



## INTERNATIONAL FEDERATION OF HEALTH RECORDS ORGANIZATIONS

### World Health Day 2010

World Health Day (7<sup>th</sup> April) is the anniversary of the foundation of the World Health Organisation and I would like to ask you to raise the profile of this important day. World Health Day 2010 will focus on urbanization and health and with the campaign "1000 cities - 1000 lives", events will be organized worldwide calling on cities to open up streets for health activities. Stories of urban health champions will be gathered to illustrate what people are doing to improve health in their cities.

#### World Health Day 2010

7-11 April 2010

Join the global movement to make cities healthier

The **1000 cities, 1000 lives campaign for World Health Day 2010** calls upon all cities worldwide to open up portions of streets to the people to promote health activities for one day during the week of 7-11 April 2010. Events will be organized worldwide during the week.

The theme of "urbanization and health" was selected in recognition of the effect urbanization has on our collective health globally and for us all individually.

#### Some facts on urbanization:

- Over 3 billion people live in cities.
- In 2007, the world's population living in cities surpassed 50% for the first time in history.
- By 2030, six out of every 10 people will be city dwellers, rising to seven out of every 10 people by 2050.

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.

#### Get involved!

Tell the world about what is happening in your city and exchange ideas with people from around the globe. Go to the campaign social media site to join the discussion, upload your videos and photos and nominate your urban health hero: <http://1000cities.who.int/>

Further information: [www.who.int/whd2010](http://www.who.int/whd2010)

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