

## What are the benefits?

This unprecedented global event involving 1000 cities, will result in physical, mental and environmental health benefits, substantial opportunities for small business, and an overall boost in the well-being of participating cities and their citizens.

Many cities worldwide have conducted similar initiatives and continue to do so every weekend. Some of the proven benefits include<sup>1</sup>:

- Cities like Bogota, Cali and Soacha, Colombia may already be providing their populations with 20% of their recommended weekly physical activity through such programmes.
- 96% of the vendors in one participating city were from the three lowest socioeconomic strata and for 1/3 of them, it was their only source of employment.
- Programmes like these engage the community through volunteerism, providing students completing national service or retired citizens the opportunity to give back to the community

Through the videos of *1000 lives*, we will hear inspirational stories for us all to consider how we as citizens can work together and affect change.

World Health Day is a unique opportunity to focus attention and galvanize governments, civil society and individuals to take action. It is the one day where we can all strive toward a global health goal and have meaningful participation in a global event. **For World Health Day 2010 help give voice to our common desire to make cities healthier.**

<sup>1</sup> From *Ciclovias Recreativas of the Americas Fact File*, 2008. Prepared by Olga Sarmiento, Andrea Torres, Enrique Jacoby, Michael Pratt, Thomas Schmid, Gonzalo Stierling, Diana Fernandez, James Merrell and Jaime Parra.

## Want to join? Here's how

**For cities:** Sign up and commit to closing off one or more streets to traffic on April 4<sup>th</sup> 2010. Register at [www.who.int/whd2010](http://www.who.int/whd2010) and tell us what you plan to do. Winning cities to be profiled at World Expo in Shanghai 2010. Details on website.

**For citizens:** Work with your city to commit to closing off streets. Promote a health champion who works towards improving urban health. Send up to a 4-minute video to WHO's YouTube site, [www.youtube.com/who](http://www.youtube.com/who). The winning champion will appear in person at the international event to launch World Health Day on 7 April 2010. Details on website or upload directly to YouTube through our site. All six UN languages accepted.

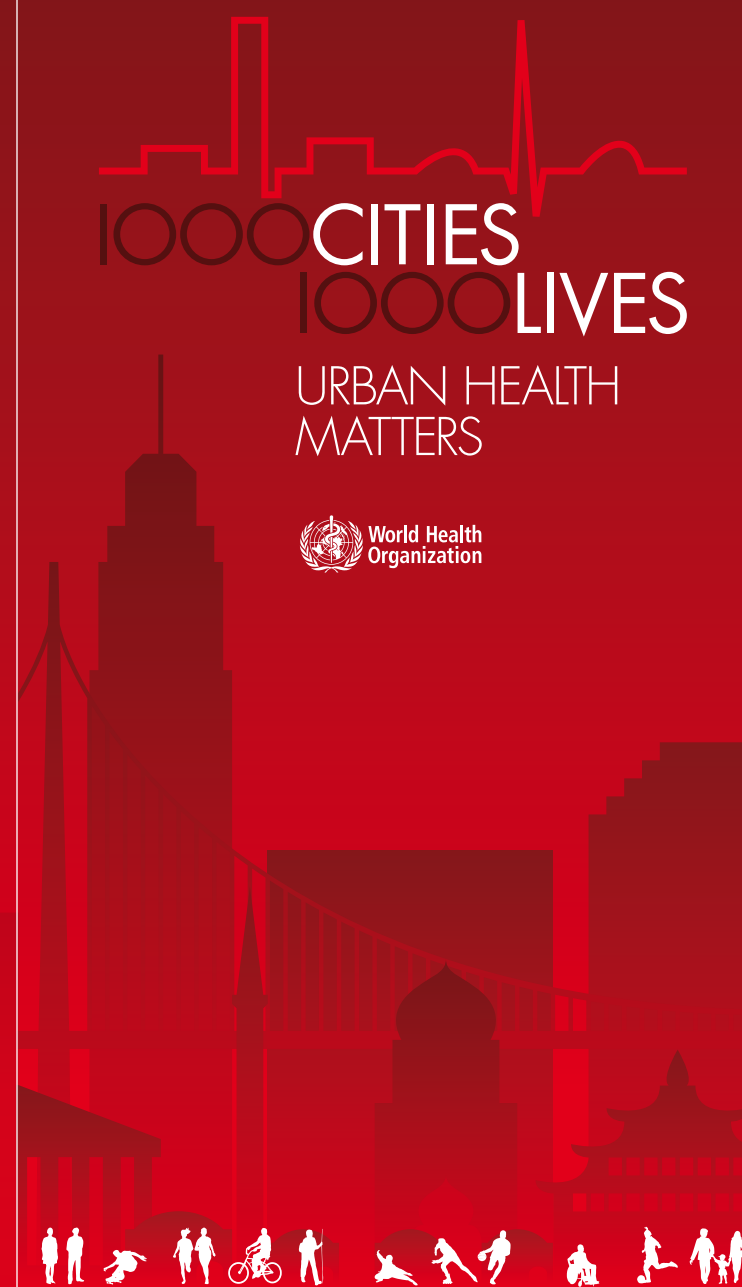
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World Health  
Organization



1000 CITIES  
1000 LIVES  
URBAN HEALTH  
MATTERS



World Health  
Organization



## The 2010 global goal **1000 cities 1000 lives**

### Be part of a global movement to make health a priority in urban policy

- On Sunday, April 4<sup>th</sup> 2010, cities around the world are called on to close their streets to traffic and promote a physical or mental health activity. The global goal is 1000 cities.

### Witness thousands of kilometres of streets opened to promote what cities are doing to improve the health of citizens.

- On April 7<sup>th</sup> 2010 an outstanding urban health champion from among the *1000 lives* gathered worldwide will appear at an international event with the Director-General of WHO. The global goal is 1000 stories.

### Hear inspirational stories and learn how individuals are contributing to the health of thousands in their city.



## Urbanization is one of the greatest health challenges in the 21<sup>st</sup> century

Urbanization is a trend that is here to stay. In 2007, for the first time in history, over half the world's population live in cities. By 2030, 2/3 of us will be living in urban areas.

### Take action now to ensure health today and for our future generations.

Urbanization is associated with many health challenges related to water, environment, violence and injury, noncommunicable diseases, diet and physical activity, harmful use of alcohol as well as the risks associated with disease outbreaks.

Although the threats to urban health are great, the overall picture is far from bleak. Embracing the positive side of urban health goes beyond the roles and responsibilities of government to include the contributions that civil society, community groups, architects, engineers, and responsible businesses can make.



## What can we do about it?

The *1000 cities 1000 lives* campaign provides a platform to bring communities together towards a common goal united around health – municipal authorities, civic groups, and individuals. It is also an opportunity for people to enjoy the urban setting in which they live, mingle with fellow residents in an open-air environment, enjoy exercise, music or chatting with neighbours. Local businesses can enjoy increased sales, and all can enjoy the sense of community the day will bring.

### Close off portions of streets to traffic and promote a physical or mental health activity.

What is done in car-free zones is open to the creativity, desires, and priorities of a city. It can be one activity or several. Using the streets for free, safe cycling in Latin America may be fun, but perhaps tai chi, classical or traditional music concerts, or enjoying a 10k walk with your mayor, sports stars, or other celebrities is more applicable to the context of your city.

### Nominate a health champion you know.

Individuals are a powerful force within urban settings making changes that have enormous health benefits for us all. Do you know someone?

- Ohishi is a Japanese boy with asthma who lobbied for two years to reduce exposure to secondhand smoke in his city of Shizuoka.
- Citizens from an informal settlement in India proposed to pick up trash in its alleys, and only needed the municipality to provide a truck.

Through the videos of *1000 lives*, we see what can and is being done.

For more information on the types of activities your city can sponsor, see the website [www.who.int/whd2010](http://www.who.int/whd2010). The 1000 lives stories are available on YouTube at [www.youtube.com/who](http://www.youtube.com/who)