

Safe Community Monthly News

Issue No.3

October 2007



Dear Colleagues,

Thanks for your overwhelming support and response with the second issue of 'Safe Community Monthly News'.

In this issue we have included information of Safety related Conferences, Awards and Courses around the world.

We are encouraging all Safe Communities, affiliate centres and certifying centres around the continents to send more news and event information. At the same time we are also encouraging the individual safety experts to be united with fellows in your own country to plan, implant ideas and establish more safe communities. We are ever ready to provide supports in this regard.

Thanks for your continuous support for 'Safe Community News'. Please send your news and event information to the technical editor.

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

With warm regards

Leif Svanström, Responsible Editor

Koustuv Dalal, Technical Editor



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N.B. For any email regarding 'Safe Community Monthly News' please do write 'SCMN' at the subject box.

1. Safe Community movement at Kameoka City, Kyoto, Japan

Kameoka City had its official site visit for Safe Community designation on September 21st and 22nd. The city of Kameoka is located next to Kyoto City which is one of the most well known and historical cities in Japan.



Prof. Leif Svanstrom and Prof. Joon Pil Cho are listening to Safety Promotion activities by JICHIKAI.

On the first day of the site visit, government officials at Kameoka city and Kyoto prefecture explained about programs of safety promotion to Professor Leif Svanstrom from the WHO Collaborating Center on Community Safety Promotion and Professor Joon Pil Cho from the Certifying Center in Korea. Then both professors visited some safety promotion activities in the city.

On the second day, a leader of one of 23 neighborhood self-government associations called "JICHI-KAI" in the city explained about activities for development of their neighborhood communities. Since JICHI-KAIs are well organized volunteer based organizations which are set up all neighborhood communities in the city, Kameoka City is working with them as is active partners for Safe Community project.

As a result of the site visit, Kameoka City was assured to be designated as a member of the International Safe Community Network shortly. During that period, Kameoka city will update their report including all the activities of community programs to share their experience with other communities in Japan as well as other countries.

On September 23rd, Kyoto Prefecture hosted a Symposium on Safe Community in Kameoka City. Since the symposium was open to everyone who was interested in Safe Community and safety promotion, there were quite some people from outside Kameoka City and Kyoto prefectures, even though it was held the middle of a long weekend. Professor Leif Svanstrom from the WHO Collaborating Centre on Community Safety Promotion and Professor Nam-Soo Park from the Certifying Center in Korea made Keynote speeches about the concept and international movement of Safe Community.



Prof. Leif Svanstrom (left) and Prof. Nam Soo Park (right) are making speeches about Safe Community.

2. Traffic Education Day at the Centre of Road Accident Prevention in Prague, the Czech Republic

Every year many towns and cities in the Czech Republic make its own efforts in order to support healthy lifestyle and to protect environment within the European Mobility Week. One of the key elements of many actions taken across the whole countries is a road safety. This is the reason why the Centre of Road Accident Prevention of the Ministry of Interior and the Czech Police Force and its partners including Municipality of Prague, WHO Country Office and private sector have organised the Traffic Education Day on 19th September 2007. In the premises of the Czech Police Force Museum in Prague, where the Centre of Accident Prevention is situated, children had the opportunity to check their knowledge and skills of the Highway Code, to ride on 2 traffic parks, to learn how important are cycle helmets and retro reflexive materials and last but not least to visit traffic halls of the Museum, mainly devoted to road accident prevention history.

At the press conference the director of the Museum, Ms Marcela Machutova, announced a drawing contest for elementary school children on road safety. The topic chosen is "Children and Dangers in Road Traffic". This contest, sponsored by NESTLE, is open for any child from the Czech Republic.

This event – a part of the Centre's activities within the European Road Safety Charter visited more than 700 children and we are looking forward to organise it next year.



3. Interest in Safe Community membership is growing in the US

Donna Stein-Harris, Executive Director of Home and Community Partnerships and Initiatives for the US National Safety Council, made a site visit to the WHO Collaborating Centre on Community Safety Promotion to discuss the development of a US Safe Communities network. While in Stockholm, Ms. Stein Harris had several conversations with Dr. Svanström, and was able to enjoy two days of warm autumn temperatures.

"Both the visit and the weather were spectacular," said Ms. Stein Harris, "and after my visit, I'm able to bring back the WHO perspective on programme development to our many partners in the US. Interest in Safe Communities designation is growing in the US. It was a great time to visit and consult with Dr. Svanström, as we expect to have several new applicants for designation on board in the next year."



The National Safety Council is a nonprofit, nongovernmental, public service organization dedicated to protecting life and promoting health. The NSC is a membership organization, founded in 1913 and chartered by the U.S. Congress in 1953. Members include more than 55,000 businesses, labor organizations, schools, public agencies, private groups and individuals. Individuals associated with Council number in the hundreds of thousands around the US. Ms. Stein Harris has been given the go-ahead by the National Safety Council and the Centre to serve as a national advisor to new US applicants, and the National Safety Council is on line to receive its Affiliate Centre status next month, at its annual conference, which normally receives about 15,000 participants.

The Council has been working with potential SC programmes for over a year and half, and this spring, two applicant communities- Omaha, Nebraska and Springfield, Missouri- obtained their SC designations. "Omaha and Springfield have led the way," says Ms. Stein Harris, "but there are many other communities in the US that have developed partnerships that have improved safety in their areas. Our job is to mentor these communities, and make sure they understand the benefits of joining up with an international network. We hope that we can share our own experiences with our international partners, as we learn from them, as well."

4. Victorian Safe Communities Network hosts a forum - Alcohol After Dark: the critical issues

On 16 May 2007, the Victorian Safe Communities Network held another successful forum - *Alcohol After Dark: the critical issues* – attended by 100 people to examine alcohol consumption and related harms, and the problems these cause in entertainment precincts in local communities.

Three speakers - Michael Livingston (Centre for Alcohol Policy Research), Dr John Wiggers (University of Newcastle) and Dr John Toumbourou (Deakin University) - provided research findings on the impact of excess alcohol consumption and programs to address the associated harms. The speakers (above) are being introduced by VSCN C-Chair, Senior Sergeant Tim Hardiman.



In the workshop facilitated by Geoff Munro (Australian Drug Foundation), participants were invited to examine issues such as planning, liquor licensing enforcement, anti-social behaviours, binge drinking, incident and emergency response, management of licensed venues, community amenity, the promotion of alcohol, and the density of alcohol outlets, to prioritise the key issues. Three principal issues emerged.

Local planning powers to enable local government authorities to consider the impact of the density of licensed premises, including packaged liquor outlets, in local communities through local planning processes, and to integrate policies on liquor licensing approvals to ensure that planning decisions benefit communities.

Training such as the Responsible Service of Alcohol training could include strategies to reduce alcohol-related harms and their impact on the community. Training packages for local government planners in relation to the density impact of licensed premises and the impact of different forms of liquor licences would be useful.

Outlet density and licence type requires further research to determine the impacts of liquor outlet density and confirm existing research findings from other jurisdictions. Research should identify which types of licensed premises are of greatest concern in relation to alcohol outlet density, to better inform local government planning processes and potentially lead to 'caps' being placed on liquor outlets and licensed venues where there is already a high density of outlets.

Participants identified the principal strategies to address the key issues:

Stakeholder forums to respond to issues related to licensed venues; many local communities have established "accords" with local licensed venues to assist cooperation in reducing the impact of licensed premises on communities.

Awareness raising – to highlight awareness of the impacts of intoxication among licensees encompassing the potential financial benefits and social outcomes of good venue management. Messages about personal responsibility could also be better conveyed to the general community.

Guidelines produced by a central agency for the local government sector would assist local authorities to consider the health, social and economic impacts of licensed venues and packaged liquor outlets. These guidelines could also incorporate recommended monitoring and enforcement measures. A complementary set of guidelines, or code of conduct, could be developed for licensed venues.

5. Lidköping planning for the future!

A group of 35 safety promotion experts met in Lidköping, Sweden's City Hall in early September 2007 to discuss plans for future Safe Communities work. The meeting is only one of several hundreds that have taken place in Lidköping, which is home to the first designated Safe Community in the world.

"The designation took place in September 1989, almost twenty years ago," said Robert Ekman, who was present during the designation, and at the current meeting. "Today, some of the babies to whom we first gave infant car seats are parents!"

The pioneers of Lidköping's early safety work, including Professor Leif Svanström, Kerstin Svanström and Associate Professor Ekman, were in attendance as the meeting was hosted by Kjell Hedvall, who is head of the Steering Committee for Lidköping's municipal government. Mr. Hedvall was joined by Vice-Chair Carin Lexmon, along with other chairs of municipal committees, including the local committee with oversight for Public Health programs. Other safety promoters who were present to share their insight included representatives from e.g. the Police Department, Rescue Services, Traffic Safety Authority, Public Works, Child Health Care, Education Department, Social Welfare Department, and voluntarily organizations, including those promoting safety for older residents of Lidköping.

Many of Lidköping's SC staff and volunteers were on hand for the meeting- and happily, many of the faces are still the same. Longevity is key feature of this programme, as it has only had a few leaders over its lifespan. Many new faces were on hand, too- the concept has to be reinvented and introduced to local government, as these positions change.

Lidköping's Safe Community is a pioneer, both on the national and international scene, in terms of injury prevention and safety promotion work. Recent data indicates a steady decrease in injuries to children and in hip fractures in elders. Studies analyzing and comparing Lidköping's childhood injury patterns to other Swedish communities have found that Lidköping's childhood injury hospitalizations has decreased substantially, indicating that community safety promotion is working.



Friends met in Lidköping to celebrate 20 years of success: From left, Chair Kjell Hedvall; Public Health Planner Elisabeth Brandt; Kerstin Svanström, who was one of the first Health Planners in Skaraborg County Council; Professor Leif Svanström, Karolinska Institutet; Carin Lexmon, Vice Chair; Municipal Director Kenth Lindström; and Associate Professor Robert Ekman, Karolinska Institutet and Swedish Rescue Services Agency.

At the end of the meeting, the last question put to Lidköping's Safe Communities supporters was whether or not to reapply for a THIRD time, for Safe Communities status. It is not surprising that the yes vote was unanimous. In 2008, Lidköping looks forward to its third decade, promoting safety for all its residents.

6. China: Yingshi Street Community was awarded one of the first groups of national safe community

On September 4th, 2007, the meeting for recognizing the first group of National Safe Community was held in Shen Yang City. Yingshi Street Community in Huaiyin District, Jinan City, Shandong Province was awarded National Safe Community. It is the only community that is awarded this honor in Jinan.

Yingshi Street Community is one of 14 communities in Huaiyin District Jinan City. In order to build a safe community to make the residents have a healthy and orderly living environment, Yingshi street Community have done a lot since 2005. They made a lot of efforts in preventing

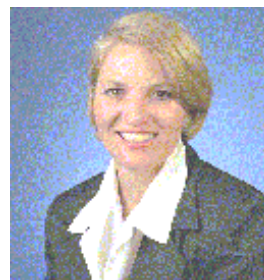
injuries in school, family, community, and removed accident potentials. In these three years, no accident or injuries occur in this community. People in this community called it "small community, great safety".

7. Good luck to Martha Stowe!

After more than a decade in Injury Prevention work in Dallas, Texas, USA, Martha Stowe is leaving the Injury Prevention Center to take a new job, working with a private foundation. Martha's work as director for the Injury Prevention Centre of Greater Dallas is regarded as innovative, and demonstrates how local communities can cooperate to bring about safer neighborhoods, and improvement in quality of life. In one award-winning programme, Martha and staff found that car seat use in Hispanic families was quite low. They worked with a local priest to bless the car seats, which were then distributed and used to great effect! Martha is the recipient of an International Safe Communities Recognition

'My time working at the Centre was one of the best periods of my life,' says Martha. 'The Centre's experienced staff, our organizing committees (reference groups), and the local community members have been nothing short of fantastic. I feel certain that the Centre will continue to take on injury prevention challenges, and to demonstrate to the rest of world that local safety promotion works.'

Martha's many friends and community partners join the International Safe Communities network in wishing her the very best in her new career. You will be missed!



8. Dawn Spinks shines for Safe Communities

On 22 September Dawn Spinks, the vice chair of the Australian Safe Communities Foundation, won the community service category of the Redland's Women Making A Difference Awards 2007.



This was in recognition of service to the Redland shire in which she lives. There were 39 people short listed. There were state and federal politicians attending the presentation, so this win by Dawn has managed to bring the Safe Communities program to the attention of some important leaders in Queensland and Australia who now appreciate more fully the need and value of safe communities.

There were over 100 people at the awards ceremony but most importantly members of Redland Shire Council whom have indicated to Dawn that they are committed to setting up Safe Communities in their shire.

Dawn won the award because apart from all of her other community work (counseling, supporting mental health initiatives, range of charity work, excellent communications skills and an open door policy and supporting individuals and families in need) she has integrity, and compassion and what was most strongly featured was her passion for making the Redlands and Australia a safer place to live, work and play through the safe communities program.

This achievement deserves to be celebrated and applauded – Dawns win is a Safe Communities win in many ways because of the positive light it shines on safe communities.

9. Announcement: 2nd International Safety Media Awards

The Second International Seguridad/Safety Media Awards (ISMA) will be held in Merida, Yucatan, Mexico March 16-18, 2008.

Guidelines and entry information is available at www.teachingstory.com. There is no fee to submit media, and no limit to the number of print, audio or video pieces you can enter. The organizers are accepting entries in two divisions: Adult and Youth (18 and under) and three categories: print, video and audio.

10. Forthcoming Safety and Injury Conferences

2007

- **Pre-Conference Seminar on Injury Surveillance Of the 4 th Asian Regional Conference on Safe Communities Bangkok, 21 November**
- **4th Asian Regional Conference on Safe Communities
22-24 November 2007 Bangkok, Thailand**
Incorporating Global Thinking, Cultivating Local Strategy
Abstracts Submission: Dead Line: 31 May 2007
- **25-26 November Post-Conference Tsunami visit**
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www.safethai2007.com
- **Royal Society for the Prevention of Accidents (RoSPA) National Home Injury Prevention Congress, 2007, Thistle Hotel, Cheltenham, England, 12-13 November 2007.** <http://www.rospace.com/home/index.htm> or contact events@rospace.com

2008

- **Young People, Crime and Community Safety: engagement and early intervention, Melbourne, 25-26 February 2008.**
<http://www.aic.gov.au/conferences/2008-YoungPeople/>
- **Royal Society for the Prevention of Accidents (RoSPA) 73rd Road Safety Congress - Securing Wider Engagement in Road Safety. Crowne Plaza Hotel, Glasgow, Scotland, February 25-27, 2008.**
Visit: <http://www.rospace.com/road/index.htm#call> or contact events@rospace.com.
- **The 9th World Conference on Injury Prevention and Safety Promotion
15-18 March 2008, Mérida, Yucatan Mexico**
<http://www.safety2008mx.info/>
Abstracts: Submission deadline was until July 13, 2007
Early Bird Registration: will be extended until July 30, 2007
Online Registration and Payment is available at <http://www.safety2008mx.info>
Conference Secretariat at: safety2008@insp.mx
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- **7th Nordic Safe Community Conference 27-28 May 2008, Oslo, Norway**
For information: peter.koren@chello.no
- **17th International Safe Communities Conference
20th – 23 October 2008
Christchurch, New Zealand**
For further information visit: <http://www.safecom2008.org.nz/>
email: contact@scfnz.org.nz or robyn.steel@ccc.govt.nz

11. Courses

- **4th International Course - A Ph.D. Level Course**
"Research in Injury Prevention and Safety Promotion: Designs, Methods & Analysis"
21 January - 22 February 2008, Stockholm, Sweden.
Karolinska Catalogue Code: **1888**
Application deadline: **15 October 2007**

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Course Organizer: Reza Mohammadi, MD, MPH, PhD
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Phone: +46 8 7373775, Fax: +46 8 33 46 93, +46 8 30 73 51
- **'International Course on Transportation Planning and Safety'; 10-16 December 2007**
The course will be held in Indian Institute of Technology, New Delhi, India.
For more information visit: <http://web.iitd.ac.in/~tripp/course/courseRframe.htm>
Contact: Mrs. Arati Walia
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