

Making the City Healthier

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The “Environment and Public Health in Nevinnomyssk and Other Regions of EuroChem Company Presence Program” was launched in December 2006 in Nevinnomyssk, Stavropol Krai. The Program, funded by EuroChem Company and the United States Agency for International Development (USAID) and managed by the Fund for Sustainable Development (FSD) with active support from the city government, is scheduled for three years and is aimed at improving the quality of medical services and promoting conservation, energy-efficiency, and the rational use of natural resources.

The priority areas of the Program and of projects accepted for consideration are the following:

- Utilization of energy and resource saving techniques at social institutions (schools, kindergartens, orphanages, hospitals, etc.);
- Child health and the environment (promotion of child health by improving the environment in children’s institutions, including the improvement of the quality of air and drinking water);
- Upgrading the processes of industrial and household waste processing, including sewage and return water treatment;
- Landscaping and site improvement in the city with the participation of local small-sized businesses, NGOs, and the community;
- Public participation in addressing municipal social and environmental issues;
- Introducing low-impact farming techniques in local agriculture;
- Improving the quality and environmental safety of food products in children’s institutions.

Program funding:

EuroChem - 16, 335, 000 rubles

USAID - 3, 750, 000 rubles

EuroChem is planning to use the results of the Program in Nevinnomyssk for further disseminating tested models and approaches targeted toward improving the natural and social environment to other municipalities in the regions of the company’s presence.

FSD views the possibility of targeted funding of the most interesting and promising projects, winners in the contest, as a strong incentive to involve local organizations in the Program. The Program includes trying out both new and proven techniques of bettering the natural and social environment in the community. The key stakeholders and Program implementers include the community, local government, NGOs and communal services organizations.

From the very start, the Program was designed to support community initiatives to propose and carry out specific projects. This concept was justified in full measure, while skeptics who held that in Russia people in small cities were only able to express criticisms and would never lift a finger to even clean the area around their apartment building, turned out to be wrong.

Five of ten such projects submitted for the first contest and intended for a period from 6 to 12 months have received funding. The average grant amount of these projects is 520,000 rubles:

1. Setting up a children's sports/entertaining and educational/health complex for preschoolers and school students at Gymnasium # 10.
2. Reducing expenses for water consumption and energy resources at the City Hospital by replacing the existing electric cooking boilers with gas cooking boilers and modernizing the cooling system of the refrigerating unit; it is expected that in 2008, over 700,000 rubles will be saved and used for acquiring additional medical equipment, which will allow to improve the quality of medical services provided annually to 10,000 residents of Nevinnomyssk.

Vladimir Lapin, Deputy Head Physician and Project Coordinator: "Considering the cost of 1 m³ of drinking water, we will save nearly 300,000 rubles during one year and almost the same amount as a result of replacing the electric boilers with gas ones and, thus, the costs will be recovered practically in the course of one year."



3. Acquiring exercise devices for the Childhood House and the children's outpatient clinic, apparatuses for preparing oxygen shakes, and equipment for purifying water and air, and conducting health rehabilitation programs (aeroionotherapy, oxygen-therapy, aromaphytotherapy, mechanotherapy and the creation of indoor climate similar to natural). This Key to Health Project will also monitor child health, organize a phyto bar, plant 100 trees and shrubs on the area of the Childhood House and improve

the green zone around it. These activities will help improve the quality of services provided by the Medical Rehabilitation Department of the local children's outpatient clinic.

Irina Furmanova, Head of the Medical Rehabilitation Department: "We have already opened the mechanotherapy room. Thanks to the Program, we will considerably expand the possibilities of our department and this will have a favorable effect on the health of children living in this city."

4. Building a sports ground at Agricultural Lyceum # 11.

Alla Kharchenko, Director of the Lyceum: "We will have the long-awaited volleyball and basketball courts and a race track. Starting from October, they will be used during gym lessons and also for recreation and athletic training for adolescents of our community."

5. Creating a winter garden and a consultation center for planting greenery at educational institutions at the Young Natural Scientists Center with the use of modern phytodesign methods. Conducting training at the city's educational institutions, organizing educational and research activities for pupils, putting together a package of information materials for conducting training seminars in the city, propagation of valuable plants, helping other educational institutions of the city to plant trees and shrubs, and raising the level of environmental culture and awareness among children and youth.

Svetlana Cherygina, Director of the Young Natural Scientists Center: "The project involves creating the first in our city "greenery center" that will be opened year-round for the many friends of plants of our city and where excursions for students and seminars for teachers will also be conducted."

All five projects are aimed at involving community members into healthy lifestyles and promoting a new approach in our public health system: health protection through the all-round participation of individuals in an effort to take care of their own health. This tendency of an active public prevention effort is rapidly gaining strength throughout the world. According to WHO, 50% of a person's health depends on the way of life. It is noteworthy, that all the projects are helping the city to become healthier.

What have the Program participants accomplished during the first six months of their work?

The new equipment in the city hospital will allow saving large amounts of energy and water. The saved funds (hundreds of thousands of rubles, as was mentioned above) will be used for buying additional medical equipment. Devices for cleaning water and air were installed in the city children's hospital; the Childhood House and the children's outpatient clinic now have exercise machines and devices for preparing curative oxygenated shakes. The new modern equipment will increase the capacity of local medical institutions and as a result, according to expert estimations, the rate of disease may drop by 1.3 times. A sports ground is being built in Golovnoye District. City residents are displaying a lively interest in the Winter Garden Project that is being carried out by the Young Natural Scientists Center and includes planting trees and shrubs around schools and kindergartens of the city. A modern health and entertaining complex is being created in Gymnasium # 10. Its volleyball, tennis and badminton courts will be attended not only by the students, but also by all members of the community.

In July 2007, the second contest of the Program was launched. Its applicants are local organizations (consortiums made up of local officials, representatives of NGOs, and staff members of municipal educational and public health organizations) proposing complexes (groups) of projects in which at least one project is devoted to energy and resource saving.

Funds saved as a result of the implementation of projects that win in the second contest, will be channeled to financing the needs of the city's public health system.



The swimming boards acquired by the project for the swimming pool of the children's city outpatient clinic are a small but nonetheless a significant feature of the Program



The first exercise machines installed in the children's outpatient clinic under the Key to Health Project

It is no wonder that there were much more applicants in the second contest (nine consortiums presented 22 projects grouped into 3-4 projects) than in the first one, because many community members had seen for themselves the first concrete results of the program of transforming their city. Halfway to victory after the first stage of the project concepts review are three consortiums: “Sphere”, “Me, You, He and She – All of Us are a Healthy Country”, and “The Land Where We Live”. By October 15, the new winners will be announced, who will not only begin work on their projects aimed at improving both the natural and social environment in the city, but will also become the pioneers of new forms of social collaboration.



The winter garden at the Young Natural Scientists Center will become a consultation center for planting greenery at all educational institutions of the city

As may be seen from this photo, the Nevinnomyssk Azot Group does not contaminate the waters of the Kuban River



USAID
FROM THE AMERICAN PEOPLE

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 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 ample opportunity to improve their well being and standard of living in a market economy.



EUROCHEM
MINERAL AND CHEMICAL COMPANY

Established in 2001, EuroChem is the major agrochemical company in Russia that puts out over 100 product items exported mainly to the USA, Western and Eastern Europe and to some countries Asia and Latin America. EuroChem, one of the top ten global mineral fertilizer producers, gives

special attention to expanding deliveries to the domestic market, upgrading existing and creating new capacities, utilizing new technology, enlarging the range of manufactured products, and promoting industrial safety. The company is known for its vast investment in environmental programs, including those at Nevinnomyssky Azot, one of its key industrial facilities.

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