



Virtual Well-being Market

The City of Kuopio

EuroPCom Goes Virtual

29 June 2020

**Keeping connected and staying positive:
stories from regions and cities**

Wellbeing promotion goes virtual in the city of Kuopio, Finland

- 120 000 inhabitants, 9th largest city in Finland
- Member of WHO European Healthy Cities network



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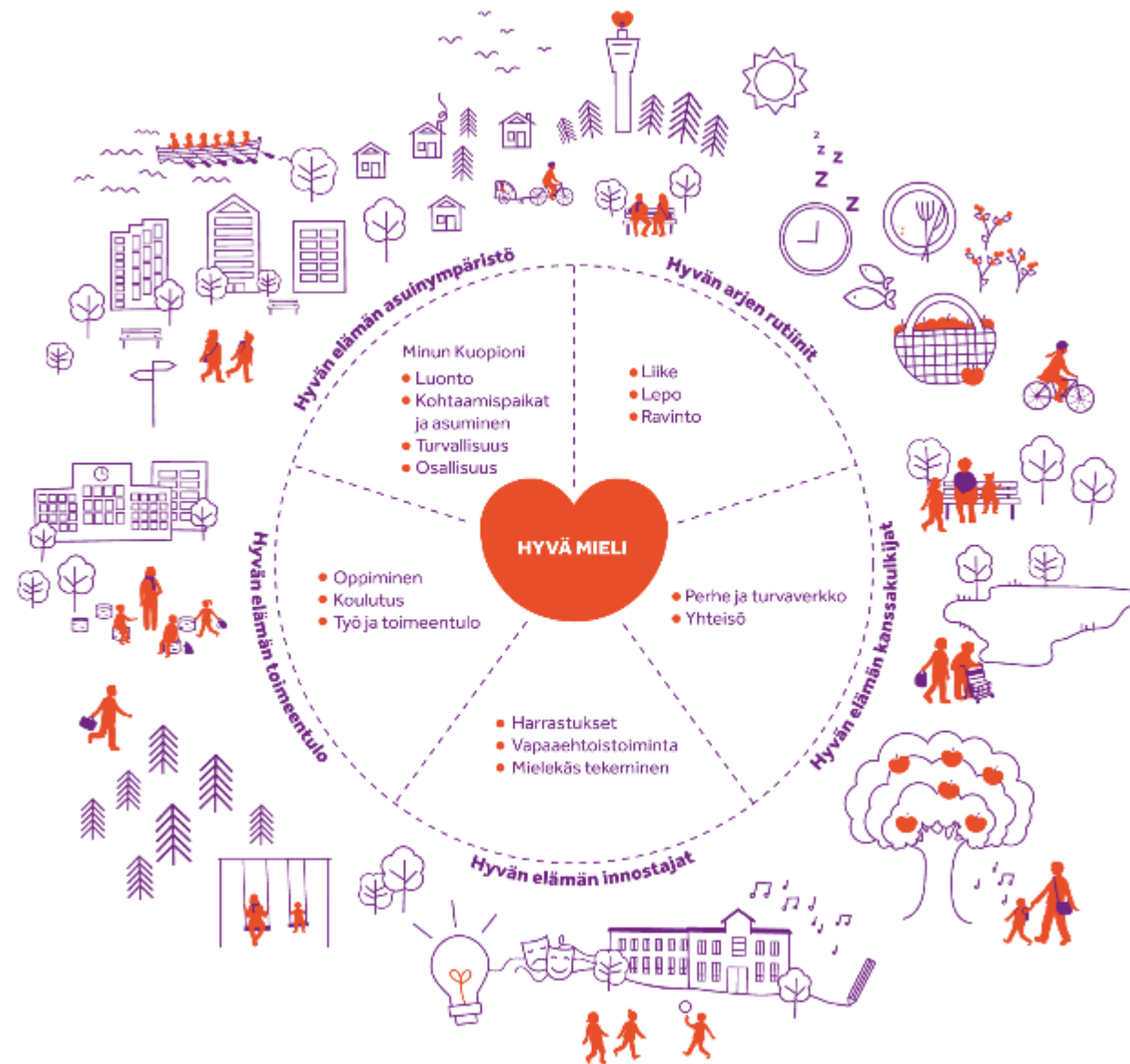
Capital of good life 2030

Happy and healthy Kuopio 2030

Aspects of good life

- Healthy routines
- People and community
- Inspiring leisure
- Learning and livelihood
- Healthy and safe environment

Focus on happiness and good mood



COVID19 PANDEMIC

Wellbeing promotion services in Kuopio 15.3.→

- Library
- Museums
- Sport facilities
- Community coll.
- Community houses
- Concert hall
- Theater
- Culture & exercise groups

**CLOSED /
CANCELLED**





How to keep connected, stay positive and physically active?





Community Houses



Community College

and outdoor recreation



reservations



ary work

t season

being market

Well-being market

In exceptional circumstances, it is especially important to nurture one's own mental and physical well-being and to maintain daily routines for good life:

- eat healthily and get enough sleep
- keep yourself moving: work out at home or exercise in the nature
- do things that are meaningful to you
- keep in touch with your family and friends by phone and online

The City of Kuopio's cultural institutions, indoor and outdoor sports places and other welfare services are closed according to the Government's policy until on 13 May 2020. However, that doesn't mean you couldn't enjoy these things on your home couch or living room floor.

Links

- [Information about virus by the city of](#)
- [Latest updates on virus \(THL\)](#)

Virtual well-being market

“Now might be a good time to try something new, take special care of your physical condition, pay attention to your lifestyle, or enjoy experiences you didn’t have the time or opportunity to do before”

- <https://www.kuopio.fi/en/hyvanmielenkioski>

Special attention to

- vulnerable groups; elderly 70+ years, high-risk groups
- mental and physical health
- Special challenges related to lock-down and covid19

Wellbeing services brought under the same umbrella

Virtual services, videos, links to useful good quality web-services

- [Library](#) (E-books, e-audiobooks, movies and music, children productions)
- [Culture](#) (city orchestra, virtual art exhibitions, e-games, folk songs etc.)
- [Exercise](#) (videos for individual, family and elderly home use – indoor & in nature)
- [Lectures](#) (community college lectures)
- [Lifestyle changes](#) (smoking, substance abuse, insomnia, excessive gaming)

Access for everyone - free of charge

Promoted to elderly homes to engage elderly

Our greenspace and bluespace
were open 24/7

Virtual nature-walks and green exercise
were also provided



What changed?

- Existing e-services were brought together – easier access for the citizens
- New productions were established – new skills learned
- Rapid development in e-services – wider reach of the services
- Increased feeling of togetherness within the wellbeing promotion department and communication
- The wellbeing services of the city of Kuopio available for people outside Kuopio – outside Finland

Helping citizens keep connected and stay positive, active and happy

Thank you!

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