

Safe Community Monthly News

Issue 34

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Dear Colleagues,

We are proud to introduce you another new Safe Communities.

We have reports from Australia, Bangladesh, South Korea, USA.

Safe Communities movement is now its full pace!

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

With warm regards

Leif Svanström, Responsible Editor

Koustuv Dalal, Editor

Madison city –New member of Safe Community Network

On Tuesday March 23, 2010, Madison County was officially designated as an International Safe Community by the World Health Organization Collaborating Centre on Community Safety Promotion. The celebration was held at Madison Central High School. Those in attendance strolled down "Safety Boulevard," which included exhibits and activities on a variety of health and safety topics, food and entertainment. Guest speakers at the ceremony included Mike Singleton, Kentucky Injury Prevention Resource Centre at the University of Kentucky; Kristin Lolmaugh, senior program manager with the National Safety Council in Washington, DC; Tony Young, Federal Highway Administration; and Dr. William Hacker from the Kentucky Department of Public Health. Representing the Madison County Health Department were its chair, Dr. Stewart Tobin, director James Rousey, and Ruth Hawkins, Health Education Director in the Center for Excellence in Public Health Education and Lloyd Jordison, R.N., Coordinator of the Madison County Safety Coalition.

Working closely with Steve Sparrow, the coordinator of the Kentucky Safety Prevention and Alignment Network, Lloyd Jordison, Ruth Hawkins and members of the Madison County Safety Coalition began the application process as an International Safe Community over a year ago. Only communities that can document a systematic approach to defining local injury prevention and safety issues, a collaborative process to address them, and a commitment to evaluate the effectiveness of their efforts are eligible for designation as an International Safe Community by the WHO CC. In order to complete the application, many Safety Coalition meetings focused on cataloging the events and activities focused on safety, as well as the community partners who are involved in creating the "culture of safety" evident in Madison County today.

"While accompanying representatives from Safe Communities Canada and National Safety Council/Safe Communities America during the site visit to Madison County this past December one could not help but be impressed by the caring network of people in Madison County and the work they are doing," said Steve. "One can look at a listing of programs and accomplishments on paper but it does not begin to do justice to the amount of work, dedication and caring that becomes evident as you hear the personal stories and see the many programs and projects that Madison County, Berea and Richmond have accomplished."

Photo: Lloyd Jordison and Normand Cote observe Madison County Judge/Executive Kent Clark signing the document that officially designates Madison County as an International Safe Community on behalf of the World Health Organization Collaborating Centre on Community Safety Promotion. Other signatories included Berea Mayor Steve Connelly; Richmond Mayor Connie Lawson; Dr. Stuart Tobin, Chair of the Madison County Board of Health.



Normand Cote, Secretary of the Board of Directors of Safe Communities Canada, officially designated Madison County on behalf of the WHO Collaborating Center on Community Safety Promotion. Safe Communities Canada, an accredited Certifying Centre for the WHO Collaborating Centre on Community Safety Promotion, oversaw the formal review of Madison County's application for designation on behalf of the Collaborating Centre.

"This is a great honor for our community," says James Rousey. "This community is blessed to have a county government, two city governments, and dozens of organizations that are working collaboratively to make Madison County a truly safe place to live and work.

For a decade now, Madison County Safety Coalition members have been collaborating on numerous projects to increase awareness of safety issues and reduce the number of preventable injuries and deaths. There are now over 50 community partners involved in the coalition including health care providers, law enforcement, cities and county governments, local schools, college and universities, fire departments, faith-based organizations, as well as other community agencies and groups, and interested citizens.

"The coalition was formed in 2000 in response to a tragic motor vehicle crash. Beginning as the Madison County Injury Prevention Coalition, research and educational programs began in the community on seat belt and car seat use," explained Lloyd Jordison. "Following the development of our mission and vision 'to create a culture of safety' the coalition changed its name to Madison County Safety Coalition."

The MCSC expanded its programs based on the needs of the community. Program areas include child passenger safety and increasing seat belt use, promoting bicycle and walking safety, DUI prevention, "Ghost Out", "Always Buckle Children Up in the Backseat" program, suicide prevention, and falls prevention.

"You have set the bar," said Kristin Lolmaugh about the work of MCSC. Your work doesn't end here. You will need to keep up your work, and we (National Safety Council) need you to help other communities' in their efforts, creating more Safe Communities across Kentucky."

Report: Leslie D. Farris, Madison County Health Department, USA.

Noarlunga Safe Community & Centre for Injury Prevention and Research, Bangladesh: Textile Worker Hearing Loss Prevention Collaborative Project

Known as the 'Manchester of the East', Narsingdi is the very heart of the Bangladesh textile industry. It is also a place of poverty and desperately difficult working conditions. The textile mills are large sheds packed with power-looms. The environment is hot, humid, dark and extremely noisy. Serious injuries are commonplace. Workers have no hearing protection and most machines have exposed belts, a death trap for workers under pressure.

The powerful looms run 24 hours a day with two shifts of workers. The noise is deafening and their speed threatening. Being there for just a few minutes can leave your ears ringing some 24 hours later. Workers are continually exposed to sound levels in excess of 110+ decibels, noise levels similar to that of being next to a jet plane engine during take off.

Workplace injury through lack of personal protective equipment can cast whole families into hunger and despair. Many of the workers are the poorest of Bangladeshi society. Injured workers often cannot afford to access basic medical treatment and workers affected by occupational injury quickly become unemployable.

The Textile Worker Hearing Loss Prevention Project was a collaborative liaison between Noarlunga Safe Community and the Centre for Injury Prevention & Research, Bangladesh [CIPRB].

Noarlunga Safe Community, a member of the International Safe Communities Network, has worked in partnership since 2000 with fellow health professionals in Bangladesh, implementing a broad range of injury prevention programs for poorer workers and communities. The goal of the 2010 project was to improve working conditions for these textile workers and to reduce the incidence of hearing loss amongst workers employed in small textile businesses. The project involved the development of culturally appropriate educational health & safety workshops for over 400 workers and their employers, provision of urgently needed, correctly fitting hearing protection equipment for workers and, most importantly, practical train-the-trainer programs for local health and safety coordinators. In this way the project could be financed from external sources and then taken up by the local community as a sustainable, long term program.

This unique collaborative liaison between the CIPRB & Noarlunga Safe Community demonstrates ongoing participation in the International Safe Communities Network and provides the opportunity for us to learn and grow as citizens of the global community and members of the Safe Community family.

Our thanks to Southern Adelaide Health Services and our funding sponsors, AusAid, Singapore Airlines, the SMEC Foundation and the Australian Safe Communities Foundation for their support.



Reporter: Tony Morisset & Steve Parker, Noarlunga Safe Community, Australia.

19th International Conference on Safe Communities, Suwon, South Korea

The 19th International Conference on Safe Communities was held in Suwon, Korea, from 23 to 26 March 2010. The main theme of the conference was "Sustainability of Safe Community". About 500 attendees from over 40 countries participated in the conference. They went over the past results of the efforts that have been put into injury prevention and safety promotion, and also set the stage to discuss future plans to further expand and develop the Safe Community program sustainable.

The conference was held on a grand scale, 6 topics pre-conference, 3 plenary lectures, 3 invited lectures and 17 parallel sessions.

The scientific programs covered various challenging issues of community safety promotion, focusing on global effort for sustainability of safe communities, effectiveness of safe communities and national efforts for sustainability of Safe Communities. In addition to this, the conference focused on issues injury surveillance, safety at school, home and road, safe children, violence, evaluation of community programs, Policy of community programs as well as suicide prevention.



The keynote addresses captured the essence of the conference theme. As stated by one keynote speaker, Leif Svanström, the reason for success of the establishment of the International Safe Communities idea is that the Movement offers a sustainable alternative without compromising the ability of future generations to meet their needs. As stated by the other keynote speaker, Alexander Butchart, Increased global and national support for violence and injury prevention has expanded the role of national and local government, and increased demand for evidence-based intervention. These changes represent important opportunities for future Safe Communities to work in closer collaboration with governments and to serve both as delivery mechanisms for evidence-based violence and injury prevention strategies, and as test for their evaluation, thereby contributing to further expansion of the evidence-base and enhanced safety for all. In addition, the poster and oral presentations provided insight into the issue faced by the representatives of each country or community.

Also there were several business meetings; Affiliate SC Support Center meeting, Safe Communities Certifying Center meeting, Safe Schools Certifying Center meeting, 6 regional Safe Communities network meetings during the conference.

This conference was a good opportunity for attendees to take full advantage of these programs and share experiences with each other. The conference's scientific program provided a sufficient platform to display sustainability of Safe Community in Korea and the world. Presenters shared their success in working within communities to promote safety and to reduce the burden of injury.

The host city, Suwon, was the first designated Safe Community in the Asian Region in 2002 and re-designated in 2007. It is one of the communities most actively participating in the International Safe Community Network.

The 20th International Safe Communities Conference will be held in the municipality of Falun, Dalarna, Sweden, from 6 to 9 September 2011.



Reporter : Nam-soo Park & Eun-a Bae, Korea

Call for International Safe Hospitals Network

Hospitals can play a vital role for injury prevention and safety promotion. Hospitals should be actively involved in the Safe Community program. Therefore, WHO CC CSP has developed a new 'Safe Community Hospital Network' and calling for memberships. For membership and technical supports please contact Prof. Leif Svanstrom (leif.svanstrom@ki.se) or Dr. Koustuv Dalal (koustuv.dalal@liu.se). Visit: http://www.phs.ki.se/csp/pdf/indicator/safe_hospitals_criteria.pdf

Celebrating A Safer Christchurch Event

The Safer Christchurch Interagency Group (SCIAG) is the governance group for the Safer Christchurch Strategy which has an aim of: "making Christchurch the safest city in New Zealand". This is to be achieved through numerous actions from a crime prevention, road safety and injury prevention perspective.

Currently Christchurch is suffering from the public's negative perception of personal safety. In the latest Quality of Life Survey (2008), only 32% of Christchurch residents felt safe in the city centre after dark. This was down from 37% in 2006. In relation to feeling safe in their own neighbourhoods, 58% said they felt very safe, a small drop from 61% in 2006.

This negative perception of safety is in stark contrast to some of the official crime figures for Christchurch. In the latest Police national crime statistics, Canterbury Police District has the 4th lowest overall crime rate per head of population in New Zealand. It also has the lowest recorded violence offences in the country based on per head of population. The reality on the roads is even better with the Canterbury Police District recording the lowest ever road toll in 2009 since records began.

THE EVENT:

With the above in mind the SCIAG organised the "Celebrating a Safer Christchurch" event as an initiative to try and achieve the following two goals:

1. To plan and hold an event that encourages the public of Christchurch into the CBD and assists in dispelling the perception of lack of safety.
2. Increase the branding of the Safer Christchurch logo bringing together initiatives under crime prevention, road safety and injury prevention.

The event was held on a lovely clear sunny Saturday on 27 February 2010, from 5.00pm to 9.00pm, in the open air pedestrian area of the central city known as City Mall. The date was chosen so that the event could run in conjunction with the Christchurch Emergency Services day that was being held at the Christchurch Central Police Station..

The event itself consisted of 29 different stalls and/or displays of various organisations involved in public safety in Christchurch. Early in the organising of the event the stallholders were encouraged to provide both informative and interactive displays so the public could get involved, speak to the representatives from the organisations and hopefully learn some new information about their safety in the city.

To encourage public participation an "event passport" was handed out to all members of the public that walked through the area. This required people to get stamps from designated stallholders in their passports and then return it completed to go in the draw for a number of donated prizes. This initiative was very popular and ensured the public had the chance to visit all the stalls within the length of the event.

The SCIAG were very pleased with this first time event and believe a solid foundation has now been laid for future events to be held. Some of the feedback in relation to the event included:

87% of organisations thought the event was of value to them and included comments such as: - "Brilliant. It raised our profile internally & externally".

- "It gave us an opportunity to let people know who we were and what we were doing. It was very worthwhile".

- "Excellent in terms of one-to-one-personal communication with public".

60% of prize winners surveyed stated that they either learnt something new or would take a new action as a result of the event.

80% of prize winners surveyed would attend the event if it were held again.

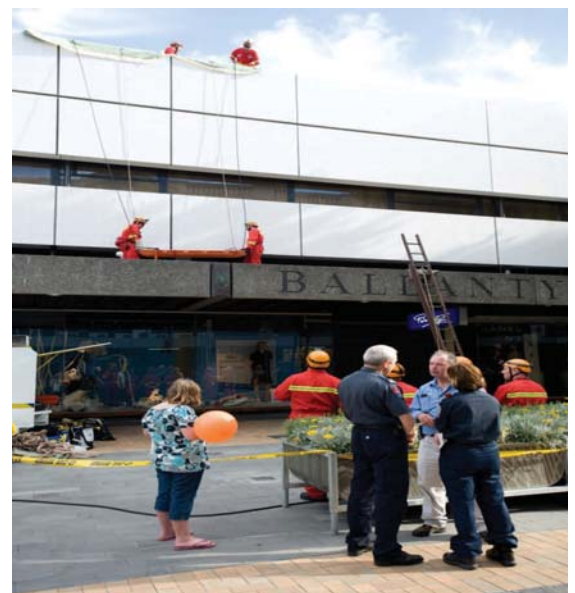
Other positive comments included - "We received a lot of positive feedback from the public, competitors, Christchurch City Council. We even had a youth approach us re running a similar event for them".

- "Its good to see you guys out there at night time".

"All loved the vibrancy and market feel in a summery evening market atmosphere".



Safer Christchurch stand giving out event passports ↑
Civil Defence display ↓



Forthcoming Safety and Injury Conferences

2010

- **2nd South Eastern Europe Safe Community Conference**
15 -17 September, 2010
Sibenik, Croatia
Conference web page:
http://www.sigurnezajednice.hr/The_2nd_Southeastern_Europe_Safe_Communities_Conference_SibenikCroatia2010/Home.html Abstract deadline: 1 May . Venue: Hotel Solaris <http://www.solarishotelsresort.com/>
Contact: Tanja Pekez Palisko, E-mail: tashamed@gmail.com
- **The 1st International Safe Communities Conference for East and Central Africa**
The Potency of Safe Communities in (East and Central) Africa: time for action! 4-8 October, 2010, Kampala, Uganda
Contacts: 1.. jmukasa@pincergroup.org, 2. mmutto@pincergroup.org
P.O. Box 72455, Kampala- Uganda. Tel: +256-312265106
- **World Conferences for Injury Prevention and Safety Promotion**
10th World Conference on Injury Prevention and Safety Promotion , 21-24 September, 2010, London, UK
<http://www.safety2010.org.uk>
[Conference Programme](#)
Contact: Karen Hughes: E-mail: k.e.hughes@ljamu.ac.uk
Tel: +44 (0) 151 231 8723 , Centre for Public Health, Liverpool John Moores University, Kingsway House, 5th Floor, Hatton Garden, Liverpool L3 2AJ, UK Tel: +44 (0) 151 231 4510 | Fax: +44 (0) 151 231 4515

2011

- International Safe Community Conference**
20th International Safe Communities Conference
Celebrating two decades of International Safe Community Development - going back to where it all started
6-9 September 2011, Falun Municipality, Dalarna, Sweden
First Announcement: [http://falun.se/www/externa/safe2011.nsf/V-bild/3789B4B81526E69BC1257703004FDF27/\\$FILE/safe_community.pdf](http://falun.se/www/externa/safe2011.nsf/V-bild/3789B4B81526E69BC1257703004FDF27/$FILE/safe_community.pdf) . Conference web page: www.falun.se/safecom2011
Contact: safecom2011@falun.se

2012

- Regional Safe Community Conferences**
6th Asian Regional Conference on Safe Communities in 2012
Friday, 11 - Sunday, 13, May, 2012, Tokyo, Japan
The 3rd European Safe Community Conference
The future role of the Fire and Rescue Service in the sustainability of Safe Communities in Europe
4-5 June 2012
Falköping, Sweden
Contact: annette.holmberg@falkoping.se

3rd International Safety Media Awards

Honoring Effective Injury Prevention Media The ISMA Awards Celebration will take place at the Safety 2010 Conference London, UK • September 21-24, 2010
Categories: Print • Audio • Video
Leverage Your Success For Future Projects. Receive International Recognition For Your Media
Showcase Your Work With International Colleagues. Submissions now being accepted. Deadline for entries May 7, 2010. For more information go to www.teachingstory.com/isma.
Email: Marcia@ourreality.org

WHO Collaborating Centre for Community Safety Promotion

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