



KAROLINSKA INSTITUTET
Department of Public Health Sciences
Division of Social Medicine



WHO COLLABORATING
CENTRE
ON
COMMUNITY SAFETY PROMOTION

SAFE COMMUNITY WEEKLY NEWS

NO. 17
May 2004

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

Welcome to the seventeenth issue of Safe Community Weekly News in 2004, 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:

MEETING: 14th International Safe Community Conference, Bergen, Norway

**PROGRAM: Sun Rising Stars, Canada
Nabo-sone- (Neighbour-zone-), Norway**

**SEMINAR: International Seminar on Injury Research Methods, Vienna, Austria
Interventions for Road Traffic in Low Income countries, Vienna, Austria**

REPORT: The Economic Dimensions of Interpersonal Violence, WHO

Meeting:

Planning for the 14th International Safe Community Conference
13-15 June 2005. Bergen, Norway



L > R: Erik Brekke, Director-Vesta, Herman Friele, Mayor of Bergen
and Yousif Rahim, Coordinator-Norwegian Safety Promotion Centre.

On 23rd April, the conference committee for the 14th International Safe Community Conference met in Mayor's office in Bergen municipality. In the meeting the practical issues for the organization of the conference was discussed. Mr. Herman Friele, Mayor of Bergen municipality will chair the conference in collaboration with Vesta and Norwegian Safety Promotion Centre. The preparatory work will be performed by sub-committees.

More information on the conference and related activities will be presented during the 13th International Safe Community Conference, in Prague, Czech Republic, 2- 4 June 2004.

History of Sault Rising Stars



The Sault Rising Stars is a troupe of enthusiastic older adults who came together in 2000 to champion falls prevention messages by performing lighthearted vignettes to audiences. "Please Help Me I'm Falling" is the name of the play and consists of a series of humorous safety vignettes. The original script for the play was a project of Bruce-Grey-Owen Sound Health Unit in Ontario.

The Sault Rising Stars acting troupe developed from the Slips, Trips and Falls Committee partnership and the live performances are one component of the multi-faceted falls prevention strategy that has been implemented in our community.

The Sault Ste. Marie Slips, Trips and Falls Committee, a local partnership of 23 community agencies submitted a proposal to the federal government of Canada (Health Canada/Veterans Affairs) and were successful in receiving funding for the falls prevention education and awareness project.

A subcommittee of the Slips, Trips & Falls Committee recruited a local theatre director to perform auditions and work with training the actors. Flyers indicating "no experience necessary" were posted in strategic places throughout our community inviting seniors to audition. The first meeting of the director and potential actors was held at a local exercise and recreation facility with no charge for use of the room. Various "no cost" facilities have been used for rehearsals. During a period of time, the Acting Troupe utilized a "Teen Centre" for practices for which a donation was given for use of the room to assist the centre in continuing to operate. At present the troupe meets and rehearses in a banquet hall at a local retirement residence. A one-time honorarium was presented to the local director in recognition of his time and expertise.

The federal government grant and a member organization provided the financial support for: transportation costs for the troupe to travel outside the city, costumes and uniforms, incentives for performers, a room rental fee and honorarium for the director.

Press releases and articles have been sent to local media. The troupe has been interviewed and showcased by two local television stations and two local newspapers. No paid advertising has been utilized.

There came a time when requests for the performances were becoming too numerous for the troupe to handle on their own. Two members of the Slips, Trips & Falls Committee agreed to act as co-coordinators. One co-coordinator handles information, materials, provides general support and fills in, as a performer as needed. The other, a local Fire Prevention Officer with the Sault Ste. Marie Fire Services acts as the "booking agent". He has assumed the role of organizing the booking of performances, arranging media opportunities and liaising between the troupe and the community. On occasions he assumes a role in the performance as a Fire Prevention Officer and ensures that the fire safety messages are delivered.

Initially, following each performance, a panel of experts made themselves available to answer audience questions and provide opportunity for discussion. The panel usually consisted of a physiotherapist, a pharmacist, a local health agency coordinator, and the fire services officer. The panel was well received by the audience however; it was a challenge to recruit professionals in terms of their time. In lieu of the professional advisors, members of the acting troupe openly discuss first hand experiences regarding the messages in the vignettes with the audience. Resource materials such as physical activity promotion guides, home hazard checklists, and medication records & pamphlets are distributed following the performances. An evaluation is completed by the participants and results collated by a member organization.

The Acting Troupe to date has delivered 50 performances to a wide range of audiences. They've performed for church and community groups, seniors drop in centres, corporate staff days, conferences, and at local high schools. The actors have also traveled to perform for community groups in other towns and cities in the region.

Over the course of the last year, new vignettes have been added and currently, the actors are working with experts in various fields to add more vignettes to their performances. The troupe is anticipating a script for elder abuse, low risk drinking and driving, hearing & vision impairment.

It has been apparent from the evaluation results and the number of performance requests that this method has been a very effective way to promote the messages of health, safety and wellness as well as injury prevention to older adults.

-Nabo-sone- (Neighbour-zone-)

Prosperity, safety, and feeling of belonging in our neighbourhood!

A means of fighting and preventing crime in small communities/neighbourhoods!

A few decades ago it was custom to take care of each other in the community in a larger extent than in today's society. The social networks were closer, and the responsibility of taking care of the neighbourhood was more distinct. In the end of the day when work is over, we have somehow become increasingly obscured from each other. To care in a positive manner is over. We no longer know what is going on in our streets, and often the youth are controlling their own agenda in the afternoons and evenings. Mostly the parents are the last to hear it if there is a negative trend in their community.

We cannot reverse this development of the society, but we can contribute to bring out the unexploited potential we, as neighbours, represent to each other. Nabo-sone involves mobilising the good forces between neighbours.

The Norwegian organisation, which is built on the concept of Neighbourhood Watch, is a foundation with the name Nabohjelp. The product which is being established throughout Norway is called Nabo-sone. Establishing a Nabo-sone presents a means of fighting and preventing crime, where the neighbours themselves show responsibility for their living area and deal with undesirable circumstances in their near community. The reward is a better social neighbourhood and a decline in feelings of fear, frustration and insecurity. This does in no way mean that the neighbours will serve as an extended element of the police, or any form of civic guards.

We do all have a responsibility for the circle around us. We all need each other's attention. We must care about each other – in the family, in the neighbourhood, at the workplace. It is with this in mind that we gather strength to look into the future, to engage, to take responsibility, and to trust each other. A neighbour is worth its weight in gold, and deep inside we know. Whether we live in a detached house, a semi-detached house, an undetached house, or in a flat. We all have neighbours and we all are neighbours. However, how are we as neighbours? And why do we need the neighbour? We have life at work, the sportsclub, the friends, the family, the TV, the sofa, and the Internet. Will life improve by knowing the neighbour? Possibly!

The Nabo-sone (areas using Nabo-sone) discovered that when people live in a closer community, it takes more to harm individuals. Being more visible to each other creates engagement. That is why close communities experience less crime. A small village is a strong and close society, and a neighbourhood in a large city can be too – if you and your neighbours want to. With simple resources the informal social control in neighbourhoods strengthens, and it is easier to look after and help each other.

Prosperity, safety, and feeling of belonging does not come spontaneous, and sometimes it can be beneficial to receive help from outside. In this case Nabo-sone is the right thing.

The world-wide establishment Safe Communities also builds on these elements. Therefore, the foundation Nabohjelp suggests that Nabo-sone would be a positive addition to provinces (areas) already involved with Safe Communities. These provinces do not get any direct responsibility for the establishment or follow-up of Nabo-sone, however, they do have a responsibility of informing the provinces' inhabitants via homepages on the Internet, booklets, and through meetings. Why not make Safe Communities even safer, by including Nabo-sone as one of the offers to the residents?

Let Safe Communities, Nabohjelp, and other establishments as one great building block strengthen the PROSPERITY, SAFETY, and feeling of BELONGING in the neighbourhood.



INTERNATIONAL SEMINAR ON INJURY RESEARCH METHODS

Date: Thursday, June 10, 2004

Time: 8.30 to 17.30

Location: Mercure Hotel Europaplatz, Vienna, Austria

Objectives: To exchange knowledge and experiences on concepts and methods applied in injury research.

Organiser: European Consumer Safety Association.

Contact: Joke Broekhuizen

E-Mail: j.broekhuizen@consafe.nl

.....

INTERVENTIONS FOR ROAD TRAFFIC INJURIES IN LOW INCOME COUNTRIES

Date: Wednesday, June 9, 2004

Time: 15.30 to 18.30

Location: Austria Center Vienna

Objectives:

1. To disseminate results of pilot studies on intervention testing.
2. To discuss the technical considerations for intervention testing in low income settings.
3. To inform priorities for research on interventions in low income countries.

Organisers: Road Traffic Injury Research

Network supported by the Global Forum for Health.

Contact: Kristina McDaid

E-Mail: kmcdaid@ijh.usyd.edu.au

.....

LAUNCH OF WHO RESEARCH REPORT: THE ECONOMIC DIMENSIONS OF INTERPERSONAL VIOLENCE

Date: Tuesday, June 8, 2004

Time: 11.00 to 12.00

Location: Austria Center Vienna

Organiser: WHO Injuries and Violence Prevention.

Contact: Alexander Butchart

E-Mail: butcharta@who.int

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

Yousif Rahim

Coordinator

Norwegian Safety Promotion Centre

Phone: +47 770 58 251 / +47 971 44 182

Fax: +47 770 58 305

E-mail: rahim@norsafety.no

<http://www.norsafety.no>

<http://www.safecommunity.net/>
