



KAROLINSKA INSTITUTET  
Department of Public Health Sciences  
Division of Social Medicine



WHO COLLABORATING  
CENTRE  
ON  
COMMUNITY SAFETY PROMOTION

## SAFE COMMUNITY WEEKLY NEWS

No. 42

December 2004

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

Welcome to the forty-second 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:

**FOUNDATION:** Safe Community Foundation New Zealand

**CONFERENCE:** The European Conference Best Practice Risk Assessment in Consumer Safety

**SITE VISIT:** Site Visit at Kashmar & Khalilabad, Iran

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### Safe Communities Foundation New Zealand

**Safe Communities Foundation New Zealand (SCFNZ) this month began its work to support and enhance safe communities initiatives in New Zealand.**

The foundation is headed by Dr Carolyn Coggan, formerly Director of the Injury Prevention Research Centre at the University of Auckland. SCFNZs primary role is to increase the number and improve the quality of community safety initiatives throughout New Zealand. SCFNZ also looks forward to actively supporting the international safe communities' networks.

SCFNZ will work collaboratively with communities, industry and government agencies. It will aim to create a sense of awareness, understanding, support and leadership to implement effective community safety programmes, to create safe environments and to reduce the social and economic costs of injuries in New Zealand.

Support from the injury prevention community in New Zealand has been "amazing".

"I have been both surprised and delighted with the level of support and interest shown to date from practitioners, government agencies and other injury prevention organizations. Further evidence of the value of the SCFNZ is the number of communities who have indicated the need for support for them to work towards WHO accreditation during 2005."

At present there are only two New Zealand communities that have received WHO accreditation, Waimakariri and Waitakere. Both accreditations took place in 1999.

"Accreditation is important as it provides recognition for the efforts of the various organizations and individuals working together to design and implement strategies to promote safety and reduce the incidence and/or severity of injury in their population. An accreditation process provides not only support for communities, but an indication of a level of achievement within the field of safety promotion and injury prevention."

For more information visit our website: [www.safecommunities.org.nz](http://www.safecommunities.org.nz) or contact Dr Carolyn Coggan  
Tel: + 64 9 360 8846, Fax: + 64 9 360 8849, Email: [c.coggan@safecommunities.org.nz](mailto:c.coggan@safecommunities.org.nz).

The European Conference *Best Practice Risk Assessment in Consumer Safety*  
Edinburgh, UK  
21 and 22 April 2005.

Risk assessment has become increasingly important for risk managers in determining whether controlling, even regulatory, interventions are required related to specific products, services or business processes. It is evident that such decisions should be based on sound scientific evidence as regards the importance of the risk involved and the effectiveness of measures to be considered.

The Conference will provide an overview of risk assessment procedures applied in settings that have much in common with consumer safety. Presentations will be given on the various risk assessment procedures developed so far for non-food consumer products, and their strengths and weaknesses. Reviewing the requirements of various risk managers, discussion will focus on achieving a common strategy in the use of one or more preferred methods and a common strategy in the interpretation of the outcome of these procedures.

The ultimate objective of the conference is to promote best practices for risk assessment based on shared procedures for risk assessment within the EU, including the new members as well as future members, and based also on information sharing with other major trade regions in the world.

The target groups are professionals that wish to have a stake in the future of consumer safety control, e.g. senior public officials responsible for consumer safety; enforcement practitioners; standardisers; researchers in the area of non-food consumer safety; test laboratory co-ordinators; designers and representatives from producers and distributors; etc.

A limited registration will be set to 100 delegates to ensure discussion groups can be kept to an optimal size.

For more information please contact the Conference secretariat:

European Consumer Safety Association (ECOSA)  
c.o. Consumer Safety Institute,  
PO Box 75169,  
1070 AD Amsterdam,  
The Netherlands.  
Phone: + 31 20 511 4513,  
Fax: + 31 20 511 4510  
E-mail: [secretariat@ecosa.org](mailto:secretariat@ecosa.org)  
Website: <http://www.ecosa.org/csi/ecosa2003.nsf/news>

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**16<sup>th</sup> NoFS –**  
**Nordic Research Conference on Safety**  
June 8-10, 2005. Gilleleje Denmark  
[www.Nofs.net](http://www.Nofs.net)



**For more information**

Contact the Conference Secretary at the National Institute of Public Health, Denmark:

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## Site Visit at Kashmar & Khalilabad; the first applicant for safe community in Iran. Final report from S.C. candidates.

Following a site visit from Kashmar in June 2003 by Dr. Lars-Gunnar Horte, Dr. Lars Berg and Ms Moa Sundstrom, the second site visit was planned for last week of Sep. 2004. The team included Dr. Robert Ekman from WHO Collaborating Center on Safe Community, Dr. Reza Mohammadi from Karolinska Institutet and Dr. Moghisi director of Injury Prevention Department, CDC-Iran. Dr. Parizadeh Vice Chancellor of Mashhad university of Medical Sciences, Dr. Jooya director of non communicable disease in the province and Ms. Khorshahi director of Injury prevention activities within the province have been accompanying the team.



L to R: Ms Khorshahi, Dr. Jooya, Dr. Ekman, Dr. Parizadeh, Dr. Yazdani, Dr. Mokhtari, Dr. Makarem,



L to R: Mr. Sadeghi (governor), Dr. Parizadeh, Dr. Ekman, Mr. Shahpasand (translator)



Colonel Rastegarpanah, Kashmar chief commander

The report from the previous delegation had some points that we wanted to focus on. We found that those problems, within the injury registration at the hospital, now were solved. However, it was very nice to be a witness when such a constructive safe community committee meeting planned for the future safety work. Mr. Sadeghi, the new governor of Kashmar, led the committee and in spite of his short period of experience in this new position he seemed ambitious and informative.

Mr. Sadeghi delivered a brief report of the safe community practice and activities that have been implemented during the last five years. The work has been managed in the perspective of cross-sectional cooperation. Dr. Parizadeh described the safe community movement in the province.

Colonel Rastegarpanah described the police activities in the field of traffic safety (education and enforcement) He was very happy for the movement in the city which started long time before he got his new position. However, he was quite engaged with the programme and had some good plans for the future. The safe community secretary is located in the health center. The activity of the secretariat in Kashmar was impressive since two recent head of two important organizations in the city were completely engaged in the programme as well as the other committee members. These made them to be very proud of their activities and the initiation of implementation of Safety in their community.

Dr. Yazdani, head of the health network in Kashmar, presented epidemiological features of Kashmar safe community during the last three years. Some points were considered according to Dr. Lars Berg's visit last year. We were invited to have a close look and see the changes in the city.

The delegation enjoyed a nice performance by group of children who sang a song translated to English. The context of song was about traffic safety and motorcyclists. They have indicated their interest for repeating this kind of integration between music and safety programme when they plan for hosting an international safe community conference in Mashhad.



Police exhibition in Kashmar with informative posters

The delegation had an opportunity to see an interesting exhibition of Police activities in the city. This police activity was a part of a so called “police week” in the country.

The posters were informative and attractive but no evaluation was available. There was also an animation CD with an evidence-based story about 25 short cartoons for traffic safety. The media in Iran broadcasted each one every night and the CD was also available to purchase by people.

We also visited the hospital and saw the new modified injury surveillance system. The new system has an active follow up of injured patients.



Hospital and emergency room, Surveillance system



School police as part of the S.C activities in Kashmar.



Lack of traffic lines in Kashmar is no longer a problem.

We had a discussion meeting with the committee and the new injury surveillance system and the active follow up was explained.



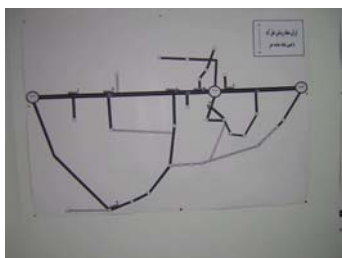
From left to right: Mr. Sharifi, Dr. Mohammadi, Mr. Shahpasand, Dr. Ekman, Mr. Sakhaee, Dr. Yazdani, Dr. Parizadeh, Dr. Moghisi, Ms. Khorshahi (the last meeting)



Dr. Mokhtari, Director of disease control and safe community secretary, Kashmar

An overview of Kashmar activities convinces that there is a current safety movement in the city. This movement should be sustained and extended. Consideration to the safe community indicators can be a good point in this regard. The programme follows the safe community indicators. This is stated. The only point that needs to be more developed, is the dissemination of activities. Dr. Parizadeh promised to give support for opening a site for Kashmar Safe Community in the Website of Mashhad University of Medical Sciences. The plan is that all safety activities in Kashmar including epidemiology of injuries during the last few years, shall be presented and available on Internet.

During this rather comprehensive site visit we also had a stop in the city of Khalilabad Ministry of Interior has recently approved the separation between Kashmar & Khalilabad. Therefore there are now two Safe Communities. The safety activities in Khalilabad were also significant and remarkable, however the secretary of this new coming Safe Community is still located in Kashmar Health Center.



High risk points in rural roads, Khalilabad



Children song about traffic safety & signs in Khalilabad



A group photo in Khalilabad health center

Reported by Robert Ekman and Reza Mohammadi.

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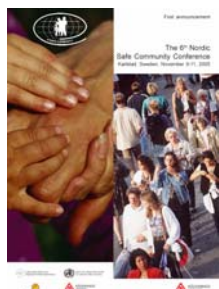
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The 6<sup>th</sup> Nordic Safe Community Conference  
Karlstad, Sweden  
Carlstad Conference Centre  
November 9 – 11, 2005

[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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