Phase V (healthy urban planning, lifestyles and environments), this objective has been included in Leganés' Second Municipal Health Plan (2011–2015).

Although the others have not been neglected, this communication deals particularly with healthy lifestyles. The idea is to empower citizens through their perception and the positive factors of the community, to monitor and improve their health and quality of life.

Achieving this requires working from different municipal areas as well as health departments. It means working with the community as a whole and not only with schoolchildren, and it means paying particular attention to underprivileged or vulnerable groups by adopting social determinants of health and equity approaches.

The Second Municipal Health Plan aims to meet this objective from a new perspective: health promotion focused on facilitating and encouraging healthy lifestyles and strengthening facilitating and protection factors such as better environments and social networks. In this way, the Second Municipal Health Plan contributes to other municipal plans and actions such as the Intercultural Citizenship and Cohabitation Plan, Local Education Plan, Local Agenda 21, Equal Opportunities, and Sexuality Advice.

In all cases, methods promote citizen participation and globalization is planned according to the region's needs, is dynamic and is supported by coordination among the various social partners.

We have made progress in diet and in promoting physical exercise by encouraging walking, cycling, less driving, healthier forms of entertainment, accident prevention, sexual education and addiction prevention and by working with all education workers: students, teachers, families and citizens' associations that represent both special needs groups and the general public.

CITY / NATIONAL NETWORK: LODZ

ABSTRACT NUMBER: 57

TITLE: ARE HEALTH-PROMOTING SCHOOLS HEALTHY?

CONFERENCE: 2010 SANDNES

ABSTRACT

The Łódź Network of Health Promoting Schools and Kindergartens was established in 1996. It comprises more than 150 kindergartens and primary and secondary schools. The Municipal Office of Łódź supervises and coordinates activities of the Łódź Network of Health Promoting Schools and Kindergartens:

- regular business meetings and conferences;
- thematic training courses for coordinators: stress, aggressive students' behaviour, attention deficit disorder, communication with parents, first aid, allergy, proper diet and physical activity;
- health education in schools and kindergartens, including oral hygiene, healthy eating, first aid, stress and addictions; and
- local events in schools and kindergartens.

The Network is financially supported by the city budget – all activities are free of charge for participants. We want to offer support fitted to the needs of students. Surveys on the health behaviour of students were conducted three times: in 1998 in primary schools (students 10–15 years old), in 2003 and 2009 in primary schools (12-year-olds) and secondary schools (16-year-olds). Students were asked about their health behaviour (dietary habits, substance abuse and physical activity) and interpersonal relations in their schools by means of a questionnaire.

Anonymous questionnaires with an information letter were sent to principals. Students were asked to complete the questionnaires during a lesson. The answers were analysed, and the Department of Public Health wrote a final report.

The most interesting findings (comparing results from surveys):

- changes in dietary habits – more vegetables, less fruit;
- inadequate oral hygiene – 40% do not clean their teeth regularly;
- more physical activity but also more time in front of the television and computer;
- fewer smokers in primary schools but more in secondary schools, especially girls;
- beer is the most popular alcoholic drink, and fewer primary school students drink;
- fewer students have any experience with drugs; and
- relations between students and teachers are better: less fear, more trust and support.

Activities promoting health could be implemented without the Łódź Network of Health Promoting Schools and Kindergartens, but participation stimulates action at the school and kindergarten level, helps in networking and provides examples of good practice and gives the school or kindergarten a positive “label”.

CITY / NATIONAL NETWORK: MILAN
ABSTRACT NUMBER: 24
TITLE: THE HEALTH SQUARES
CONFERENCE: 2012 ST PETERSBURG

ABSTRACT

The municipal tasks: the Mayor of Milan is the citizens' health tutor. Thus, his role is to promote health and to foster physical and mental well-being, and he can also be deemed responsible for the quality of life. The Municipality of Milan launched a preventive campaign related to health and well-being directed toward all citizens from 25 March to 11 June 2011.

A truck travelled across 15 squares, ranging from the centre to the outer fringes of the city and offered counselling, preventive tests and health education regarding the following topics: vision, preventing respiratory allergies, skin, HIV/AIDS, osteoporosis, scleroderma, diabetes and lifestyle, breathing, smoking, backache and hearing.

The project involved top Milanese doctors, not-for-profit organizations and public and private hospitals.

The goals of the project were: to spread health consciousness, to intervene in lifestyles contributing to serious illnesses and to inform and create awareness on disease prevention and well-being.

The results included 1834 physical examinations (1034 women and 800 men), 15 squares 38 doctors and 45 days of activity.

A communication plan was released during the campaign using signposts, magazine news, brochures, radio messages and two dedicated web sites. General results: anticipated diagnosis and awareness of health conditions, resulting in reduced health costs and an increase in life expectancy.

Specific results: more than 2000 tests done. In comparison with previous similar campaigns, a key success factor turned out to be the massive communication effort.

It is difficult to perform a complete cost–benefit analysis because the timing of the results does not allow direct measurement in monetary terms. Nevertheless, we believe that the project is very sustainable because it is based on volunteers contributing and it is particularly attractive for private sponsors.

Project strengths include top individuals and organization in health involved, a travelling truck meant the possibility of reaching more people, the physical

examinations and tests were totally free of user charges and awareness of the importance of disease prevention and lifestyles was created indirectly (the citizens influenced were more than those actually examined or tested).

Weaknesses and obstacles included difficulty in matching the truck size with the urban spaces available and project management complexities in dealing with and synchronizing doctors in 14 specialities.

CITY / NATIONAL NETWORK: MILAN

ABSTRACT NUMBER: 55

TITLE: GUIDELINES FOR THE CHOICE OF VEGETAL SPECIES FOR THE IMPLEMENTATION OF URBAN GREEN IN MILAN, ACCORDING TO ALLERGENICITY

CONFERENCE: 2011 LIEGE

ABSTRACT

Urban lifestyles are associated with a greater risk of allergic sensitization to pollen. For example, among 6683 children living in urban areas, pollen sensitization and allergic rhinitis were correlated with the concentrations of benzene and particulate matter with an aerodynamic diameter of less than 10 μm (PM₁₀). Statistically significant effects have also been found for PM_{2.5} absorption among 2860 children living in a busy urban street context for asthmatic bronchitis, hayfever and allergic sensitization to pollen. This is promoted by the concentration of several allergenic plants in cities compared with the countryside, high pollution levels and a relevant greenhouse effect.

To prevent an additional increase in allergenic plants, the Health Department of Milan has promoted the preparation of guidelines indicating the allergenicity of the main plants to be used in the city.

Experts from the University of Milan and International Foundation for Medical and Allergenicity Sciences assessed the allergenicity of 85 plants, the quality of the evidence and the strength of the recommendation through a systematic review of the scientific literature. The time frame was six months and the research grant was €57 600.

Fifty-three plants were identified as non-allergenic and 32 as allergenic (6 strongly, 21 moderately and 5 mildly). The guidelines for each species indicate whether they are appropriate or not for urban greening according to allergenicity. Urban dwellers can donate a non-allergenic plant to Milan through a web site (<http://www.milanoallergyfree.it>) to contribute to the creation of allergy-free gardens. LAND S.r.l. has already designed and created the first non-allergenic area of Milan.

The guidelines are an important work of scientific consultation and a precious practical guide for urban dwellers and field experts for implementing green, balancing concepts of health with aesthetic and botanical ones.

CITY / NATIONAL NETWORK: MODENA
ABSTRACT NUMBER: 4
TITLE: EMPLOYEES WELLBEING PROJECT
CONFERENCE: 2012 ST PETERSBURG

ABSTRACT

The aim is to create a path to promote physical activity for people of working age, starting from the staff of the public sector, in order to raise awareness about the importance of exercise for maintaining and improving people's health.

The first step was to implement a survey directed to all the employees of public enterprises (the Municipality of Modena and public health enterprises are two of the largest enterprises in the Province of Modena by number of employees), to detect the preferences with respect to the mode and type of physical activity. Then it was possible to propose and facilitate the diffusion of simple activities that do not involve physical sacrifice but eventually may be able to trigger new healthy behaviour among people who engage in them every day, and the activities would be addressed directly to the employees of public companies.

An intersectoral working group was established (the common areas: environment - healthy cities, social services – promotional activities, sports, business, general management – research department, AUSL Modena: Management, Health Education, Department of Public Health and the sport associations of Modena) for the planning of activities related to an employee welfare plan.

An online questionnaire was prepared and given to all employees of the public enterprises to fill out online regarding physical activity habits. A working group then reported and evaluated the results. The results of the questionnaire were presented, first to the employees of the Municipality of Modena and the Public Health Department of Modena (through the creation of assemblies in the different sectors and departments), then to the citizens (through a public event).

Guided tours of physical activity were then prepared for employees, compatible with employees' needs and time and with the available infrastructure for the effective execution of action. The survey pattern and the mode of physical activity identified were then exported to employees at other companies both public and private, to reach more citizens.

A target population – people of working age – was reached that is not often well considered in the offers of public initiatives concerning physical activity, and these people became more aware about the importance of physical activities itself.

We have understood how great need for and demand for physical activity there is among people who often have very little time to do something for their own well-being.

CITY / NATIONAL NETWORK: MODENA

ABSTRACT NUMBER: 44

TITLE: IN SHAPE AT SCHOOL

CONFERENCE: 2010 SANDNES

ABSTRACT

Despite the efforts of WHO and national governments to promote awareness concerning obesity and to develop prevention measures, the prevalence of obesity and overweight is increasing in many countries. OKkio alla SALUTE – Promotion of Healthy Lifestyles and Growth among Primary School Children, a research project of the Istituto Superiore di Sanità, found that one third of children are overweight and parents do not perceive it: poor dietary habits, sedentary life, and mental strain that is appeased through food, often eaten while watching television.

It is well known that, the earlier prevention is put into practice, the more effective it is and the fewer obese adults.

The purpose of the multi-action community project In Shape at School is to combat childhood obesity by promoting healthy lifestyles and unstructured physical activity. This project, in Modena in its second phase, is promoted by the Municipality of Modena and other public and private partners. It is performed during the entire school year and involves all 2300 Modena primary school students, 28% of whom are of non-Italian origin. Some of the actions carried out are:

- physical activity during and after school;
- weekly fruit distribution to all the students;
- experiences of orienteering in open spaces;
- cartographical laboratories;
- creating safe paths from school to home to promote alternative and healthy mobility;
- organizing feasts at the end of the year;
- trips with parents to understand and know better the local urban and rural environments;
- a survey about children's lifestyles; and
- an information campaign and courses for parents about healthy and safe eating.

All the activities are free of charge for the family to promote equality among participants.

The project activities have had a role in sensitizing people around healthy lifestyles and appropriate dietary habits. For example, after the actions in the schools, many families have started to get used to giving fruit snacks to their children both at home and at school.

Thanks to the great participation of students and the high level of interest shown by parents and schools, the Municipality wants the project to become permanent.

CITY / NATIONAL NETWORK: NOVOSIBIRSK

ABSTRACT NUMBER: 6

TITLE: EXPERIENCE THE CITY OF NOVOSIBIRSK MUNICIPAL HEALTH IN THE DEVELOPMENT OF PREVENTIVE MEDICINE.

CONFERENCE: 2012 ST PETERSBURG

ABSTRACT

Development of preventive medicine is a priority in health. To implement the preventive medicine trends in the Russian Federation, including the city of Novosibirsk, health centres have been established.

This is due to significant changes in the health indicators of the population in the Russian Federation and the city associated with unhealthy lifestyle habits and the spreading of harmful habits.

Creating a healthy lifestyle as a comprehensive preventive environment requires operating on both sides – to create conditions for healthy lifestyles and to motivate the population to ensure that everyone feels responsible for their own health.

With this purpose, the city created a disease prevention system, designed and delivered with the city target programmes. The city is actively involved in the WHO European Healthy Cities Network.

Preventive work with people is the main task of health care organizations, including health centres, and this is being implemented in several stages.

In the framework of the target programmes, the city has a well-functioning system of informing the population about disease prevention, and great attention is paid to health education, promoting healthy lifestyles and motivating the population to ensure that everyone feels responsible for their own health.

In 2011, 34,580 adults and 9711 children visited the health centres. A comprehensive examination was carried out for 96% of adults and 96% of children.

Functional deviations and risk factors have been identified among 74% of adults and 60% of children. Dental hygienists revealed dental pathology among 45% of adults and 28% of children. Symptoms of tobacco dependence were identified among 30% of adults and 8% of children.

All the residents who visited health centres have received individual consultations on healthy lifestyles. People with functional problems are directed to the thematic school of health and group therapeutic physical training.

The experience of the city of Novosibirsk shows that preventive work is becoming dominant in the health sector.

CITY / NATIONAL NETWORK: OSTFOLD COUNTY

ABSTRACT NUMBER: 39

TITLE: ACTIVE ON DAYTIME

CONFERENCE: 2010 SANDNES

ABSTRACT

Many people are physically inactive because of low self-esteem, low income or physical weakness. The result of this is that many people do not engage in ordinary physical activity in their community. The Norwegian Olympic and Paralympic Committee and Confederation of Sports – Regional Confederation Østfold, which is part of Østfold County Council, has launched a public health programme in a regional partnership consisting of 17 of the 18 municipalities, the County Governor, nongovernmental organizations, the regional hospital and Østfold University College.

It is important for the Norwegian Olympic and Paralympic Committee and Confederation of Sports – Regional Confederation Østfold to work together with various councils and partners to develop the idea of getting people to engage in physical activity.

Our activities are carried out in six cities in Østfold County. People 18–67 years old can participate in various activities subsidized by the government.

We want to learn from WHO and want to show the public how important this work is for communities. Today 1400 people are active in our county, but more people can be activated if the councils have more active policies on physical activity.

CITY / NATIONAL NETWORK: PECS

ABSTRACT NUMBER: 45

TITLE: HEALTHY SETTINGS - HEALTH PROMOTION IN THE WORKPLACE

CONFERENCE: 2013 IZMIR

ABSTRACT

The City of Pécs is a founding member of the WHO European Healthy Cities Movement since the network was established in 1988. Healthy City Foundation of Pécs coordinates both the local Healthy Cities Project and the Hungarian national network - the Hungarian Association of Healthy Cities.

The activity of the Healthy City Foundation is based on the current strategic WHO documents (Health for All, Health 21, Health 2020) which emphasizes the importance of the different fields of setting approach – Healthy Cities, Healthy Workplaces, Health Promoting Hospitals.

Workplaces have an important impact on the employees' physical, mental, and social well-being, and indirectly may also influence the health of their families and communities. In 2012 city companies were able to submit applications to "Health promotional and awareness-raising programmes in workplaces" as part of the Social Renewal Operation Program in Hungary.

The projects run from October 2012 to September 2013. The planning, organisation and implementation of health development projects of the companies who submitted successful applications from the City of Pécs are coordinated by the Healthy City Foundation. This presentation will give information about the different programme elements of the projects and also about the experiences of the programmes already implemented.

CITY / NATIONAL NETWORK: TURKU

ABSTRACT NUMBER: 41

TITLE: EVIVA PROJECT INCREASES ACTIVITY IN LEISURE TIME AND PROMOTES WELFARE IN TURKU

CONFERENCE: 2012 ST PETERSBURG

ABSTRACT

The EVIVA project aims at promoting well-being in Turku by offering new channels and opportunities to participate in sports and culture during leisure time. Offering a diverse range of leisure services that are tailored to people's needs and wishes enhances their residential comfort and experience of community participation. In addition, the focus of the project is providing residents equal opportunities to participate in culture and physical activities that are within easy reach.

EVIVA improves the well-being of those living in Turku with new and innovative collaboration between the departments of the city, NGOs and residents. The project is coordinated by the City of Turku Cultural Services, Sports Services and Youth Services. The project includes collaboration with Health Care and Social Services within the city organization. Jointly with NGOs, the project seeks ways to react promptly and flexibly to the neighbourhood services.

EVIVA is based on the fact that the current operations and services of the city do not adequately motivate the inactive people or people in a weak socioeconomic situation. However, studies have shown that people's participation in activities, their sports and cultural hobbies and other activities all significantly curb social and health problems. Engaging all population groups in leisure services more efficiently can prevent problems before they build up.

The guiding principle of the project is preventive work and action that encourages residents' involvement and promote physical and cultural activity throughout the whole lifespan. In other words, the project enhances well-being for everyone from children to older people.

EVIVA runs from 2011 until 2015 and is expanding from a pilot neighbourhood in 2011 to others by the end of 2015. As an example, in the pilot area the first services for seniors promote healthy ageing by offering activities combining culture, exercise and social interaction offering library services to home and transport to neighbourhood services. These new services focus on developing regular cultural activities in neighbourhoods, in libraries and at old people's homes for all the older people living nearby. In addition, some of the services are targeted at enhancing the intergenerational interaction between children, young people and senior citizens.

The focus group in the new services is inactive and lonely seniors. Seniors who need company or support in coming to activities are encouraged to call for trained volunteers for assistance. In addition, transport organized in collaboration with

Health Care and Social Services facilitates the opportunities for seniors in home care to participate.

In 2012, EVIVA is the pilot phase, and the results will be visible later. The outcomes will be assessed with population surveys by measuring the self-reported activity in culture and physical activity. The outcomes from 2011 were (a) models for a neighbourhood health profile, (b) analysis of active leisure time (combining culture and physical activity) and (c) systematic community involvement.

This project offers new leisure activities to the residents of Turku and empowers people in finding new ways to promote their own well-being. The outcome of the project is the collaboration between the city departments and the NGOs as smooth day-to-day work in 2015 attracting a significantly larger number of Turku residents (totally 10 000) to participate compared with the situation today.

CITY / NATIONAL NETWORK: TURKU

ABSTRACT NUMBER: 31

TITLE: CULTURE AND PHYSICAL ACTIVITY PROMOTING WELL-BEING IN TURKU

CONFERENCE: 2011 LIEGE

ABSTRACT

The Central Park of Culture and Exercise project promotes health and well-being by combining culture and exercise. The project is part of the European Capital of Culture 2011 programme, and the aim of the project is to promote the physical, mental and social well-being of the residents of Turku.

In addition, the focus of the project is on accessibility and providing equal opportunities for culture and physical activity to everyone. The project includes wide municipal cooperation. The departments taking part in the project are the City of Turku's Sports Services, Cultural Services, Youth Services, Health Care and Social Services, City Planning and Property Services.

New municipal services are developed within the project by offering new and innovative combinations and experiences of sports and culture. Both culture and exercise have robust scientific evidence on their positive effects on people's well-being. Combining these two determinants of health can reach new audiences and users and encourage them to use both sports and cultural services.

The other aim of the project is to develop the heart of the city, the River Aurajoki area, to become Turku's own Central Park – a place where one can exercise and enjoy culture, city, friends and nature. This is being done by developing the River Aurajoki environment into a livelier, more functional and more comfortable oasis of culture and exercise.

The Central Park of Culture and Exercise consists of five different segments: routes for exercise and culture, functional works of art, Dream Park, the River Aura and events. Routes for exercise and culture built in the area surrounding the River Aura present Turku through different themes. You can get to know the city through the wonders of Turku, its romance, statues, architecture, stories, music and history.

Facilities for canoeing and rowing will be improved on the River Aura, and functional works of art promoting exercise will be installed along the river banks. A Dream Park especially targeted at intergenerational interaction between children, young people and older people will be built within the traditional Sports Park area. During the year, a Capital of Culture trail and area for artistic exercise will open in the park.

Every month in 2011, the Central Park of Culture and Exercise will present events that combine culture and exercise, creating new ideas and sources of inspiration.

The project offers new leisure activities for the residents of Turku and aims to support people in finding individual ways of enjoying culture and exercise. The outcomes of the project will remain in the city after the European Capital of Culture year to encourage people to participate in cultural and physical activities for their health in long term.

The new services created in the project will be mostly free of charge, and accessibility is being taken into account already from the planning phase to promote equity and equal opportunities. The project also empowers and trains equally all people in finding new ways to promote their own well-being.

CITY / NATIONAL NETWORK: TURKU

ABSTRACT NUMBER: 32

TITLE: CULTURE DOES GOOD! INSPIRATION FROM CULTURE PIE

CONFERENCE: 2011 LIEGE

ABSTRACT

Engaging in cultural activities promotes health and well-being. Studies have shown that people who actively take part in cultural activities and take an interest in cultural hobbies live longer than those who do not. In addition, cultural activities positively affect people's quality of life and health. The more cultural activities one has, the better the effects on health are. In the Turku 2011 European Capital of Culture programme, well-being is one of the main priorities. The Turku 2011 Well-being Programme sums up how the Capital of Culture projects affects individuals and communities and how the year is integrated into the daily life of residents and visitors.

Culture Pie was developed during 2010 as a communication and marketing tool presenting the welfare effects of culture in an easy and accessible way. Literature review concerning culture and well-being was also prepared in autumn 2010. The aim of Culture Pie is to inspire and encourage all the citizens of Turku to take an interest in culture and provide ideas on where and how they can participate. Culture Pie reminds how one can become involved and get those positive effects on health and well-being that culture has – not forgetting humour.

Go to a theme walk or concert. Join the choir, motor club or book club. Watch and listen. Fix, crochet or play. Relax, be impressed or learn. Challenge yourself and take your friends with you to learn and experiment on something new. Culture fills you with joy, makes you laugh and surprises you. It reduces stress, improves the quality of life, promotes well-being and brings joy to daily life. Culture, well-being and health are for everyone.

The project aims to promote well-being and health by encouraging people to take part in culture and exercise. A special target group of the project is people in a socioeconomically weaker position. They will be involved in further developing the Culture Pie. Feedback on the effects of the model will be collected, and the project will find out what kind of tools or methods motivate people to participate in cultural activities.

A web-based version of the Culture Pie will be created during 2012. This gives modern and multidimensional opportunities to illustrate how culture affects well-being and health. A web-based version will add the physical activity part of the Pie. STAKES – the National Institute for Health and Welfare in Finland is partly funding the project, and the development contributes to the national Art and Culture for Well-being action programme.

The social effects of culture and art have been called the invisible social policy. Through art and culture, people can increase their social capital and resources and find new ways to improve their well-being. Studies have shown that social interaction and communality increases both individual and community well-being. Consumption of culture, cultural activities and participating in the arts positively affects the quality of life, life expectancy and health.

CITY / NATIONAL NETWORK: TURKU

ABSTRACT NUMBER: 79

TITLE: ENGAGING YOUTH IN PHYSICAL ACTIVITY – POWERACTION.NET

CONFERENCE: 2010 SANDNES

ABSTRACT

In Turku, about 65% of children 7–14 years old belong to a sport or physical activity club. However, regular surveys show huge drop-out after that; from the age of 15 years, only about 25% are members in these groups. There are several reasons for this.

- Adolescents have a strong need to be more independent and try new things.
- Being with friends becomes more important than belonging to a specific club.
- The division in sports between very active (competitive) and non-active people who want to engage in physical activity for fun is visible.
- The role of parents is strong in the early school years, but as independence increases the need for parents to give a lift to hobbies decreases.
- Young people value different things than adults in physical activity; an important source of motivation for young is to be together with friends as the benefit for health is not as important as for adults.

Poweraction.net is a service and a product developed in 2003 by the City of Turku in cooperation with the local sport and physical activity clubs.

It aims to address the challenges described above to maintain and/or increase physical activity among young people who do not belong to clubs but still want to perform physical activity for fun – something, sometimes or regularly. Equity is a main principle in organizing the Power Action activities. First, the service is addressed to everyone 13–19 years old (from grade 7 to the end of upper secondary school). In Turku, one age cohort is about 1500 people, which brings the target group of Power Action to more than 10 000 individuals. Second, most of the possibilities or shifts are available in the more deprived areas of the city. Third, all activities are free of charge for participants.

Finally, the organizers provided or make available the equipment – there is no need to buy anything to attend. In practice, Power Action offers a possibility to try and participate in a variety of physical activities without previous skills in a non-competitive way in a weekly curriculum from Monday to Sunday. In spring 2010, 28 shifts and 14 different possibilities were available without preregistration for any shifts or classes. Examples of the most popular activities in the curriculum are floorball, futsal and martial arts (such as tae kwon do) activities. Not very typical activities, such as lacrosse, parapara and wing tsun are popular for trying out – and sometimes also attended long term. The City of Turku Sport Services Unit coordinates Power Action. The City compiles the programme and cooperates and develops the services with the clubs.

Sport clubs provide most of the services, and an instructor is present and advising in every shift or class. The City pays clubs €15 per hour to run the shifts or classes.

Everyone 13–19 years old receives a passport to Power Action from their physical education teachers at school. The passport includes the programme for the respective year.

The passport can also be obtained from various youth and sport information points in the city. The most important channel of information has been the independent www.poweraction.net web site, which means that they do not need to know how to navigate the web site of the city organization – knowing Power Action is enough.

The main way of marketing is, however, the face-to-face information and decisions made between friends. From the organizers' viewpoint, this sometimes creates difficulty in predicting what will become popular. In 2008 and 2009, there were 600–700 shifts and 6000 visits. There is still space for more participants. The sport clubs have been and are very willing to cooperate; they see this as a possibility to recruit young people to their activities. Among the new developments is Power 20+ for people 20–28 years old and widening the activities during the summer holidays in 2010.

CITY / NATIONAL NETWORK: TURKU
ABSTRACT NUMBER: 75
TITLE: PROMOTING HEALTH AND ACTIVE LIFESTYLE IN THE
NEIGHBOURHOODS
CONFERENCE: 2013 IZMIR

ABSTRACT

Turku has strongly developed services and tools to promote the health and well-being of residents with culture and physical activity, focusing on the neighbourhoods with lower socioeconomic status. The goal is to offer the local people new channels and possibilities to be active at leisure.

People are well informed of the positive health effects of physical activity and culture. Nevertheless, information is not enough to motivate any of us, and more attention should therefore be paid to the other effects: physical activity and culture can also provide strong emotional, learning and social interaction together with health benefits.

The action programme Eviva (Enhancing Vitality with Active Leisure Time) started in 2011 and has focused on tackling the inequities between the residential areas. Developing an intersectoral cooperation model, involving residents in the neighbourhoods, participatory service design and the long-term effects in the neighbourhoods were at the core in 2012. Some practical examples of the innovative participatory activities are pop-up bike, a bike circulating in the neighbourhood with books and physical activity equipment, and dream home environment, in which people are encouraged to develop their living environments.

In the well-being in motion programme, various tools have been developed to present the welfare effects of culture in an easy and accessible way. The information was incorporated in a web-based application in 2012. The web site illustrates the effects of culture and physical activity on health (www.lahdeliikkeelle.fi).

The model for cultural exercise routes was developed when Turku was the 2011 European Capital of Culture. The routes are good examples of a new municipal service that offers an activating and innovative combination of physical activity and culture. In 2012, the routes were implemented in the neighbourhoods.

The core ideas and content are collected from the inhabitants using various participatory methods and combining this information with historical facts and current services.

With these initiatives, Turku seeks ways to react promptly and flexibly to the neighbourhood services and motivate the non-active people or people in a weak socioeconomic situation. All activities require cooperation between the departments of the city, nongovernmental organizations and residents. The outcomes are assessed with population surveys in cooperation with the National Institute for Health and Welfare.

CITY / NATIONAL NETWORK: UDINE

ABSTRACT NUMBER: 96

TITLE: SERVIZI DI PROSSIMITÀ - (HEALTH AND SOCIAL SERVICES CLOSE TO CITIZENS)

CONFERENCE: 2011 LIEGE

ABSTRACT

The activity of voluntary associations and their contribution to the community's life represent irreplaceable social capital in modern societies. This is also demonstrated by the experience of Udine, which has a strong tradition of volunteering.

Since volunteerism is a valuable asset that needs to be strategically factored into development policies and programmes, the Municipality has created, in collaboration with the local health agency, a service for supporting vulnerable people and helping to maintain them at home by working in synergy with voluntary associations. This service, Servizi di Prossimità (health and social services close to citizens), aims at giving support to older and frail people and to their caregivers. It started from the awareness that the home nursing care offered by standard services should be complemented by external help and that equal access to services should be encouraged.

Besides having the possibility to rely on the permanent presence of some reference person, older people can also benefit from support services that are developed and delivered in a targeted way and are tailored to meet their specific needs.

The most important services offered are:

- monitoring the older people's life conditions and constant interaction with other services in the city;
- providing information and reassurance;
- providing services for everyday living;
- providing transport and accompanying people to public health places;
- creating social relationships to avoid social exclusion;
- reducing older people's isolation and solitude; and
- involving families, neighbours and friends.

The cooperation and contribution of voluntary associations are a fundamental resource for the success of this programme thanks to the great contribution they make in providing formal care to the community and to each individual living within it. Volunteerism is also an important tool for addressing the problem of exclusion. It provides a vehicle for empowering excluded population groups to gain access to opportunities. Local voluntary involvement is always a valuable and indispensable contribution to improving social conditions, promoting economic development and empowering people to take charge. It reinforces a sense of collective responsibility and brings about a tangible difference to the lives of many people.

CITY / NATIONAL NETWORK: UDINE

ABSTRACT NUMBER: 71

TITLE: ACTIVE LIVING FOR THE WHOLE COMMUNITY: HEALTHY LIFESTYLES, PLAYING AND PHYSICAL ACTIVITY

CONFERENCE: 2012 ST PETERSBURG

ABSTRACT

As highlighted by WHO publication “The Solid Facts – Promoting Physical Activity and Active Living in Urban Environments”, physical activity is an essential component of any strategy that aims to seriously address the problems of sedentary living and obesity among children and adults. Active living contributes to individual physical and mental health but also to social cohesion and community well-being. Opportunities for being physically active are not limited to sports and organized recreation. Enabling and encouraging increased physical activity among population may also be one of the most effective ways of preventing and lowering the high costs associated with health and social services. Moreover, researches have shown that with regular exercises both the cardiovascular capacity and the muscular strength can be maintained or increased and also has an effect to extend lifetime, especially active lifetime.

Another important point which is strongly connected with ensuring access for all to opportunities and services without regard to age, gender, race, or financial capability. Starting from these premises, the city of Udine has increased efforts to involve people of all ages in appropriate physical activity and to promote social inclusion and socialisation opportunities, by greatly encouraging and fostering the relationships between gaming and sport, health and creativity: in this way, the concept of gaming becomes a tool for increasing also health literacy besides having fun.

All initiatives promoting physical activity among population have been structured within a broad comprehensive framework including:

For older people:

- gentle fitness for the elderly, which is annually promoted from September to May in public gyms throughout the city.
- walking groups which are groups of adult and older people who regularly meet 1, 2 or 3 times a week to walk almost 1 hour on urban or extra-urban tracks, guided by a walking leader previously trained. They appreciate very much this moderate intensity activity since walking is easy to do, a natural part of daily routine and does not require costly outlay to begin.
- physical activity at home, to stimulate the elderly towards physical exercises at home and encourage them to participate to physical activity programmes.
- keep physically and mentally moving, which means walking together up to the library and then reading a book and having a healthy snack.

For young people:

- a comprehensive project aimed at promoting sports at school through some training for teachers and sport activities for children.

For the whole community:

- various sport activities during Spring and Summer in the city parks.
- an ecorientering initiative.

