



Letter of Cooperation (LOC)

Between

Governors/ Mayors of “Health Friendly Cities”

and

**Country Representatives of the World Health Organization
on the occasion of World Health Day 2010 (WHD)**

*This is only a sample LOC proposed by
World Health Organization for Eastern Mediterranean Region*

*City planners are requested to plan activities related to urbanization and health based on their
people’s needs, health priorities and challenges and possibilities at the city level*

*Volunteer cities are requested to make LOC in the local language, send a copy of the signed
LOC to the Ministry of Interior and Ministry of Health by 1 October 2009*



Letter of Cooperation

This Letter of Cooperation (LOC) signed on _____ (date) between the Governor/Mayor of _____ (name of the city) and the World Health Organization (WHO) Representative on the occasion of World Health Day 2010 (WHD) with the theme of “Urbanization and Health”.

The theme of World Health Day 2010 will focus on urbanization and health, reflecting the importance of health-related problems that can arise in an increasingly urbanized world. Urbanization is associated with serious health challenges related to social determinants, environment, violence, road safety and unhealthy lifestyles globally.

Considering the socioeconomic challenges, including health and environmental issues, facing the city of _____ and the guidelines prepared by the WHO Regional office for the Eastern Mediterranean, the undersigned approve that the city _____ (name of the city) join the network of “1000 cities, 1000 lives” initiative to become one of the “**Health Friendly Cities**” in the Eastern Mediterranean Region. As a “Health Friendly City” we are committed to carry out and sustain the activities entailed in **Annex 1** to complement the global movement towards urbanization and health in 2010.

Mr/Ms _____
Governor/Mayor

Date _____

Dr _____
WHO Representative





Date _____








Annex 1


Possible activities to join “1000 cities, 1000 lives” global initiative

On the occasion of World Health Day a Health Friendly City (HFC) committee will be formed. The Governor/Mayor of the City will chair the committee and membership of the relevant development sectors, community representatives, interested local nongovernmental organizations, partners, university and other community organizations (e.g. women and youth groups). The head of the health department will act as the secretary of this committee. Funds will be generated at the city level by channelling existing resources for promoting the urbanization and health agenda, and collaboration with local donors and potential partners.



On Friday, 9 April 2010 a number of activities that can promote health equity in the urban areas and improve health of the individuals and families and living conditions of the people will be launched. These may include:

<p>1. Physical and mental exercise day: Selected streets will be closed to vehicles to promote physical and mental health activity, e.g. 5–10 kilometre family walk, open bikeways, exercises, along with general knowledge, chess or other intelligence competitions can be arranged.</p>	
<p>2. Sports and entertainment celebrities day: Participation of national/local teams of different sports, e.g. football, wrestling, basketball, baseball, cricket, etc, along with entertainment celebrities to lead the family walk.</p>	
<p>3. Wake up early and sleep early day: Families will be encouraged to wake up early and sleep early, starting their day with physical exercises in the parks followed by a healthy breakfast.</p>	
<p>4. Healthy meals days: On 7 April 2010 and 9 April 2010 fruits and vegetables will be the main part of our meal. This will be a starting point to encourage healthy eating habits for a life free of cardiovascular diseases, diabetes and other noncommunicable diseases resulting from unhealthy diet.</p>	

<p>5. 2010 physical activity and sports year: The municipality, organization/department responsible for the sports and physical activities, schools, local media and community groups will coordinate together in making 2010 a year sports and physical activities.</p>	
<p>6. No smoking days: A no smoking campaign will be conducted to encourage fellow smokers to quit smoking and ban smoking in closed areas in the city.</p>	
<p>7. Cleaning campaign day: Each household/ individuals/ shopkeepers will participate in a cleaning campaign organized by the Health Friendly City committee.</p>	
<p>8. Tree planting day: Each family will plant at least one tree or flower in their city.</p>	
<p>9. Visit-each-other day: Social solidarity will be promoted, encouraging citizens to visit neighbours, orphanages, patients in hospitals, and underprivileged communities to extend a helping hand to each other.</p>	
<p>10. Good-driving-habits days: On 7 April and 9 April 2010 people will be encouraged not to use their vehicle horns, to respect each other's rights, to follow traffic rules and to assist traffic police, etc.</p>	
<p>11. Free physical check-up day: On 9 April 2010 all men and women aged 40 years and above will be encouraged to go to the closest health care facility (public/private) for a routine physical check-up, such as blood pressure, blood sugar, weight and height. This will be publicized through local media, health staff and community groups.</p>	

<p>12. Mayor’s forum day: On 9 April 2010 the Mayor of the city will organize a forum with community members to initiate discussion on priority health and socioeconomic issues and share ideas on how the community can be actively involved in the city planning process.</p>	
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In addition to the above the following ideas will also be considered throughout the campaign:

<p>13. School activities and competitions: Active involvement and participation of schools in organizing comprehensive health-related campaigns tackling the following themes: let’s play sports, let’s eat healthy food, let’s keep our school clean. Conducting various competitions e.g. essay writing, arts and crafts showing what a “Health Friendly City” looks like.</p>	
<p>14. Documenting and recording WORLD HEALTH DAY activities: Use of video cameras, mobile phone cameras, digital cameras and other electronic devices to develop snapshots, short movies or pictorial reports to record and document World Health Day activities. This material can be shared with other cities to promote urbanization and health.</p>	
<p>15. Health security: Organize a session with participation of the Mayor, key senior persons responsible for emergency preparedness and representatives of other related sectors to hold a panel discussion on health security in urban settings and agree on a plan of action to initiate/strengthen the measures assuring health security in their city.</p>	