

# Promoting physical activity and active living in the local community through project “Public Health Capacity Building Program-Healthy Counties”- the example of Međimurje County (Croatia)

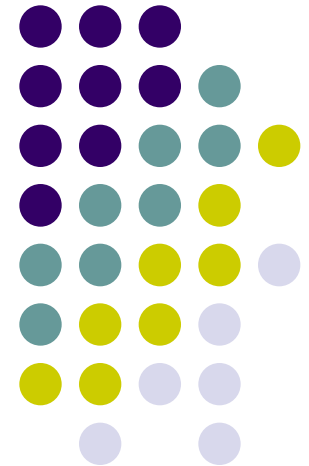


**Renata Kutnjak Kiš, MD, Institute of Public Health County Medjimurje**

**Lidija Bijelic, MD, Department of health, social welfare and national minorities, County Medjimurje**

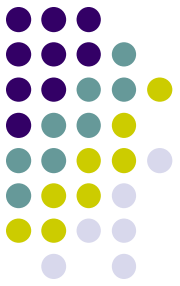
**Elizabeta Najman Hižman, Department of health, social welfare and national minorities, County Medjimurje**

**Bled, Sport Citizens Forum, ISCA  
18-21 Nov 2010**





# Medjimurje County Basic Facts



- northern part of the Republic of Croatia
- relief: gentle hills (Upper Međimurje), and alluvial plain (Lower Međimurje)
- smallest county in Croatia - 730 sq km
- county with highest population density (162 inhabitants per sq.km)
- 118,426 inhabitants, average age – 37,6
- local government : 22 districts, 3 cities, 130 settlements
- economy: 1979 companies with 27,458 employees in processing industry, commerce, construction industry, agriculture and services





The city of Čakovec is  
administrative, cultural  
and political center of the  
County

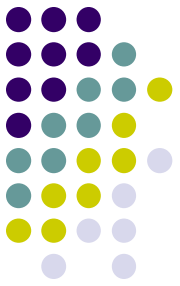
30,455 inhabitants



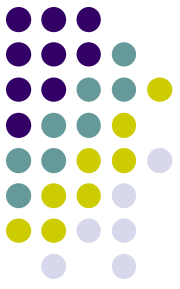


## **PROGRAM “HEALTHY COUNTIES”- a model of competent regional health planning and decision-making**

**Andrija Stampar School of Public health, Zagreb, CDC Atlanta**



- **The Medjimurje County joined the project “Health - Plan for It” (Public Health Capacity Building Program-Healthy Counties) in 2004 when the County multisectorial team was established out of representatives of County’s political and administrative structures, experts from health and social services, non-governmental organizations and media**
- **According to Healthy Plan It method, Medjimurje County team selected 5 public health problems as priorities**
- **For each priority a multisectorial team was established**
- **September 2004 The Strategic Framework of the County Plan for Health was made**
- **A Long-term County Plan for health (up to 2012) was brought up as well**



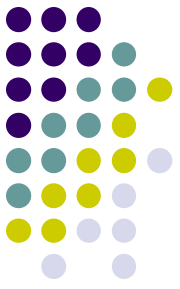
# PUBLIC HEALTH PRIORITY IN COUNTY MEDJIMURJE PLAN FOR HEALTH



**Insufficient physical activity**



# How do we communicate?



- **Local self government invites tenders for applying projects in order to promote health and in connection to the five County health priorities**
- **Prior to the soliciting for tenders, County multisectorial team discuss about County Plan for health (County physical activity Plan) and the project which may influence the realisation of the Plan**
- **The received projects are evaluated and chosen and financial support is determined**
- **After the project has been carried out a report is given which is used for final evaluation and is given to the local authorities**
- **The bearers of the projects are given the results and carrying out of the Plan on the common partner conference**
- **Local media and Medjimurje County web site inform the local community about the results**

# Projects in 2009



- as a part of «Public health Capacity Building Program», Medjmurje County financially supported 7 projects which main or indirect goals were the promotion of physical activity and active way of life.
- different sectors of society were involved in the organisation and carrying out of the activities
  - units of local and regional self government,
  - NGO,
  - health and educational sector,
  - church, cultural, sport-recreational associations,
  - political sector,
  - media and private sector
- the activities of the projects were meant for all the population but also for aimed groups
- there were 9,000 direct users, that is 8% of population
- local self governments funded all those projects with 75,000 kn – 10,000 euros (much more money was invested - the contribution of all partners were not included)

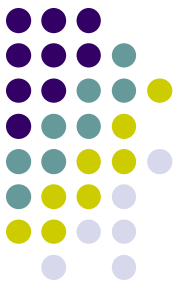
# Projects in 2009.



- **I Project: “Promotion of physical activities in the local community” - organised by NGO “Sport for all” the municipality of Mala Subotica**
- **II 3rd jogging-walking league “Prelog 2009” and 1st Međimurje Aquathlon league-Prelog 2009 - Organised by Triathlon Club “Međimurje” and Hiking Club, the town of Prelog**
- **III Project: Through physical activities to protection and health promotion organised by Međimurje County Association of the Sport and Recreation “Health for all”**
- **IV Project: “With love and physical activity towards health” organised by Association for helping people with mental disorders**
- **V Project: Baby fitness program organised by County general hospital**
- **VI Project: The organising of free time of school children during the spring break (especially Roma children) organised by Medjimurje County Association of Sport Related NGO's and Sport Assotiation of children and youth of Čakovec**
- **VII Project “Heart for life” - The World Heart day in Medjimurje County organised by Institutes of Public health County of Medjimurje, The city of Prelog, City Prelog Tourist Office**



# / Project: Promotion of physical activities in local community



## THE GOAL

to involve as many people as possible of all ages into different occasional sport-recreational activities



The bearers of the project were NGO “Sport for all” the municipality of Mala Subotica

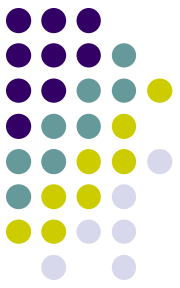
# / Project: Promotion of physical activities in local community



- Voluntary nonprofit organisation
- Excellent intersectoral collaboration
  - Institute of public health County Medjmurje
  - GP
  - County multisectorial team for implementation of the County plan for health
  - Kindergarten, Primary and secondary school
  - Municipality of Mala Subotica
  - NGO which act in the municipality
  - Private sector which act in the municipality
  - Media
- The way of communication with participants
  - Local media
  - Posters
  - Web site of organisation and municipality
  - E-medjmurje portal
  - Sms, phone

The bearers of the project were NGO “Sport for all” the municipality of Mala Subotica

# / Promotion of physical activities in local community



Family programs – sport-recreational games for parents and children grades 1-4 of primary school (280 participants), tournament in wollyball

# / Promotion of physical activities in local community



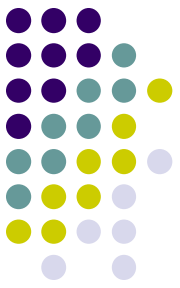
**Children with disabilities are involved in activities**

# / Promotion of physical activities in local community



**Sport-recreational games for children grades 5-8 of primary school  
(200 participants)**

# / Promotion of physical activities in local community



Competitions in folk games



Competitions for kindergarten  
teachers and children

# / Keeping up the warm neighbourly relationships



The events “Good neighbour meeting”



Sport-recreational meetings of members of NGO from municipality

“Good neighbour meeting” - Sport-recreational meeting of employees in private sector, the members of Assotiation Sport for all Mala Subotica and the members of county multisectorial team for implementation of County plan for health (more than 100 participants)

# / Promotion of physical activities in local community



**County Bowling tournament for couples**



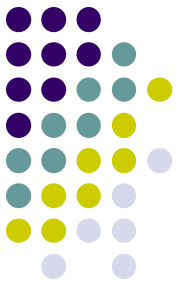
**The events "I like walking"**

- 12 different sport-recreational activities
- 1,217 participants - 22% of the inhabitants of municipality Mala Subotica are involved into occasional sport - recreational event
- 9,200 kn (700 euros) were spent for the realisation of the project and a lot of voluntary work



# We share responsibility, we share results

- Report for political boards
- Report for all partners involved in project
- Public report
  - Through media
  - Web site of Međimurje County



**The presentation of all projects at common conference  
“Together to health”, 07th April (World health day”)**

# Conclusions



- Although there is regional political, technical and financial support it is necessary to ensure additional financial and human resources in order to obtain more quality collaboration and realisation of a larger number of projects
- It is also necessary to establish a better collaboration with traffic sector, urban planning and building environment and tourism.
- Support from national level is needed
- There is no national strategy to promote physical activity



**Thank you for your attention!**

**In preparing of this presentation materials from common partner conference were used, which was held on World health day 2010 in Čakovec**



# // 3rd jogging-walking league “Prelog 2009”

- Organised by
  - Triathlon Club “Međimurje”
  - Hiking Club, the town of Prelog

- Activities

(They take place)

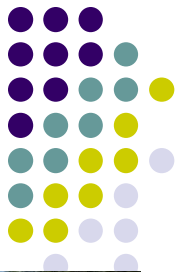
On Fridays at 7.00 pm in July and August (total 9 rounds) – Marina resort-the town of Prelog

2 activities – walking for 2 km and jogging for 2 or 4km

The total number of participants were 122

The average number of participants per round is 55, aged between 2 to 65





**The participants are not evenly fit- from overweight to very well fit athletes**



# // 1st Međimurje Aquathlon leauge-Prelog 2009



- the contestants had to swim for 600 m and run for 4 km
- The number of participants – 29
- It is interesting that at Aquathlon leauge in the lake of Jarun ( Zagreb ) 2009 : the number of participants were only 24





## **III Project: Through physical activities to protection and health promotion**



- ***regular physical activity program (aerobic 2-3 times per week) in more than 30 towns and villages***
- ***occasional sport-recreational activities – meetings and competitions***
- ***education for aerobic teachers (in cooperation with Croatian Olympic Board) and vocational seminars for leaders of physical activities***
- ***seminars for mayors and municipal officials of Međimurje County in order to promote physical activities***

**The bearers of the project were Međimurje County Association of the Sport and Recreation “Health for all”**

# III Project: Through physical activities to protection and health promotion

- 28 different activities throughout the whole year

They include

- 7,000 participants



Competitions for mayors and municipal officials



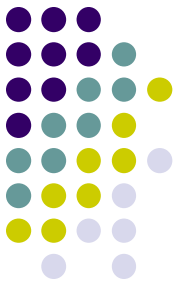
“Across Medjimurje by bikes”



County folk games



# **III Project : Through physical activities to protection and health promotion**



## **Activities**

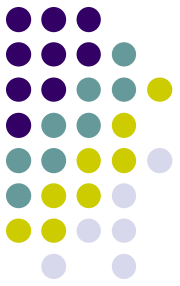
- **County festival for family sport-recreational games**
- **ROMIJADA - sport-recreational meeting for Roma people living in Međimurje County**
- **All-round competition for families “TOGETHER TO HEALTH”**
- **Recreational table tennis**
- **Recreational volleyball**
- **Beach volleyball**
- **Female recreational football tournament**
- **Bowling tournament**



**The bearers of the project were Međimurje County Association of the Sport and Recreation “Health for all”**



# IV Project: “With love and physical activity towards health”



- swimming (55 users)
  - training for non-swimmers
  - improving swimming techniques
  - water games
  - training for county and national competition

The bearers of the project were Association for helping people with mental disorders

# IV Project: “With love and physical activity towards health”



- **SPORTS-RECREATIONAL ACTIVITIES (30 users)**
  - table tennis, athletics, bowling, darts
  - educational walking around Čakovec
  - social games (such as cards, chess or checkers)
  - outdoor birthday parties
  - training for competition



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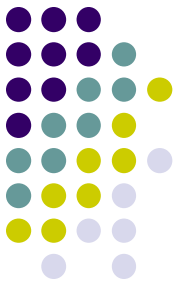
## IV Project: “With love and physical activity towards health”



## **THERAPEUTIC HORSE RIDING (42 participants)**

The bearers of the project were Association for helping people with mental disorders

# B Baby fitness program



- It is carried out by a team of a pediatrician, a physiotherapist and a psychologist
- The program has been going on since April 2007
  - we had 48 Baby Fitness groups
  - 617 parents and 460 babies

Unicef program – organised by County hospital

# B Baby fitness program



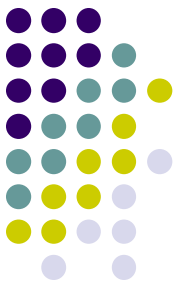
The purpose of this program is to improve the communication between the parents and their baby

- by touch
- by speech (voice fitness)
- through massage
- active exercise
- through preventive abdominal pain exercise



Unicef program – organised by County hospital

# VI Project: **The organising of free time of school children during the spring break**

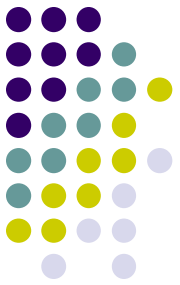


## **THE GOAL**

- to get together as many children as possible of grades 1-4 of primary school into different sport-recreational activities, especially Roma children
- 6 schools were included – 300 children (around 100 Roma children)

The bearers of the project were Medjimurje County Association of Sport Related NGO's and Sport Assotiation of children and youth of Čakovec

# VI Project : The organising of free time of school children during the spring break



- The project lasted for 4 days

Day 1 – sports games (football, handball, volleyball)

Day 2 – walking day – 3-5 km with field orientation

Day 3 – swimming day (swimming and water games)

Day 4 – relay races

The bearers of the project were Medjimurje County Association  
of Sport Related NGO's and Sport Assotiation of children and youth  
of Čakovec

# VII The World Heart day in Medjimurje County



**PRELOG**  
Held since 2005



**ČAKOVEC**  
Held since 2007



# VII The World Heart day in Medjimurje County



## Organisers and promotors

Institutes of Public health  
County of Medjimurje  
The city of Prelog, City  
Prelog Tourist Office,  
Family doctors and  
nurses from County  
Health center  
Cardiologist of County  
hospital  
Prelog Primary school,  
Prelog kindergarten  
County Associations  
„Sport for all” and  
„Sport for all”  
organisation of city  
Prelog  
Religious institutions



**Prelog Primary school children are giving a  
Play “Behind the garden fence”**

# VII The World Heart day in Medjimurje County

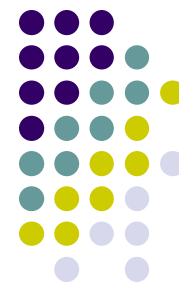


## Activities:

- **Massive aerobic exercise**
  - walking to marina resort
- promotion of health,
- preventive check-ups
- sport–recreational events
- fun activities

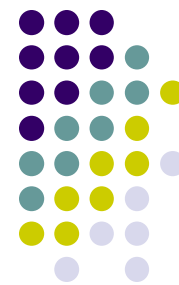


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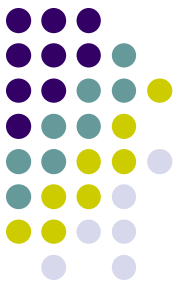
Checking blood pressure  
Advice of cardiologist

# VII The World Heart day in Medjmurje County



**Conseling on healthy diet and physical activity**

# VII The World Heart day in Medjimurje County



**Spot-recreational activities for  
people of all ages**

# VII The World Heart day in Medjimurje County



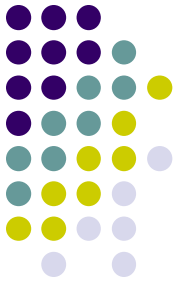
**Entertainment**

**About 1,000 participants in three days**

- Čakovec – about 400
- Prelog – about 500
- Dekanovec – about 100

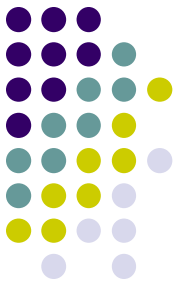
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