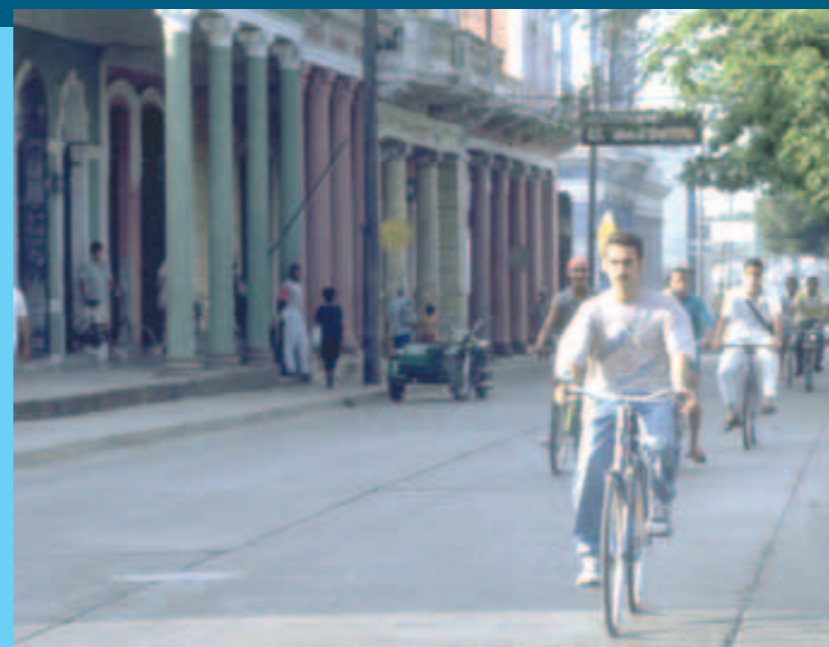


# This brochure highlights the key aspects of the kit for mayors and other local authorities



## Objectives

- 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

## Components

- Guide for Mayors and Other Local Authorities
- Guidelines for Evaluating Healthy Municipalities and Communities
- Glossary of Terms Used in the Guide
- Examples of Good Practices Currently Being Implemented
- International Agreements, Declarations, and Conventions
- A List of Postal and Electronic Addresses of PAHO/WHO Country Representatives, PAHO/WHO Collaborating Centers, and International, National, and Local Healthy Municipalities and Communities Networks
- Health Topic Fact Sheets on various areas where PAHO Provides Technical Support
- Bookmark
- Brochure Summarizing the Fundamentals of this Kit

## Essential Elements of the Healthy Municipalities and Communities (HMC) Strategy

- Build public **Commitment** by the mayor and municipal council, local government (key sectors), non-governmental and private sectors and the community
- Ensure and strengthen **Community Participation** during planning, implementation, and evaluation
- Develop a **Strategic Plan** that enhances community decision-making and facilitates overcoming obstacles. Included in this are provisions for mobilizing resources, especially human and infrastructural resources; securing adequate support and technical cooperation; and creating healthy and supportive environments in schools, workplaces, and other public places
- Build Consensus and form Partnerships** to create healthy and supportive environments. It is especially important to strengthen networks and projects comprised of a wide range of institutions and organizations, both within the health sector and with other sectors in order to build consensus for the establishment and maintenance of Healthy Municipalities and Communities
- Encourage leadership and participation from **all Social Sectors including the Health Sector** as many health promotion strategies and activities extend beyond the capacity of the health sector alone
- Formulate **Healthy Public Policies** at the local, regional, and national levels
- Conduct ongoing **Monitoring and Evaluation** to track and assess progress of the Initiative, and to identify the intended and the unintended results

## Phases of the HMC Strategy

### Initial and Organizational Phase (1 to 3 months)

Expected Outcome: an Approved Healthy Municipalities and Communities Strategic Plan

- Conduct a Participatory Community-Based Assessment
- Create an Intersectoral Municipal Committee and Develop an Overall Common Vision of HMC
- Develop a Proposed Strategic Plan with Objectives, Goals, Expected Results, and Targets, and Establish a Focal Point for HMC in the Municipal Council
- Gain Approval and Assign Resources for the Plan by the Municipal Council
- Discuss and Disseminate through a Public Forum

### Planning Phase (4 to 6 months)

Expected Outcome: HMC Working Group and Detailed Work Plan

- Designate Members of the Intersectoral Municipal Committee to be 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

### Action Phase (2 to 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 Communities (HMC) 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 Intersectoral Coordination

#### Common Elements of All Phases

- Community Participation
- Communications
- Capacity-Building
- Monitoring and Evaluation

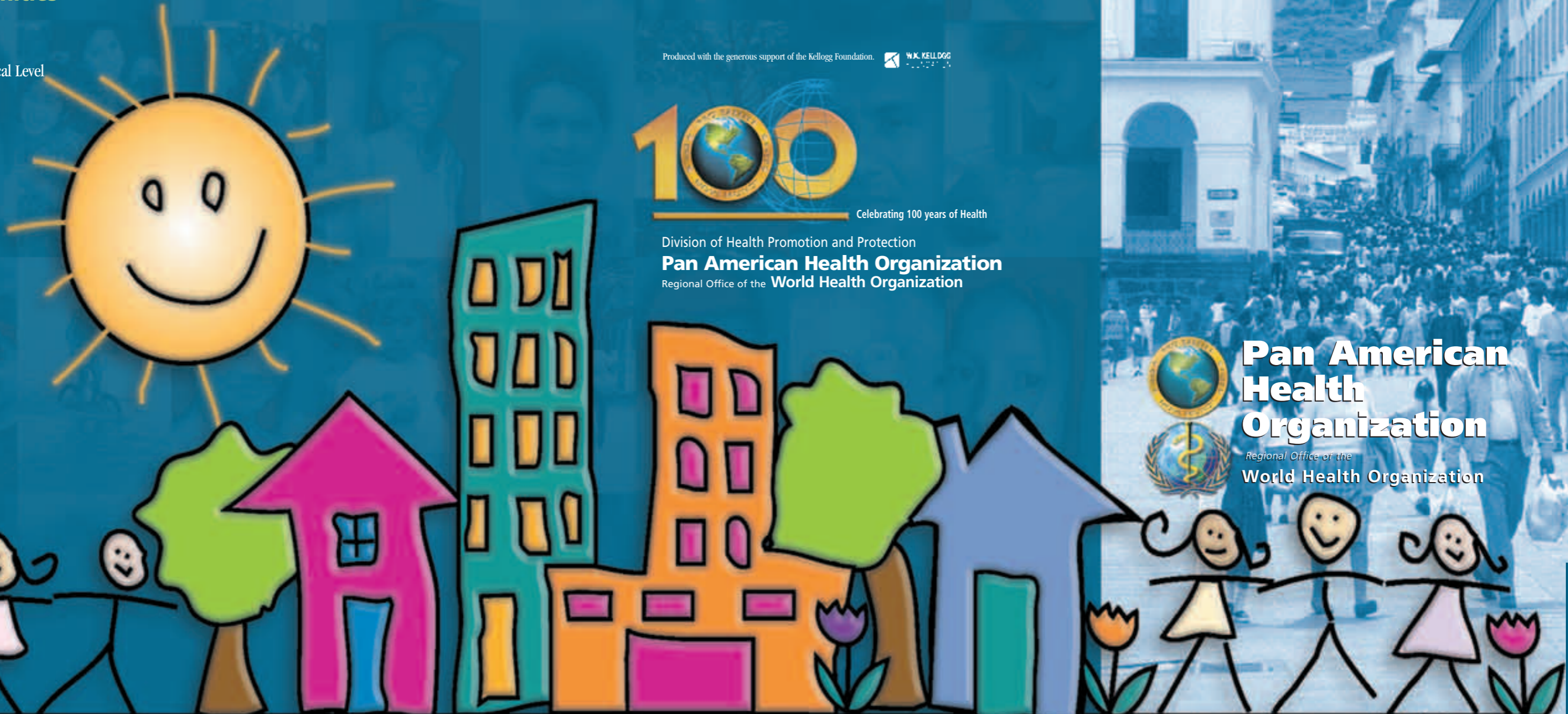
### Health Topic Fact Sheets Areas Where PAHO Can Provide Technical Support for the Development of Healthy Municipalities and Communities

#### Health Topic Fact Sheets Feature

- Discussion of the Topic Area
- Strategies Recommended for Use at the Local Level
- Reference Materials
- Web Pages
- ▶ 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
- ▶ Development of Human Resources
- ▶ Organization and Management of Health Systems and Services
- ▶ Essential Drugs, Technology, Laboratory, and Blood Services
- ▶ Public Policies and Health
- ▶ Women, Health and Development

- ▶ Environmental Quality
- ▶ Healthy Work Environments
- ▶ Basic Sanitation
- ▶ Non-Communicable Diseases
- ▶ Sexually Transmitted Infections (STIs) and AIDS
- ▶ Communicable Diseases
- ▶ Expanded Program on Vaccines and Immunizations
- ▶ Emergency Preparedness and Disaster Relief



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**Pan American Health Organization**  
Regional Office of the **World Health Organization**



# Healthy Municipalities & Communities

## Mayors' Guide for Promoting Quality of life



### Pan American Health Organization

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World Health Organization