



# For Better Health

Practical Implementation of Health in All Policies  
in the municipalities for better health for all  
in the Baltic Sea Region

Seed-money project financed by EU Interreg Baltic Sea Region



EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND

EUROPEAN UNION

**For Better Health**



## Project Timeline:

September 2017 – August 2018

Outputs delivered on 9 October 2018

## Project Budget:

Altogether 50.000 EUR, from which 85% is cofinanced from EU,  
i.e. 42.500 EUR.



## Project Partners:

- Baltic Region Healthy Cities Association (Lead Partner)
- Pärnu City Government
- Klaipeda's city Public Health Bureau
- Riga City Council
- Jelgava Local Municipality
- City of Turku
- Norwegian Healthy Cities Network
- Västerbotten County Council



## Project Outputs:

1. Report on the state of play in the field of HiAP on the local level in the Baltic Sea Region
2. Plan for the main project (-> “Healthy Boost” project application)
3. Future funding possibilities for the main project and roadmap after September 2018



## Activities of the seed-money project:

- Desk study of current methods and examples of good practices in the field of HiAP
- Survey sent to managers of health sector and other sectors in the city administration
- Interviews (2 per represented country) with managers of health and other sectors
- Consultation of the main project with the target group
- Review of the existing and relevant funding opportunities for the main project
- 2 planning workshop (12-13 October 2017 in Turku and 7-8 May 2018 in Klaipeda)



## Results of the desk study:

- Cross-sectoral work is largely conducted.
- Yet there is still great space for implementation.
- In particular, political support at all levels and well-established organizational structures that integrate horizontal and vertical collaborations can foster successful results.
- Good examples are:
  - The Health conferences among German municipalities and regions,
  - Specific working groups or agencies such as Pärnu City Health Council in Estonia,
  - Umeå Public Health Council in Sweden,
  - Public Health Bureaus in Lithuanian municipalities.
- The need to implement cooperation with specific municipal departments not yet involved in broad health promoting projects, and an analysis of conflicts of interest.



## Survey

Germany	1
Sweden	12
Latvia	76
Finland	15
Norway	14
Estonia	4
Lithuania	15
Poland	2
<b>TOTAL</b>	<b>139</b>



## Results from the questionnaire:

Q4. In which of the following city administration offices/sectors do you work:

TOTAL	Percentage	
16	12 %	Health
27	19 %	Health Promotion
16	12 %	Recreation
16	12 %	City Planning
10	7 %	Youth Programs
11	8 %	Transportation
15	11 %	Culture
30	22 %	Social/Welfare
13	9 %	Environmental
18	13 %	Strategic Planning
28	20 %	Education
29	21 %	Central Administration
23	17 %	Other





## Results from the questionnaire:

- Q6. Does your city use cross-sectoral collaboration for health approach for improving the health of the citizens?

TOTAL	Percentage			
94	68 %	Yes		
9	6 %	No		
28	20 %	I don't know		
8	6 %	I don't know what that is		



## Results from the questionnaire:

Q12. Which of the following do you see as a barrier to implementing cross-sectoral work for health and well-being in your city?  
(you can select more than one)

Administrative – Difficulty with reporting or budget procedures when doing cross-sectoral work	38 %
Economic - Lack of funding given to cross-sectoral work/projects	56 %
Lack of general consensus on why the cross-sectoral cooperation improves project outcomes	32 %
Lack of political support	38 %
Lack of leadership for cross-sectoral work for health and well-being	47 %
Lack of working model or framework on how to implement cross-sectoral cooperation for health in your city	32 %
Lack of commitment from the regional and national level (i.e. relevant strategies or guidelines)	25 %
Organizational – Each department works within their own field	50 %
Other (Please specify)	6 %



## Results from the questionnaire:

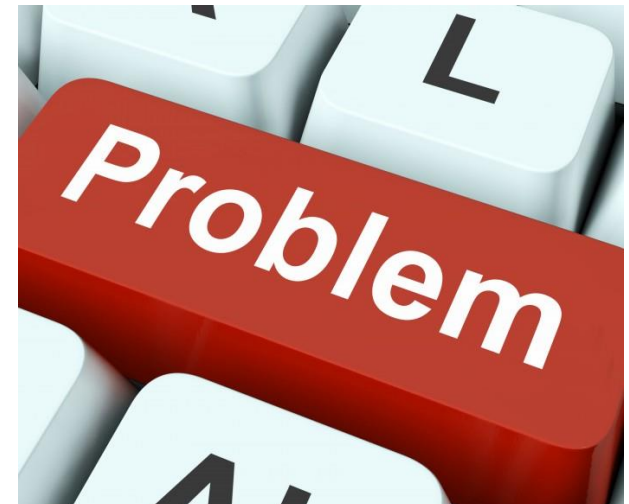
Q14. In regards to improving cross-sectoral work for health and well-being in your city, what would you need? (You can select more than one)

More working time	53%
More funding	44%
More political support	28%
More commitment from the regional and national level	31%
Stronger communication between sectors	44%
Leadership from within my sector to initiate the cooperation	41%
A clear model or framework on how cross-sectoral cooperation for health can be applied in my city	53%
Other (Please specify)	3%



## Results of the interviews:

- Cross-sectoral work is conducted at horizontal and vertical levels across all different countries.
- Most of collaborations regards children health and education.
- Cooperation is difficult when:
  - political support is weak,
  - an organizational structure that facilitates collaborations is missing,
  - professionals from other municipal departments do not acknowledge the benefits or such efforts may interfere with own duties.





## Results of the interviews:

### Possible solutions:

- Training programmes for local politicians and professionals from departments not directly related to health,
- Raising the awareness and build knowledge on public health issues;
- A well-structured organization that includes a coordinator, working groups, regular meetings.





## Conclusions:

### General findings:

- The findings reveal that cross-sectoral work is existing and its benefits are largely recognized.
- Currently, projects across countries have largely focused on physical activity and children health, and how this could be applied to other initiatives.

### To improve the matters:

- A clear framework for cross-sectoral cooperation is needed
- The communication between sectors should be improved (e-platforms, necessarily a time-efficient solution).



**Thank you for attention!**

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