

# Safe Community Monthly News

Issue 27

October 2009

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Dear Colleagues,

We are proud to introduce you another new Safe Community.

We have reports from Japan, Australia, Colombia and China.

Safe Communities movement is now its full pace!

All the designated Safe Communities are advised to submit their annual reports.

News and reports of this issue are appended below. Same issue is also available at our WHO Collaborating Centre on Community Safety Promotion website: [http://www.phs.ki.se/csp/who\\_newsletters\\_en.htm](http://www.phs.ki.se/csp/who_newsletters_en.htm)

With warm regards

Leif Svanström, Responsible Editor

Koustuv Dalal, Editor

## New Safe Community- Towada City, Aomori Prefecture, Japan

On August 28<sup>th</sup>, 2009, Towada City was designated as a Safe Community, the 159<sup>th</sup> member of the international network and the second in Japan. The agreement was signed by Prof Joon Pil Cho, Director of the Asian Certifying Center for Safe Community in Korea, Mr. Hisashi Oyamada, Mayor of Towada City, Mr. Shingo Mimura, Governor of Aomori Prefecture, Dr. Yoshihide Sorimachi, a coordinator of the Asian Certifying Center and Prof Leif Svanstrom from WHO CC CSP. Prof Shumei Wang from Fudan University in China kindly introduced the global program of Safe Community in the ceremony. Because the ceremony was held during the 3<sup>rd</sup> Annual Conference of Japanese Society of Safety Promotion and the International Workshop on CSP in Asian Context, many participants to the conference from elsewhere in Japan and some guests from overseas as well as peoples involved in CSP in Towada congratulated the designation of Towada as a Safe Community.

The priority areas of Safe Community Towada are suicide prevention, prevention of accidental suffocation by inhalation, fall prevention among the elderly, and traffic safety. Community safety promotion in Towada was initiated by public health experts/ practitioners together with Towada citizens in 2005, which was followed by the mayor's political support later. Prof Cho has pointed out a possibility that CSP in Towada shall be a model of CSP with both bottom-up and top-down approaches in Asian region in the future.

Reporter: Yoshihide Sorimachi, Japan



Mr. Hisashi Oyamada, Mayor of Towada and Prof Joon Pil Cho

## New Brochure

Safety Promotion and Injury Prevention, Research, Education and Policy Development  
Karolinska Institutet, Department of Public Health Sciences,  
Division of Social Medicine, Stockholm, Sweden 2009.

Pamplet pdf available at:

[http://www.phs.ki.se/csp/pdf/pamflet/safety\\_promotion\\_2009.pdf](http://www.phs.ki.se/csp/pdf/pamflet/safety_promotion_2009.pdf)

## Australian Injury Prevention Conference kicks goals for Safer Communities

The 9<sup>th</sup> Australian Injury Prevention and Safety Promotion conference [www.injuryprevention2009.com](http://www.injuryprevention2009.com) held in Melbourne in July 2009 lived up to the excellent reputation that this series of conferences has developed in the Asia-Pacific region. Unfortunately Melbourne's reputation as a swine flu hot spot (something that is far from the minds of the local people) deterred some overseas delegates from attending.

Led by Monash University Accident Research Centre, with the support of the Victorian Institute of Forensic Medicine and key government agencies from Victoria, the conference featured international and local keynote speakers from a variety of professions with a variety of takes on injury prevention. A highlight of the conference was the opening plenary session, which featured the launch in Australia of the World Health Organization and UNICEF World Report on Child Injury Prevention by Her Excellency Ms Quentin Bryce AC Governor General of the Commonwealth of Australia (Australia's Head of State). The editor of the report, Dr Margie Peden spoke on behalf of the WHO, and Margaret Sheehan spoke on behalf of UNICEF. [http://www.phs.ki.se/csp/pdf/Publications/full\\_report\\_child\\_injury\\_engl.pdf](http://www.phs.ki.se/csp/pdf/Publications/full_report_child_injury_engl.pdf)

The conference reflected the tripartite nature of the Australian Injury Prevention Network (the leading professional association for injury prevention in Australia), with stimulating presentations from researchers, practitioners and policymakers.

The Victorian Coroner, Her Honour Judge Jennifer Coate, reviewed recent advances in the Victorian coronial service and the legislation that governs it, paying tribute to the role of former State Coroner Graeme Johnstone, whose pioneering role in turning the coronial service into a strong force for injury prevention is underlined by the fact that he presented a paper at the Second World Conference on Injury Prevention in Atlanta in 1993. World leading innovations such as the national coronial information system – designed to help the lessons learned be translated into injury prevention practice – are now spreading nationally and internationally. Community safety promotion was well represented in many of the conference presentations, as well as through the Victorian Safe Communities Network display booth showcasing how the network supports professionals and volunteers working for safer communities in Victoria.

The Victorian Safe Communities Network coordinated a productive Community Safety Month planning meeting with other Australian and New Zealand colleagues to identify opportunities for sharing Community Safety Month branding and resources. The Network is keen to see Community Safety Month, which is celebrated in October each year, spread internationally as a call to action for organisations from different sectors to collaborate on community safety initiatives important to their local communities. Coordination of the month is carried out by a statewide advisory committee chaired by Victoria Police, but the real energy for making things happen on the ground during the month comes from local safety committees and coalitions across the whole State of Victoria and beyond.



Michael Bourne Australian Safe Communities Foundation, Sarah McKerracher Injury Control Western Australia; Jan Shield VSCN Secretary, Barbara Minuzzo The Royal Children's Hospital, Safety Centre Melbourne; Marc Florio Metropolitan Fire Brigade/Community Safety Month Secretary; Meeگان Brotherton and Dr Dale Hanson Australian Safe Communities Foundation and Mark Hennessy from Hennessy Services

## 3<sup>rd</sup> Annual Conference of Japanese Society of Safety Promotion (JSSP) & International Workshop on CSP in Asian Context, Towada, Japan

The 3<sup>rd</sup> annual conference of JSSP was held in Towada City on August 28<sup>th</sup>-29<sup>th</sup> 2009, of which chairperson was Dr. Yoshihide Sorimachi, Director of Kamitosa Public Health Center, in Towada, vice president of JSSP. Its theme was "For Everybody's Hope for Daily Safety - Accident, Violence, and Suicide Prevention with Active Participation by Citizens and Inter-Sectoral Collaboration". The main symposium "Comprehensive Suicide Prevention Work with Inter-Sectoral Collaboration" was held on August 28<sup>th</sup>. Prof Yutaka Motohashi, Dean of Faculty of Medicine, Akita University, Associate Prof Chiaki Kawanishi, Department of Psychiatry, Yokohama City University of Medicine, Mr. Hisayoshi Kato, Counsellor, Division of Suicide Countermeasures, Cabinet Office of the National Government, Mr. Yasuyuki Shimizu, President of NPO "Lifelink", and Ms. Atsuko Shindo, district nurse, Tohoku Town, Aomori Prefecture presented various comprehensive suicide countermeasures, respectively. Mr. Hiroshi Ishizuki and Dr. Yoshihide Sorimachi coordinated discussion between them mainly from the view point of community safety promotion as chairpersons.

On August 29<sup>th</sup>, the International Workshop on Community Safety Promotion in Asian Context was hosted by Towada City in conjunction with the annual conference of JSSP. Prof Lu Pai, Director, Taiwanese Community Safety Promotion Center introduced "Gradually Expanded Safe Community Movement --Taiwanese Experience". Dr. In-guk Kim, Director, Community Health Center, Songpa District, Seoul, Korea presented "Songpa Project- for Child Safety". The Japanese presenters, Mr. Toru Hitomi, Director, Department of Planning and Coordination, Kameoka City, Mr. Takao Kuramochi, Deputy Director, Collaborative Safety Department, Atsugi City, and Ms. Hisako Nagase, Deputy Director, Health Promotion

Division, Towada City presented CSP in their communities, respectively. Prof Joon Pil Cho, Director of the Asian Certifying Center for Safe Community in Korea and Prof Takashi Eto, Tokyo University, President of JSSP coordinated discussion as chairpersons. During these 2 days more than 200 people, not only researchers but also practitioners shared their knowledge and experiences on safety promotion both nationally and internationally.

*Reporter: Yoshihide Sorimachi, Japan*

## 18<sup>th</sup> International Conference on Safe Communities, Cali, Colombia

An overwhelming number of 611 participants (America: 54, Europe: 18, Asia: 29 & Colombia 504) including security, injury and violence prevention experts, gathered to participate in the Safe Communities annual meeting, held for the first time in a country of the Americas. The conference theme was "Safety Policies as an axis for development". Below we are presenting some news clippings from the conference.



The Mayors of the only two certified Safe Communities in Latin America, the City of Peñaflores in Chile and San Borja in Peru, with Prof. Leif Svanstrom.

The leader of this global initiative, Professor Leif Svanström from the Division of Social Medicine at the Karoliska Institute of Sweden, invited all the Mayors from Latin American cities to take the principles of Safe Communities and implement them in their cities to promote community safety.



As a result of the arrival of this global initiative to Colombia, cities like Cali, Bogotá and Medellín were motivated to begin the certification process as Safe Communities. This was announced by Mr. Jorge Iván Ospina, Mayor of Cali in the closing act of the Conference, before handing over the flag of the movement to the Vice-Mayor of Suwon, Dr. Yeh Chang-Keun, hosts of the 19th SC Conference



The CISALVA Institute from Universidad del Valle, a World Health Organization Collaborating Center and Safe Community Certifying Center for Latin America, was the coordinator of this event which count with the support of a strong Local Organizing Committee composed by the Cali Mayor representatives, University members, Industrial associations and distinguished authorities from Cali, and also the participation of the International Organizing Committee and a Scientific Committee in charge of evaluating the abstracts and the final program of the event.

The Chamber of Commerce of Cali directed all the logistics at the conference site where the event was held, the "Centro de eventos Valle del Pacifico".

*Reporter: Julian Santaella Tenorio, CISALVA, Cali, Colombia.*

## Training on Safe Communities, Huamu Safe Community

On September 15, 2009, the practical training class of constructing safety communities in Shanghai was held in Huamu community for the purpose of exchanging and popularizing practical experiences so as to further promote safe community construction in Shanghai. Over 100 representatives and leaders with specific duties from those sub-districts, towns, and construction offices all of which have not yet been named as safe community at the city level, attended the class. Mr. Li Derun, chairman of Shanghai Municipal Association of Work Safety, Mr. Jiang Weizhong, deputy director of Huamu Sub-district, and Mr. Guo Chen, director of Huamu Safety Community Construction Office, were all present at the class, and Mr. Jiang Weizhong also delivered a speech.

Mr. Li Derun made a mobilization speech. He said, there are several communities having already started up the construction work of safe community all around the city. Each of these construction units should gradually promote the understanding of notions and thoughts about safety community, reallocate resources and master the methods of how to construct safe community. Mr. Jiang Weizhong, gave an elaborate introduction to the construction work of Huamu Safe Community. He explained in detail of the measures and experiences of Huamu Sub-district in constructing international safe community in three parts, including "what is safety community", "the differences between the construction of safety community and that of healthy city" and "the primary approaches to safe community construction". Mr. Guo Chen, director of Huamu Safe Community Construction Office, made a speech titled "the baseline investigation about the injury data and introduction to monitoring methods".

*Reporter: Huamu Safe Community*



# Forthcoming Safety and Injury Conferences

2009

- **5th Asian Regional Conference on Safe Communities (ARCSC)**

*Safety, Health, Harmony*

18-20 October 2009

Beijing, China

China Occupational Safety & Health Association (COSHA) <http://www.cosha.org.cn>

Contact persons: Ms Wu Yanhua and Mr Liu Yan, E-mail: [2009ascc@cosha.org.cn](mailto:2009ascc@cosha.org.cn)

- **Kwai Tsing Traffic Safety Promotion Seminar - from Primary and Secondary Prevention**  
30 October 2009, Hong Kong SAR, China

For information: [www.phs.ki.se/csp/pdf/Conferences/traffic\\_promotion\\_seminar\\_2009.pdf](http://www.phs.ki.se/csp/pdf/Conferences/traffic_promotion_seminar_2009.pdf)

LEUNG Ming [leungm1@ha.org.hk](mailto:leungm1@ha.org.hk)

- **European Child Home Safety Conference**

2-3 November, 2009, Stratford-Upon-Avon, UK

E-mail: [JCave@rospa.com](mailto:JCave@rospa.com)

RoSPA, Edgbaston Park, 353 Bristol Road, Birmingham, B5 7ST, UK

- **Vi gjør Norge tryggere**

17- 18 November 2009, Voksenåsen, OSLO, Norway

[First Announcement](#)

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2010

- **RoSPA's 75th Road Safety Congress 22-24 February, 2010 Stratford-upon-Avon, UK** [www.rospa.com/road](http://www.rospa.com/road) E-mail: [events@rospa.com](mailto:events@rospa.com) Abstract deadline: 19 September 2009

- **19th International Safe Communities Conference Sustainability of Safe Community Programs**

23- 26 March, 2010

Suwon, Korea

**First Announcement** [www.2010safecom.com/pdf/1st\\_Announcement.pdf](http://www.2010safecom.com/pdf/1st_Announcement.pdf)

[http://www.2010safecom.org/web\\_mail/web\\_mail.html](http://www.2010safecom.org/web_mail/web_mail.html)

[www.2010safecom.org](http://www.2010safecom.org)

Abstract deadline: 31 October 2009 . For information: [jpcho@ajou.ac.kr](mailto:jpcho@ajou.ac.kr)

- **The Second European Regional Safe Community Conference Incorporating the 7th Nordic Conference on Safe Communities** *How to develop Safe Communities in Europe using the Nordic experiences, re-establishing a European Network of Safe Communities.* 19-20 May, 2010 Reykjavik, Iceland **First Announcement** ([short version](#); [long version](#)) [www.publichealth.is/SC-2010Iceland](http://www.publichealth.is/SC-2010Iceland) Contact: Rósa Thorsteinsdóttir E-mail: [rosa@publichealth.is](mailto:rosa@publichealth.is) Tel: +354 5800900 / +354 8400906 Fax: +354 5800901' Public Health Institute of Iceland, Laugavegur 116, 105 Reykjavík, Iceland

- **2nd South Eastern Europe Safe Community Conference September, 2010 Croatia** Contact: Tanja Pekez Palisko E-mail: [tashamed@gmail.com](mailto:tashamed@gmail.com)

- **10th World Conference on Injury Prevention and Safety Promotion 21-24 September, 2010 London, UK**

The first formal announcement for Safety 2010 will be issued in January 2009

Call for abstracts: closing date will be Friday 15 January 2010, 17:00 hrs

<http://www.safety2010.org.uk>

Early bird rate before 30 April 2009 £450.00

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