



BALTIC REGION HEALTHY CITIES ASSOCIATION



WHO Collaborating Centre
for Healthy Cities and Urban Health
in the Baltic Region

Embedding culture and health in strategic policy

Johanna Reiman

www.marebalticum.org

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**Promoting Health
of the Cities**



What is culture?

- horticulture, agriculture
- cooking
- dancing
- singing in choirs
- reading a book
- handicrafts
- warming a sauna





Art and culture

- have a value of their own
- but can be used in community actions





Why culture and health

- planning for people who don't have an access to it
- cities can choose to support children, the elderly, immigrants, handicapped





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Culture can be offered everywhere



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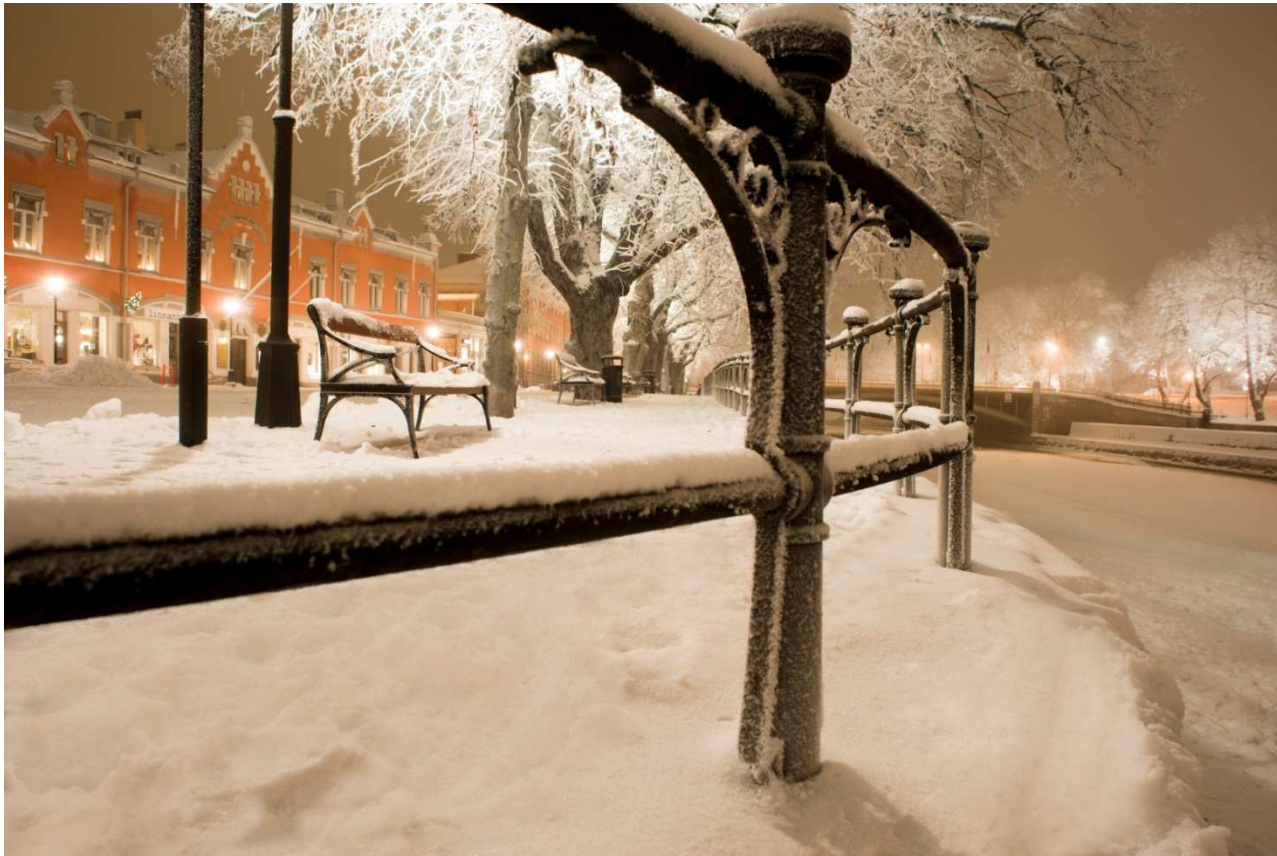


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City life has opportunities for cultural experiences



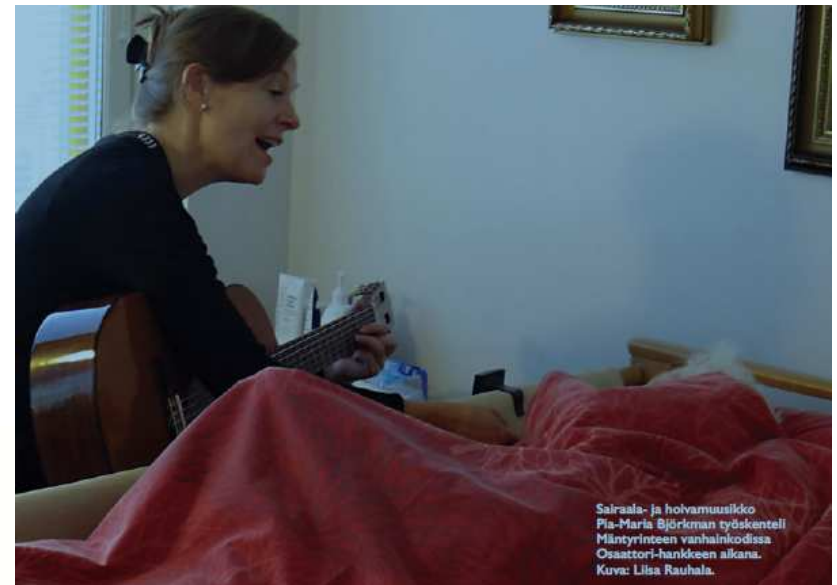
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Essential things in multiprofessional work

- will
- crossing boundaries
- trusting others
- shared targets
- identifying benefits of cooperation
- enthusiasm





Culture

- can increase capacities, resources and self-confidence
- art-based methods can be used in schools, treatment of dementia, solving workplace crisis etc.
- provide opportunities for empowerment





Where is culture used?

- promoter of participation
- part of social and welfare work
- as a means to support occupational health





What are the effects of culture?

- health and quality of life of **people**
- liveability, attractiveness and activities of **cities**





Culture and health

- pedagogis-psycologic – **meaningfulness** of life, not just absence of illness
- medical – **evidence-based** (music therapy doses)
- esthetic – important to **build beautiful environments** in challenging sosio-economic environments

Svane-Mikkelsen





Culture does good in Turku

- Turku 2011 European Capital of Culture
- focus on people with lower socio-economic status
- new possibilities for leisure time activities
- finding individual ways to enjoy culture





Culture and wellbeing in elderly care

- KuVa project
- bringing culture individually to care plans
- artists visit elderly care regularly
- brought the customer to the core of care



Vision and mission of the Recreation Division and the Board of Culture

VISION 2029:
Turku, a city of good life

Culture is an
inseparable part of
the inhabitants' life
and a serious reason
to visit Turku

MISSION:
Active lifestyle for all

Culture creates
sustainable social
capital for everyone in
a changing time



What are the effects of culture?

- improves self comprehension
- transformative strength
- increase of knowledge
- **invisible social politics**





What are the effects of culture?

- human need
- effect on ability to work
- sense of community
- revitalises senses





HAIR in Turku – what did the middle-aged say?

- physical condition improved: loss of weight
- less feelings of stress: blood pressure, insomnia
- quality of life: sense of community, artistic goal, big show
- joy of life: activation, 'we', friends
- therapy: coping with difficulties





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Life full of experiences



Foto: Maisa Kuusela



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Performances in February 2011

- 7 performances
- sold out
- audience of 7500



Foto: Rod McCracken



Reasons for positive effects of Hair

- target-oriented activation
- new skills and creativity
- crazy atmosphere
- right to choose amount of activity
- professional artists had the responsibility
- nostalgia, human message
- public and media interest





Why should cities invest in culture?

- new ideas to all sectors
- new residents
- new insights to work
- variability to working days
- people want new services





Cities could

- include culture and health in their cross-sectoral teams
- set specific goals and budget
- plan culture and wellbeing activities
- remember evaluation
- invest in marketing





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<http://www.restaurantday.org/fi/>



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Thank you!
johanna.reiman@marebalticum.org