



INTERSECTORAL APPROACH IN THE FRAMEWORK OF BRNO-HEALTHY CITY PROJECT



BRNO

- the second largest city in the Czech Republic
- 370 000 inhabitants



HEALTHY CITIES PROJECT

International project initiated by the World Health Organization

Aims

- improvement of health and quality of life
- support to sustainable development

Strategies

- Health 21
- Agenda 21

Principles

- intersectoral cooperation
- participation of the public



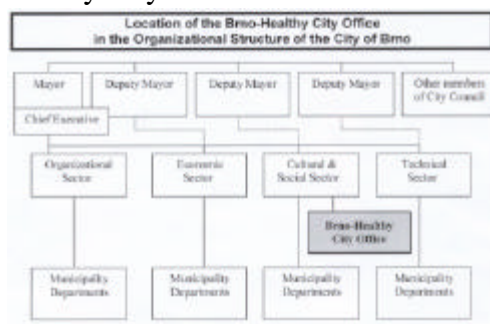
- 1 400 European cities involved in the Healthy Cities Project
- 55 members of the WHO European Healthy Cities Network

DEVELOPMENT OF THE BRNO-HEALTHY CITY PROJECT

- 1993 – joining the Healthy City Project
- 1994 – approval of the Brno – Healthy City Programme
- 1994 – National Healthy Cities Network of the Czech Republic
- 1996 – WHO European Healthy Cities Network – Phase II
- 1999 – WHO European Healthy Cities Network – Phase III
- 2003 – Prize of the Minister of Environment of the Czech Republic
- 2005 – WHO European Healthy Cities Network – Phase IV

CONDITIONS FOR INTERSECTORAL APPROACH

- Brno-Healthy City Office



- Steering Committee – Healthy City Council
 - members of the Brno City Assembly
 - representatives of institutions:
 - Regional Public Health Institute
 - Medical Faculty of Masaryk University....

BRNO-HEALTHY CITY PROJECT

First intersectoral municipal document focused on quality of life

- elaborated by Brno-Healthy City Office
- covered by Healthy City Council
- created in cooperation with Municipality Departments
- approved by Brno City Assembly
- public was not involved
- themes
 - Demography
 - State of health
 - Lifestyle
 - Social care
 - Disabled people
 - Education
 - Environment
 - Transport
 - Safety



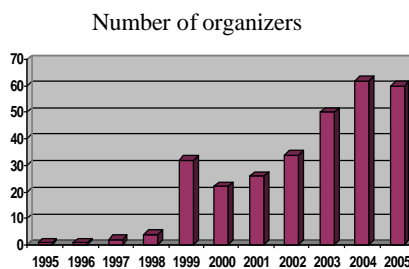
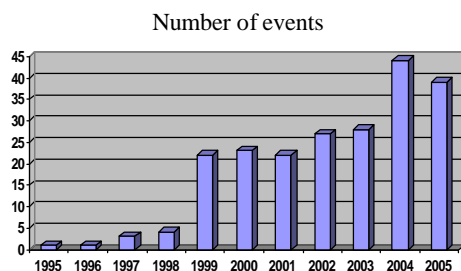
COMMUNITY CAMPAIGNS FOR THE PUBLIC

- Earth Day
- World No Tobacco Day
- National No Injury Days
- European Mobility Week
- Healthy Ageing/
All Generations March
- Brno Days for Health



BRNO DAYS FOR HEALTH

- From one-day event to ten days campaign



CITY HEALTH DEVELOPMENT PLAN

- coordinated by Brno-Healthy City Office
- covered by Healthy City Council
- process of consulting with specialists and the public
- realization of 9 round tables
- over 80 organizations and Municipality Departments involved

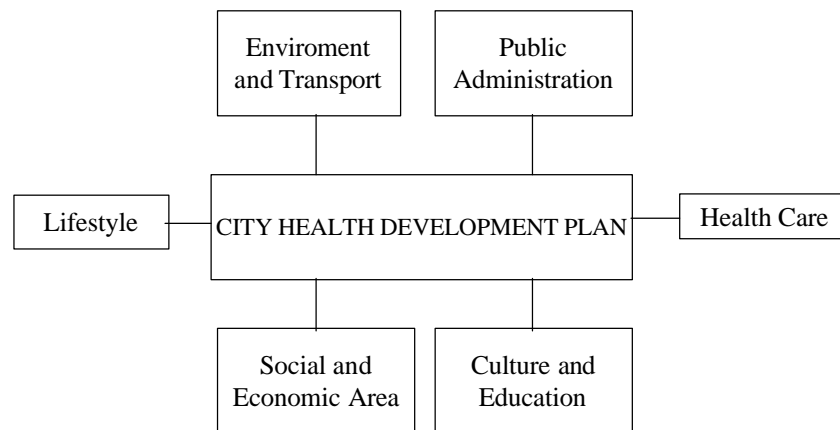


ELABORATION OF CITY HEALTH DEVELOPMENT PLAN

- meeting of City Health Development Plan Team – identification of vision, aims, priorities
- round tables – discussion of experts and public on individual topics
- meetings of Expert groups – consideration of proposed aims with strategic documents
- final public discussion of the City Health Development Plan Team over the City Health Development Plan Draft



THEMES ADDRESSED IN THE BRNO CITY HEALTH DEVELOPMENT PLAN





Thank you for your attention
Ivana Draholová
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