

## Environment and Public Health in Nevinnomysk and Other Regions of EuroChem Company Presence

### THIRD CONTEST

The Environment and Public Health in Nevinnomysk and Other Regions of EuroChem Company Presence Program is part of a larger Program funded jointly by EuroChem Company and the United States Agency for International Development (USAID) and aimed at improving the social situation in the city: promoting healthy life styles, improving the quality of medical services, involving local communities in conservation activities and in the rational use of natural resources, and increasing the level of local farming techniques.

The Program was launched in December 2006, in Stavropol Krai in the city of Nevinnomysk, where Nevinnomysky Azot, one of EuroChem's plants, is located. A series of practical projects initiated by citizens will be carried out in the city in the course of three years to help address local social and environmental concerns.



#### *Nevinnomysk*

– is a large industrial center in Stavropol Krai with a population of 130,000, of which nearly 27,000 are children and adolescents. The city occupies an area of 70 km<sup>2</sup> and is situated 50 km from the city of Stavropol at the confluence of rivers Kuban and Bolshoi Zelenchuk and 341 m above sea level in the southwestern part of Stavropolskaya Uplands. The terrain around Nevinnomysk is a plain belt with ravines and small flat-bottom valleys. The Kuban River divides the city into the western and eastern parts. The northwestern part is the site of large industrial facilities, such as Nevinnomysky Azot, Arnest Factory (producing household chemical products), and Nivinnomysskaya State District Power Plant.

Under the Program, Russian organizations will receive donations for specific activities on a competitive basis. The investment in the Program is made up of 16, 335, 000 rubles from EuroChem and 3, 750, 000 rubles from USAID.

EuroChem Program is an example of social investment targeted toward turning a community into an active social partner aware of regional problems and capable of resolving them with the use of modern social technologies.

The Fund for Sustainable Development, as an organization managing the Program, has introduced its resource model to strengthen social partnerships. This model involves various contest procedures: from granting funding to individual projects during the first phase, to forming consortiums of partners with project complexes during the second phase, and to founding a local community fund during the final third phase. Such an approach ensures the sustainability of social partnerships and allows to further replicate citizen initiatives through non-budget financing.

Besides, this model helps to both seek solutions to separate city issues and to encourage community members to take a more active part in the city's development programs, self-governance, and partnership activities.

The Working Group of the Program consisting of representatives of local government, donors, and FSD, has formulated the following project funding priority areas:

- Child health and the environment (strengthening child health by improving the environment in children's social institutions, including the improvement of the quality of air and drinking water);
- Utilization of energy and resource saving techniques at social institutions (schools, kindergartens, orphanages, hospitals, etc.);
- Environmental pollution prevention through improving industrial and household waste processing, including sewage and return water treatment;
- Urban ecology and local self-government: planting trees and shrubbery, and improving city areas with the participation of local small businesses; NGOs and the local community.

## Program Organizers



Established in 2001, EuroChem Mineral and Chemical Company is the major agrochemical company in Russia and one of the top ten global fertilizer producers. EuroChem consists of enterprises extracting raw materials and producing mineral fertilizers, organics and feed phosphates; transport divisions; and a broad marketing network in

Russia and abroad. EuroChem product mix exceeds 100 items. The company's products are certified and comply with international quality standards. The main markets are Western and Eastern Europe and USA, with large consumers in Asia and Latin America. Special attention is given to expansion on the domestic market, which is viewed as a high priority with a good potential.

A long-term investment program is being carried out at the company's enterprises to upgrade the existing capacity and develop new production facilities, introduce advanced processes, and enlarge the range of manufactured products. Environmental safety is the company's special focus, with large investment made in ecological projects. Effective social policy is an important driver of EuroChem success, along with responsible partner relations with employees, the State, and the community. Maximal industrial safety and concern about the well-being of employees, along with social assistance to the towns and regions where the company's enterprises are based, are the key components of EuroChem social policy.



The United States Agency for International Development (USAID) is an agency of the U.S. Government whose mission is to implement the U.S. Government's economic and humanitarian assistance programs in over 100 countries. As part of the U.S. Embassy in Moscow, USAID/Russia works with the Russian people to create a society where citizens take an active part in a democratic society and provide an ample opportunity to improve their well being and standard of living in a market economy.



FUND for SUSTAINABLE DEVELOPMENT

The Fund for Sustainable Development (FSD) is an independent, nongovernmental, non-profit Russian fund founded to carry out programs aimed at addressing environmental issues and supporting socially responsible development across the Russian Federation. The mission of FSD is to enhance public-private cooperation in fulfilling targeted projects that emphasize sustainable regional and community development. FSD manages

programs that promote regional and community sustainable development.

### **Third Program Contest Statistics**

<b>Total number of submitted applications</b>	<b>17 projects (6 consortiums)</b>
<b>Number of applications approved for funding by the Working Group of the Advisory Committee</b>	<b>14 projects (6 consortiums)</b>
<b>Total cost of funded projects</b>	<b>11 494 099 rub.</b>
<b>Total donations for the second contest</b>	<b>6 759 370 rub.</b>
<b>Total grantee contributions (+ from other sources)</b>	<b>4 734 730 rub.</b>
<b>Average donation per one project</b>	<b>482 812 rub.</b>

## **Third Contest Winner Projects**

- 1. Project Complex “Creating the Future Together” (1 000 000 rub.):**
  - project “Territory of Health” (500 000 rub.)
  - project “ Don’t Push Me Away” (500 000 rub.)
  
- 2. Project Complex “Health and Happiness for Every Child” (760 000 rub.):**
  - project “Be Healthy and You Will Become an Achiever!” (490 000 rub.)
  - Project “A Radiant Smile for Life” (270 000 rub.)
  
- 3. Project Complex “From a Sports Ground to Olympic Heights” (1 499 370 rub.):**
  - project “ A Healthy Lifestyle for the Whole Family All Year Round” (500 000 rub.)
  - project “Today – Junior Athletes and Tomorrow – Champions” (499 486 rub.)
  - project “ New Types of Sports for the City’s Adolescents” (499 884 rub.).
  
- 4. Project Complex “The Climate at Home” (1 000 000 rub.):**
  - project “Keeping Babies Healthy” (500 000 rub.)
  - project “Healthy Motherhood – Happy Motherhood” (500 000 rub.)
  
- 5. Project Complex “Healthy Future” (1 000 000 rub.):**
  - project “Efficient Management” (500 000 rub.)
  - project “Island of Happiness” (500 000 rub.)
  
- 6. Project Complex “Territory of Family Leisure and Rest” (1 500 000 rub.):**
  - project “Be Happy from Childhood” (500 000 rub.)
  - project “Youth and Sports” (500 000 rub.)
  - project “Recreation for the Whole Family” (500 000 rub.)

## Project Complex

# Creating the Future Together

**Requested amount 1 000 000 rub.      Grantee contribution 1 323 230 rub.**  
**Total cost 2 323 230 rub.**

### Thematic projects included in the Project Complex:

1. Territory of Health
2. Don't Push Me Away

### Municipal problems addressed by the Project Complex:

- Reduction of the health index among adults by 40% and children by 30% during the past decades;
- Deterioration of social, living, environmental, physiological and other life indicators in the city;
- Lack of resources for integrating disabled children in the life of the community.

### Contact person of the project complex:

Natalya Kobzareva, senior teacher at Gavan Social and Rehabilitation Center for Minors.

### Contact information:

Address: 165 Matrosova St., Nevinnomyssk, Stavropol Krai 357101

Tel/fax: (86554) 6-32-65, e-mail: [gavan@nev.stv.ru](mailto:gavan@nev.stv.ru)

### Organizations, members of the Consortium:

Project	Title	Category	Profile
Territory of Health	Gavan Social and Rehabilitation Center for Minors, Nevinnomyssk	government	Provision of social support to minors and families in difficult life situations and implementation of measures to neglect and homelessness among minors.
Don't Push Me Away	Nevinnomyssk Complex Social Service Center for Citizens	government	Provision of medical/social, emotional/social and social/pedagogical assistance to families with disabled and frequently ill children.

Duration (months) 12 Start date 01/09/ 2008

End date 31/08/2009

### Synergetic effect of the Project Complex:

By assisting families with disabled children, the Project Complex changes attitudes in the community toward such children and also teaches local youth to pay attention to their health and to improve it through physical culture and rehabilitation activities.

## **Project “Territory of Health” (500 000 rub.)**

### **Organization:**

Gavan Social and Rehabilitation Center for Minors, Nevinnomyssk

**Category:** government

<b>Start date</b>	01.09.2008	<b>End date</b>	31.08.2009
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### **Project summary:**

This project will carry out the following activities at the Rehabilitation Center:

- building a sports complex that will include a playing field (soccer, basketball, volleyball and tennis), an open-air swimming pool, a summer house for table tennis and work out machines;
- build an enclosure of the sports complex.

The area for the sports complex (300 sq. m) will be cleaned and improved with the held of volunteers from among the clients of the Center; students and staff of School # 2, Power Engineering Vocational School and Nevinnomyssk State Humanitarian and Technical Institutes; the local militia, Nevinnomyssk state district power plant and community members.

### **Contact information:**

165 Matrosova St., Nevinnomyssk, Stavropol Krai 357101

Tel/fax: (86554) 6-32-65,

e-mail: [gavan@nev.stv.ru](mailto:gavan@nev.stv.ru)

### **Project coordinator:**

Natalya Kobzareva, senior teacher at Gavan Social and Rehabilitation Center for Minors.

### **Project objectives:**

Improvement of the quantity and quality of health improvement services offered by the Rehabilitation Center through building a new playing ground on its area; installing new sports equipment; and developing physical culture and rehabilitation programs for adolescents and members of their families.

### **Anticipated project results:**

The community will be provided with a free health improvement facility for children and adolescents; 10 athletics and health rehabilitation programs will be implemented; the services of the Rehabilitation Center will encompass broader categories of clients; conditions will be created for the social adaptation of over 100 disabled children; 2 seminars devoted to project results will be held for the heads of municipal children’s institutions of Stavropol Krai.

Total project cost: 1 119 580 rub.	Other contributions: 619 580rub.	Donation: 500 000 rub.
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## **Project “Don’t Push Me Away” (500 000 rub.)**

### **Organization:**

Nevinnomyssk Complex Social Services Center for Citizens

Category: government

<b>Start date</b>	01.09.2008	<b>End date</b>	30.04.2009
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### **Project summary:**

Introduction of an integrated rehabilitation program intended for 160 disabled children with different diagnoses at the Social Services Center; purchase of additional modern rehabilitation equipment, including a Gross Exerciser, a work-out machine, and equipment for the rehabilitation hall; conducting training sessions; teaching older children information technology (two computers will be acquired).

### **Contact information:**

5 Mayakovskogo St., Nevinnomyssk, Stavropol Krai 351101

Tel./fax: (86554) 59857

e-mail: nevinsochelp@inbox.ru

### **Project coordinator:**

Ludmila Voilo, deputy director of the Social Services Center

### **Project objectives:**

Improving the social situation of families with disabled children and providing support to them; enhancing the effectiveness of rehabilitations processes in children with limited physical abilities; creating a comfortable living environment for persons with limited mobility; and motivating the implementers of planned project activities.

### **Anticipated project results:**

- Provision of a larger scope of rehabilitation assistance and improved rehabilitation processes for disabled children (20 children with cerebral palsy will be taught to walk and to improve the various aspects of their daily lives) and 60 children will be trained to use a computer.
- Integration of 160 disabled children into the social milieu of the city as a result of rehabilitation activities carried out at educational institutions.
- Motivating and supporting active life attitudes in families with disabled children through their participation in the work of public associations and engagement in work in accordance with their abilities.
- Three socially oriented events, relay races with exercises suitable for disabled children.
- Involvement of volunteer student groups from Nevinnomyssk State Technical and Liberal Arts Institute and Nevinnomyssk Chemistry College in organizing festivities and celebrations for disabled children.

<b>Total project cost: 1 203 650 rub.</b>	<b>Other contributions: 703 650 rub.</b>	<b>Donation: 500 000 rub.</b>
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## **Project Complex**

### **Health and Happiness for Every Child**

**Requested amount 760 000 rub.      Grantee contribution 40 000 rub.**

**Total cost 800 000 rub.**

#### **Thematic projects included in the Project Complex:**

1. Be Healthy and You Will Become an Achiever!
2. A Radiant Smile for Life

#### **Municipal problems addressed by the Project Complex:**

- Higher than normal rate of illnesses among the children of District # 15 of Nevinnomyssk.
- Absence of a dental office with modern equipment in the community.

#### **Contact person of the Project Complex:**

Vladimir Raikh, chief physician of Zhuravlik Children's Rehabilitation Center, a government public health institution

#### **Contact information:**

16-B Severnaya St., Nevinnomyssk 357114

Tel.: (86554) 6-51-94, 6-51-93, fax (86554) 6-64-41, e-mail: nevgyravlik@rambler.ru

#### **Organizations, members of the Consortium:**

<b>Project</b>	<b>Title</b>	<b>Category</b>	<b>Profile</b>
Be Healthy and You Will Become an Achiever!	Zhuravlik Children's Rehabilitation Center, a government public health institution	Government	Spa and rehabilitation treatment for children with gastrointestinal conditions and associated respiratory and kidney illnesses.
Radiant Smile for Life	Municipal Dental Clinic	Municipal	Out-patient dental treatment.

<b>Duration (months)</b>	7	<b>Start date</b>	01/10/2008	<b>End date</b>	30/04/2009
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#### **Synergetic effect of the Project Complex:**

This Project Complex, which will achieve a 50% reduction of the rate of illnesses among children, will carry out prevention and treatment of oral diseases; and instruct children in the basics of a healthy lifestyle and in pernicious habits' control.



**Project “Be Healthy and You Will Become an Achiever” (490 000 rub.)**

**Organization:**

Zhuravlik Children’s Rehabilitation Center

**Category: government**

<b>Start date</b>	01.10.2008	<b>End date</b>	30.04.2009
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**Project summary:**

This project will involve 250 elementary school students from District # 15 (Schools ## 12 and 15) in rehabilitation treatment through expanding the range of services provided Zhuravlik Children’s Rehabilitation Center and introducing new rehabilitation methods intended for children with poor health. The following project activities will be carried out: equipping an aromatherapy, oxygenotherapy (oxygen shakes), aerosol therapy (aerosol inhalation); and emotional relaxation (including massage) rooms. The health of students of 12 classes will be monitored and improved in the process of uninterrupted school studies in the rehabilitation center. Vouchers for elementary school children stays at the center will be funded by the regional budget as project cost sharing.

**Contact information:**

16-B Severnaya St., Nevinnomyssk, Stavropol Krai 357114

Tel.: (86554) 6-51-94, 6-51-93, fax: (86554) 6-64-41, e-mail: nevgyravlik@rambler.ru

**Project coordinator:**

Vladimir Raikh, chief physician of Zhuravlik Children’s Rehabilitation Center, a government public health institution

**Project objectives:**

Introduction of modern health rehabilitations methods that allow to achieve a stable and lasting effect; teaching children the basics of a healthy lifestyle; and disseminating the experience of “rehabilitation in school” in other schools of the city.

**Anticipated project results:**

The use of the “rehabilitation in school” methods that includes modern health improvement techniques in teaching will ensure a stable improvement of the health of elementary school students, allowing to expect an up to 50% reduction of the illness rate.

<b>Total project cost: 490 000 rub.</b>	<b>Other contributions: 00 rub.</b>	<b>Donation: 490 000 rub.</b>
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**Project “Radiant Smile for Life” (270 000 rub.)**

**Organization:**

Municipal Dental Clinic

**Category:** municipal

<b>Start date</b>	01.10.2008	<b>End date</b>	30.04.2009
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**Project summary:**

Project activities will include furnishing a municipal dental office with new equipment and instrumentation for treating the children of District # 15; and 250 staying at the Zhuravlik Children’s Rehabilitation Center will undergo dental treatment.

**Contact information:**

5 Mendelejeva St., Nevinnomyssk, Stavropol Krai 357108

Tel. (86554) 7-04-95,

e-mail: Lekar @ nev.stv.ru

**Project coordinator:**

Elena Semenchenko, chief physician of the Municipal Dental Clinic in Nevinnomyssk

**Project objectives:**

Reduction of illnesses among children living in the community; conducting preventative measures; teaching children to take care of their teeth and mouth; and helping children to overcome a psychological barrier associated with visits to dental clinic.

**Anticipated project results:**

After the end of the project, the acquired dental equipment will be used for treating children staying at the rehabilitation center. Additionally, over 1,000 children from 4 to 7 years of age, residents of District # 15, will be provided with free dental help in their community – this will account for a 20-25% reduction of dental diseases.

<b>Total project cost: 310 000 rub.</b>	<b>Other contributions: 40 000 rub.</b>	<b>Donation: 270 000 rub.</b>
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## Project Complex

### “From a Sports Ground to Olympic Heights”

Requested amount 1 499 370 rub. Grantee contribution 331 000 rub.

Total cost 1 830 370 rub.

#### Thematic projects included in the Project Complex:

1. A Healthy Lifestyle for the Whole Family All Year Round
2. Today – Junior Athletes and Tomorrow – Champions
3. New Types of Sports for the City’s Adolescents

#### Municipal problems addressed by the Project Complex:

Insufficient amount of youth health and entertainment facilities in the city and lack of a tradition of active family recreation within city limits.

#### Contact person of the Project Complex:

Zoya Plotvina, director of the Sports Palace

#### Contact information:

27 Mira Boulevard, Nevinnomyssk 357114

Tel.: ( 86554) 64690, fax ( 86554) 64770,

e-mail: [dsecon@nev.stv.ru](mailto:dsecon@nev.stv.ru)

#### Organizations, members of the Consortium:

Project	Title	Category	Profile
A Healthy Lifestyle for the Whole Family All Year Round	Sports Palace, an open joint-stock company	business	Organization of mass sports and cultural events in the city
Today – Junior Athletes and Tomorrow – Champions	Nevinnomyssk City Department for Physical Culture and Sports	government	Organization of sports and health activities in the city.
«New Types of Sports for the City’s Adolescents	Territorial Public Self-Government # 4	public	Community affairs, site improvement, and assistance to problem adolescents and families in the risk group.

Duration (months)	7	Start date	01/10/ 2008	End date	30/04/2009
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#### Synergetic effect of the project complex:

The sports ground complex that will be built and commissioned will help promote healthy life styles among local youth and involve it in health and sports activities, including extreme sports for adolescents; preserve and improve the health of the younger generation; decrease the crime rate; and control substance abuse among youth.

## **Project “A Healthy Lifestyle for the Whole Family All Year Round” (500 000 rub.)**

### **Organization:**

Sports Palace, an open joint-stock company

**Category:** business

<b>Start date</b>	01.09.2008	<b>End date</b>	31.06.2009
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### **Project summary:**

This project will build a playground (that will include seesaw swings, wall bars, a horizontal bar, a slide with a roof, a backboard, swings and a carousel) that will be divided into two sections, for children under 7 years old and older children. The playground will be lighted by its perimeter and a water fountain will be installed. Around the playground, there will be benches with tables with images of chessboards (2 on each table) where chess and checkers tournaments will be held. A public toilet will also be added to the site.

### **Contact information:**

27 Mira Boulevard, Nevinnomyssk 357114

Tel.: (86554) 64690, fax (86554) 64770

e-mail: dsecon@nev.stv.ru

### **Project coordinator:**

Zoya Plotvina, director of the Sports Palace

### **Project objectives:**

Providing recreation opportunities to young families and adolescents and conditions for mass physical development of children.

### **Anticipated project results:**

- Creating conditions for systematic health activities and sports in the summer period for over 2,000 younger children and adolescents.
- Organizing chess and checkers tournaments among students attending summer city camps.
- Conducting sports and entertainment contests among the city's summer camps (with support from the Nevinnomyssk City Department for Physical Culture and Sports).
- Holding a celebration devoted to the opening of the playground.
- Provision of social services to families (there are 1,800 young families in the community); the new playground will give young families, younger children and adolescents a place to spend their free time all year round.

<b>Total project cost: 831 000rub.</b>	<b>Other contributions: 331 000 rub.</b>	<b>Donation: 500 000 rub.</b>
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**Project “Today – Junior Athletes and Tomorrow – Champions” (499 486 rub.)**

**Organization:**

Nevinnomyssk City Department for Physical Culture and Sports

**Category: government**

<b>Start date</b>	01.09.2008	<b>End date</b>	31.06.2009
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**Project summary:**

This project will build a sports ground with a special hard covering (20 x 30 and 100 mm thick) intended for playing streetball, riding skateboards and roller-skates and holding mass sports events such as “Father, Mother and I Are an Athletic Family” and “ Sports is Fun” and also discotheques for younger children and adolescents. During the construction of the sports ground on the three Saturdays over 100 volunteers, junior athletes attending training at the Sports Palace will work on the site.

**Contact information:**

27 Mira Boulevard Nevinnomyssk 357114.  
Tel.: (86554) 64690, fax (86554) 64770  
e-mail: dsecon@nev.stv.ru

**Project coordinator:**

Zoya Plotvina, director of the Sports Palace

**Project objectives:**

Building a sports ground in the community where over 3,000 children live and where 4 educational institutions are located.

**Anticipated project results:**

The project will enhance the scope of health and sports activities among children and youth in the community. The sports ground will be the first of its kind to appear in Nevinnomyssk.

<b>Total project cost: 499 486rub.</b>	<b>Other contributions: 00 rub.</b>	<b>Donation: 499 486rub.</b>
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## **Project “New Types of Sports for the City’s Adolescents” (499 884 rub.)**

### **Organization:**

Territorial Public Self-Government # 4

**Category:** public

<b>Start date</b>	01.09.2008	<b>End date</b>	31.06.2009
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### **Project summary:**

Project activities will involve installing on a multi-functional recreation ground of special mobile equipment – skate park figures for extreme sports. Thus, the first in the city skate and roller-skate park will be built in accordance with the National Skateboarding Association. The three basic figures that may be used both by professionals and amateurs: kicker (1.7x1.2x5.0x06 m); equipment for bicycle tricks (waive - 3.8x1.25x0.75 m); and a small street figure (fly over – 4.6x3.0x0.6 m). The ground will be paved with specially developed and certified materials (manufacturer – Babygame LLP from St.Petersburg).

### **Contact information:**

27 Mira Boulevard, Nevinnomyssk 357114

Tel.: (86554) 64690, fax (86554) 64770

e-mail: dsecon@nev.stv.ru

### **Project coordinator:**

Zoya Plotvina, director of the Sports Palace

### **Project objectives:**

Building a sports ground that will attract youth by the possibility of practicing active sports during their free time. Involving community members and, especially younger children and adolescents in to sports activities and thus preventing wrongdoing and substance abuse among youth.

### **Anticipated project results:**

Engaging over 4,000 younger children and adolescents attending two schools a college and a university into extreme sports activities and preventing wrongdoing and substance abuse in the community.

<b>Total project cost: 499 884 rub.</b>	<b>Other contributions: 00 rub.</b>	<b>Donation: 499 884rub.</b>
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## **Project Complex** **The Climate at Home**

**Requested amount 1 000 000 rub.**

**Grantee contribution 586 500 rub.**

**Total cost 1 586 500 rub.**

### **Thematic projects included in the Project Complex:**

1. Keeping Babies Healthy
2. Healthy Motherhood – Happy Motherhood

### **Municipal problems addressed by the Project Complex:**

- Low level of a culture of health that implies taking charge of one's own health and lack of adherence to healthy life styles among the city's residents.
- Low percentage of breast-fed infants and a low percentage of early detection of anemia in infants.
- Shortage of practical programs and activities to prevent birth injuries of mother and child.
- Inadequate public awareness about health issues and responsible health management and an underestimation of the significance of using educational films devoted to health enhancement.

### **Contact person of the Project Complex:**

Marina Konorezova, deputy chief physician of the Children's City Hospital

### **Contact information:**

57 Gagarina St., Nevinnomyssk

Tel.: (86554) 3 15 18, fax (86554) 3 50 49,

e-mail: detstvo@nev.stv.ru

### **Organizations, members of the Consortium**

<b>Project</b>	<b>Title</b>	<b>Category</b>	<b>Profile</b>
Keeping Babies Healthy	Children's City Hospital	municipal	Provision of health care and prevention assistance
Healthy Motherhood – Happy Motherhood	City Outpatient Clinic # 1	municipal	Medical activities

<b>Duration (months)</b>	7	<b>Start date</b>	01/09/ 2008	<b>End date</b>	31/08/2009
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### **Synergetic effect of the project complex:**

By advertising healthy life styles along with organizing preventative treatment to lower the rate of illnesses among mothers and infants will facilitate a reduction of infant mortality, strengthen the emotional connection between mother and child, and ensure stability in young families. The reduction of stress associated with childbirth will make it easier to decide to have a second and more children.

## **Project Keeping Babies Healthy (500 000 rub.)**

**Organization:** Children's City Hospital

**Category:** municipal

<b>Start date</b>	01.09.2008	<b>End date</b>	31.08.2009
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### **Project summary:**

This project is devoted to increasing breastfeeding support and awareness among future parents (adolescents) and includes the following activities: training and consultations at the Young Mothers School; advertising the advantages of breastfeeding and for this video equipment, a projector, a laptop computer, visual aids, furniture and instruments for anthropometric measurements. Information materials will be prepared for the Healthy Child Room. A screening of infant illnesses will be conducted at the outpatient clinic. The old windows and heating system in the swimming pool for infants will be replaced. Information materials will be produced and disseminated among families with infants (over 3,000). Plans also include purchasing medications for the health and prevention program for 500 infants.

### **Contact information:**

84 Trudovaya St., Nevinnomyssk, Stavropol Krai 357100  
Tel. (86554) 3 15 18, fax (86554) 3 50 49, e-mail: dsecon@nev.stv.ru

### **Project coordinator:**

Marina Konorezova, deputy chief physician of the Children's City Hospital

### **Project objectives:**

Increasing the number of breastfed infants and improving the physical and emotional condition of children of up to 12 months of age. Reduction of respiratory illnesses, rickets, anemia and disorders caused by iodine deficiency. Organizing the work of the swimming pool for infants.

### **Anticipated project results:**

- Increasing the health index of infants from 10% to 13-14%.
- Increasing the number of 6-month old breastfed infants up to 65% and of 12-month old – up to 35%.
- 50% of infants who have jaundice during the first months of their lives will be tested for bilirubin.
- Increasing resistance and enhancing physical and mental development in children through controlling iodine deficiency, early anemia and tickets in children of the first year of life.
- 20 infants will attend the newly refurbished swimming pool.
- Increasing public awareness about the work of the outpatient children's clinic, the Health Child Room and the swimming pool for infants.
- Improving the work of the Expectant Mothers School and providing it with modern training equipment.
- Involving a greater number of adolescents in health lifestyle programs.
- Strengthening interaction between the children's clinic, the local Recreation Center and the clinic for women in the effort to advertise healthy lifestyles.
- Energy savings will be redistributed and used for improving the Mother and Child Lounge at the swimming pool for infants.



<b>Total project cost: 846 500rub.</b>	<b>Other contributions: 346 500 rub.</b>	<b>Donation: 500 000rub.</b>
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## **Project “Healthy Motherhood – Happy Motherhood” (500 000 rub.)**

**Organization:** City Outpatient Clinic # 1

**Category:** municipal

<b>Start date</b>	01.09.2008	<b>End date</b>	31.07.2009
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### **Project summary:**

A series of theoretical training and exercises, including breathing, will be organized for expectant mothers. For this, a special room will be provided. Educational video films will be created for lectures and training at the City Maternity Hospital and Women’s Clinic. Project activities will also include acquiring video equipment, visual aids, a childbirth simulator and a laptop computer. Birth control activities will be carried out: acquiring and handing out contraceptives to new mothers.

### **Contact information:**

33 Nizyaeva St., Nevinnomyssk, Stavropol Krai 357107

Tel.: (86554) 96-5-37, fax (86554) 96-1-20, e-mail: nevinmed@rambler.ru

### **Project coordinator:**

Natalia Gnelitsa, acting head of Women’s Clinic at the City Outpatient Clinic # 1

### **Project objectives:**

Preparation of women for childbirth (emotional and physical) with the help of special exercises and for breastfeeding. Advertising the advantages of breastfeeding and its importance for baby health. Teaching women autoanalgesia methods and promoting responsible attitudes of fathers toward their wives and children.

### **Anticipated project results:**

- A 20% reduction of birth injuries that will also reduce the period of women’s rehabilitation after childbirth.
- Decreasing birth stress and reducing prenatal pathology.
- Lowering the illness rate among children up to 12 months of age.
- Increasing the period of breastfeeding.
- Reducing the number of abortions (with the use of contraceptives after childbirth).
- Increasing the birthrate among women who had attended training. Project results will be evaluated on the basis of a control group.

<b>Total project cost: 740 000rub.</b>	<b>Other contributions: 240 000 rub.</b>	<b>Donation: 500 000rub.</b>
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## Project Complex Healthy Future

**Requested amount 1 000 000 rub.      Grantee contribution 510 000 rub.**

**Total cost 1 510 000 rub.**

### **Thematic projects included in the Project Complex:**

1. Efficient Management
2. Island of Happiness

### **Municipal problems addressed by the Project Complex:**

- High cost of power in municipal institutions.
- Inadequate level of medical services.
- Poor health of children living in highly industrialized areas.

### **Contact person of the Project Complex:**

Raisa Tishchenko, labor safety engineer at the Children's City Hospital

### **Contact information:**

84 Trudovaya St., Nevinnomyssk, Stavropol Krai 357113

Tel.: (86554) 3 05 18, fax (86554) 3 05 18, e-mail: detstvo@nov.stv.ru

### **Organizations, members of the Consortium:**

<b>Project</b>	<b>Title</b>	<b>Category</b>	<b>Profile</b>
Efficient Management	Children's City Hospital	Government	Specialized medical and preventative treatment
Island of Happiness	Territorial Public Self-Government # 8	Public	A component of local self-government based on citizen self-organization in the community for an independent implementation of initiatives concerning local issues

<b>Duration (months)</b>	7	<b>Start date</b>	01/09/ 2008	<b>End date</b>	31/08/2009
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### **Synergetic effect of the project complex:**

The practical fulfillment of the Project Complex will make it possible to reach one of priorities of the city's policy in the area of health care – an efficient use of municipal funds based on energy and resource savings and disseminate this experience to other health care institutions of the city.

The park area of the in-patient clinic of the children's clinic will be landscaped and trees and shrubs will be planted, thus improving the environment in the community and providing a convenient area where children staying at the in patient-clinic can go for walks and play.

## **Project “Efficient Management” (500 000 rub.)**

**Organization:** City Children’s Hospital

**Category:** government

<b>Start date</b>	01.09.2008	<b>End date</b>	30.08.2009
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### **Project summary:**

This project will hook up the kitchen the City Children’s Hospital to gas supply and will replace electric equipment (electric stoves, cooking boilers and pans) with modern gas equipment, which is an important technical improvement. Along with ill children at the hospital, there is also a group of temporarily staying children who have been left without parental care. The replacement of morally and physically obsolete electric equipment with modern high-tech and multi-functional gas equipment will allow to improve the quality and broaden the assortment of prepared meals (especially dietetic) and increase work efficiency in the kitchen. On average, 4,200 children staying at the hospital will be annually provided with good quality and balanced meals.

### **Contact information:**

84 Trudovaya St., Nevinnomyssk, Stavropol Krai 357113

Tel.: (86554) 3 05 18, fax (86554) 3 05 18, e-mail: detstvo@nov.stv.ru

### **Project coordinator:**

Raisa Tishchenko, labor safety engineer at the Children’s City Hospital

### **Project objectives:**

Efficient use of municipal funds as a result of reducing the cost of power in the kitchen of the Children’s City. Replacement of morally and physically obsolete electric equipment with modern high-tech and multi-functional gas equipment. Improving the work of the kitchen and, as a result, provision of better quality services.

### **Anticipated project results:**

The replacement of electric equipment in the hospital’s kitchen with gas equipment will help save municipal budget funds (223,072 rubles estimated based on 2008 prices for energy resources) and electricity (90,000 kW/h). Besides, the working conditions of 10 employees of the kitchen will be noticeably improved as a result of this project. Energy savings will be used of acquiring modern medical equipment and introducing new energy-efficiency health care technologies.

<b>Total project cost: 1 000 000rub.</b>	<b>Other contributions: 500 000 rub.</b>	<b>Donation: 500 000rub.</b>
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## **Project “Island of Happiness (500 000 rub.)**

**Organization:** Territorial Public Self-Government # 8

**Category:** public, non-profit

<b>Start date</b>	01.09.2008	<b>End date</b>	30.04.2009
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### **Project summary:**

A children’s sports and playground, a field for team games and a green area (pine trees and decorative shrubs will be planted and flowerbeds will be put in) will be built on the area surrounding the children’s city hospital.

### **Contact information:**

78 Apanasenko St., Nevinnomyssk, Stavropol Krai 357106

Tel.: (86554) 7-51-34

### **Project coordinator:**

Nadezhda Kostuchenko, chair of Territorial Public Self-Government # 8

### **Project objectives:**

Improving the environment on the area surrounding the children’s city hospital by installing attractive and safe game equipment for enhancing the health of children staying in the hospital and creating a positive emotional atmosphere for children of different ages. The green area at the hospital will be created with the help of local organizations (Nevinnomyssky leskhoz, a state forestry enterprise; the Landscaping Company; and the management of Territorial Public Self-Government # 8) and volunteers of all ages from the local community.

### **Anticipated project results:**

Bettering the environment around the hospital by planting new trees and shrubs in the park and improving an area of 450 sq. m: 230 sq.m will be occupied by the children’s playground, 100 sq.m - by the green area and 120 sq.m – by the game field.

The students of two nearby schools and local community members will be involved in project activities. Local residents and organizations will provide necessary resources (pine seedlings and decorative shrubs from Nevinnomyssky leskhoz and flower and lawn grass seeds from Landscaping Company) and volunteer work of 200 community members.

<b>Total project cost: 510 000 rub.</b>	<b>Other contributions: 10 000 rub.</b>	<b>Donation: 500 000rub.</b>
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## Project Complex

### Territory of Family Leisure and Rest

Requested amount 1 500 000 rub.      Grantee contribution 2 421 249 rub.

Total cost 3 921 249 rub.

#### Thematic projects included in the Project Complex:

1. Be Happy from Childhood
2. Youth and Sports
3. Recreation for the Whole Family

#### Municipal problems addressed by the Project Complex:

- Appearance of unauthorized dumps in the community.
- Absence of sports and recreation facilities in the community.
- Poor advertising effort devoted to the benefits of a healthy living environment and family recreation in the community.

#### Contact person of the Project Complex:

Roman Usenko, deputy director for production operations at Nevinnomyssk Chemical Technology College

#### Contact information:

17 Pavlova St., Nevinnomyssk, Stavropol Krai 357108,

Tel.: (86554) 4-52-06, fax (86554) 7-46-38, e-mail: [nehiko@mail.ru](mailto:nehiko@mail.ru), [newrom@rambler.ru](mailto:newrom@rambler.ru)

#### Organizations, members of the Consortium:

Project	Title	Category	Profile		
Be Happy from Childhood	Topolek Kindergarten # 19	Municipal	Education and promotion of physical, emotional and social development of children; preschool training; and educational activities intended for parents		
Youth and Sports	Nevinnomyssk Chemical Technology College, a middle specialized educational institution	Government	Educational services		
Recreation for the Whole Family	City Housing, Architecture, Urban Development, Transport and Communications Authorities	Municipal	Construction, modernization and overhaul repairs of the engineering		
<b>Duration (months)</b>	7	<b>Start date</b>	01/09/ 2008	<b>End date</b>	31/08/2009

#### Synergetic effect of the project complex:

Advertising the benefits of a healthy living environment and creating conditions for healthy recreation of schoolchildren, students and community member will help prevent littering in the community and will improve the general environment in the city.

## **Project “Be Happy from Childhood” (500 000 rub.)**

**Organization:** Topolek Kindergarten # 19

**Category:** municipal

<b>Start date</b>	01.09.2008	<b>End date</b>	30.08.2009
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### **Project summary:**

This project will improve a vacant lot near the kindergarten: build a sports ground, refurbish the summer splash pool (17 sq. m), restore the three summer houses, and remodel the central entrance into an open air stage for performances. New health outdoor programs will be developed, plays will be staged and festivities will be organized for parents and members of the local community.

### **Contact information:**

8 Gagarina St., Nevinnomyssk, Stavropol Krai 357100

Tel.: (86554) 4-42-36

### **Project coordinator:**

Irina Morozova, head of Topolek Kindergarten # 19

### **Project objectives:**

Building a modern sports ground for the kindergarten, repairing the summer splash pool, and remodel the central entrance into an open air stage for performances by the children attending the kindergarten and the residents of the district. Enhancing the image of the kindergarten among parents and the community.

### **Anticipated project results:**

As a result of the creation of sports grounds at the kindergarten, over 90 children will have a chance to exercise all year round and become hardened in splash pool during summer. The Topolek Kindergarten # 19 will plan and carry out 15 athletic events involving families living in the community.

<b>Total project cost: 647 000rub.</b>	<b>Other contributions: 147 000 rub.</b>	<b>Donation: 500 000rub.</b>
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## **Project “Youth and Sports” (500 000 rub.)**

**Organization:** Nevinnomyssk Chemical Technology College, a middle specialized educational institution

**Category:** government

<b>Start date</b>	01.09.2008	<b>End date</b>	31.08.2009
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### **Project summary:**

Modernization of the gym hall in the college and the purchase of modern sports equipment intended for 900 students.

### **Contact information:**

17 Pavlova St., Nevinnomyssk, Stavropol Krai 357108

Tel.: (86554) 4-52-06, fax: (86554) 7-46-38, e-mail: [nehiko@mail.ru](mailto:nehiko@mail.ru), newrom@rambler.ru

### **Project coordinator:**

Roman Usenko, deputy director for production operations at Nevinnomyssk Chemical Technology College

### **Project objectives:**

Modernization of the gym hall; better quality of physical education lessons; provision of conditions for recreation of students, the college's staff and their families; enhancing the city's image during city-zone and regional events; ensuring safety during tournaments; and involving youth in deciding city and national issues.

### **Anticipated project results:**

- Organizing over 15 volleyball and basketball tournaments among men and women's teams in the modernizing gym hall.
- Conducting sports contests and events.
- Founding a volleyball-training group for the staff of the college and holding competitions between departments.
- Reducing the number of lessons missed because of illness by 10%.

<b>Total project cost: 1 227 000 rub.</b>	<b>Other contributions: 727 000 rub.</b>	<b>Donation: 500 000 rub.</b>
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## **Project “Recreation for the Whole Family” (500 000 rub.)**

**Organization:** City Housing, Architecture, Urban Development, Transport and Communications Authority

**Category:** municipal

<b>Start date</b>	01.09.2008	<b>End date</b>	31.08.2009
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### **Project summary:**

On a vacant lot situated between the kindergarten and the Chemical Technology College, a family mini-park (on an area of 2, 867 sq. m) will be laid out, where young trees will be planted and flowerbeds will be put in. The area will be cleaned of fallen trees and debris with the help of volunteers from the local community, students and staff of organizations situated nearby (at least 300 people).

### **Contact information:**

Boulevard Mira 21, Nevinnomyssk, Stavropol Krai 357100

Tel.: (86554) 07-10-94, fax: (86554) 07-10-94

### **Project coordinator:**

Vyacheslav Ochertkov, head of the City Housing, Architecture, Urban Development, Transport and Communications Authority.

### **Project objectives:**

Elimination of an unauthorized dump on an area adjacent to Kindergarten # 19 and the Nevinnomyssk Chemical Technology College. Improvement of a vacant lot and its use for family recreation by community members.

### **Anticipated project results:**

A small family recreation park will appear in the city for community members of all ages and, especially, for young children and adolescents. It will have new trees, flowerbeds, benches, rubbish bins, modern lighting (street lamps) and asphalt paths.

<b>Total project cost: 1 220 000 rub.</b>	<b>Other contributions: 720 000 rub.</b>	<b>Donation: 500 000 rub.</b>
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