



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 thirteenth issue of Safe Community Weekly News in 2006, the electronic Safe Community Weekly News is edited by the European Safe Community Network, International Safe Community Support Team and the WHO CC on Community Safety Promotion on behalf of Safe Communities Network.

WHAT IS NEW AT SAFE COMMUNITIES?

In this issue:

DESIGNATION: Nomzamo-Strand, South Africa, designated as Safe Community No.99

LOGO: About using the WHO name or logo for Safe Community movement

SITE VISIT: Wellington City – Safe Communities Site Visit, New Zealand

CONFERENCE: The 1st European Conference on Injury Prevention and Safety Promotion

PROGRAM: Tsuen Wan Safe and Healthy Community Awards Presentation Ceremony

**Nomzamo - Strand, South Africa
designated as Safe Community No. 99!
10 April 2006**



For more information on the designated safe communities, please visit www.phs.ki.se/csp and www.safecommunity.net



About using the WHO name or logo for Safe Community movement

Dear Colleagues in Safe Communities,

There have been many questions recently regarding the use of the World Health Organization's logo, and the use of the terms "World Health Organization" or "WHO", when we are describing the work done within the Safe Communities movement. We would like to clarify some points in the formalities with the WHO.

The SC movement began in Sweden, in the late 70s and early 80s, as part of a national movement toward decentralization of health promotion, and with the acknowledgement of the importance of community based work. The pioneer projects that took place in Falköping and Lidköping formed the basis for other programmes in Sweden, which then spread throughout other areas in Scandinavia, then around the world. At the same time, the WHO had been promoting health and safety throughout the world. The Safe Community concept was then a theoretical concept in the WHO vocabulary. In order to bring that theory into practice a WHO Collaborating Centre on Community Safety Promotion was established at Karolinska Institutet in 1989. In practice this means that the only organizations unit within the Safe Communities Network that can use the WHO logo is KI (together with the KI logo).

The fact that the Collaborating Centre at KI designates a number of demonstration communities as Safe Communities does not mean that these designated communities can use the WHO or the WHO CC logo. The most important thing to keep in mind about this overall structure is that it is only the CC that is WHO-designated. Individual communities are NOT WHO designees. That status belongs solely to the Collaborating Centre. Safe Communities can however proudly use the Safe Community logo.

This same policy also is applied for affiliate safe community support centres. They are affiliated to the WHO CC, can use the Safe Community logo but not the WHO logo. SC programmes such as Safe Sports, Safe Schools etc may NOT refer to WHO in their programme titles. These programmes have been originated through the Safe Community movement. They can however use the Safe community logo or their own logos.

The only time you can refer to a relationship between your SC programme and the WHO is when you are describing the work done by the Collaborating Centre. SC programmes are designated by the WHO's Collaborating Centre on Community Safety Promotion or Safe Communities Certifying Centres that work on behalf of the CC.

SC programmes are not WHO programmes in and of themselves, and no use of the WHO logo is ever permitted by SC programmes without authorization from the WHO, which would occur only after applying directly to WHO Geneva for permission to use the WHO logo or cite a WHO affiliation. It is never acceptable to state that a SC programme is a WHO programme, per se.

Such unauthorized use of WHO's logo or statements that infer that WHO is directly sponsoring a SC programme create a serious problem, not only for the CC, but also for WHO personnel, and ultimately, for Safe Communities everywhere. We have received many communications on this in the past six months, and feel that it is important for us, as a world wide movement, to agree on this issue. We appreciate your cooperation in getting this message out, and ask that any questions about this be referred directly to Leif Svanström or Diana Stark Ekman.

Sincerely
For Safe Community movement

Leif Svanström (leif.svanstrom@ki.se), Chair
Diana Stark Ekman (diana_hudson@hotmail.com), Acting Co-ordinator

[New Zealand]
WELLINGTON CITY – SAFE COMMUNITIES SITE VISIT



Wellington City, the capital of New Zealand, has a population of around 164,000 and is a picture-perfect city. Located at the bottom of the North Island, it is set between a wonderful harbour and rolling green hills. It is the cultural capital of New Zealand with shops, entertainment, galleries and restaurants all within easy walking distance.



Similar to many communities in New Zealand and around the world, Wellington City's goal is to promote safety and prevent injuries to all people who live, visit, work and play in Wellington City. They have adopted the vision of "Creative Wellington – Innovation Capital", and aim to achieve this through the collaborative efforts of local government, non-government organisations, community groups, employers and individuals.

A successful one day site-visit, conducted by the Safe Communities Foundation New Zealand (SCFNZ), was held in Wellington City on 21 April 2006. As a result of this site-visit, Wellington City will become the fifth International Safe Community in New Zealand to hold such a prestigious award.

Although Wellington City's application to achieve the international accreditation focused primarily on crime prevention, the site-visit highlighted the collaborative partnerships that involved many other aspects of injury prevention and safety promotion. It was also evident that Wellington City has successfully achieved the six indicators for Safe Community Designation. Highlights of the site-visit included: the profiling of initiatives to address alcohol misuse; comprehensiveness of the Safer Roads programme of work; innovative presentation of how Wellington City incorporates consideration of disability issues; a visit to Glover Park, an excellent example of how



environmental design can provide a safe park-like setting in the inner city; a meeting with youth leaders at the Zeal Youth venue to view safe places in the city where young people can gather; and a walk through the Central Business District (CBD) to demonstrate how Crime Prevention Through Environmental Design (CPTED) can improve footpaths and poorly lit areas.

Wellington City Council hosted the site-visit and key partners reaffirmed their support to ensure that the efforts of all those involved in safety were sustainable. They also discussed future opportunities for more integration of crime prevention and injury prevention.

A future challenge will be to ensure that the good work which is evident from all the partners (Council, ACC, CCDHB, Police, LTNZ,) is celebrated and conveyed not only to the people of Wellington city, but also throughout New Zealand and internationally.

WHO CC at Karolinska Institute in Sweden have accepted SCFNZ's recommendation for Wellington city to be designated as a Safe Community. The designation ceremony is scheduled for **Wednesday 14 June, 2006.**

THE 1st EUROPEAN CONFERENCE ON INJURY PREVENTION AND SAFETY PROMOTION

Date: June 25-27 2006



www.eurosafe.eu.com

Conference objectives

The main conference objectives are:

- make the injury issue visible on the public health and consumer protection agenda, and in related policy domains in Europe;
- to profile the impact of injuries on society and the huge benefits attainable by its reduction;
- highlight evidence of good practices and successful safety promotion programmes that result in reducing the burden of injury;
- increase the involvement of relevant stakeholders (government, civil society, private sector and academia);
- empower public health and consumer safety professionals to mainstream injury prevention and safety promotion to relevant policy domains and to provide leadership to national programmes for injury prevention and safety promotion;
- and to reinforce European networks for safety promotion and assist all Member States in establishing national policies and structures for injury prevention.

Who should attend

All who wish to play a part in working together to tackle injury prevention in Europe. The 1st European Conference will address key agents that can help to create a safer Europe. These are:

- Senior policy makers in government, public (health/safety) institutes and non-governmental organisations (interest groups representing exposed risk groups or victims);
- Regulators, enforcers, standardisers, designers, product and business compliance experts;
- Private sector representatives, business, health professionals, consumer protection officers, injury prevention experts, safety promotion practitioners, and researchers; and
- Representatives of agencies and representative bodies at European level that have a vested interest in safety promotion such as consumer safety, road safety and safety at work.

The conference will enable policy makers, injury and safety experts and NGO's to share the evidence as regards the impact of the injury issue on today's society and solutions for creating a safer world.

For **final information** and for **registration** please open the attached documents:

[The Final announcement](#)

[Call for registration and abstracts](#)

[Instructions for Abstracts](#)

[Separate Registration form](#)

With the support of



More information

Secretariat: Mrs Joke Broekhuizen

Tel.: + 31 20 5114 513

E-mail: secretariat@eurosafe.eu.com

Tsuen Wan Safe and Healthy Community Awards Presentation Ceremony and Carnival 2005/2006



guests of the ceremony



exercise promotion by students



carnival game booths volunteer

Tsuen Wan Safe and Healthy Community Awards Presentation Ceremony and Carnival 2005/2006, jointly organized by the Tsuen Wan Safe and Healthy Community Steering Committee and the Occupational Safety and Health Council, was held at the Tsuen Wan Plaza on 4 March 2006.

Mr Tang Kam-hung, Chairman of the Tsuen Wan Safe and Healthy Community Steering Committee, Dr Lily Chiu Lee-lee, Chief Executive of the New Territories West Cluster of the Hospital Authority, Mr Lam Hei-chung, District Social Welfare Officer (Tsuen Wan and Kwai Tsing) of the Social Welfare Department, Dr Louisa Wong, Principal Consultant of the Occupational Safety and Health Council, Dr Ng Yu-kin, Kenneth, Vice-President of the Hong Kong Doctors Union, Mr Wong Tak-fat, School Development Officer (Tsuen Wan) of the Education and Manpower Bureau and others were invited to attend as officiating guests of the ceremony.



Mr Tang Kam-hung, Chairman of the Tsuen Wan Safe & Healthy Community Steering Committee



safe and healthy elderly home award



safe and healthy school award



kung fu performance on stage

In the past year, Tsuen Wan Safe and Healthy Community has initiated several promotional activities to effectively spread the message of safety and health to schools, housing estates, elderly homes and so on. During the ceremony, awards were presented to the participating doctors and schools of the Doctor and School Matching Scheme for Safe and Healthy Schools Programme as well as to the participating estates of the Safe and Healthy Estates Programme to recognize their efforts to promote Tsuen Wan as a safe and healthy community. In addition, trophies were presented to the winners of the Subsidized Homes Category and Non-subsidized Homes Category of the Tsuen Wan Safe and Healthy Elderly Homes Awards 2005/2006 respectively.

Mr Tang Kam-hung, in his welcoming speech, expressed appreciation to all participating schools and estates of the Safe and Healthy Schools Programme and the Safe and Healthy Estates Programme. Looking into the future, Mr Tang stated that the Committee will continue to promote safety and health in the district, aiming at achieving the status of Safe Community designated.

In addition to three carnival game booths, the Committee invited students, members of elderly centres and kung fu societies to perform on stage. The recreational and cultural activities of the carnival not only added festival colour to the event, but also delivered the message of promoting a safe, healthy and harmonious community to the residents in Tsuen Wan.

Please send your activities, programs and reports via post/ e-mail to the editor:

 Yousif Rahim
 European Safe Community Network
 E-mail: yousif.rahim@ki.se
<http://www.phs.kise/csp>
<http://www.safecommunity.net/>
