



Comune
di Bologna



Italian Network
of Healthy Cities
Association



W.H.O.

Paths of the Heart and of the Memory

Maria Cristina Zambon

Healthy Cities and Wellness Promotion Office Director
WHO - Italian Network of Healthy Cities Association Coordinator





The Network

Italian Healthy Cities Network

- Born in 1995
- Health: working to improve the quality of life (input of WHO)
- 100 cities of different sizes
- Technical board, political board
- Conference, meeting





Why, how and... with whom

Why: health isn't just absence of illness

With who: administrators, technicians, citizens

How: with selected and shared ideas,

- Identifying transferable good practices in social, environmental and health fields
- Testing locally good practices
- Studying achievements, choosing models, testing on national level.





“Paths of the Heart and of the Memory”

“The memory garden” (Modena - 2007):
a winning project idea, good practice,
relevant, innovative, involving, transferable

- 1° year: making gardens built on that original idea in many cities
- 2° year: local testing with local variants
- 3° year: results evaluation and national testing of a model

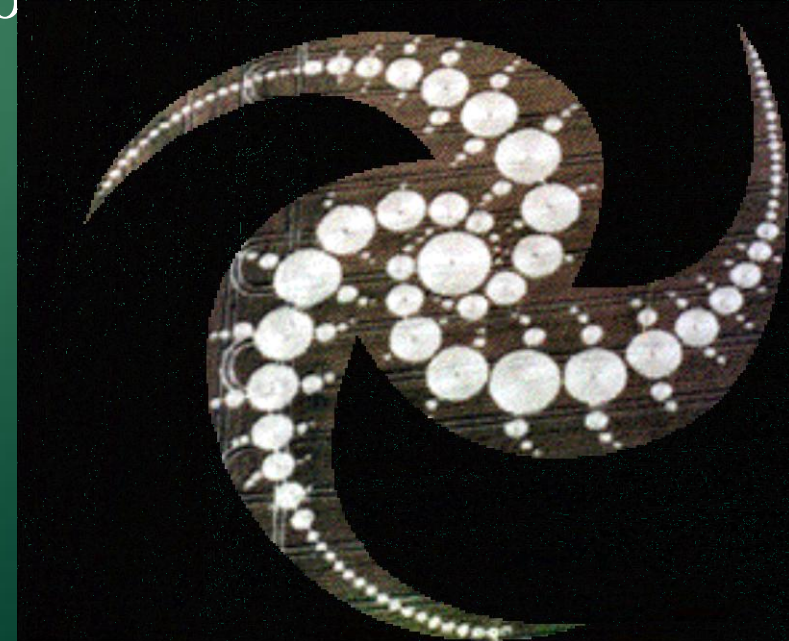




Key words

- Light coordination
- Working together, respecting differences (health agencies, university, city hall, voluntary and sport organisations)
- Defined division of labour

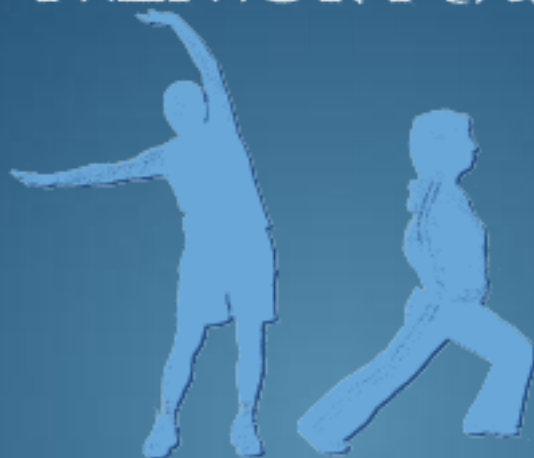
Think globally and act locally:
because big changes happen
with little actions of everyone





Italian Network
of Healthy Cities
Association

GYMNASTICA dolce MEMORY training



Promoting healthy lifestyles after 60





The project

It's an innovative method which consists in offering to subjects over 60, motion exercises combined with cognitive stimulation that will train the body, as well as the brain.





The Goals

The project intends to make physical activity a **daily habit**, in order to increase:

- physical, cognitive, psychological and emotional condition;
- awareness on **right lifestyle**;
- mood, creating opportunities for social activities;



Methods

2 weekly lessons of one hour each:
55 minutes of soft aerobic **physical activity**,
in connection with words, colours, **music** and odors.





Results

In the first year of activity, out of 3200 participants in Bologna, **200** underwent an evaluation test given by specialized psychologists.

Tests showed that **80%** of participants had a significant **improvement** in psychological and physical wellness.



Portability

This method can be successfully applied
around the world
to healthy subjects over 60.





Thanks
for your attention and
have a good health

GYMNASTICA *dolce*
MEMORY *training*

