

WHO Healthy Cities Recognition Ceremony 2012

25 October 2012

5th Alliance for Healthy Cities Global Conference
Brisbane Convention & Exhibition Centre



World Health Organization, Western Pacific Regional Office

WHO HC Recognition

- Best Practice (5 themes)
- Best Proposal (7 themes)
- RD Recognition for a city with long standing track record of implementing and promoting Healthy Cities activities in their cities



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Healthy Cities: Best Practice

FIVE THEMES

- Mobilizing support for 100% smoke-free environments
- Environmentally Sustainable and Healthy Urban Transport
- Promoting physical activity in the city
- Public sanitary convenience
- Safe City: Road Safety or Violence prevention



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Theme:

Mobilizing support for 100% smoke-free Environments

- Tagaytay, Philippines
- Santiago, Philippines
- Gangnam-gu, Seoul, Republic of Korea
- Singapore



Source: WHO WPRO Website



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Theme1: Mobilizing support for 100% smoke-free environments

Best Practice: Tagaytay, Philippines

- **Enacted a smoke-free ordinance and implemented rules and regulations with a strong multisectoral approach and partnership strategy**
- **Implemented supportive and well targeted information and education campaigns for the public**



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Mobilizing support for 100% smoke-free environments
Best Practice: Santiago, Philippines

- **Established Barangay Cessation Units (BCU) to effectively reach out to all citizens, especially in the deprived areas**
- **Trained 'neighbourhood leaders' on the city's anti-smoking policy**



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Mobilizing support for 100% smoke-free environments Best Practice: Gangnam-gu, Seoul, Republic of Korea

- Implemented the STAR project to promote Second-Hand Smoke (SHS) free environments in Gangnam
- Includes diverse health-equity programmes through its mobile smoking cessation clinics



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Mobilizing support for 100% smoke-free environments

Best Practice: Singapore

- Adopted the innovative "ecosystem approach" for tobacco control with the engagement of the 3Ps (Public, Private, People sectors) to strengthen partnership
- The anti-tobacco campaign has grown into a social movement



Source: xin msn new website



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Theme:

Environmentally Sustainable and Healthy Urban Transport

- Owariasahi, Japan



(Source: WHO)



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Environmentally Sustainable and Healthy Urban Transport Best Practice: Owariasahi, Japan

- Created a small scale neighbourhood bus service to promote the social connectedness of the elderly and reduce the number of 'bed ridden' elderly
- Promotes equal access to healthcare services, shopping centres and railway stations for the elderly



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Theme:

Promoting physical activity in the city

- Logan, Australia
- Kunshan, China
- Gangdong-gu, Seoul, Republic of Korea



Source: Seoul, Republic of Korea



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Promoting Physical Activity in the City Best Practice: Logan, Australia

- The “Healthy Logan Program” was initiated based on community need with strong community component
- It also includes a strong equity component, by providing low cost activities for vulnerable populations



Source: Logan City Council website



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Promoting Physical Activity in the City Best Practice: Kunshan, China

- Adopted a strong cross-sectoral approach to motivate and mobilize citizens to be physically active
- State council issued a regulation for mass fitness which provides a legal assurance for promoting fitness



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Promoting Physical Activity in the City Best Practice: Gangdong-gu, Seoul, Republic of Korea

- Adopted a comprehensive whole of community approach for promoting active life for all
- Strong community and quality improvement component
- The project is used as a model and best example for Seoul City's Metabolic Syndrome Project and has a strong health component



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Theme:

Public Sanitary Convenience

- Kuching South, Malaysia



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Public Sanitary Convenience

Best Practice: Kuching South, Malaysia

- Changing attitudes of citizens on the use of sanitary facilities
- Upgrade and modernization of existing public toilets (use of natural ventilation, lighting and rain water)
- Creating green, environmentally friendly and safe public toilets
- Multisectoral approach, involving the community during the various steps of the project from planning, implementation, monitoring and feedback



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Theme:

Safe City: Road Safety or Violence prevention

- Suzhou, China
- Zhangjiagang, China
- Wonju, Republic of Korea
- Dong-gu, Gwangju, Republic of Korea



Source: AIPF Viet Nam (WHO WPRO website)



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Safe City: Road Safety Best Practice: Suzhou, China

- Improved road safety through public education, capacity building with active community participation
- The city strengthened law enforcement and established a monitoring system
- Multisectoral involvement including, e.g. Suzhou City Red Cross and daily newspaper



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Safe City: Road Safety Best Practice: Zhangjiagang, China

- Improved road safety and decreased traffic congestion
- Spread knowledge about traffic laws and safety
- Strong focus on the safe environments



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Safe City: Road Safety Best Practice: Wonju, Republic of Korea

- Comprehensive road safety programs and promoted a "safe road environment" (establishment of bike lanes and car-free streets)
- Safety programs for vulnerable groups including the youth, farmers and seniors.



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Safe City: Violence Prevention Best Practice: Dong-gu, Gwangju, Republic of Korea

- The “Active Safe Project” emphasized community participation involving many different sectors
- The city implemented an effective crime watch system through the innovative “Juvenile Safe Houses” programme for young victims



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Healthy Cities: Best Proposal

THEME

- Mobilizing support for 100% smoke-free environments
- Promoting healthier dietary options
- Health Promoting Schools in cities
- Protecting and Promoting mental health at the workplace
- Active ageing and security in cities
- Promoting physical activity in the city
- Safe City: Road Safety or Violence prevention



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Theme:

Mobilizing support for 100% smoke-free environments

- Vientiane, Lao PDR



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Mobilizing support for 100% smoke-free environments

Best Proposal: Vientiane, Lao PDR

- The focus of Vientiane's proposal is on promoting 100% Smoking-free environments in Secondary Schools. They plan to implement a comprehensive education and awareness raising campaign targeting students and teachers.
- Vientiane proposes to implement the Blue Ribbon campaign, which seeks to communicate the importance of social solidarity for smoke-free indoor environments



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Theme:

Promoting healthier dietary options

- Marikina City, Philippines
- Yangcheon-gu, Seoul, Republic of Korea



Source: WHO WPRO website



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Promoting Healthier Dietary Options Best Proposal: Marikina City, Philippines

- MOA between food establishments and the city government
- High visibility campaign
- Multisectoral approach including strong collaboration with street vendors and owners of food establishments
- Strong community-based and education and awareness raising component



Source: Marikina Website



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Promoting Healthier Dietary Options Best Proposal: Yangcheon-gu, Seoul, Republic of Korea

- Focus on cafeterias for schools and companies.
- “Healthy school shops”.
- The project will work towards reducing salt, dining out, and increasing the consumption of healthy foods



Source: www.asiasociety.org



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Theme: Health Promoting Schools in cities

- Gangdong-gu, Seoul,
Republic of Korea



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Health Promoting Schools in cities Best Proposal: Gangdong-gu, Seoul, Republic of Korea

- Integral approach to violence prevention in schools
- Creative activities for the students, including role playing, after school clubs, etc.
- Involvement of individuals, family, school, peer and neighborhood dimensions



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Theme: Protecting and promoting mental health at the workplace

- Changwon,
Republic of Korea



Source: The World Bank/Anvar Ilyasov



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Protecting and promoting mental health at the workplaces

Best Proposal: Changwon, Republic of Korea

- **This excellent proposal involves multiple sectors and stakeholders in the community**
- **Diverse activities range from campaign, education to screening test for alcohol problems or depression**



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Regional Director's Recognition

- **Changwon, Republic of Korea**
- **Owariasahi, Japan**



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RD Recognition: Changwon, Republic of Korea

- Initiated its Healthy Cities programme in 2002.
- Founding member of the Alliance for Healthy Cities since 2004
- Promoted and strengthened Healthy Cities nationally and internationally and hosted their first General Assembly of the Korean Healthy Cities Partnership (2006)
- Active political support from the Mayor who served as a Chairperson of the KHCP for 5 years



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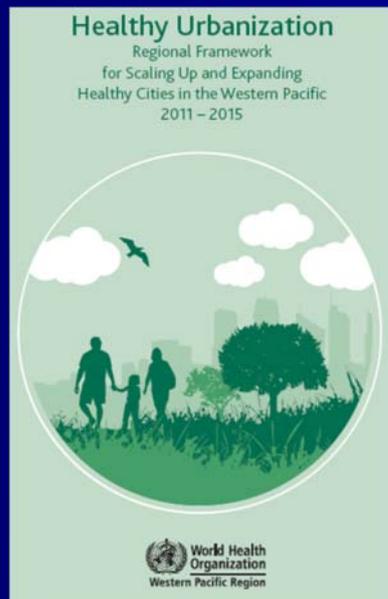
RD Recognition: Owariasahi, Japan

- Initiated its Healthy Cities Programme in 2001
- founding member of the Alliance for Healthy Cities
- Pro-actively sharing information internationally by hosting numerous study tours for other cities and being a valuable resource for meetings, seminars and conferences



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Special Recognition 2012



Special Recognition on National Level Contribution for Healthy Cities

- National accreditation systems for *Healthy Cities*
 - People's Republic of China
 - Republic of Korea



National accreditation systems of Healthy Cities Special Recognition: China

- **Accreditation Process of China's Healthy City (Hygienic City) Initiative**
Central government has developed uniform guidelines and has a rigorous evaluation system as part of their Healthy Cities program.



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National accreditation systems of Healthy Cities Special Recognition: Republic of Korea

- **Developing a National Accreditation Program for Healthy Cities**
A national accreditation system was developed based on the standards of the guideline to stimulate the growth of and sustain the Healthy Cities Movement in the country and continuous quality improvement.



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Special Recognition on National Level Contribution for Healthy Cities

- National accreditation systems for Healthy Settings: health promoting schools
 - Singapore
 - Hong Kong (China)



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National accreditation systems of Health Promoting Schools **Special Recognition: Singapore**

- **CHERISH (Championing Efforts Resulting in Improved School Health)**

The **CHERISH Award**, launched more than 10 years ago, gives recognition to and encourages schools to establish comprehensive health promotion programs for students and staff.



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National accreditation systems of Health Promoting Schools **Special Recognition:** Hong Kong (China)

- **Eat Smart School Accreditation Scheme**

The Department of Health in Hong Kong SAR (China), together with the Education and Manpower Bureau (now Education Bureau) launched the "EatSmart@school.hk" Campaign (ESS) in 2006, with the overall goal to promote and ensure healthy eating in primary schools



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THANK YOU