

## City Counter

# 0088

88 cities have already signed up for the campaign.

## Quicklinks

- Registration form
- World Health Day pages on the WHO website
- Social media campaign website
- Youtube Channel
- Facebook
- Flickr

## Latest resources

- Toolkit for event organizers
- Brochure in six languages

## Contact information

WHO Centre for Health  
Development  
Fax: +81 78 230 3178  
[whd2010@wkc.who.int](mailto:whd2010@wkc.who.int)

## World Health Day 2010: Join the global movement to make cities healthier

Welcome to the first monthly progress report on the *1000 cities, 1000 lives* campaign for World Health Day 2010. World Health Day 2010 will focus on **urbanization and health**. The theme was selected in recognition of the effect urbanization has on our collective health globally and for us all individually.

With the campaign *1000 cities, 1000 lives*, events will be organized worldwide during the week of 7 – 11 April 2010. The global goals of the campaign are:

- **1000 cities:** to open up public spaces to health, whether it be activities in parks, town hall meetings, clean-up campaigns, or closing off portions of streets to motorized vehicles.
- **1000 lives:** to collect 1000 stories of urban health champions who have taken action and had a significant impact on health in their cities.

We are pleased to share with you some of the latest information and tools that are available if you are interested in joining the global movement to make cities healthier:

- as of mid-November, **88 cities have already signed up** for the campaign;
- a **toolkit for event organizers** has been released; and
- an exciting **social media campaign website** has recently been launched.

We will keep you updated on the latest developments of the campaign on a monthly basis through this progress report and look forward to your participation and feedback. If you would like to share news from your city or region through the progress report, please send an email to [whd2010@who.int](mailto:whd2010@who.int).

More information can also be found on <http://www.who.int/whd2010>.

## How to register a city for World Health Day 2010?

Registration is easy and only takes a couple of minutes of your time. Go to the [registration form](#) to officially register city participation and describe activities to be conducted.

The online registration form should be completed in order to be eligible for some of the opportunities the campaign may provide (e.g. publicity, designation as one of the 1000 cities, etc.)

If planning open streets events as part of the celebration, only those individuals who are authorized and with the full support of the municipality to open portions of the roads to health activities should register the city. A declaration of participation from local authorities will be requested upon receipt of registration. [Register your city now!](#)



## Toolkit for event organizers

This toolkit is intended to assist in the planning process to mark World Health Day 2010, including the *1000 cities, 1000 lives* campaign. The guide can be read in its entirety or used as a quick reference. It briefly describes the current trends and facts around urbanization and health and some of the actions being taken to address its associated challenges.

It also highlights key messages for the Day and provides ideas for local and national events as well as some planning guidelines to implement activities right for any given city.

[Click here to access the toolkit.](#)

## Launch of a social media campaign website

The World Health Day 2010 campaign website is now online and provides a platform to engage with a global audience through the use of today's social media. It allows cities to create their own groups to promote their activities and engage in dialogue with citizens. Videos can be uploaded to the site to show what each city intends to do and to report back on the Day's activities. In addition, a YouTube site has been launched to collect the stories of urban health champions. [Click here to go to the campaign website.](#)

