



BASIC INFORMATION

About Healthy City, Town, Region

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Rostislav Slavotinek,
First Deputy Mayor
of Brno

People involved in the management of cities and municipalities should use their authority to help create healthy living environment for their fellow citizens and provide them with opportunities to learn about the principles of healthy lifestyle. The Healthy Cities Project enables to attract a substantially wider circle of people.

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Ladislav Ambrozek,
Deputy Mayor of
Hodonin

While most city halls complain about difficulties in communicating with the public and the passivity of citizens who are unwilling to become involved in public discussions, our methods have been quite effective – and the regional politicians see this. Our services to Healthy Cities, municipalities and regions will be a major asset in future as they correspond with principles pursued by EU.

In 1988, the World Health Organisation (WHO) initiated the international Healthy Cities Project, and invited major European cities to participate. In fifteen years, 1,300 Healthy Cities, Towns and Regions have joined the Project in 30 countries throughout Europe.

After 1989, several municipalities in the Czech Republic started to implement the ideas of the Project. In 1994, eleven active cities formed an association titled the **Healthy Cities of the Czech Republic (HCCZ)**. The association now includes 30 member cities and municipalities with over 1 million inhabitants.

HCCZ is presently the only association of Czech municipalities that stipulates in its statutes to consistently work towards **sustainable development, health, and the quality of living** in cities, municipalities and regions of the Czech Republic.

Since 1998, HCCZ member cities, towns and regions have proceeded according to a **HCCZ Methodology**, co-operating with a wide range of HCCZ's expert partners, particularly Charles University, Prague. Methodology was awarded as a **Worldwide Project EXPO 2000** in Hanover.

Within a brief period of time, the New Gate 21 methodology has stimulated a boom of activities in the member cities, municipalities and regions to promote strategic development of the municipalities **with citizen participation**, including **local Agendas 21**, applications of **Health 21**, and Local Environmental and Health Action Plans (LEHAPs).

What Is a Healthy City, Town, Region?

"Healthy City, Town, Region" is a prestigious designation for a municipality that is actively involved in the international **WHO Healthy Cities Project** under the auspices of UN. Healthy municipalities form national networks within individual European countries, which co-operate.

Although backed by the authorities of the individual municipalities, the Project is not merely an "official activity". It is above all a **community** project; it encourages **activity and involvement of the citizens**.

EU Values for Healthy Municipalities

- **PROMOTION OF HEALTH AND QUALITY OF LIVING** (**Health 21**, document outlining the basic strategy of UN/WHO);
- **SUSTAINABLE DEVELOPMENT** (**Agenda 21**, a UN document used as a foundation for local Agendas 21 – the local procedure towards sustainable development with citizen participation)
- **Citizen PARTICIPATION and PARTNERSHIP in the community**

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**Marie Cerna,
Deputy Chair of
Vysocina Region**

It has been said that the Healthy Cities Project is a bridge between the city hall and the public. This imaginary bridge provides an opportunity to agree, in a very human and yet very modern way, on the future development of the city and to plan a joint procedure that would be transparent and understandable for everybody. This can have a magical effect – passive “clients” turn into active partners.

What Does a Healthy Municipality Do?

A “healthy” municipality is intensely involved in all areas of life that can influence the health and well-being of its people – and it **asks the people for their opinions**. At the same time, it pursues sustainable development. The focus is not only on the **condition of the environment**, but also on the **lifestyle of people** and **responsibility to future generations**, that is on the development in the social and economic areas.

Visions of Healthy City (Town, Region)

SUSTAINABLE CITY	CITY OF INFORMATION AND TECHNOLOGY
CITY FOR CHILDREN	PROSPEROUS CITY
HEALTHY LIFESTYLE AS A FASHION	OUR CITY IS WORTH SEEING
OUR CITY – OUR HOME	

Benefits of Membership in HCCZ

- Working under the **UN-WHO umbrella** of an acknowledged international authority;
- **EU and UN principles and recommendations** for regions;
- Info and services regarding **funding** (subsidies, **EU funds**);
- **Networking, exchange of experience** in CR and abroad;
- Assistance in **preparing the city development strategy**;
- Co-operation **with expert partners** in CR and abroad; and
- **Credit of the city in dealing with foreign countries**.

HCCZ Membership (as of March 1, 2004)

[43 members – 820 cities & towns, 1.7 mln inhab., 17% country popul.]

Regions

Region: Vysocina

Microregions: Chopos, Kromerizsko, Podralsko, Stredni Valassko, Tremsin

Regular Members

Boskovice, Brno, Ceske Budejovice, Hodonin, Chrudim, Karvina, Koprivnice, Kromeriz, Letovice, Litomerice, Mlada Boleslav, Moravska Trebova, Orlova, Prostejov, Trebic, Trebon, Valasske Mezirici, Velke Mezirici, Veseli n.M., Vsetin, Zlin

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