

Safe Community Monthly News

Issue 28

November 2009

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Dear Colleagues,

We are proud to introduce you another new Safe Community.

We have reports from USA, New Zealand, Australia, South Korea.

Safe Communities movement is now its full pace!

All the designated Safe Communities are advised to submit their annual reports.

News and reports of this issue are appended below. Same issue is also available at our WHO Collaborating Centre on Community Safety Promotion website: http://www.phs.ki.se/csp/who_newsletters_en.htm

With warm regards

Leif Svanström, Responsible Editor

Koustuv Dalal, Editor

Madison/Dane County, Wisconsin, Joins Safe Communities International Network

Madison/Dane County, Wisconsin, celebrated its induction into the International Safe Communities Network on October 13, 2009. They are the 160th Safe Community in the world, the 6th in the United States, and the first in Wisconsin.

They also celebrated their ten-year anniversary as a coalition working to reduce injuries and promote safety for the 483,705 residents of Madison/Dane County. This special day was marked with a celebratory luncheon and awards ceremony honoring notable community partners.



Donna Stein-Harris, Safe Communities America, presents designation plaque to Madison/Dane County Executive, Kathleen Falk

Over the last 10 years, Madison/Dane County has worked to reduce injuries from falls, violence, and motor vehicles. Their coalition works closely with their police, fire, and emergency services and they have developed successful programs for suicide prevention, neighborhood and school safety, child safety, to mention just a few.

They have measurable results including:

Increased safety belt use among young drivers by 4% in targeted school and faith communities . Built a falls prevention network for Dane County older adults and have trained over 120 healthcare providers to deliver evidence-based falls prevention treatments. Educated over 500 people on how to help someone they know survive a suicidal crisis. Reduced reported speeding by 79% as a result of

their "slow down yard sign" campaign □ Improved yield-to-pedestrian rate at hard-to-cross intersections by 89% through their pedestrian flag and pedestrian zone program. Taught over 1,000 pre-kindergarten children to be safe at their Safety Town and Safety Sunday at the Madison Children's Museum. Their designation was overseen by the Safe Communities Foundation, New Zealand Certifying Centre. Their site visit and designation ceremony was conducted by internationally trained certifiers from Safe Communities America.

Reporter: Donna Stein-Harris, USA

Waimakariri District, New Zealand: Celebrates its 10th Anniversary

In 1996 "Safe Rangiora" was set up as a Plunket-driven pilot for the Safe Community Programme. Its brief was to develop and deliver community-based Child Safety interventions. The pilot proved to be a success in engaging the local community to recognise the value of child safety, and the Waimakariri District was designated as 47th member of the Safe Community network in 1999; the second in New Zealand by only a number of weeks....and the 1st to be re-designated in 2006!

10 years on, the Waimakariri District is now recognised as not only one of the safest in New Zealand, but also as a leader in Community Development, bringing the wider community together to find local solutions to local problems, related to intentional and unintentional



injury, road safety, alcohol, and a variety of other issues affecting community safety. We are proud of what has been achieved, and look forward to being here again in another 10 years to celebrate what a great, safe community we live in.

Of course we still have some way to go. For our part, we at Injury Prevention Waimakariri, Road Safety and Safer Community Council will continue to work with our community to help them to keep themselves and others safe while they're out enjoying what the Waimakariri District has to offer.

Reporter: Tessa Sturley, New Zealand

New info kit makes 'home safe home' for baby

A free information kit giving new and expectant parents the power to provide a safer home environment was launched in August at The Royal Children's Hospital Melbourne.

The RCH Safety Centre's Bringing Baby Home info kit contains comprehensive safety tips on nursery furniture and safe sleeping, kitchen safety, choking and suffocation, fire safety, preventing falls and car passenger safety.

The kit also includes the Child Safety Commissioner's tip sheet on choosing a babysitter, as well as a DVD to guide parents in their choice of a person, service or organisation to care for their child.

"Keeping children safe has to be the top priority of all parents, but sometimes they need help to achieve this," said Child Safety Commissioner Bernie Geary OAM.

"The Bringing Baby Home kit enables parents to identify and reduce hazards. It also helps them to feel more empowered in choosing appropriate people to care for their children," he said.

Bringing Baby Home is proudly supported by ExxonMobil Australia and the Office of The Child Safety Commissioner. The kit will be distributed in hospitals, maternal and child health centres, prenatal and antenatal classes, and local government community safety offices.



Mr Bernie Geary OAM Child Safety Commissioner, Charles Charalambous Consumer Affairs, Department of Justice, Lisa Rood Community Relations Manager, Exxon Mobil Australia, Roz Howe Program Manager Product Safety Branch: Market Monitoring, Consumer Affairs Victoria, Department of Justice. Barbara Minuzzo Senior Project Coordinator The Royal Children's Hospital Safety Centre, Christine Withers Manager, Promotion, Policy & Projects Office of the Child Safety Commissioner, Helen Rowan Operations Manager Family Services and Volunteers The Royal Children's Hospital, Ron Rienten Safety, Health, Environment and Security Manager ExxonMobil Australia.

Contact: Barbara Minuzzo The Royal Children's Hospital Safety Centre (03) 9345 5085

http://www.rch.org.au/safetycentre/info/index.cfm?doc_id=1731

Reporter: Barbara Minuzzo, Australia

Cheonan City, Korea: the 169th International Safe Community

Cheonan City has a total population of 547,662 residents, living in 209,512 households. Safe Community project was started as a promise project with citizens from 2006, the preliminary community survey was implemented in 2007, the under preparation Safe Community registered to WHO Collaborating Center on Community Safety Promotion in 2008, and an application report for designation was submitted in March 2009. From 22nd to 23rd April 2009, two days on-site evaluation was conducted successfully by the expert team and on 27th October 2009, Cheonan City was designated as 169th International Safe Community.

The Guests from domestic and abroad were very impressed by its well organized infrastructure with strong support from the mayor and the city council, innovative programmes with multi-sectors cooperation and community participation. They appraised Cheonan City's efforts in pursuing to become the member of International Safe Community Network and hope to play an important Role in future.

Related to designation ceremony, there was a conference on "Safety Promotion through Intersectoral Partnership" with participation of the experts, health professionals and community practitioners in Korea.



Sung, Moo-Yong, Mayor, Cheonan City, Korea. **Yu, Pyung-Yui**, Chairman, Cheonan City Council, Korea. **Joon Pil Cho**, Chair, Certifying Center for Safe Community, Ajou University School of Medicine, Suwon, Korea & **Leif Svanström**, Chair, WHO Collaborating Center on Community Safety Promotion, Karolinska Institutet, Stockholm, Sweden.

Reporter: Juhee Hong, Soth Korea.

Financial Street Safe Community Resource Center

Since becoming a member of the International Security Community Network in June 2007, the Financial Street Community has been keeping the concept of constant improvement in mind. At the end of 2008, the Financial Street Security Community Cultural Center was established, bringing more and more happinesses and safety to all inhabitants here.

As the security information platform for the inhabitants, the Financial Street Security Community Cultural Center mainly aims to enrich the inhabitants' cultural life and to provide them with some help and support on knowing the security protection information and strengthening their self-protection ability in case of hurt by accidents.

The Center consists of the Room for Lute-playing, Chess, Calligraphy and Painting, the Dancing Room, the Red Cross First Aid Training Room, the Multi-functional Hall and the Exhibition Room for Interaction Experiencing which is divided into nine exhibition rooms and one experiencing area for quick answer questions on security knowledge. The mentioned nine exhibition rooms are respectively named the Financial Street Security Theme Showroom, the Elderly's Safety Showroom, the Home Safety Showroom, the Children's Safety Showroom, the Occupational Health & Safety Showroom, the Nutritional Health & Safety Showroom, the Occupational Tools Showroom, the Fire-protection Safety Showroom and the Campus Security Showroom.

The Cultural Center provides such security information as the elderly's health & safety, the home safety, the children's safety, the occupational health & safety, the fire-protection safety and the campus security. Inside the exhibition room, the security knowledge & culture are popularized to the inhabitants there by all kinds of means as popularization & training, physical exhibition, live simulation exhibition, on-site experiences.



Reporter: WS Tang, Hong Kong

News from National Safety Council, Greater Omaha Chapter

On the eve of 'Fall Prevention Day September 22, 2009 for Home Safety' National Safety Council, Greater Omaha Chapter has distributed 10,000 copies in the Greater Omaha Safe Communities area (5 counties, 650,000 population) and it is also up on You Tube. Our Home Safety and Modifications task group as part of our FIRST program (Fall Intervention, Reaching Seniors Together) developed it. This is the URL - Please take a look. <http://www.youtube.com/watch?v=3FEP8YwbztA>

Forthcoming Safety and Injury Conferences

2010

- **RoSPA's 75th Road Safety Congress 22-24 February, 2010 Stratford-upon-Avon, UK** www.rospace.com/road E-mail: events@rospace.com Abstract deadline: **19 September 2009**

- **19th International Safe Communities Conference *Sustainability of Safe Community Programs***

23- 26 March, 2010

Suwon, Korea

First Announcement www.2010safecom.com/pdf/1st_Announcement.pdf

http://www.2010safecom.org/web_mail/web_mail.html

www.2010safecom.org

Abstract deadline: **31 December 2009** . For information: jpcho@ajou.ac.kr

- **The Second European Regional Safe Community Conference Incorporating the 7th Nordic Conference on Safe Communities** *How to develop Safe Communities in Europe using the Nordic experiences, re-establishing a European Network of Safe Communities.* **19-20 May, 2010 Reykjavik, Iceland** **First Announcement** ([short version](#); [long version](#)) www.publichealth.is/SC-2010Iceland Contact: Rósa Thorsteinsdóttir E-mail: rosa@publichealth.is Tel: +354 5800900 / +354 8400906 Fax: +354 5800901' Public Health Institute of Iceland, Laugavegur 116, 105 Reykjavík, Iceland

Registration & call for abstracts are open now.

- **2nd South Eastern Europe Safe Community Conference**

15 -17 September, 2010. Sibenik, Croatia

Conference web page:

http://www.sigurnezajednice.hr/The_2nd_Southeastern_Europe_Safe_Communities_Conference_SibenikCroatia2010/Home.html Venue: Hotel Solaris <http://www.solarishotelsresort.com/>

Contact: Tanja Pekez Palisko

E-mail: tashamed@gmail.com

- **10th World Conference on Injury Prevention and Safety Promotion 21-24 September, 2010 London, UK**

The first formal announcement for Safety 2010 will be issued in January 2009

Call for abstracts: closing date will be Friday 15 January 2010, 17:00 hrs

<http://www.safety2010.org.uk>

Early bird rate before 30 April 2009 £450.00

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