



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 sixth issue of Safe Community Weekly News in 2005, the electronic Safe Community Weekly News is edited by the European Safe Community Network, 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:

STRATEGY: New Zealand Injury Prevention Strategy, New Zealand

VACANCY: Project coordinator – Safe Communities, Australia

REPORT: Safe Community “Initiative Sichere Gemeinden“, Austria

New Zealand focuses on injury prevention

The New Zealand Government is demonstrating its commitment to improving the country's injury prevention performance with a nationwide Injury Prevention Strategy.

Launched in 2003 with a vision of “a safe New Zealand, becoming injury free”, the Strategy aims to achieve greater collaboration and co-operation among government, non-government and community organisations already active in injury prevention work. Its implementation is being led by a Secretariat within the Accident Compensation Corporation (ACC), one of the government agencies responsible for injury prevention.

The Strategy identifies six priority areas for New Zealand: workplace health and safety; falls; drowning and near drowning; suicide and deliberate self-harm; assault; and motor vehicle traffic crashes. Strategies to address each area are being developed and implemented by a variety of government agencies.

Working with advisory groups in the field, the Secretariat has identified several key focus areas for implementation. Critical among these is ‘communication’, reflecting the need for strong partnerships between community and government agencies on injury prevention initiatives.

To help achieve this, the Secretariat has launched a website (www.nzips.govt.nz) and a quarterly newsletter as forums for information-sharing on effective initiatives and best practice. Further initiatives, such as regional forums to explain how the Strategy can help communities achieve their injury prevention goals, are also being considered.

It's essential to recognise that effective injury prevention and safety initiatives require appropriate resources, capacity and capabilities. With this in mind, an interagency group is working on a set of workforce development competencies that will provide a portable, recognisable qualification for injury prevention providers.

For more information on the New Zealand Injury Prevention Strategy, please contact the Secretariat by email at nzips@acc.co.nz

Move up to Cairns!

PROJECT COORDINATOR - SAFE COMMUNITIES (PART TIME) – CD579

VACANCY REFERENCE NUMBER – 1149

CLOSING DATE: Tuesday, 1st March 2005

The position exists to develop and manage the Cairns Safe Communities Project Management team and related working parties to effect the operations of the Safe Communities Program in Cairns and partners to achieve:

- An infrastructure based on partnership and collaborations governed by a cross-sectional group that is responsible for safety promotion in their community.
- Long-term, sustainable programs covering both genders and all ages, environments, and situations.
- Programs that target high-risk groups and environments and programs that promote safety for vulnerable groups.
- Assist the Cairns Safe Communities Project Management Team to achieve World Health Organisation Safe Communities accreditation.

KEY DUTIES AND RESPONSIBILITIES:

- Duties and responsibilities include but are not limited to:
- Primarily responsible for managing a process to identify and engage stakeholders in the Safe Communities initiative.
- Primarily responsible for leading the Cairns Safe Communities Project Management Team to identify avenues for Safe Communities working groups.
- Ensure objectives of the Cairns Safe Communities Project Management Team are achieved.
- Strengthen and maintain partnerships with Government and non-government agencies, the local community, health services, other government agencies, the private sector and QLD Safe Communities networks in relation to injury prevention initiatives.
- Direct the planning, implementation and evaluation of injury prevention and safety promotion initiatives under Cairns Safe Communities Project.
- Prepare timely reports to the Cairns Safe Communities Project Management Team as required, including action plans, progress program plans and reviews.
- Mobilise and develop community skills and structures for injury prevention including building skills development, strengthening supportive environments and enhancing community participation.
- Identify potential funding sources for injury prevention and prepare research and program grants and other funding submissions.
- Establish and maintain effective communication and information management systems and networks.
- Directly manage communication to ensure key stakeholders have access to information which avoids duplication, improves the quality of planning and gives an accurate, realistic and meaningful picture of what has been achieved.
- Identify existing projects, activity and capacity as well as overlaps and gaps in local delivery of services.

Inquiries

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Safe Community “Initiative Sichere Gemeinden“



Background information on the organisation

Name of the Community:	Vorarlberg	Address:	Realschulstraße 6
Country:	Austria	Zip code:	6850
Number of inhabitants:	367.800	City:	Dornbirn
Year Programme started:	1997	Country:	Austria
“WHO-Designation” year:	2002	Phone:	+43 5572 54343-0
Institution:	Initiative Sichere Gemeinden	Fax:	+43 5572 54343-45
		E-mail:	sige@sicheregemeinden.at
		Internet:	http://www.sicheregemeinden.at

Specific issue of the project

The almost unimaginable accident statistics worldwide are not measurable purely in facts and figures. Every year in Austria alone over 800,000 persons suffer injuries due to accidents, causing economic losses of about 14,000 million euros. These numbers and statistics need not be. Accidents do not just happen, accidents always have causes. Accident prevention is not a medical task and is not considered to be part of disease prevention measures. It must be organised independently.

Activities and main target groups

- Children (0-14 years): Lectures and talks at the maternity ward of the Provincial Hospital, responsibilities for maternity centres, packets of safety products from the community as presents for mothers at the birth of a child, a kindergarten festival of learning about biking and the use of helmets, "accident-prevention clown", various road safety education programmes, a series of school projects (topics such as "Blind Spots/Fatal Spots", "Seeing and Being Seen"), education and training of qualified instructors (midwives, kindergarten teachers, mother and child welfare advisers).
- Youth (15-24 years): Inline skating courses, Freeride-Safety-Camp for snowboarders and freeskiers, courses for mountain bikers.
- Adults (25-64 years): Courses for open-country touring skiers, forestry safety, amateur football tournaments with fairness scorings, do-it-yourself courses for home Christmas decorations, safe-driving courses for motorcyclists, special medical care for amateur sportspersons, fire protection with training in fire-extinguishing techniques, "Seeing and Being Seen".
- Elderly (65+ years): Senior citizens and everyday living, "Seeing and Being Seen", osteoporosis - prevention through exercise, nutrition and medical care, training and education of qualified instructors and care personnel (nursing staff).

Staff

Photo of leader(s):



Ing. Franz Rein



Judith Hagen



Mag. Johannes Peterlunger



Andrea Hasberger

Professionals: 3 full-time, 1 part-time

Supported by: Andreas Schwab (doing his civilian service)

Description of Program (short overview)

Blind Spot - Fatal Spot

A lorry pulls up at the stop line of a street crossing. At the same moment a bike rider rides up close to the vehicle on the right-hand side. The truck driver cannot see the biker, in spite of the rearview mirror located at the front righthand corner of his vehicle. Users of two-wheel vehicles are in extreme danger in such situations. For them the "blind spot" in the angle of view of the truck driver can quickly become a "fatal spot".



To avoid such dangerous situations, and to heighten the awareness of the public at large, the Initiative Sichere Gemeinden, in cooperation with the Road Safety Education Authorities of the Provincial Superintendent of Schools in Vorarlberg and the Austrian Automobile Club, has initiated the free programme "Brummi" (= "Lorry"). Pupils, parents and teachers taking part in this programme can experience first hand and from the angle of view or rather "angle of blindness" of the truck driver, just how dangerous "blind spots" can be. As a pupil on his bike stops close up on the right-hand side of the lorry, the other participants can observe - from the viewpoint or angle of the vehicle's driver - just how this biker "disappears" from view in the "blind spot".

Seeing and Being Seen

Great interest was shown on the part of schools and parents-teachers associations of Vorarlberg for the project "Seeing and Being Seen". In addition to the persons in charge from the Initiative Sichere Gemeinden, representatives from the two major Austrian automobile clubs were also present and supplemented some of the individual events.

For example, children, parents and teachers were able to get into a bus and themselves experience how difficult it sometimes is for drivers to see other road users at night. The risk for a biker or pedestrian of being involved in an accident during the night is three times higher than during the day. Special dangers lurk for the so-called "weaker road users" (bikers and pedestrians) during periods of rain or fog. Using a practical trial method, the visitors can form their own picture and ideas about how important proper clothing can be for personal safety.



Inline Skating Course

Whether pursued as leisure time exercise or merely as a means of movement, inline skating is enjoying immense popularity. Skating is recognized for its valuable role in training the heart and circulatory system, while at the same time - in comparison to other summer sports - presenting a minimum of strain on the joints.

Skating, rounding curves and braking techniques, as well as learning how to fall properly - all of these facets must be learned to prevent the travel on 8 wheels from becoming an accident hazard. It is also absolutely necessary to know all about the present legal situation (road laws, rules and regulations) related to inline skating, and it is just as important to make the right selection of equipment and care for its maintenance. Should a fall or a crash happen, wearing the right protective equipment can mean avoiding serious injuries. In cooperation with the inline skating clubs of the Province of Vorarlberg numerous courses on these topics, from beginner to advanced level, are offered every year.



Apprentice Training

An "average accident" costs about 3,800 Euros, with the employer bearing about 21% of these costs. And it should be noted that the indirect costs (for example for worker replacements, overtime hours of the other employees, delayed delivery times, reduced productivity, etc.) are not contained in this calculation. Having realized this situation, the Hilti Company in Thüringen offered a course for their apprentices on the topic "Conduct On and Beyond Prepared Skiing Slopes".

Mountain guide Gerold Dünser paid a visit to the participating group in the educational course rooms at the Hilti Company, where he presented this topic to the young people in a short slide show. A few days later they continued their learning experience out in the countryside. The central themes of this "hands-on" day included the importance of proper equipment, weather knowledge and judging snow properties, correct conduct on and off the prepared skiing slopes, as well as dealing with an avalanche victim search device.



"Snowboarding can be learned comparatively quickly, and in deep snow it is quite a bit easier than skiing. For this reason it is very important to focus the attention of this group of winter sports persons on imminent dangers," reasoned Gerold Dünser. Since over 90% of the young people attending the practical outdoor course had snowboards, the basic premises of this project were again confirmed.

Safe Forestry Practices

In this course a professional forester shows - after a short theoretical introduction by another expert, and using practical examples - the most important aspects of felling trees, sawing and working on wood. During the presentation the participants in the course can, at the information stands, gather information and ask questions about the servicing and care of machines and equipment, as well as about personal protective gear.



One of the highpoints of this event is certainly the demonstration of the effectiveness of cut-prevention protective trousers, as shown by an attempted cut in the leg region. In a follow-up quiz interesting prizes can be won. Thanks to the positive echo about these courses the course offerings will be intensified and expanded by training more instructors.

Senior Citizens and Everyday Living

Accident prevention in senior citizens' households contains enormous potential for avoiding human suffering and for saving economic resources. Especially useful and interesting impulses have been offered through the cooperative efforts of Hermann Mayer at the Institute for Social Services, Rehabilitation Services and the institution Practical Building for a Better Living Environment. The relevance of this topic is emphasized again and again by the positive reactions to the lectures, such as "I've experienced that all personally!" or "I've also had problems with the simplest of household articles!" The risk groups were addressed directly, on three levels.



- In senior citizens' discussion groups and yearly meetings project managers have the opportunity to point out, in their lectures, many common, everyday household hazards. Overhead projections, slides and other AV aids have proven to be quite helpful in this respect.
- Afternoon information sessions and events entitled "Osteoporosis - Is Prevention the Only Cure?" have received wide-spread recognition and acclaim, especially due to the quite varied and eventful nature of the programme.
- Thiemo Dalpra, the "Senior Citizen Clown" and the senior citizens' stand with its stairs-exhibit additionally called attention amongst the broader public to the necessity for designing living spaces with safety features in mind.

Course Modules for Companies

More and more company owners realize that absenteeism due to illness and accidents causes enormous costs. Avoiding leisure time and sports accidents presents an extremely significant savings potential for companies. In this connection the Safe Communities project offers interested company owners and staff its help and support in the implementation of the various procedures and events designed to improve the safety awareness of the company employees.

Injury registration, Documentation and Evaluation

Documentation

The media reports about the projects in newspapers or the internet are cut out or printed out by the Initiative Sichere Gemeinden. All together they are collected and stored in our archive. Further the participants of our projects should send us a feedback about their opinion on how the programme was organized, how the other participants reacted on it, and so on. These feedbacks are collected in a file. Every project has its own number. With these feedbacks we have the possibility to improve – when necessary – our project in the following year.

Injury registration and Evaluation

Specific intersectoral leadership group and general public health / health promotion group is the Institut Sicher Leben (Institute Safe Living). The Institute Safe Living is also executing the Evaluation (statistics, telephone survey etc.).

Evaluation and Follow up

Annually there are 40,000 accidents in Vorarlberg, with follow-up costs of 130 million euros. After the Austrian Institute "Sicher Leben" gave a presentation of this Swedish programme in 1990, the Province of Vorarlberg began signaling its own interest. In subsequent years the Vorarlberg Provincial Government and the "Sicher Leben" institute started searching for partners to help implement these innovative ideas about accident prevention, which up till then had been quite unknown in Austria.

A short time later the cornerstone for promoting more safety and fewer accidents was laid in Vorarlberg: In 1993 14 communities from the County of Bregenz, in cooperation with the Province of Vorarlberg, the responsible social welfare institutions and the private insurance sector (represented by the Traffic Safety Board and the institute "Sicher Leben"), signed the necessary contracts to guarantee a common financing of the project. Working closely together with the communities, a 10% reduction of accidents was achieved. After only a short time the successes were overwhelming: Accident figures were lowered by an amazing 19%.

Encouraged by these successes the present Vorarlberg "Initiative Sichere Gemeinden" was founded, modelled on this original project. An Evaluation is executed every five years by The Institute Safe Living.

Personnel

The Initiative Sichere Gemeinden is supported by the Province and the communities of Vorarlberg, the Vorarlberg Regional Health Insurance Fund, the General Accident Insurance Institution, the "Institut Sicher Leben", the Public Employees' Insurance Fund, the Industrial Workers' Social Insurance Fund, the Austrian Railway Employees' Insurance Fund and the Farmers' Social Security Fund.

Accident prevention is a topic of international proportions. The Initiative Sichere Gemeinden works closely with other organisations, both at home and abroad. In Austria we have been cooperating productively since our founding with the "Institut Sicher Leben". Another partner in preventing children's accidents in Austria is "Große schützen Kleine". Our international partners include the Swiss suva and bfu, as well as the Institute for Social Medicine of the Karolinska Institut in Stockholm. By pooling resources statistics are collected and evaluated, and experience and materials are mutually exchanged.

Information

For further information please visit www.sicheregemeinden.at

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

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