



Gdańsk, 14 March 2012

A CALL FOR STORIES

Being a condition for the sustainable development, health and social well-being are among the cities' priorities. The reality brings more and more challenges, e.g. ageing societies, threats to public health such as pandemics, AIDS, fertility problems, cancer, etc. Not only demand they a very reasonable and effective local policy but also a close and multi-dimensional cooperation with numerous national, non-governmental or international partners.

The next issue of the Baltic Cities Bulletin will be entitled:

Welfare and Health Promotion

The editorial board would like to invite you to send the stories about the city's experience on how to increase and maintain the social welfare, security and participation in society, how to reduce poverty and social exclusion; what does the city do in terms of primary healthcare, health promotion, e.g. encouraging healthy lifestyles, reducing the use of addictive substances; what kind of prevention work concerning cancer, AIDS, alcoholism or drug addictions, adiposity and other health problems connected with the lifestyle is undertaken? The readers would also welcome the city's solutions contributing to the social involvement of the seniors and the ways of adopting the healthcare and social services to the ageing society.

Also, the information on the models of cooperation with multiple partners and funding would be valuable.

We believe the experiences shared in the pages of the Bulletin may significantly influence the quality and effectiveness of the healthcare and social services in our cities.

As usual, apart from the main theme, we are looking forward to receiving stories on interesting events and daily life news from our member cities. Those articles are published in the chapter "News from Member Cities". The UBC Commissions are welcome to inform about their events, meetings and projects in the chapter "UBC Today".



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Please follow these guidelines when submitting your story:

- Deliver the story by e-mail to: anna.dargiewicz@gdansk.gda.pl in MS WORD format. Please remember to kill the viruses before sending it. Please expect confirmation of reception. Lack of confirmation means that the message is not delivered.
- Each member city may submit two articles - one related to the cover theme and one to the chapter "News from Member Cities". All stories shall be sent in English.
- Each article may have max 400 words, no more than 1 page A4, font TimesNewRoman 12pt. The editorial board sometimes needs to shorten the stories in order to include more stories into the Bulletin. It is also important to include the author's name and contact details for any follow-up questions related to the story.
- Please make all efforts to include a smashing photo or a digital picture to illustrate the article (JPG format, min. 300 ppi, one e-mail - one picture, the file should not exceed 3 MB). Remember to send us also the coat of arms of your city, if you have not sent it earlier.
- The deadline for stories to the Bulletin is **16 April 2012**. Please respect this timetable as we are unable to print out stories received after this deadline.

All the material should be sent directly to the UBC Secretariat in Gdańsk. If you have interesting issues to report, please do not hesitate to send them.

The bulletin is distributed in 6000 copies all around the Baltic Sea Region to over 200 Baltic cities and numerous key organizations and institutions, including the EU.

Looking forward to your reply,

Paweł Żaboklicki
UBC Secretary General