



KAROLINSKA INSTITUTET  
Department of Public Health Sciences  
Division of Social Medicine



WHO COLLABORATING  
CENTRE  
ON  
COMMUNITY SAFETY PROMOTION

## SAFE COMMUNITY WEEKLY NEWS

No. 41

December 2004

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

Welcome to the forty-first 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:

**AWARD: Premier Prince Michael International Road Safety Award**

**PUBLICATIONS: Prevention Institute**

**SEMINARS: Online Webinars: Injury Control Research Grand Rounds**

**BOOKS: The Scientific Basis of Injury Prevention and Control**

**BOOKS: Traffic Safety, Edited by Leonard Evans**

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WHO and the World Bank win prestigious **Premier Award** from Prince Michael of Kent for the World report on road traffic injury prevention



From L - R. Margie Peden and Etienne Krug from WHO, HRH Prince Michael, Richard Scurfield from the World Bank.

WHO and the World Bank received the prestigious Premier Award as part of the Prince Michael International Road Safety Awards for the World report on road traffic injury prevention. Prince Michael International Road Safety Awards are presented throughout the year to individuals, companies or organizations in recognition of their outstanding contribution to improving road safety. The Premier Award is presented only once a year. Dr Etienne Krug, WHO Director of the Department of Injuries and Violence Prevention; Dr Margie Peden, WHO Coordinator for Unintentional Injury Prevention and Executive Editor of the report; and Mr Richard Scurfield, Sector Leader for Transport at the World Bank, attended the Annual Awards Luncheon Ceremony to receive the award on behalf of WHO and the World Bank from His Royal Highness.

Special guests included the UK Road Safety Minister, David Jamieson, and a host of other international road safety experts. The World report on road traffic injury prevention, launched on World Health Day 2004 "Road Safety is No Accident", underscores the concern of these organizations that unsafe road traffic systems are seriously harming global public health and development. The report aims to raise awareness about the magnitude, risk factors and impacts of road traffic collisions globally; draw attention to the preventability of the problem and present known interventions; and call for a coordinated approach across a range of sectors.

## New publications from Prevention Institute



[www.preventioninstitute.org](http://www.preventioninstitute.org)

**Prevention Institute** is a non-profit national center dedicated to improving community health and well-being by building momentum for effective primary prevention. We provide training, technical assistance, research, and evaluation for coalitions, community-based organizations, government agencies and private foundations to establish effective prevention programs and policies. In addition to working directly with communities and institutions.

Prevention Institute develops tools and other materials to support the crafting, implementation, and evaluation of comprehensive prevention initiatives and effective coalitions. All of our tools, which include *The Spectrum of Prevention*, *Developing Effective Coalitions: An Eight Step Guide*, and *Evolution to Effective Prevention*, can be accessed free of charge at: <http://www.preventioninstitute.org/tools.html>.

### ***The Built Environment and Health: 11 Profiles of Neighborhood Transformation***

There is growing recognition that the built environment – the physical structures and infrastructure of communities – plays a significant role in shaping our health. With support from the Centers for Disease Control and Prevention’s National Center for Environmental Health, Prevention Institute profiled eleven projects across the country in predominantly low-income communities, where residents and practitioners from multiple sectors partnered to make neighborhood-level changes to the built environment. The profiles reveal how improvements to the built environment can positively influence the health of community residents. Taken more broadly, they demonstrate how improvements to the built environment have the potential to reduce health disparities. Read the inspiring stories of community perseverance and multi-sector partnerships at:

<http://www.preventioninstitute.org/builtenv.html>.

To link directly to *The Built Environment and Health*:

[http://www.preventioninstitute.org/pdf/BE\\_full\\_document\\_110304.pdf](http://www.preventioninstitute.org/pdf/BE_full_document_110304.pdf)

### ***Collaboration Math***

Collaboration Math helps organizations from diverse disciplines work together. It enables them to better understand each other's perspectives and to identify both strengths and gaps in their partnership. This tool is designed to eliminate misconceptions, clarify the benefits of collaborative participation, determine what needs to be better understood, and identify key players that may be missing:

<http://www.preventioninstitute.org/tools.html#math>

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## **Online Webinars: Injury Control Research Grand Rounds**

The Center for Injury Research and Control at the University of Pittsburgh is pleased to announce our “**Second Tuesday**” **Online Webinars: Injury Control Research Grand Rounds**. These monthly online live webinars aim to present timely and high-quality injury control research addressing a spectrum of research topics for both intentional and unintentional injuries. The 7<sup>th</sup> seminar of the series is scheduled for Tuesday, December 14<sup>th</sup> and is entitled:

### **“REDUCING DRIVING AFTER EXCESSIVE DRINKING: A SOCIAL MARKETING APPROACH”**

**Presented by**

**Michael Rothschild, PhD**

**Emeritus Professor, University of Wisconsin – School of Business**

**Tuesday, December 14<sup>th</sup>, 2004 at 2:00 p.m. Eastern Standard Time**

**EDT is 4 hours behind Coordinated Universal Time (UTC)**

Note: Recordings of previous seminars in this series can be played from the Past Seminar Page:

[http://www.circl.pitt.edu/home/past\\_seminars.htm](http://www.circl.pitt.edu/home/past_seminars.htm)

# The Scientific Basis of Injury Prevention and Control

Edited by: Roderick McClure, Mark Stevenson and Suzanne McEvoy



Published, October, 2004, 245 x 170mm.  
424 pages. Includes Index and Bibliography.  
ISBN: 0-9578617-9-6.  
<http://www.ipcommunications.com.au>

Injury is a public health problem of major importance. Throughout the world, it is a leading cause of death and disability, and global burden of disease projections indicate that the problem is worsening. But injury is a preventable health condition.

To reduce injury-related harm, the science that underpins potential solutions must first be understood. In this book, the science that is used to conceptualise the problem of injury and provides a basis for attempts to minimise injury-related harm is introduced.

The book's 24 chapters, by 38 specialist contributors, are organised into 5 sections.

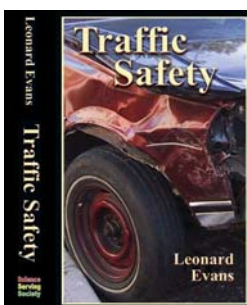
- In *Section I* the public health problem of injury is introduced. An historical perspective on injury is offered. An answer to the question, 'why bother preventing injury' is provided. Tools for how solutions might be thought about are provided. A model for injury causation from the perspectives of epidemiology, biomechanics, engineering, sociology, and psychology is described.
- *Section II* focuses on measurement and classification, tools for visualising the nature and extent of injury. Commonly-used injury classification systems and clinical scoring systems are described. Injury outcome measurement and injury surveillance are explained. Sources of error, and how errors might be minimised, are outlined
- In *Section III* 'risk factors' are defined in the context of the injury models that were introduced in Section I. Epidemiological, biomechanical, and ergonomic approaches to risk factor identification are discussed.
- *Section IV* focuses on how interventions and countermeasures are developed, implemented, and evaluated. Epidemiological, biomechanical, and behavioural sciences' approaches are discussed. Acute care management and rehabilitation of injury are outlined.
- The science of implementation is the focus of *Section V*: how countermeasures might best be delivered to a target population. Chapters focus on policy development, law and regulation, advocacy, social marketing, behaviour change programs, community-based programs, program evaluation, and economic evaluation.

The editors: 'Injury is not a simple problem; it does not have simple solutions. However, reduction in injury-related harm experienced by the community is possible. By application of the scientific disciplines to the problem of injury we can achieve solutions to this public health problem'.

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## Traffic Safety

Edited by: Leonard Evans



445 pages (118 figures, 74 tables)

Published August 2004

ISBN 0-9754871-0-8

*Traffic Safety* applies the methods of science to better understand one of the world's most pressing public health problems. More than a million people are killed annually in traffic worldwide.

This 2004 book is even better than the author's 1991 classic *Traffic Safety and the Driver*.

The present book covers many safety policy topics. *Traffic Safety* goes to the heart of the problem, with unconstrained analyses of the inadequacies of government in one of its chief responsibilities – to protect life.

A dramatic development since the earlier book is that the United States has fallen far behind other countries in traffic safety. Prior to the mid 1960s, the US had the world's safest traffic. By 2002 it had dropped from first to sixteenth place in deaths per registered vehicle, and from first to tenth place in deaths for the same distance of travel.

Over 200,000 more Americans were killed in traffic than would have died if the US had matched the safety progress in such better performing countries as Britain, Canada, or Australia. This topic is treated in detail, and explanations are offered for the ongoing US failure.

# 14<sup>th</sup> International Conference on Safe Communities

14th International  
Conference  
on  
Safe Communities  
June 13-15, 2005  
Bergen, Norway



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

## Main topics:

- Violence prevention
- Traffic Safety
- Home Safety
- School Safety
- Occupational Safety
- Cost/benefit of safety promotion
- The Role of Rescue Services in creating Safe Communities

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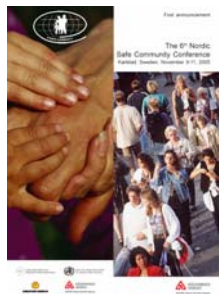
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The 6<sup>th</sup> Nordic Safe Community Conference  
Karlstad, Sweden  
Carlstad Conference Centre  
November 9 – 11, 2005

[www.srv.se/nscc](http://www.srv.se/nscc)



**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)

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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