



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 third 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:

NEWSLETTER: Safe Community Weekly News in Thai language.

NETWORK: Vienna has withdrawn from the list of designated Safe Communities.

COLLABORATION: Communitywide experience exchange on community safety promotion in Youth Park Community, China

AWARDS: Invitation to Participate in the First International Safety Media Awards

Safe Community Weekly News in Thai

Dear colleagues,

It is a great pleasure to announce the expanding of Safe Community Weekly News. Since the 2nd issue of 2006 we have started to edit the Safe Community Weekly News in twenty languages (Arabic, Bangla, Chinese(simple), Chinese(traditional), English, French, Georgian, Greek, Italian, Japanese, Korean, Lithuanian, Persian, Portuguese, Romanian, Russian, Serbian, Spanish, Thai, Turkish and Vietnamese).

In the last month colleagues from Child Safety Promotion and Injury Prevention Research Center, Department of Paediatrics, Faculty of Medicine, Ramathibodi Hospital, Mahidol University in Thailand have joined our team to make the Safe Community Weekly News accessible to readers and members of the Safe Community networks around the world.

Our new team members are:



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All the issues are available on our websites www.phs.ki.se/csp and www.safecommunity.net. Please feel free to download the files, circulate it and we are looking forward to hearing from you; comments, suggestions and corrections. Your contributions are highly appreciated and we would like to have more members in our team to make Safe Community Weekly News available in more languages.



Is the Safe Community Concept applicable to big cities? Experiences from Vienna



Dr. Rupert Kisser
Austrian Road Safety Board (former Institute "Sicher Leben")
5th of January 2006

After only two years, Vienna has withdrawn from the list of designated Safe Communities. There have always been some difficulties with the implementation of the Safe Community Concept in big cities. Most success stories come from midsize municipalities of about 5.000 to 100.000 inhabitants. Unfortunately, Vienna cannot serve anymore as an example that the Safe Community concept works also in greater communities.

What has happened?

The capital of Austria, Vienna is a city of 1.6 million inhabitants with a lot of legal responsibilities for the safety of its citizens. Although the level of safety was considered quite high (Austria is a rich and highly industrialized country), a relevant potential for improvement was identified. Areas like the workplace, traffic, consumer goods and interpersonal violence were covered quite well, while others like home, leisure and sporting activities, or children and senior citizens had been somewhat neglected. Therefore, in 2003 a cross-sectoral initiative was set up based on the collaboration of the city's health administration (health promotion department), the social health insurances and the Austrian Road Safety Board (formerly Institute "Sicher Leben"). An annual budget of €400.000 was allocated and a team of four dedicated persons was established. In June 2004 Vienna became designated as an international Safe Community model project.

A lot of activities on bicycle helmets, safe homes for toddlers and seniors, pedestrians and young workers were carried out, but unfortunately it was neither possible to make the issue a political priority nor to gain relevant media coverage. Therefore by the end of 2005 the initiative was terminated.

A central steering group for all environments (indicator nr. 2) is a key demand in the Safe Community concept. So it was planned to put injury on the political agenda of the city government, but this could not be achieved. There were already a number of quite effective programmes, run by different responsible departments (welfare, housing, traffic, schools etc.). It turned out that the well known arguments for overarching injury prevention programmes could not convince the mayor to bundle these programmes together. Without high level support the programme was not striking for the media. School events or district campaigns were not important enough to be covered by media with a national focus like in Vienna. And without media, the influence of the initiative was limited to persons contacted directly, like decision makers in administration departments, participants in multiplier trainings, or visitors of open air festivals.

The team of the initiative worked hard, performed a great job, but was not in the position to fulfil the high expectations established at the beginning. It could be foreseen that a significant reduction of the overall injury risk would not be achieved. So the financers (including the Austrian Road Safety Board as Safe Community Support Centre) decided to terminate the initiative earlier than scheduled. The discrepancy between expectations (significant reduction of the general injury risk within a couple of years) and available means had become too big. Injury prevention will be kept on the city's health promotion agenda but new programmes will not follow the classic Safe Community concept, as laid down by the six indicators.

What lessons can be learned?

If you want to establish an injury prevention programme in your city:

1. Do the situation analysis (community analysis) carefully and take also into consideration existing structures, programmes, legal responsibilities, and put your outcome expectations in relation to the available means (effect mechanism) of the planned programme. Assess all necessary success factors, including public opinion, high level political support, and role of the media. Important is that your programme will be cost efficient and cost effective.
2. If you come to the conclusion that it will better to concentrate on certain, e.g. neglected issues, it will not fulfil all indicators for International Safe Communities, but may still be a good injury prevention programme. Especially indicator Nr. 2 "Long term, sustainable programme, covering all genders and age groups, environments and situations" may not be the best solution for your city's problem.
3. In a big city with its complexity it needs also a top down approach to establish an overarching programme. Convincing the mayor and the entire city government needs an approach such as a national action programme. For a big city quite some money is needed to gain effects. This will be difficult to have allocated for classical bottom up activities with uncertain outcomes. And lastly, the outcome must be realistic.

Communitywide experience exchange on community safety promotion in Youth Park Community, China



In the morning of December 28, over ten persons from the government of Pudong District, Shanghai City visited Youth Park Community. At first, visitors were shown around one kindergarten and primary school in the community, with the emphasis on children injuries prevention and school safety. After that, an exchange meeting was held in the meeting room of the Youth Park Sub-district Office. By the PPT. video presentation, the official of the Youth Park Safe Community Promotion Committee introduced the safe community promotion program to the visitors in detail, including its start, development and achievements. The official also answered various questions raised by interested visitors.

Pudong District of Shanghai is the most active economic area in China, where the safe community program has already been initiated. Up to now, Pudong visitors have been to Youth Park Community twice for learning and exchanging experiences. As the first to start international safe community program in Mainland China, Youth Park Community has always been active in contributions for promoting safe community program in China. We believe that such visits and exchanges at local and national levels will get more people and areas involved in creating safer communities around Mainland China.

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15th International Safe Communities Conference – CAPE TOWN – South Africa
09-11 April 2006,
Cape Town, South Africa



<http://www.uct-cmc.co.za/conferences/2006/safecom/info.php>

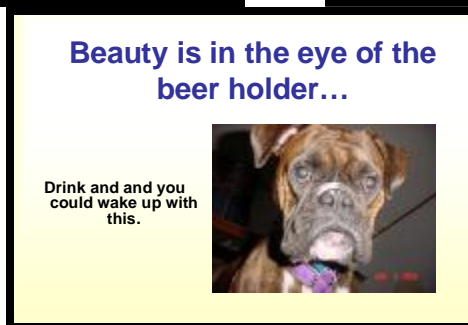


Invitation to Participate in the First International Safety Media Awards

You are cordially invited to enter the **First International Safety Media Awards**. (ISMA) The purpose of ISMA is to honor the creators of strong media safety messages. The Awards will provide an international forum in which to publicize effective social marketing efforts to promote safer communities. ISMA awards will be given in several categories, including:

- ◆ **Print media;**
- ◆ **Audio media; and**
- ◆ **Video media.**

Each category will award prizes to youth-created material, and material created by adults and organizations. To get more information, guidelines and entry instructions, please go to www.teachingstory.com, or email Marcia Howell of the Alaska Injury Prevention Center at Marcia_howell@hotmail.com. Below are a couple of examples of print safety messages. We look forward to seeing yours.



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

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