



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 thirty-eighth 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:

**PROFILE: Professor Leif Svanström appointed as Guest Professor, South Korea**

**SYMPOSIUM: Business involvement in Safe Community Programs of Neihu, Taiwan**

**INSPIRATION: The First Annual Kellsie Memorial Hockey Night, Canada**

**COURSE: International Course on Traffic Planning and Safety. New Delhi, India**

**CONFERENCE: Injury and Violence Prevention Conference. Target 2010: What works?**

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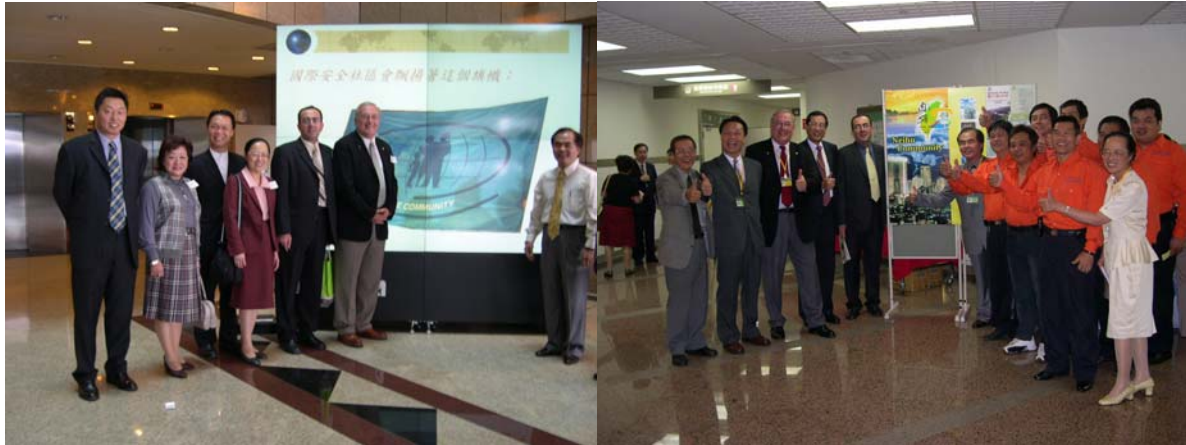
### Leif Svanström appointed Guest Professor at Ajou University School of Medicine, South Korea.



Dr Svanström who is professor of Social Medicine at Karolinska Institutet, Stockholm, Sweden, since 1980, was 2001 appointed Guest Professor of Shandong University, Jinan, China.

On 15<sup>th</sup> November in a Ceremony at Ajou University School of Medicine, S Korea the Dean of Ajou School of Medicine Dr Chang-Hyun Moon and Dr Hugh- Chul Kim President of Ajou University Medical Safety appointed Dr Svanström as Guest Professor at the Department of Emergency Medicine and the Center for Injury Prevention and Community Safety Promotion.

## Business involvement in Safe Community Programs of Neihu District of Taipei, Taiwan



On October 15, 2004, Mr. Paul Kells, the founder and vice president of safe communities foundation, and Mr. Yousif Rahim, the coordinator of Norwegian Safety Promotion Center, were invited by Neihu safety and Health Promotion Association to visit Neihu and to give expert opinions on the safety promotion programs that involving business partners and customer's safety in Neihu, Taipei. Mr. Kells shared his experience of how a business or enterprise can be a part of safe community movement, and Mr. Rahim gave very concrete advice in what business can do to help the promotion of safety.



In the morning of Oct. 15, Mr. Rahim and Mr. Kells joined the symposium held at the conference room of Delta Electronic, Inc., Neihu Technology Park. There was a very expressive discussion on cooperation between high tech enterprises and residents of vicinity in prevention of intentional and unintentional injuries.

In the afternoon of Oct. 15, Mr. Rahim and Mr. Kells visited two wholesale marts. For Mr. Rahim, this is the second time visit of RT-Mart. He was very pleased about RT-Mart's progress in safety promotion over one year period. During the after-visit discussion, Mr. Rahim pointed out that using advertisement DM to promote safety products and related concepts is a very efficient way to pass the idea of safety to customers.





During the visit to B & Q Mart, Mr. Kells and Mr. Rahim showed their interest in washbowl-supporting device that can increase the strength of the washbowl to hold up to 100 kg. Washbowl cracking caused quite a few injuries in Taiwan each year. This product may help to reduce that kind of injuries. However, putting this product together with other bathroom safety devices, such as safety handles, etc., would be a better way of promoting bathroom safety, according to Mr. Rahim.



Mr. Kells and Mr. Rahim were impressed by the parking lot of B & Q Mart. It's not only clean and spacious, but also secured by company security guards and local police force. It is important for customers to feel safe while shopping.



**3<sup>rd</sup> Asian Regional Conference on Safe Communities**

**19-22 October 2005**

**Taipei, Taiwan**

[www.safe2005.com.tw](http://www.safe2005.com.tw)

[www.tipspa.org.tw](http://www.tipspa.org.tw)

**Organizers**



Taiwanese Injury  
Prevention and Safety  
Promotion Association



Bureau of  
Health  
Promotion



Dungshu  
Community



Neihu  
Community



Alishan  
Community



Fengbin  
Community

# INSPIRATION

[www.kellsiesmemorial.com](http://www.kellsiesmemorial.com)

How did one idea turn into an event with the capacity to stretch from one end of the country to the other? We'd like to call it the power of Kellsie!



The influence someone so dear to us in life, maintains in spirit. Not one of us who were so privileged to call Sean Kells our friend, has let his influence—the impact he had on our lives—drift away.

And so began the spinning of an idea, a way to pay tribute to a fallen comrade, to a best friend, son, and brother on the 10<sup>th</sup> anniversary of that fateful day in November. We all know that day never passes without a cheers to Kellsie. However, we decided that this year should be different. This year should represent the spirit of Sean Kells and how it still remains strong in our hearts.

One late night in October, a few of us were remembering Sean and that it has been ten years since he left us. We decided it was time to commemorate this occasion with a special tribute. It seemed so natural that the most fitting celebration would include Sean's favorite sport. Hockey! So off we went with the idea to round up a bunch of guys, get some ice time at the local arena and maybe throw together a party at the end of the night. (Right on...)

The goal of the night remains clear; to remember Sean the way he would love to be remembered by coming together to play his favorite sport, and raise money for a charity that he'd want us to support.

The email was sent out on a Tuesday, and by Friday we had 40 players, several sponsors and the support of many people willing to do anything they could to make the night a success.

What a testimonial to what Sean still means to each and every one of us!

Deciding on a charity became an obvious choice when we were reminded what Sean's family fought for following his death. Their fight for workplace safety evolved into a lasting and winning battle with the creation of the Safe Communities foundation ([www.safecommunities.ca](http://www.safecommunities.ca)). This is an organization created to make communities across the country safer so accidents like Sean's would never be repeated.

It pleases all of us involved in making this happen—which includes each person reading this—that S.C.F has expressed more than just interest in making this tournament their national event. What a fitting tribute!

Our vision for this event is grand. From a small four-team tournament to an annual fundraiser, Sean will be remembered in the best way we know how. Nov. 20<sup>th</sup> 2004 will be both a celebration (the only way that Sean would have it) and a fundraising tribute.

For the last ten years around Nov. 19<sup>th</sup>, Kellie's friends have paid him tribute from around the world. This year we finally have the opportunity to come back together and do it once again.

Please take the time to check out the website. We hope to see all of you out on what will be a memorable night.

Thank you,

The committee

[www.kellsiesmemorial.com](http://www.kellsiesmemorial.com).

# International Course on Traffic Planning and Safety

## New Delhi, India

### 9<sup>th</sup> – 15<sup>th</sup> December 2004

The Transportation Research and Injury Prevention Programme (TRIPP) at the Indian Institute of Technology, Delhi, the French National Institute for Transport and Safety Research (INRETS) France, and the International Research Council on the Biomechanics of Impacts (IRCOBI) are organizing a seven day **International Course on Transportation Planning and Safety**. The course will be held in New Delhi, India, from 09-15 December 2004, and TRIPP will be the host institution.

#### Course Objectives

This seven day Course will bring together professionals working in the area of transportation planning and safety promotion to acquaint them with the state-of-the-art information in the field. The Course is especially designed for an interdisciplinary audience of law enforcers, police officers, traffic and road engineers, behavioral scientists, and mechanical engineers. The contents of the Course are especially focused to give a global perspective to the road safety and injury control problems.

By the end of the Course the participants should:

- know about the latest findings in methodologies for traffic planning prevention of traffic accident and injuries
- be aware of policies and methods which have been shown to be successful or have not worked in the past
- be able to improve or start their own programmes on traffic planning and safety promotion.

#### Participants

The Course will have a limited number of participants who must be fluent in English. The participants will be selected on the basis of their involvement in transportation planning and road safety research, involvement in policy making and implementation of safety measures. An attempt will be made to have a balanced mix of engineers, law enforcers, social scientists and medical professionals.

The details of the course and the application form are available at:

<http://www.iitd.ac.in/tripp> ["Course" button]

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The 8th World Conference on  
Injury Prevention and Safety Promotion  
Johannesburg, South Africa  
19th to the 22nd March 2006.

[www.safety2006.info](http://www.safety2006.info)

# Injury and Violence Prevention Conference “Target 2010: What Works”



Target 2010: What Works  
June 5-8, 2005  
Rochester, MI 48309-4401

Oakland University presents a state-of-the-art  
conference on successful strategies to reduce the  
societal burden of unintentional and intentional injury  
June 5-8, 2005

<http://www2.oakland.edu/oakland/injuryprevention>

Unintentional injury ranks as the fifth-leading cause of death in the USA. The unacceptably high incidence of unintentional and intentional injury in society results in a huge social and economic burden, with more years of potential life lost and a greater economic cost than the leading causes of death from degenerative disease. Raising awareness of the problem and disseminating knowledge of cutting-edge strategies to reduce this burden is a pressing priority if the goals of Healthy People 2010 are to be achieved.

All conference events will take place on the campus of [Oakland University](http://www2.oakland.edu), in Rochester, Michigan, USA.

## Program Objective

This three-day event will bring together nationally recognized experts and injury prevention practitioners to share insights on implementing *evidence-based intervention strategies* to prevent unintentional and intentional injury. The magnitude and burden of injury is generally well known and appreciated among practitioners in the field. Therefore the conference will focus on the theme of “what works in injury prevention and safety promotion?” Conference participants will learn primary prevention strategies on how to combat the multiple interrelated causes of injury.

## Who Should Attend?

Academics, researchers, safety experts and safety promotion specialists

- Share your knowledge of evidence-based practice
- Network with colleagues in the field

Physicians, nurses, members of allied health fields; community health promotion specialists; teachers; law enforcement officials; emergency response workers; community and business leaders; parents; coaches; and students

- Increase your understanding of the societal burden of injuries
- Learn how to implement effective strategies for intervention
- Become an injury prevention advocate
- Earn continuing education credits

## For More Information

For further information E-mail the conference organizers at: [iprevent@oakland.edu](mailto:iprevent@oakland.edu) or visit the conference website: [www2.oakland.edu/oakland/injuryprevention](http://www2.oakland.edu/oakland/injuryprevention)

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

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