



## Socially Innovative Gdynia



by Aleksandra Dębska-Cenian

Gdynia has been actively implementing social innovations in various fields for years, creating solutions that serve as nationwide examples. The effective work in the field of social welfare, or even broadly – the social policy, requires a constant setting up of new goals and searching for the ideas that are “ahead of their times”.

Such approach inspired creating a space dedicated to growth of social innovations. It is located at the Pomeranian Science and Technology Park (PSTP). For several months now, in the Park next to IT specialist, biotechnologist and designers, a reality aiming at the development of social innovations has been created. The goal of the established social innovation module is integrating the community, networking, inspiring, and supporting – substantially and financially – development of social innovations.

The module is developed in the strategic partnership with the Social Welfare Centre in Gdynia. The partnership itself already reflects the fact that Gdynia manages a modern welfare and relies on searching for innovations that resolve the most difficult social challenges

such as homelessness, disability, aging of the society, or accumulated social problems. Another role of the social innovation module at the PSTP is supporting the innovative initiatives, especially those related to the participation of Gdynia's residents. One of such initiatives is a successful organizing local community, like the one in Gdynia Chylonia district.

In 2011, Pomeranian Science and Technology Park has been a Country Partner of Social Innovation Europe (SIE) – European Commission's initiative launched in March 2011. The partnership enables access to knowledge, experience, projects, organisations and innovative methods in social actions throughout whole Europe. Gdynia has even more assets in developing social innovations when it comes to collaboration with the international experts. As of July 2011, one of three Polish offices of the United Nations Development Programme has been operating in Gdynia at the Pomeranian Science and Technology Park. In addition, last year in September, PSTP hosted TEDxGdynia dedicated to social innovations. Later that year in November the Park co-organised SIX Winter School, a 3-day workshop event attended by the social innovators from all over the world cooperating within the Social Innovation eXchange (SIX) network.

**MORE** Aleksandra Dębska-Cenian  
a.debska-cenian@gci.gdynia.pl



GULDBORGSUND

## Get on the Bus – and Get Healthy!

by Gitte Pii Eriksen

Guldborgsund Municipality participated in February 2008 in a national health survey project, called KRAM. The survey discovered a lot of challenges in health promotion. The citizens' health behaviour was significant below the middle, among municipalities with low levels of education and income. Following this national health survey Guldborgsund continued the focus on the KRAM-factors (K stands for diet, R smoking, A alcohol and M exercise, and “kram” is the Danish word for a hug). KRAM is a simple message and easy to communicate.

The Health Department in Guldborgsund arranged KRAM-ambassador courses for local workplaces, bought a minibus named the KRAM-bus and interviewed citizens to the local newspaper. The interviewed were citizens who had quit smoking, lost weight, started running or started other health improving activities. At KRAM-ambassador courses employees get inspiration to initiate health promoting activities at their workplace. It can be fruit schemes, healthier food in their canteen or for meetings, quit-smoking courses, establishing an alcohol policy, or exercise classes after work. The KRAM-bus offers employees and citizens a health check consisting of carbon monoxide measure-



ment offered a health interview with a health consultant. The KRAM-bus comes around in the municipality twice each year and visit businesses and institutions by appointment. The results show that the individual takes responsibility for his or her own lifestyle.

In 2010 Guldborgsund participated in a new nationwide health survey. New data showed that citizens were in the process of changing health behaviour. Citizens now smoke and drink less than people in comparable

municipalities and they are more physically active. The data actually places the citizens' health profile among municipalities with a higher degree of education and higher income. This could indicate that the efforts done in connection with the KRAM-factors are working.

Measuring of the person's individual health data is highly motivating for the citizens to see their own health described in numbers and being able to compare the development over time.



## Becoming a Centre of Excellence

by Priit Eelmäe, Triin Lepp and Talis Vare

Centre of Excellence in Health Promotion and Rehabilitation (CE) has been established in Haapsalu in 2012 in cooperation of 15 partners from private and public sectors. CE focuses on two specific areas:

- population's mobility and physical activity,
- mud cure and curative mud.

Tallinn University Haapsalu College, a public university in Haapsalu, launched Health Promotion curriculum in 2008. By now 30 students have obtained the profession of health promotion specialist and 50 more are currently studying to become one. The purpose of health promotion studies is to provide general knowledge about health development, health promotion comprising the evaluation, planning and managing of health situation in community, designing health policy, and training skills for working in public, private and non-governmental systems in the field of public health. Within the curricula, a special emphasis is put on real-world examples and case studies.

Haapsalu Neurological Rehabilitation Centre (HNRC) was founded in 1958 in order to provide treatment for the victims of the poliomyelitis epidemic. Over the last 50 years HNRC has developed into a modern rehabilitation centre mainly specialized on adults and children with different neurological conditions. The majority of patients are people with spinal cord injuries and brain damage but also patients with progressive neurological conditions, multiple traumas, congenital developmental disabilities, etc.

The purpose of the everyday work in HNRC is to restore, develop and maintain the maximal functional independence of patients in eve-



Body weight supported treadmill training in clinical gait lab

ryday activities by multidisciplinary team-work. The team consists of a doctor, a nurse, a physiotherapist, an occupational therapist, a psychologist, a speech therapist, and a social worker. Clinical research and applied science projects in CE are implemented in HNRC. HNRC with its specific and unique neurological clients/patients and modern high tech equipment is excellent environment to test new ideas in physical and rehabilitation medicine. The general frame of the rehabilitation is to create situation where minimum three hours of active supervised rehabilitation services (physiotherapy, occupational

therapy, psychological counseling etc) are delivered per day accepting patient's specific needs and supporting integration to everyday life. Additionally, supportive procedures, e.g. massage, heat and electrotherapy, hydrotherapy, etc. are possible to use.

The mission of CE is to promote the research based mobility and physical activity of the working-age population, as well as rehabilitation activities, and also to promote regional development.

**MORE** Talis Vare  
talis.vare@hk.tlu.ee



## Jēkabpils Supports Healthy Lifestyle

by Laura Afanasjeva



One of the functions of a local government is to promote healthy lifestyle and sports. Local government is entitled to promote formation and operation of sports organizations, including sports clubs. Jēkabpils municipality together with local entrepreneurs has the opportunity to form the basketball club 'Jēkabpils' that will play in Latvian national basketball league. By taking part in this undertaking, the municipality promotes sports life and encourage youngsters to live active and healthy lifestyle. Members of the Jēkabpils City Council at the recent council meeting approved the idea to form a society 'Basketball club Jēkabpils'. The mayor of Jēkabpils, Leonīds Salcevičs, was authorized to represent the Council in the founders' meetings of the club. Basketball is the one between football, volleyball and others that gathers children of all ages, as well as grown-ups. Already there are 10 age groups of youngsters in the city that play basketball. The main goal of this club is to support a development of high class basketball players.

**MORE** Laura Afanasjeva