Appendix B1. Development Of The Healthy Municipalities And Communities Strategy In The Americas. Trinidad and Tobago Consultation, June 8-10, 2004. Marilyn Rice, PAHO/WHO

OVERVIEW OF PRESENTATION

- Framework for Health Promotion
- Framework for HMC
- Phases of HMC development
- Status of HMC initiatives in countries and country examples
- Challenges
- Resources from PAHO

THREE REVOLUTIONS IN PUBLIC HEALTH (Milton Terris 1983)

1. Fight against communicable/infectious diseases, malnutrition and environmental factors over which people had little control (water, basic sanitation, food security)

2. Fight against noncommunicable diseases over which people had some personal control, when social conditions and context were favorable (obesity/healthy diet, sedentary lifestyles/exercise, addictions/ATOD abuse, mental health, risky behaviors)


3. Strategic activities to promote health as a “resource for every day life” not merely “absence of disease”, with focus on wellbeing and quality of life, for which it is necessary to empower communities for action; create healthy, supportive and enabling environments; develop skills and build capacity (healthy public policy, healthy settings, life skills)

HEALTH PROMOTION PROMOTES A POSITIVE VISION OF HEALTH, HEALTH IS SEEN AS A RESOURCE FOR LIFE

FUNDAMENTAL CONDITIONS AND BASIC RESOURCES FOR HEALTH AND LIFE

INDIVIDUAL
- Income
- Housing

COMMUNITY/MUNICIPAL
- Peace
- Sustainable Resources
- Social Justice
- Equity
- Education
**Putting Health Promotion in Context**

- A process whereby people take control of their health and can improve it.
- Combines personal selection with social responsibility for health.
- Uses various basic strategies such as healthy municipalities and communities (HMC), intersectoral collaboration, social participation, and healthy public policies.

**HMC as Health Promotion in Action at the Local Level**

- Focused on creating local conditions that support health instead of only treating the consequences of diseases.
- Assures continual improvements in physical and social conditions that affect health and well being.
- Relates health issues with the work of local government, multiple sectors and the community.

**Importance of Partnerships**

- Mayors
- Health sector
- Other formal sectors
- NGOs
- Private sector
- Community
- Unions
- Professional organizations

**Underlying Values for Health Promotion and HMC**

- Equity in health
- Empowerment
- Diversity
- Solidarity

**What is the Healthy Municipalities and Communities (HMC) Strategy?**

- Promote health, together with people and communities, in settings where they study, work, play, love, and live.
- Establish and strengthen a social pact among local authorities, community organizations, and public and private sector institutions.
- Use local planning and social participation in management, evaluation, and decision-making.

A municipality begins the process of becoming healthy when its political leaders, local organizations, and citizens commit themselves to improving the health and quality of life of all of its inhabitants.

**Key Components of HMC**

- Put health on the political agenda.
- Use intersectoral collaboration to develop and coordinate activities.
- Create multiple opportunities for active participation of the population in planning, implementation, monitoring and evaluation of activities.
- Apply innovative strategies to improve health and the environment by promoting equity and sustainable development.
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**ESSENTIAL ELEMENTS**
- Build **public commitment** to improve quality of life
- Ensure and strengthen **community participation** during the planning, implementation, and evaluation phases
- Develop a **strategic plan** to overcome obstacles and threats
- Build **consensus** and form partnerships through various networks and projects
- Encourage **Leadership and Participation** of all social sectors including the health sector
- Formulate **healthy public policies** at the local, regional, and national levels
- Conduct ongoing **monitoring and evaluation** to track and assess the progress of the initiative

**GLOBAL HMC MOVEMENT**
- Began in mid-80’s in Canada and Europe
- PAHO introduces strategy in late 80’s
  - Increased democratic processes and decentralization
- Regional, national and local networks
- Includes cities, mega cities, municipalities, villages, cantons, islands, etc.
- Includes many settings: school, workplace, health institutions, markets, housing, hotels, hospitals, etc.

**COUNTRIES WITH ESTABLISHED NATIONAL HMC NETWORK**
- Argentina
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Cuba
- Mexico
- Paraguay
- Peru
- Venezuela

**PHASES OF THE STRATEGY (1)**
**INITIAL AND ORGANIZATIONAL PHASE (1 to 3 months):**
- Expected Outcome: An Approved HMC Strategic Plan
  - Carry out advocacy and awareness-raising activities
  - Conduct a participatory community-based assessment
  - Create an intersectoral and municipal committee and develop an overall common vision of HMC
  - Develop a proposed strategic plan with objectives, goals, expected results, and targets through a participatory and intersectoral process
  - Gain approval and assign resources for the plan by the Municipal Council
  - Discuss and disseminate the approved plan through a public forum

**PHASES OF THE STRATEGY (2)**
**PLANNING PHASE (4 to 6 Months):**
- Expected Outcome: A Working Group and Detailed Work Plan
  - Designate members of the Intersectoral Municipal Committee to be a part of a working group for activity implementation and monitoring
  - Develop a detailed work plan with activities, assigned responsibilities and resources, a timeline, and indicators for monitoring and evaluation
  - Identify strategies to encourage sustained participation and partnerships for the implementation of the plan and resource mobilization

**PHASES OF THE STRATEGY (3)**
**ACTION PHASE (2-3 years and beyond):**
- Expected Outcome: A Healthy Municipality and Community
  - Promote local healthy public and institutional policies, and intersectoral actions
  - Develop a policy framework and infrastructure to support and sustain the implementation of the Healthy Municipalities and Community strategy
  - Create a range of healthy spaces
  - Encourage politicians and other decision-makers to commit themselves to community capacity-building, strengthening the HMC Strategy and ensuring its sustainability and intersectoriality
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PHASES OF THE STRATEGY (4)

COMMON ELEMENTS IN ALL THREE PHASES:
- Community Participation
- Communications
- Capacity-Building
- Monitoring and Evaluation

OBJECTIVES OF THE GUIDE
- Strengthen the implementation of health promotion activities at the local level, placing health promotion on the political agenda of mayors and other local authorities
- Disseminate and advocate for the implementation of the Healthy Municipalities and Communities (HMC) Strategy
- Build and strengthen intersectoral alliances in order to improve social and health conditions in the places where people live
- Advocate for the creation of healthy public policies, the maintenance of healthy environments, and the promotion of healthy lifestyles

INTERNATIONAL AGREEMENTS, DECLARATIONS, AND CONVENTIONS
- Mexico Ministerial Statement for the Promotion of Health
- Medellin Declaration
- Commitment of Monterrey
- Boca del Rio Agreement
- Declaration of Guatemala
- American Convention on Human Rights (Treaty of San Jose)
- Additional Protocol to the American Convention on Human Rights in the Areas of Economic, Social, and Cultural Rights (Protocol of San Salvador)
- United Nations Convention on the Rights of the Child

HEALTH TOPIC FACT SHEETS (an example)
- The Concept and its Importance for the Municipality
- Strategies Recommended for Use at the Local Level
- Reference Materials
- Web pages

COMPONENTS
- Guide for Mayors and other Local Authorities
- Glossary of terms used in the Guide
- Examples of HMC Good Practices
- International Agreements, Declarations, and Conventions
- Guidelines for Evaluating HMC
- List of PAHO Offices, Collaborating Centers and HMC Networks
- Health Topic Fact Sheets on the various areas where PAHO provides technical support
- Bookmark highlighting the essential elements of the HMC strategy
- Brochure summarizing the most important components of the Guide
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Health Topic Fact Sheets
- Safe Motherhood
- Sexual and Reproductive Health
- Health of Children and Families
- Adolescent Health and Development
- Health Promoting Schools
- Older Adults and Their Families
- Breast-Feeding and Supplementary Feeding
- Promoting a Healthy Diet
- Food and Nutrition Security
- Promoting Active Living
- Mental Health
- Prevention and Control of Smoking
- Alcohol Consumption Control in Youths
- Human Rights

BOOKMARK
Each of the Essential Elements of the HMC Strategy is listed as a reminder of what will help to ensure the establishment and maintenance of the Strategy

BROCHURE
- Components of the Guide
- Essential Elements
- Phases of the HMC Strategy
- Health Topic Fact Sheets

COUNTRIES WITH LOCAL HMC PLANS
- Argentina
- Bolivia
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominican Republic
- Ecuador
- El Sal.
- Guatemala
- Haiti
- Honduras
- Mexico
- Paraguay
- Peru
- USA
- Venezuela

HEALTHY MUNICIPALITIES 1995 - 2000

HEALTHY PUBLIC POLICIES
- National and communal councils
- Health Promoting Schools
- Active lifestyle (public spaces)
- Smoke Free Spaces
- Mental Health Services
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**ENVIRONMENTAL HEALTH**
- Water
- Sanitation
- Waste disposal
- Garbage collection
- Recycling
- Ecological consciousness
- Environmental education

**RESPONSE TO LOCAL NEEDS VIOLENCE AND DISASTERS**
- Preparation for disasters and assistance in emergencies
- Citizen participation
- Coordination with NGOs and community organizations

**YOUTH PARTICIPATION AND DEVELOPMENT**
- Networks of ECOCLUBS
- Environmental education
- Ecological protection
- Recreation
- Sports and physical activity
- Culture and the arts
- Advocacy

**HEALTHY MUNICIPALITIES IN CUBA**
- Healthy Prisons Project
- Food and nutrition security
- Adolescents
- Healthy schools
- Healthy aging
- Canada-Cuba partnership

**CASE STUDY ON SOCIAL MOBILIZATION: SINGING CONTEST TO PREVENT HIV/AIDS IN BOLIVIA**
- Private Industry
- Management arm of MOH with FSI
- Regional and Local NGOs
- Health personnel & teachers in educational establishments
- Municipal authorities
- USAID financing
- Artists
- Mass media communication & social communicators

**CHALLENGES RE HMC STRATEGY**
**STRENGTHENING THE EVIDENCE BASE**
Evaluation of experiences
- Public policy
- Participation
- Intersectoral action
- Sustainability
- Process
- Outcomes
- Impact
Diffusion of best practices
- Information and Surveillance system
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CHALLENGES (2)

OVERCOMING OBSTACLES TO THE MOVEMENT

- Excessive control by health sector
- Lack of facilitating conditions for intersectoral work
- Dependency of social organizations on technical teams (difficulty in establishing equitable partnerships)
- Lack of avenues for expression of community opinions

RESOURCES

- Brochure on the HMC strategy
- Mayor’s Guide for Promoting Quality of Life
- Advocacy document for policymakers
- Participatory Evaluation Toolkit
- Tool for economic evaluation of health promotion
- Rapid appraisal tool for health promotion and HMC
- Data base on HMC (under development)
- Web site (under development)

THANK YOU

MARILYN RICE
ricemari@paho.org

MARK TOMITA
tomitama@paho.org