

# **Experience in Public Health Development of Klaipeda Local Government**

**IRINA ROZOVA**

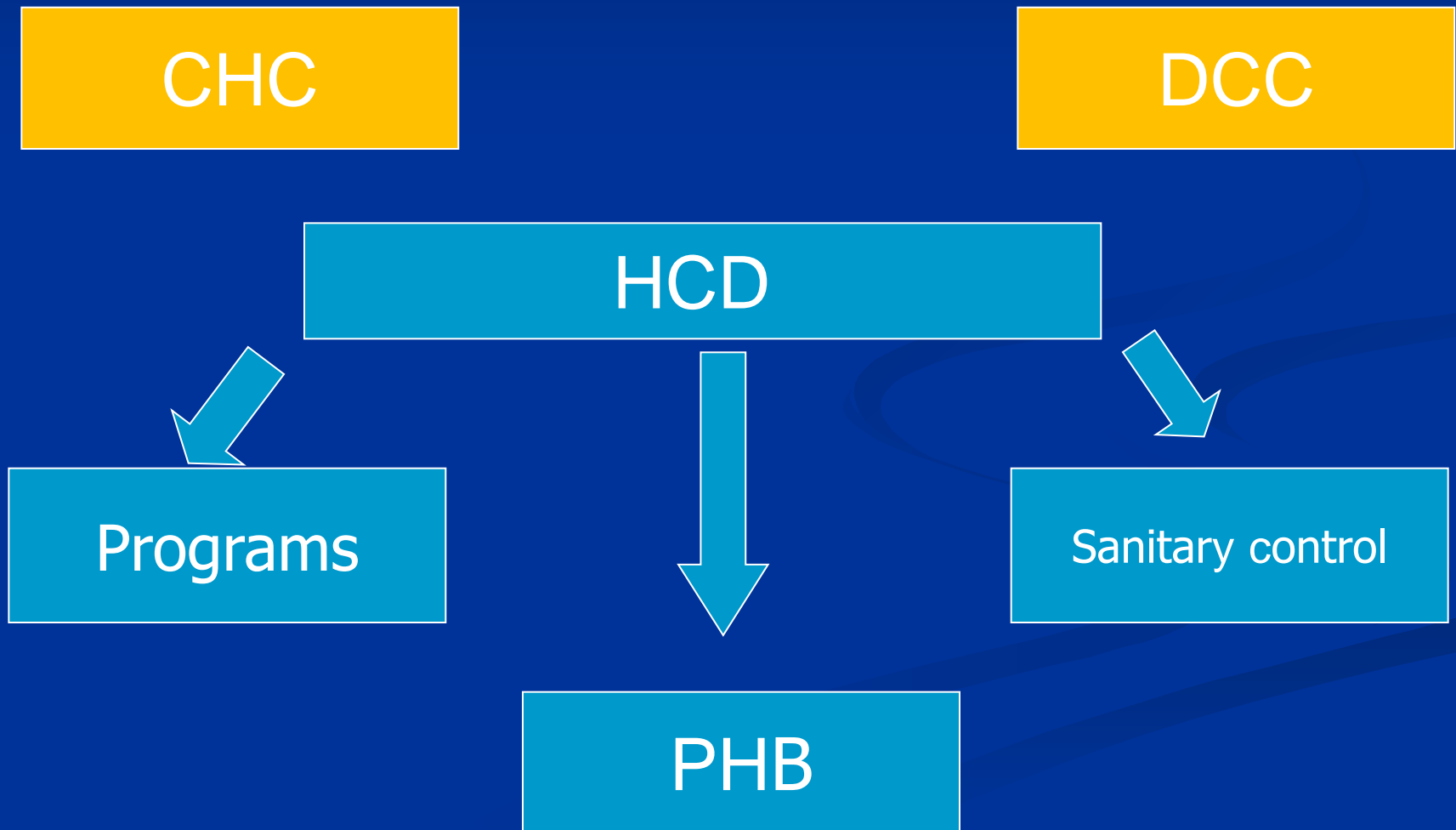
**Member of Klaipeda City Council,  
Head of Social Affair Committee**

**05-06-2012**

# I will talk about...

- Public health care structure at the Municipality
- Public health programs
- Work of Klaipeda City Public Health Bureau
- Klaipeda - Healthy Cities network member

# Public health structure at the Municipality



# Advisory public health institutions under the City Council

- **Community Health Care Council** – an independent coordination authority of health care activities under Klaipeda City Council
- **Drugs Control Commission** – a standing commission coordinating drug control and addiction prevention activities in the Municipality



# THE PROGRAMS

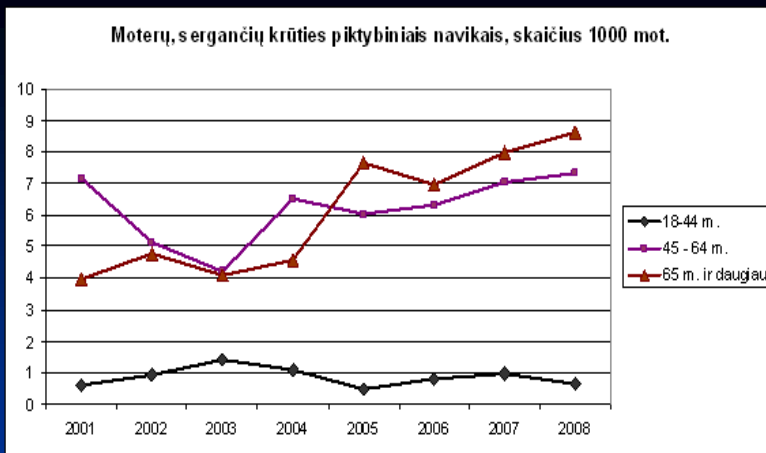
- State programs
- State programs financed by Compulsory Health Insurance Fund (CHIF)
- Municipal programs
- Programs of other institutions
- Programs of the EU and other Institutions



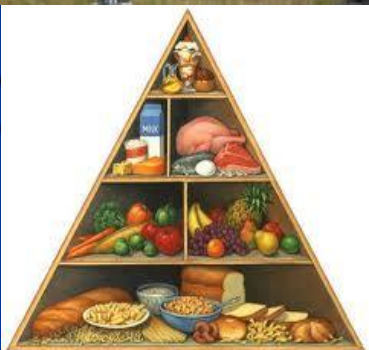
# State public health programs, funded by the CHIF

- Cervical cancer prevention measures, paid from the CHIF budget,
- Screening cancer mammographic for breast cancer funding program;
- Prostate cancer detection program;
- Screening and prevention program for individuals attributable to cardiovascular disease high – risk group;
- Colon cancer prevention program, due to presently limited CHIF financing possibilities launched as a Pilot Project. Having evaluated the results of the Pilot Project, it will be decided, if it is appropriate to develop a preventive program;
- Children's dental coating with silicate materials program. The permanent 6-14 years old children's molars are covered with hermetic materials (sealants, which protect them from decay)





# Public health support program



# Public health support program 2011-2014

- **Objective** – to implement Healthy City goals, to form the general understanding of health, encouraging to stick to principles of healthy life-styles, to strengthen personal responsibility for one's health
- **Program priorities**
  - Children health improvement
  - Prophylaxis of heart and blood vessels diseases
  - Safe neighbourhood and secure community
  - Prevention of drug addiction and HIV / AIDS
  - Prevention of tuberculoses
  - Public information on health issues



# Main activities

- Regular competitions for pre-school and school children “I Grow Healthy” and “The Healthiest Class”. Cycles of seminars dedicated to 5-8 formers, their parents, teachers and public health specialists “ Computer Technologies and Child’s Emotional Health”.
- Hope Lines and Mobile Team Program – free of charge, anonymous, psychological help. (Consultation given by phone and internet. 12000 calls and over 500 letters answered annually)
- Drug Abuse Hazard Reduction Program implemented since 1996 determined that HIV / AIDS problem is controlled and not so spread as in neighboring countries.
- Tuberculosis Prevention Program – children from social risk families are tested by tuberculin, social risk group grown-ups are provided free-of-charge x-ray examination.

# Public information on medical issues:

Mention days proclaimed by WHO (public actions), lectures, seminars, conferences





# Information materials (posters, booklets, calendars, greeting cards, CDs, movies, external markings (stickers, badges, pens), articles in the press



**Triukšmas kenkia sveikatai. Gerbkite savo kaimynus ir saugokite jų ramybę! Ką privalo žinoti daugiabučio gyventojai?**

Atminkite, jog privalote laikytis **KLAIPĖDOS MIESTO TRIUKŠMO PREVENCIJOS VIEŠOSE VIETOSE TAIŠYKLIŲ** (patvirtintos Klaipėdos miesto savivaldybės tarybos 2009 m. gegužės 29 d. sprendimu Nr. T2-223) ir **KLAIPĖDOS MIESTO SANITARIOS IR HIGIENOS TAIŠYKLIŲ** (patvirtintos 2009 m. spalio 29 d. sprendimu Nr. T2-379)

**Verta žinoti, jog:**

**Jei planuojate remontuoti būstą**, privalote prieš 7 kalendorines apie tai informuoti Savivaldybės vykdomąją instituciją.

**Triukšmingus remonto darbus** galite vykdyti tik darbo dienomis nuo 9 iki 20:30 valandos ir šeštadieniais nuo 10 iki 16 valandos, jei namo vidaus tvarkos taisyklėse nenumatyta kitaip.

**Jei planuojate pobūvius ar kitus renginius**, vyksiančius po 22 valandos, turite tai susiderinti su bendras atitvaras turinčiais kaimynais.

Visų gyventojų veikla bei elgesys kieme, laiptinėje, lifte, rūsyje ir bute neturi trikdyti kitų gyventojų viešosios rimties ar kitaip pažeisti jų teisių.

**Draudžiama:**

Naudoti pirotechnikos priemones arčiau kaip 75 m nuo daugiabučių gyvenamųjų namų, taip pat nuo 22.00 val. iki 6.00 val. (išskyrus masinius pramogų renginius, kuriuos rengti nustatyta tvarka yra išduotas leidimas);

**Jūs turite teisę:**

\* iš Klaipėdos miesto savivaldybės administracijos ir kitų valstybės institucijų gauti informaciją apie triukšmo lygius, triukšmo prevencijos ir triukšmo mažinimo priemonių įgyvendinimą, leidžiamus triukšmo normatyvus ir planuojamą naudoti triukšmo šaltinių pavojingumą sveikatai;

\* dalyvauti vertinant planuojamos ūkinės veiklos, kurioje numatoma naudoti triukšmo šaltinius, poveikį visuomenės sveikatai ir aplinkai;

\* reikalauti, kad būtų nutrauktas triukšmo šaltinių poveikis visuomenės sveikatai ir aplinkai.

**Pažeidėjų atsakomybė:**

\* Už šių taisyklių pažeidimus surašyti administracinių teisės pažeidimų protokolus turi teisę tam įgalioti vidaus reikalų ir policijos pareigūnai, savivaldybės administracijos direktorius ir jo tam įgalioti pareigūnai.

\* Asmenims, pažeidusiems šias taisykles, pagal Administracinių teisės pažeidimų kodeksą gali būti skiriama administracinė nuobauda – bauda nuo trijų šimtų iki vieno tūkstančio litų.

\* Šių taisyklių įgyvendinimą ir vykdymą kontroliuoja Klaipėdos miesto savivaldybės administracijos Viešosios tvarkos ir Sveikatos apsaugos skyriai.

**Kitos gyventojams aktualios taisyklės:**

**KLAIPĖDOS MIESTO ŽELDINIŲ IR ŽELDINIŲ APSAUGOS TAIŠYKLĒS** (Patvirtintos 2008 m. lapkričio 27 d. Nr. T2-389)

**KLAIPĖDOS MIESTO SAVIVALDYBĒS KOMUNALINIŲ ATLIEKŲ TVARKYMO TAIŠYKLĒS** (Patvirtintos 2007 m. kovo 29 d. Nr. T2-81)

**KLAIPĖDOS MIESTO TVARKYMO IR ŠVAROS TAIŠYKLĒS** (Patvirtintos 2008 m. kovo 6 d. Nr. T2-55)  
**GYVENAMŲJŲ IR BENDROJO NAUDOJIMO PATALPŲ IR INŽINERINIŲ ĮRENGINIŲ NAUDOJIMO TAIŠYKLĒS** (Patvirtintos 2007 m. gruodžio 20 d. Nr. T2-423)

Visas taisykles galite rasti Klaipėdos miesto savivaldybės tinklalapyje [www.klaipeda.lt](http://www.klaipeda.lt)



Projektas finansuojamas iš Europos Sąjungos struktūrinių fondų pagal Europos Sąjungos struktūrinių fondų paramą. Projektas įgyvendinamas pagal Lietuvos Respublikos švietimo įstatymą, patvirtintą Lietuvos Respublikos Seimo 2002 m. spalio 17 d. sprendimu Nr. XI-1222. Projektas įgyvendinamas pagal Lietuvos Respublikos švietimo įstatymą, patvirtintą Lietuvos Respublikos Seimo 2002 m. spalio 17 d. sprendimu Nr. XI-1222.



**ATSIPLĚŠK NUO KOMPIUTERIO,  
PAMATYK GYVENIMĄ**



Klaipėdos miesto savivaldybės administracijos Sveikatos apsaugos skyriaus Visuomenės informavimo sveikatinimo klausimus projektas (2010 m.)

# „Healthy break“





# Health month“

Free health care operations,  
(with coaches), sports and  
health bases

- at the athletics manege;
- in the pool;
- yoga, pilates and therapeutic exercise in the gym;
- in the gym for sportive games and fitness;
- in the gym for fine-tuning exercise and sports dancing;
- activities hall for aerobics, corrective exercise and fitness exercises;
- Special yoga - aerobics exercise on Giruliai and Melnrage beaches in summer season;
- Pilates classes outside the stadium in summer.





*Vilties linija*

116 123

Psychological aid telephone line for adults

Running since 1988.

Open daily all day

Every year, about 11,000 calls and 300  
letters answered

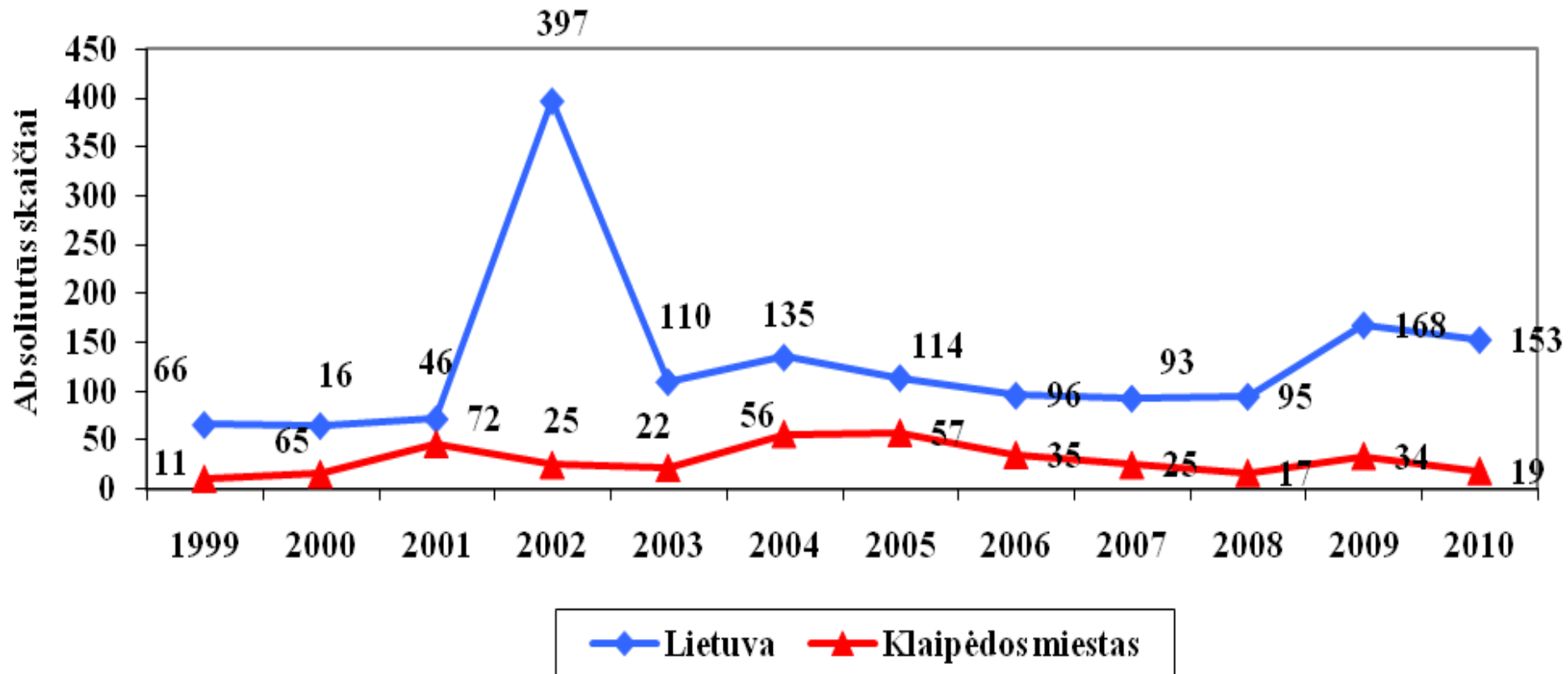
# Low-threshold services, business offices





# New HIV cases in the City

ŽIV plitimo dinamika Lietuvoje ir Klaipėdos mieste  
1999 - 2010 metais



Gyventi sveika: o gyventi sveikai išmoksime!



KLAIPĖDOS MIESTO VISUOMENĖS  
SVEIKATOS BIURAS



Kaipeda City Public Health Office – Municipal budget public health care facility.

Operates in the following main trends:

- Community health
- Children's and young people's health promotion
- Health monitoring
- Public health projects

The Bureau follows participation principle of business and social partners, actively cooperating with:

- state research institutions
- different organizations representing certain groups of patients
- NGOs active in the field of health
- private agencies
- foreign institutions and proactive members of society



# The most popular community health promotion projects (I)

- **Contest „The healthiest company, the healthiest employee“** ( carried out the physical analysis of employees, blood pressure and cholesterol measurements, individual staff consultations, lectures on public non-communicable disease prevention and early detection programs)
- **The Project „Parent’s School“** (lectures on nutrition, childbirth preparation, childbirth, postnatal child and maternal care, child rearing issues, practical exercises, exercise for pregnant women);
- **The Project „Safe Holiday on the Beach“** (first aid training performed, information about holidaymakers’ safety on the beach, blood pressure measured, physical activity occupations on the beach);
- **Means of physical activity "Nordic walking“, classes in calanetics and other forms of physical activity**
- **Training for target groups, mass events on special days declared by World Health Organization , dissemination of information on health issues via mass media**





# Community Health





# Community Health







# Community Health



# Child and Youth Health Promotion

- Implementation of measures:
  - Pre-school education
  - General education
  - Vocational education institutions
  - **Higher education** (lectures, contests, campaigns, debates, consultations and discussions in various health topics, and project implementation)
  - **Proper and timely student's health maintenance organization** (school of public health professionals coordination and administration)
  - Activities carried out in healthy nutrition, personal hygiene, physical activity, alcohol and tobacco consumption, drug use, sexuality, dependence on computer and other topics.

# Child and Youth Health Promotion

- **Implementation of various projects for pre-school and school children in collaboration with different institutions** (promoting healthy nutrition among children project in cooperation with the RIMI shopping center, which provides free fresh fruit to children, public health professionals in the theoretical and practical classes help them to understand the importance of a healthy eating pyramid, nutrition principles and so on. A program organized by College of Social Sciences provides school classes on the national TV about the preservation of environment and the importance of health);
- **Organization of different training for pre-school staff, education institutions and for teachers of physical culture and social sciences, for the staff that organizes catering at schools**
- **Students' involvement in health promotion activities during their internship**
- **Organization of conferences for students and schoolchildren to encourage them to prepare reports and arrange events on their own.**



# Children's and Young people's Health Promotion



# Children's and Young People's Health Promotion





# Children's and Young People's Health Promotion





# Children's and Young People's Health Promotion



# Community Health Monitoring

**Klaipėda population health surveillance is carried out in accordance with the Public Health Monitoring Program adopted by the City Council.**

Data on public health and public health risk factors is collected, the data is processed, analysed and evaluated.

Reports and recommendations are provided to be used as a tool for the implementation strategies and political decisions of the Municipality, to ascertain its main activity trends.

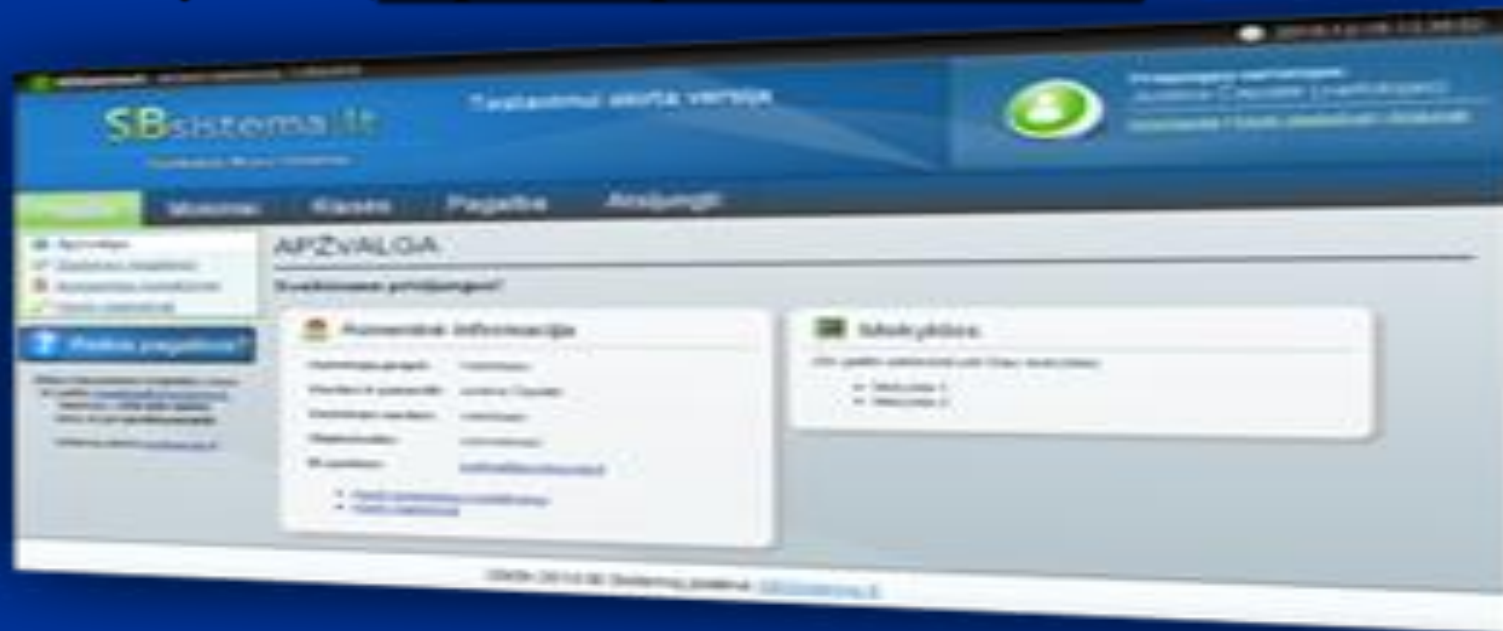
All the information is provided to the Municipal Administration, media, school administrations, different public groups.

# Student's health monitoring

- Child's health certificates are analyzed: the data of preventive checks, data on school nonattendance due to illness, the quality of the certificates issued by individual health care practitioners ;
- Students' health hardware monitoring program "Health Bureau System" installed (<http://klaipedos.sbsistema.lt>). It is used by professionals of public health schools who carry out activities in accordance with the prevailing health problems at namely that school. The information is provided to the City Administration, media, school administrations, different groups.

# Community Health Monitoring

Students' Health Monitoring Program for the Office of Health System (<http://klaipedos.sbsistema.lt>)





# Community Health Monitoring

## **Statistical evaluation of health data, generated while implementing other functions of Klaipėda City Public Health Bureau**

This is the analysis and evaluation of surveys (national, regional and municipal level), of information received from public health promotion and children's and young people's health activities. Allowing for this information, extended continuously improved health promotion activities are carried out.

## Implementation and coordination of public health projects

### Partners:

- **Klaipėda University – “Administrative and Public Services in Health Capacity Building in Klaipėda Regional Authority”** (training of local politicians and administrative staff on the topics of contemporary public health issues);
- **College of Social Sciences – “Extensive media company “back to nature! Let us live avoiding to cause damage to environment”** (environmental conservation and health promotion programs on the national radio and TV were prepared with students and school pupils);
- **WHO, the Ministry of Health, the Scottish St. Andrews University School of Public Health, the Scottish National Domestic Violence Unit - Violence Prevention Policy Making;**  
**Coordination of “Healthy City” project**

**Klaipeda's HC status is  
consistent with  
the LT Public Health strategy**

*“Public Health Care reform is associated with  
the activity of society and participation of other  
public sectors while reforming health policy”*



*This is to confirm that the  
City of Klaipėda*

*is hereby designated as a member of the  
World Health Organization*


*Healthy Cities Network for Phase V (2009-2013)*

*The City of Klaipėda  
is committed to achieving the goals and deliverables of Phase V  
of the Healthy Cities Network and to work in partnership with  
WHO and other cities for a healthy and sustainable future.*



EUROPE


Signed on behalf of  
The City of Klaipėda

  
Mr Rimantas Taraškevičius  
Mayor

2011. 02. 21.

Date

Signed on behalf of  
WHO Regional Office for Europe

  
Zsuzsanna Jakab  
Regional Director

Date



# “ The Municipality’s role as a driver of Healthy City idea is vital”

- Political support through political decisions
- Use of monitoring system
- Local inter-sectoral cooperation
- Integration of public health dimension in the City Strategic Development Plan
- Cooperation and knowledge transfer within WHO Healthy Cities Network

# Public health - a political choice

- If not us – then who?
- If not now – then when?

# Welcome to Klaipeda

October 18, 2012 International Conference:  
**“A Healthy City: the Reality and Future Prospects”**





