



KAROLINSKA INSTITUTET
Department of Public Health Sciences
Division of Social Medicine



WHO COLLABORATING CENTRE
ON
COMMUNITY SAFETY PROMOTION

SAFE COMMUNITY WEEKLY NEWS

No. 20

October 2005

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

Welcome to the twentieth issue of Safe Community Weekly News in 2005, the electronic Safe Community Weekly News is edited by the European Safe Community Network and the WHO CC on Community Safety Promotion on behalf of Safe Communities Network.

WHAT IS NEW AT SAFE COMMUNITIES?

In this issue:

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SITE VISIT: Safe Community site visit to Bushehr city, Iran

PROGRAM: Safety Promotion in Schools, Youth Park Community, China

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CONFERENCE: The 2005 Canadian Injury Prevention and Safety Promotion Conference

First New Zealand WHO Safe Community site visit since 1999.



A two day site visit was held in New Plymouth District on 12 and 13 September, 2005. New Plymouth District is situated on the west coast of the North Island of New Zealand and has a population of around 67,000 people.

Like many communities in New Zealand and around the world, New Plymouth District endeavours to promote safety and prevent injuries to all who live and work in, or visit the area. They have adopted the vision of 'a safe community without the burden of injury' and aim to achieve this through the collaborative efforts of agencies, organisations, community groups, employers and individuals.

Utilising a theme of collaborative leadership their comprehensive application resulted in a team of people engaging with local partners to review their application. It was evident that this community is working successfully to achieve the six indicators for WHO Safe Community Designation.

Highlights of the site visit included a visit to Tui Ora Ltd to review Maori (indigenous people of NZ) initiatives.

Members of new Plymouth injury safe (NPiS) team with site visit team members including Dr Carolyn Coggan, Safe Communities Foundation New Zealand and Mr Henk Harberts, Australian Safe Communities Foundation.



The local authority hosted the teams and partners reaffirmed their support to ensure that the efforts of NPiS (New Plymouth Injury Safe) coalition are sustainable and discussed future opportunities.

The interface between work and community was highlighted by a visit to the Taranaki Health Safety and Environment Centre established by local industry stakeholders.

The first day concluded with a presentation at the Inglewood Rugby Football Club and emphasised youth alcohol initiatives.

The next day, the team participated in some of the Positive Ageing initiatives, including modified Tai Chi for falls prevention. We also reviewed a wide range of home and child safety initiatives. The chair of the NPiS coalition is Dr Alan Parsons, a strong advocate for improving child safety. It was therefore not surprising that many excellent child safety initiatives are being implemented throughout the region.

As in many communities around the world, in New Plymouth the Fire Service is a key partner. Their presentation on the Waitara initiative consisted of home safety checks, raising the need for safety promotion, and the correct installation of smoke alarms. This initiative was a winner in the inaugural New Zealand Community Safety Awards.

Members from New Plymouth accepting their awards at the NZ Inaugural Safety Awards



New Plymouth provides a unique example of collaborative efforts by a small but highly passionate group of people representing all the key organisations/agencies in the area. This team works respectively using the best available evidence to improve safety for all.

Safe Community Site visit to Bushehr city, Iran

Bushehr, the fourth candidate city for Safe Community designation, is situated at the heart of the Persian gulf with a population of 200,000. It has been one of the candidates for the safe community programs since 1998. So far most of activities towards safe community in this city have been focused on road safety in all age group with the special consideration for school age children, establishment of the traffic teaching school for children is one the most highlighted activities performed through an strong partnership & collaboration at the most highest official level at province as well as Bushehr city.



Dr. Henricson in Bushehr city mayor's office with the local safe community team

Dr. Bo Henricson the representative from WHO CC at Karolinska institute visited Bushehr and inspected all activities regarding the safe community programs and attended the safe community committee meeting at the city mayor's office on 4th of September. Dr. Heydari, the Voice university chancellor for health & chief of health affairs at province, Dr. AR Moghisi, the national focal point & director for injury prevention department, & M Afsari the senior expert for safe community accompanied him. Bushehr planned to be designated as a safe community in 2007.

Safety Promotion in Schools, Youth Park Community, China



At the beginning of the new term of schools, "Dang-dang" Youth Growth Promotion Station in the Youth Park Community sponsored a series of lectures named "accompanied by health". A healthcare professional, who was invited to give the lecture, made a careful preparation according to the practical situation of schoolchildren's daily life. On Sept.19, the first lecture was held in Jingqiyi Primary School, nearly 1,000 students and teachers attended the lecture. The lecture mainly concerned with safety knowledge closely related to school life, accidental injury prevention and precautions against autumn epidemic diseases etc.. The audience showed great interest in the lecture and they considered it useful and practical.

Health & Safety education for schoolchildren is so necessary in a safe community that it not only benefits the schoolchildren directly but also will influence their future life. This kind of lectures will continue to be held regularly in the primary and secondary schools of the Youth Park Community.



**“Community Safety in Shepparton”
VSCN Network Meeting and Practitioner
Workshop
Tuesday 30th August 2005, City of Greater Shepparton**

For our third 2005 VSCN Workshop, we travelled 200 km north of Melbourne to the City of Greater Shepparton (COGS), which is synonymous with great food, wine, waterways and weather. The region has an international reputation for quality fresh and processed fruit and dairy products with many large food processing companies in the Greater Shepparton area which has a population of around 60,000, including large indigenous and migrant communities.

The theme for the workshop was to review safety promotion and injury prevention programs currently underway in COGS, and to explore what it would take for COGS to become a WHO Safe Community. Those present included the Mayor, CEO, Councillors, heads of local programs and community groups, indigenous and multicultural community representatives, VSCN members from many areas, and work experience youth - all keenly involved in the discussion.



Tim Hardiman, Co-Chair, VSCN opened the meeting. Bob Laing CEO, City of Shepparton welcomed all to “sunny Shepparton” and introduced the range of community safety projects in the region, noting their scope in relation to the WHO Safe Community criteria. Bob observed from his extensive experience in NZ and Australia, that the investments made in community safety programs are returned around 12 times in benefits to the community and local government, including reductions in injury and harm, additional business and industrial development attracted to set up in safer places, increased social capital and personal well-being, and further grants and program resources available for local initiatives.



Mayor, Anne McCamish (seated),
With (L to R) CEO, Bob Laing, Manny Spiteri, Henk Harberts, Karen Ashby, and Michael Bourne.



VSCN Co-Chair, Tim Hardiman

Mayor, Anne McCamish presented the COGS Municipal Health Plan, which has been developed through the ongoing work of a 15 member advisory panel, and now includes five major themes – Community connectedness; Child abuse; Drug and alcohol abuse; Physical activity and nutrition; and Access to health care. It is envisaged that this plan can be expanded to encompass the population based safety promotion and injury prevention aspects of a safe community program, alongside the health promotion program.

VSCN Executive Member, Manny Spiteri introduced the ‘Community Accord’ being promoted by the Victorian Multicultural Commission, in recognition of Victoria as a vibrant, diverse and progressive State in which all people live, work and prosper together – www.multicultural.vic.gov.au/communityaccord. Victoria is one of the most culturally diverse and harmonious societies in the world. Today, of the four million people living in Victoria, one million were born overseas, with many of these now living in Shepparton and surrounding areas. The Mayor and CEO will seek COGS Council’s agreement to enter into the Accord.

Leo Ryan, local Department of Human Services Manager, Parkside Neighbourhood Renewal, the North Shepparton Urban Redevelopment and Community Building Project reported on progress in rebuilding a positive 'look and feel' for this area where conditions have meant that more than 50% of residents stayed for less than one year. After demolishing and refurbishing much of the housing stock, and developing community committees to drive learning, employment, safer streets and homes and health and safety initiatives, the indicators for the area have markedly changed – more residents express pride now in living in the area, and a wish to remain, with transience reduced to around 20%; juvenile justice involvement is more than halved to 8%; employment levels and incomes have increased; and reported crime is down 50%.



New housing stock in North Shepparton – applying CPTED and community building principles – resulting in increased PRIDE amongst residents, more community involvement, new employment, fewer anti-social incidents, and a 50% reduction in crime.

Peter Bourke, Executive Officer, Valley Sport discussed the special importance of strengthening sporting clubs in regional and rural areas as a foundation for strengthening communities, with a focus on injury prevention and reducing the barriers to safe participation in a diverse range of activities at any level. Promotion of the Good Sports Program helps clubs responsibly manage balanced alcohol sales by promoting increased membership through reduced alcohol abuse. The 'more than just the rules' workshops give umpires insights into managing people and defusing conflicts to help retain skilled sports officials, in an environment where over three quarters last only one year. Another focus has been safety in local waters, which include quickly changing rivers, wide and deep irrigation canals and numerous farm dams, all of which can have poor underwater visibility combined with many unseen hazards.

Leah Lindrea, Ganbina Koori Economic Employment Training Agency, presented the 'Ladders to Success' program which facilitates the transition of indigenous people into the workforce, by: Focusing on mainstreaming indigenous employment; Finding career paths through full-time jobs in skilled or professional areas; Linking employment assistance to further education and training options; and Aiming at real and sustainable employment rather than welfare wages. The related 'Jobs 4 U 2' program, a partnership between the indigenous community, local schools, and industry, aims at increasing - retention rates; participation rates in school-industry based programs; and access to local employment - for indigenous youth.



Barbara Minuzzo, VSCN Secretary, Kate Osmond, COGS and Leah Lindrea, Ganbina.



Mayor, Anne McCamish and VSCN Executive Member, Many Spiteri, with the Victorian Multicultural Commission Community Accord.

The "Jobs 4 U 2" jigsaw logo indicates that there are jobs for Indigenous students and that we just have to fit the jigsaw pieces together.



After vibrant networking over a sumptuous repast, resplendent with fine foods for which the region is famous, **Michael Bourne, VSCN** presented on the WHO SC Movement, the Australian Safe Communities Foundation (ASCF), the strategic directions for the VSCN, and the plans for Community Safety Month across Australia in October 2005 - interspersed with fond memories of the experiences shared with Bob Laing and Henk Harberts at the 14th International Safe Communities Conference in Bergen last June.

Karen Ashby, Victorian Injury Surveillance and Applied Research (VI SAR), Monash University Accident Research Centre, (a WHO SC Affiliate Support Centre) provided an Injury Profile for the City of Greater Shepparton, noting the significance of unintentional injury, young males, older females, falls, transport and home injury for future program foci – as detailed in the Monash University Accident Research Centre analysis presented below.



During the course of the day, and as summarised by Bob Laing during the concluding Panel Discussion on “Towards a Safer Shepparton – What Would it Take?”, it was agreed that the VSCN, ASCF and COGS would continue working together to: establish a cross-sectional community safety promotion group to steer planning and implementation of safety promotion projects and programs; increase the focus on safety promotion and injury prevention in Council’s Health and other Plans; further analyse available injury, demographic and other data to identify high risk groups and environments; document injury risks and the existing and proposed projects and programs aimed at reducing and managing these risks; build evaluation and feedback loops into the ongoing activities of projects and programs; and work towards hosting a major Safe Communities Conference in Shepparton in the coming years, in conjunction with the City of Melbourne, the VSCN, the Australian Safe Communities Foundation and the Safe Communities Foundation of NZ.

The vision is for the City of Greater Shepparton to become a Safe Community.

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The 2005 Canadian Injury Prevention and Safety Promotion Conference
Evidence to Action: Injury, Violence and Suicide Prevention



November 6 – 8, 2005
Halifax, Nova Scotia, Canada

www.injurypreventionconference.ca

Co-hosted by Safe Communities Foundation, Safe Kids Canada, SMARTRISK and ThinkFirst Canada, the 2005 Canadian Injury Prevention and Safety Promotion Conference is taking place from November 6-8, 2005 at the Westin Nova Scotian Hotel in Halifax, Nova Scotia.

The Preliminary Program is now posted on the conference website at: www.injurypreventionconference.ca Have a look here for information on all conference sessions as well as the satellite events and working meetings that are scheduled before and after.

You can register and book your hotel directly through the website: www.injurypreventionconference.ca

For more information on the 2005 Canadian Injury Prevention and Safety Promotion Conference please contact Shelley Callaghan at: purpledog@sympatico.ca or tel: (613) 798-8029.

We look forward to seeing you in Halifax!