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BULLETIN

HEALTHY CITIES AND NNOs – HOW ARE THEY GETTING ALONG?

“30 Days for Civil Sector” Campaign

Non-governmental non-profit organisations (NNO) are still outside the main stream of public attention. To improve the situation, the Czech Republic has been organising a media and informational campaign entitled “30 Days for Civil Sector” in February each year since 1998. Healthy Cities supported the campaign for the sixth time now; while only two cities did so back in 1999, 14 cities joined the campaign this year.

“We consider NNOs a major partner in the Healthy Cities Project and local Agenda 21,” said Petr Svec, National Coordinator of the Healthy Cities Project. *“During the campaign, we want to help the NNOs introduce their activities to the public, as they are beneficial to all inhabitants of a city or region.”*

The “30 Days for Civil Sector” campaign was supported by the following HCCZ members this year: **Boskovice; Hodonin; Karvina; Kromeriz; Letovice; Litomerice; Moravska Trebova; Prostějov; Trebon; Trebic; Velke Mezirici; Vsetin; Zlin;** and **Vysocina Region.**

The Healthy Cities, Municipalities and Regions do not cooperate with NNOs for the thirty February days only. Through HCP and local Agenda 21 coordinators, NNOs periodically receive information **on grants** offered by the regions, ministries, foundations and the EU. In addition, NNOs often use the **grant systems of the Healthy Cities.**

CAMPAIGN REFLECTIONS

Kromeriz: Problems Tackled by NNOs

The sixth annual exhibition at the Kromeriz Regional Library introduced over fifty NNOs. The organisers confirmed that NNOs were increasingly interested in participating; 40 organisations took part last year, this year, there were 52 of them. Visitors learnt about associations active in the areas of health, education and social services. The Kromeriz exhibition is the largest presentation of NNOs in the Czech Republic. Hosted by the regional library, it attracts considerable public attention. Up to six hundred people come to the library every day.

Together with the city hall, the library prepared a questionnaire survey to map the functioning of NNOs in the City of Kromeriz and the Kromeriz Microregion. The questionnaire was completed by one half (34) of the addressed organisations. Most of them said **they were financed** from membership fees (28); contributions from the city were another vital source for NNOs (25). Within five years, 21 of them want to acquire their own premises; 8 NNOs wish to continue

working under the present conditions; 5 want to improve their promotion; only one NNO stated it would look for new sources of financing. The results of the survey were discussed at the **“Helping Hand”** meeting of NNO representatives with city officials (March 2). Vice-Mayor Petr Sedlacek informed the NNOs about the availability of empty premises in the former military buildings, recommended that NNOs used the region’s grant programs more and reminded them of the rules for obtaining subsidies from the city. For better promotion, NNOs can also publish articles in the Kromeriz Newsletter. Ms. Pokorna, HCP coordinator, introduced the Healthy City campaigns planned for 2004 and invited the NNOs to participate as partners. According to Sona Bosakova of the Kromeriz Library, the meeting was a success. “I felt very good about the meeting. Many people came: there were representatives of 27 organisations; only 5 apologised for being unable to attend. It was a concrete and practical action to bring the NNOs together.”

Litomerice: House of Culture Hosted NNO Fair

The nationwide campaign in the Litomerice region was concluded by the **NNO Fair** on Friday, February 20. The event was initiated by SEVER Environmental Education Centre and the Healthy City of Litomerice. The presentation of thirty-one clubs and associations was opened by Miroslav Chlumsky of SEVER and by Mayor Ladislav Chlupac for the City of Litomerice.

Throughout the day, visitors delighted in (and purchased) **products from protected workshops**, such as ceramics, glass beads jewellery, hand-painted flowerpots and colourful Easter eggs heralding the coming of spring. The visitors could watch children in folk costumes paint the eggs. In addition to various charitable organisations, the Fair presented children organisations, such as Junak Radobyl and the Third Pioneer Group Litomerice. Lenka Hatasova of the Camphill Ceske Kopisty civic association taught weaving on a loom. "It is children who enjoy weaving most. You should see the zest," she commented with a smile. Presentations of individual NNOs were accompanied by a **cultural program**; it included dance and theatre performances and concerts of the Puellae Cantates choir and a choir of senior

ladies called The Grannies. Most all groups of citizens came to the Fair – from kindergarten children, families with children and paraplegics all the way to senior citizens. This was the seventh NNO Fair in Litomerice, and the organisers promise not the last one. "The Fair is an excellent opportunity to introduce NNOs to the public, a place for sharing experience among the organisations and for creating new projects. That is why we want to continue in the tradition," said HCP coordinator Lenka Prochazkova.



Zlin: New Guide Making Orientation Easier

The city hall invited all of the one hundred NNOs operating in Zlin to cooperate in the promotion of this year's campaign. The city published an **updated alphabetical list** of all Zlin's non-profit organisations. The brochure entitled "**Guide to Social Care in Zlin**" contains contact names and numbers and a brief description of each NNO, civic association and social club. The Guide is available at the city hall's Information Centre or the city's website at www.mestozlin.cz.

During the February campaign, the Zlin NNOs, assisted by the city, organised a number of promotional events. For instance, the **Compass Union**, which focuses on children with educational problems, organised a **beneficial concert** by the singer and xylophone player Zuzana Lapcikova with the Carmina Bona choir. "The income from the concert will be used to repair a playground. About a hundred people came to the concert. We were further supported by

the Wild Geese Foundation doubling the amount of the income, so we obtained a total of CZK 36,000 for the reconstruction of the playground," informed Martina Stavjanikova, Director of Compass Union Zlin.

According to Vladimir Rihak, MD, Deputy Mayor and HCP politician, the city hall tries to work with NNOs not only during the campaign, but **throughout the year**. In addition to receiving help in obtaining governmental subsidies and grants, the organisations may **draw upon two city funds**. "Activities of non-profit organisations are mainly financed from the social and health funds, totalling about nine and a half million Czech crowns," said Dr. Rihak. The city hall also helps the NNOs when determining the **rent for premises** rented by NNOs from the city. "We only want a low rent, or none at all. If we were to charge them the full amount, it would be CZK 1.7 million a year," said Rihak.

Hodonin: City Helping NNOs Obtain Funds from EU

A meeting of NNO representatives with city officials and opening of an exhibition of NNO activities – these were events organised as part of the February campaign in Hodonin on Monday, February 16. The

main topic was the functioning of NNOs after accession to the EU. "We informed the NNOs about both advantages and problems awaiting them after May 1. We also talked about the links between their activities and

Hodonin's plan as a Healthy City," said Ladislav Ambrozek, Vice-Mayor and HCP politician. The city representatives distributed **a questionnaire at the meeting to find out if the NNOs were interested in specialised training programs or consultations** regarding the obtaining of money from EU funds, and what type of training or consultations it should be. "Representatives of NNOs and the city officials discussed and clarified why particular grant applications were rejected. We also offered to the NNOs they could use the old military barracks," said Radovan Demovic, a city official in charge of the non-profit sector. He also reminded the participants of the Visitors Day, planned for Saturday, February 21. "The visitors will have an opportunity to look at the barracks, see if they could use them, and then file an application to the city," said Demovic. During the February campaign, Hodonin offered many cultural and educational events (such as seminars on psychological topics for the general public). The Cultural Centre and the Black and White

dance club organised a country music ball for the citizens. Over 200 people came on Saturday, February 14, to dance and learn new country dance steps. The dancers were inspired by performances of the Black and White club and a duo of dancers from Slovakia. At midnight, the Black and White club changed the pace and performed a cabaret with old songs, which met with great success.



Brno: Healthy City Partner Helping Women and Girls

The return of women back to work after maternity leave and manipulation of girls to go for "perfect looks" – these were the topics of the first meetings and discussions prepared for women and girls by Brno's Hope and Help Centre (CENAP) as part of Brno Health Days 2003. The interest among the general public was such that CENAP has started offering two full-year educational cycles on these topics this year. "The program entitled "Just Ending Maternity Leave" focuses on women who experienced problems finding a job after their maternity leave," said Ludmila Laznickova, MD. "This is not a retraining course where women learn computer skills or double-entry accounting basics. The program is designed as a helping hand to show the young women they are not alone trying to tackle the problem." For instance, young mothers learn what the employer may require and how they can

make a good overall impression during an interview. At the same time, the women become familiar with the legal issues involved in employment. Courses entitled "Be Yourself" are designed for teenage girls. The topics include human personality, reading of people's body language, partnership and sex, controlling nervousness, self-confidence, and taking care of one's body and health. The girls also learn about cosmetics, massages and image consultancy. In the end of the course, the girls learn what fashion modelling is about to get an undistorted picture of a model's life. Brno Health Days initiated an educational cycle that will hopefully help young women and girls learn more about themselves and find their place in the society. Both programs continued throughout the 30 Days for Civil Sector. In addition, CENAP organised a Visitors Day on February 26.

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(The photographs were provided by the archives of HCCZ member cities, municipalities and regions)