



KAROLINSKA INSTITUTET
Department of Public Health Sciences
Division of Social Medicine



WHO COLLABORATING
CENTRE
ON
COMMUNITY SAFETY PROMOTION

SAFE COMMUNITY WEEKLY NEWS

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***** LETTER FROM THE EDITOR*****

Welcome to the forty-first issue of Safe Community Weekly News, the electronic Safe Community Weekly News is edited by the Norwegian Safety Promotion Centre- a WHO CC Affiliated Safe Community Support Centre on behalf of Safe Communities Network.

WHAT IS NEW AT SAFE COMMUNITIES?

In this issue:

- **WHO REPORT: Swedish Government launches WHO Report on Violence**
- **CONFERENCE: 13th International Conference on Safe Communities, Czech 7th World Conference on Injury Prevention and Safety Promotion, Austria**
- **PROGRAM: Skippers Welcome Program in Townsville/Thuringowa, Australia**

Swedish Government launches WHO Report on Violence



Minister of Public Health
Morgan Olofsson, Sweden



Dr Mark Danson, Director
General of WHO- Europe,
Copenhagen



Dr Etienne Krug, Head VIP,
WHO, Geneva

On 6th of December in the presence of Minister of Public Health Morgan Olofsson, Ministry of Health and Social Affairs, Stockholm, Sweden the **WHO Report on Violence** was introduced by Dr Etienne Krug, Head VIP, WHO, Geneva. Dr Krug positioned injuries as a Public Health and that the concept of injuries includes both non- intentional and intentional. The concept of violence includes not only interpersonal violence but also self- inflicted and suicides and furthermore mass- inflicted like war and terrorism.

Dr Mark Danson, Director General of WHO- Europe, Copenhagen introduced the view of WHO on these issues, followed by Mr Morgan Olofsson and The Director General Gunnar Ågren from the Swedish Institute of Public Health, Stockholm. The Swedish Government stressed the importance of abuse like alcohol and the Governments concern on the effects of rising total alcohol consumption in Sweden.

Dr Svanström and Dr Ekman presented an analysis of fifteen years of development showing a down- going trend of violence- related death and suicides but a remarkable increase of self- inflicted violence leading to hospital in- patient care – especially for girls and young adult women. This phenomenon calls for increasing societal concern and a long-term anti-violence program.

However no such initiative was taken at this meeting – however it states Violence as Public Health Concern from now on.

Rapporteur: Leif Svanström

(The WHO report is available on www.who.int), www.who.int/violence_injury_prevention/violence/world_report/wrvh1/en/

(The Swedish report is available on www.norsafety.no), <http://www.norsafety.no/Reports/Voldskonferanse2003.pdf>

13th International Conference on Safe Communities

Prague, Czech Republic

2-4 June 2004

www.13safecomm.com

Conference Secretariat

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JUNE 6-9, 2004

7TH WORLD CONFERENCE ON
INJURY PREVENTION AND
SAFETY PROMOTION
www.safety2004.info



Register now:
www.safety2004.info

Vienna, Austria, Europe
June 6-9, 2004

Conference Secretary:
Kuratorium für Schutz und Sicherheit
Institut Sicher Leben
Ölzeltgasse 3 / Postfach 190
A-1031 Vienna, Austria, Europe

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Email: safety2004@sicherleben.at

Conference themes:

- Violence Prevention
- Suicide Prevention
- Road Safety
- Work Safety and Health
- Child and Elder Safety
- Safety in the Home and Institutions
- Sports, Leisure Time Safety
- Product Safety
- Trauma Management
- Disaster and Terrorism Preparedness, Civil Protection
- Safe Communities

Participants will also have opportunities for direct involvement by giving oral presentations, poster displays, video submissions, satellite conferences, business meetings and exhibits.

www.safety2004.info

The Skippers Welcome Program



Alison Barlow, Road Safety Working Group

In early 2003 the Townsville Thuringowa Safe Communities Road Safety Working Group first met to discuss possible strategies to reduce drink driving in the Townsville and Thuringowa areas. The working group presently consists of Queensland Transport, Queensland Health, Queensland Police Service, Liquor Licensing Commission and Townsville City Council. Their focus is on cooperation across agencies and the community to identify local problems and issues and work together towards reducing the amount of road trauma. The Skipper program launched on 13 August 2003 is a perfect example of the value that can result from this cooperative approach.

The Working Group members contacted the Office of Road Safety in Western Australia. Western Australian road safety proponents produced and implemented a Skipper program from summer 2002. Evaluation of the program is currently underway and will be provided to this Working Group on completion. The Office of Road Safety in Western Australia have approved the use of the Skipper program in Townsville/Thuringowa

The "Skipper" program encourages people to plan ahead and consider how they are going to get home safely after drinking. This can help avoid any inconvenience later or temptation to drink and drive. It is all about safe driving and making sure that the "Skipper" gets themselves and their friends home safely.

All participating premises will offer free pre-mix soft drinks to the designated "skipper". In order to receive the drinks, the "skipper" needs to identify himself/herself to the bar staff and receive and wear a wrist tag supplied by Queensland Transport. The "skipper" can move to another venue participating in this program and continue to receive free soft drinks as long as the wrist tag is intact.

The target for the campaign trial is Townsville's nightclub venues. This area is selected for a number of reasons. For the period 1998-2002 young drivers of Townsville and Thuringowa (between the ages of 17-24) had the highest proportion of serious crashes (30.2% of all serious crashes), and are the highest age group represented in alcohol crashes (33.1%). The "Skipper" program, introduced in this area, may also assist in reducing incidents of drink spiking and unruly behaviour in the inner city.

Townsville nightclub owners and the University Club have been extremely supportive of the program - they are all participating in the skipper program. Lavarack Barracks and the Townsville RAAF base have skipper wrist band distribution points to assist their young personnel. Coca Cola have expressed their support of the program, by supplying some pre-mix soft drinks to participating venues for use by Skippers.

For further information please contact alison.d.barlow@transport.qld.gov.au.

Please send your activities, programs and reports via post/ e-mail to the editor: Yousif Rahim rahim@norsafety.no

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