

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 include¹:

- 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 effect 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 when we can all strive toward a global health goal and have meaningful participation in a global event. **On World Health Day 2010 help give voice to our common desire to make cities healthier.**

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

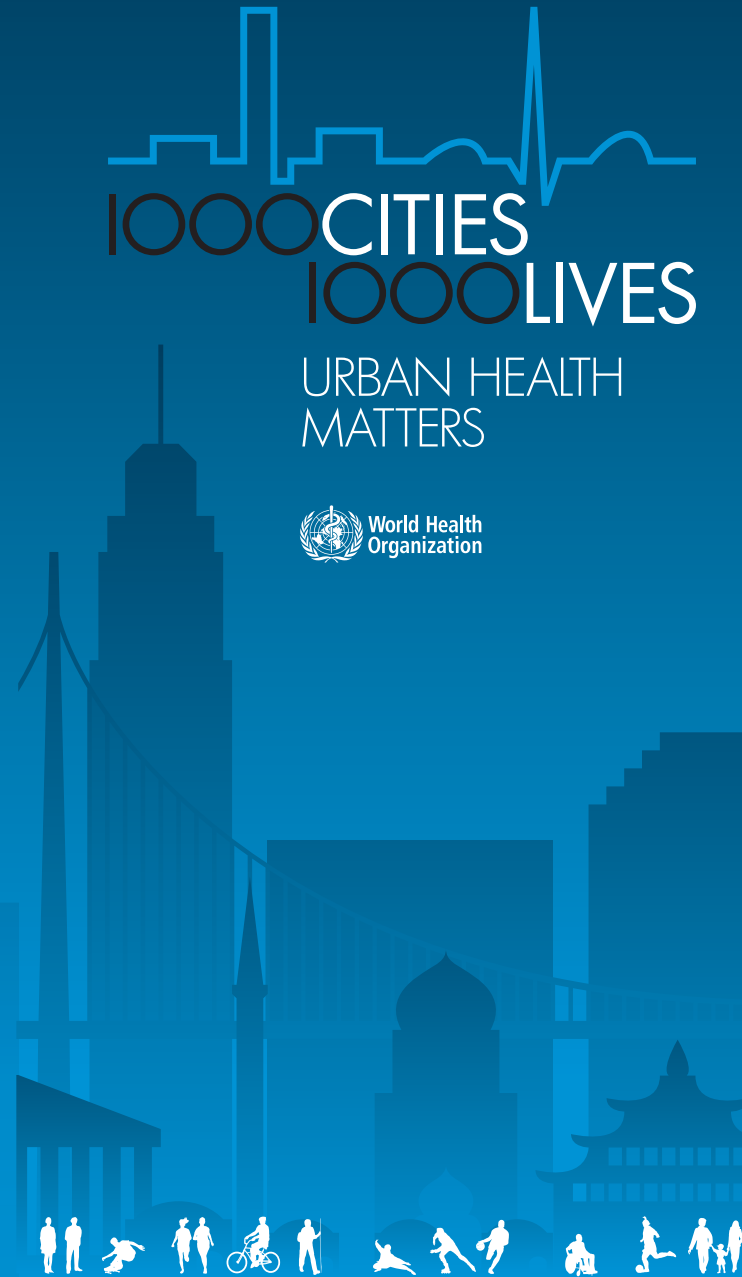
Want to join? Here's how...

For cities: Sign up and commit to opening public spaces to health for one day during the week of 7 to 11 April 2010. Register at <http://www.who.int/whd2010> and tell us what you plan to do.

For citizens: Work with your city to commit to opening public spaces for World Health Day 2010. Promote a health champion who works towards improving urban health. Send a 4-minute video (or shorter) to WHO's YouTube site, <http://www.youtube.com/whd2010>.

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1000 CITIES
1000 LIVES
URBAN HEALTH
MATTERS



