

# Safe Community Monthly News

Issue 37

August 2010

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Dear Colleagues,

We are proud to introduce you another new Safe Communities.

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

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](http://www.phs.ki.se/csp/who_newsletters_en.htm)

With warm regards

Leif Svanström, Responsible Editor

Koustuv Dalal, Editor

## Designation Ceremony as the 44<sup>th</sup> International Safe School : Seoul Seongsan Elementary School

Seoul Seongsan elementary school, which was actively trying to make safe school, has been designated as the 44<sup>th</sup> international safe school, the 1<sup>st</sup> in Seoul metropolitan city. Last 8<sup>th</sup> March 2010, there was an on-site evaluation by an expert team composed of chairs of certifying center in U.S, Taiwan and Korea. On the 22<sup>th</sup> June 2010, the designation ceremony was held in Seoul Seongsan elementary school. Over 100 People including national and local government and parents participated in the ceremony.

Seoul Seongsan elementary school composed safe school committee with 12 people including school principal, chief of local police station, residents' representative and parents representative to make a safe school for the international safe school, and started activities such as education program and training together with Mapo district.

One of best program is the operation of school safety leader, 'S-Guys (Safety Guys)'. 'S-Guys' is for reducing and preventing injury to students, checks school safety and runs injury prevention activities by selecting 60 students from 4 to 6 grades to offer opportunities of safety training and safety experience.

They are willing to try consistently to make safety for all students, which can eliminate safety risk factors in advance that can be made in daily lives like traffic safety, bicycle safety, safety diary and cardiopulmonary resuscitation (CPR) training, etc.

*Reporter : Nam-Soo Park & Eun-A Bae, Korea*



Ceremony for Delivering Brass Plaque



Signing on the letter of agreement and taking poses.

## Queensland Australia Welcomes 3 ISC

Injury is the leading cause of death in people younger than 45 years across Australia and in Queensland. On average 8,000 Australians die from injury each year, with the Queensland figures equating to an average of 4 injury deaths each day.

At a forum in Brisbane on 1 June 2010 Dr Carolyn Coggan, Director of the New Zealand Certifying Centre welcomed three new International Safe Communities. Springfield Lakes (ISC #182), Varsity lakes (ISC #184) & Woodlands (ISC#185).

Each of these communities provided a separate application and each was promoted by the local community agency and/or local council. In Woodlands this was Woodlands Community Inc. Varsity Lakes Community Ltd took the lead at Varsity Lakes and at Springfield Lakes the Greater Springfield Community Inc and the Mayor of Ipswich City Council supported the ISC application.



Members of the Woodlands Coalition and the Site Visit Team



Dr Carolyn Coggan, Councilor and the Mayor of Ipswich at Springfield Lakes



Members of the Site Visit Team at the Varsity Lakes Community Centre

Across the three applications details related to 76 safety initiatives were provided to address: child, home, water, personal, fire and road safety (especially pedestrian and cycle safety), to name but a few.

Four particular strengths of these communities are: 1) the Risk and Opportunity at Design (ROAD) reviews; 2) the integration of workplace and community safety; 3) the comprehensive range of child safety initiatives; and 4) the large number of safe recreational, leisure and networking opportunities that exist by residents and visits. The day was a wonderful celebration of all the good Safe Communities work underway in Queensland, and coincided with the launch of Safe Communities Queensland Inc. [www.scq.org.au](http://www.scq.org.au) Further information on the three new Queensland ISC communities can be found by visiting the Safe Communities Foundation NZ web site <http://www.safecommunities.org.nz/sc>

Reporter: Dr Carolyn Coggan, SCFNZ



Community Leaders and members of Safe Communities Queensland at the celebration

## WHO-LSHTM Manual Launching Announcement

WHO-LSHTM manual *Preventing intimate partner and sexual violence against women: taking action and generating evidence* is now finalized and will be launched in September 2010. In September 2010, WHO, in partnership with the London School of Hygiene and Tropical Medicine, will launch *Preventing intimate partner and sexual violence against women: taking action and generating evidence*. This manual - developed with input from a globally representative panel of experts - aims to provide information for policy-makers and planners to develop programmes for preventing intimate partner and sexual violence against women. Pre-launch access to this manual in electronic format is now available at: [http://whqlibdoc.who.int/publications/2010/9789241564007\\_eng.pdf](http://whqlibdoc.who.int/publications/2010/9789241564007_eng.pdf) (File size: 0.9 MB) To order hard copies of the manual, free of charge, contact Claire Scheurer ([scheurer@who.int](mailto:scheurer@who.int)). Your order will be despatched following the September 2010 official launch of the manual in London, England on the occasion of the 10<sup>th</sup> World conference on injury prevention and safety promotion.



## Springfield Safe Community program announces the recipients of the second annual Springfield Safe Community and injury prevention awards

The second annual Springfield Safe Community and Injury Prevention Awards were presented in May and recognized individuals, groups, organizations and businesses that promote and carry out valuable community safety and injury prevention programs in Springfield, Missouri, USA. Awards were presented in four categories and were judged by an international panel of judges from the United States, New Zealand, Australia and Sweden.

Those receiving awards include:

Category 1 – New or Emerging Community Safety and/or Injury Prevention Initiative or Program: Grant Beach Neighborhood Association. The Association is a group of center-city residents focused on maintaining and improving the quality of life in their neighborhood. They have provided numerous activities aimed at keeping the youth in their neighborhood safe over the 15 years they have been in existence.

Through collaboration with Caring Communities in Springfield, Missouri the Neighborhood Association offers a youth sports program aimed at children 5-12 years old. The purpose of this program is not only to provide an opportunity for the children to become involved in sports and reap the benefits of physical activity, but to avoid unhealthy behaviors by being involved in positive activities. The Grant Beach Neighborhood Association states that “By partnering with ..various groups.. we have the capabilities of measuring the outcome in correlation to school behavior and attendance. The relationships that are developed not only by the kids, but the parents as well have far reaching effects on self esteem and help build a social support system for families. As a neighborhood association GBNA feels that the closer neighbors become, the safer their neighborhood becomes. By always focusing our efforts on family friendly events we feel we have significantly improved the communication and security of our neighborhood.”

Category 2 – Outstanding Community Safety and/or Injury Prevention Initiative or Program: Traffic Engineering Division, City of Springfield. Traffic Engineering is a Division of the Department of Public Works for the City of Springfield and is responsible for planning, design, installation, regulation, operation and maintenance of traffic controls on roadways systems.

Through the cooperation of a neighborhood association the Traffic Engineering Division established a pilot project aimed at reducing speeding on local streets by lowering the posted speed limit from 30 mph to 25 mph. Along with the lower speed limit the Division provided education through safety tips and more to the neighborhood.

The result of this pilot project was that the pilot neighborhood experienced an “immediate and sustained reduction in” speeds and “traffic volumes decreased by almost 15% within the study area.” This success led to the City Council of Springfield approving an expansion of the reduced speed limits in all neighborhoods and residential area where the street was less than 34 feet wide and had daily traffic under 1,500 vehicles per day. Overall this project as resulted in a 15% decrease in traffic volumes at the study sites and a reduction in speeds in these neighborhoods has gone down by over 17%.



Category 3 – Outstanding Business or Organization that is contributing to the greater well being of its own workforce and the community in general: Home Builders Association. The HBA represents builders, remodelers, and suppliers and is committed to protecting the homeowner through ethical business practices, the highest construction standards, the education of its members and the community, and through industry advocacy. A ruling issued by the Environmental Protection Administration in 2008 aimed at preventing lead poisoning required contractors to be certified and to follow specific work practices to prevent lead contamination.

Because the implementation deadline of this requirement was coming at a time of increased demand for the work of their members, the HBA quickly launched a full scale effort to make sure they had access to available training. The shortage of local resources to address this certification training made it necessary for the HBA to collaborate with the Safety Council of the Ozarks and Ozarks Technical College Workforce Development Center to locate and bring qualified resources to town.

In addition, nationally the shortage of certification training providers and classes was leading to a backlog of remodelers, window installers, painters and many more who were not going to receive their certification by the deadline, leading to the use of non-certified contractors by consumers who are unaware of this requirement. This led the HBA to work with a local television station to help educate the public about the need to use certified contractors to insure lead-safe practices. As stated in their application, "This was truly a collaborative effort to promote compliance with this new rule designed to protect homeowners."

Category 4 – Outstanding Youth Contributing to Community Safety and/or Injury Prevention: Amos Hale. Amos was nominated by Beth Keith, the Training Center Coordinator for CoxHealth.

Amos has served as an American Heart Association instructor for the past three years teaching Basic Life Support for Healthcare Providers in the community since he was 16 years old. The audience in his classes has included medical professionals, students, first responders, life guards, dentists and many others. Through his work with Cox, Amos has taught 44 classes to a total of 433 students.

Amos doesn't stop with the classes he teaches through Cox, but he is an Eagle Scout and a member of the Medical Explorers where he serves as the Health Officer. Amos also coordinates the Medical Explorer sponsored Boy Scout Merit Badge University, the district's largest MBU with over 300 Boy Scout participants. Scouts participate in first aid, emergency preparedness and other seminars at this event.

Ms. Keith writes that Amos "...is a role model for other young adults who wish to be active in the medical profession or who are interested in life saving techniques." He demonstrates "...to other youth that you can do great things and strive to meet large goals during your teen years."

Honorable Mention Certificates were presented to Cox Health Educational Services for offering a variety of basic adult and pediatric life support and advanced adult and pediatric life support training courses and to Brittany Williams for helping establish and implement a community based service program which utilized teen volunteers providing various assistance to neighborhood residents.

The awards will be presented by the Safe Community Coalition Co-Chairs John Rush, Springfield City Council and Gary Fender representing the Springfield Area Chamber of Commerce.

*Reporter: Debora S. Biggs, USA.*

## **Child injury prevention meeting, Johannesburg, South Africa**

On 22 and 23 May 2010, the Safety and Peace Promotion Research Unit (SAPPRU), representing a partnership between the UNISA Institute for Social and Health Sciences (ISHS) and the Medical Research Council (MRC), hosted the Child Injury Prevention Meeting at the UNISA ISHS offices in Lenasia. Eight Johannesburg and Cape Town SAPPRU staff attended, along with eight guest delegates from the African countries of Egypt, Uganda and Mozambique, as well as Australia. Three members of the surrounding communities of Vlakfontein and Thembelihle also attended the meeting. The aim of the meeting was primarily to introduce our African partners to the *Ukuphepa Project*, our child injury prevention initiative, in order to explore the possibilities for an African-centred collaboration on this project. The forum was also utilised as a platform to disseminate information about the Safe Communities philosophy and membership of the International Safe Communities Network.

During the course of the meeting, the delegates were given the opportunity to share information on the child injury patterns and child injury prevention research taking place in their respective countries, and were then invited to engage in a discussion on the proposed partnership. The meeting was very successful, with all the African delegates present indicating an interest in participating in a multi-country, multi-level, multi-intervention child safety promotion and injury prevention research project. Accordingly, a planning phase action plan was developed to move the collaboration forward. As part of the preparatory work necessary for the implementation of the project, African delegates will be assessing and selecting communities to participate in the project, gathering pertinent information, engaging and consulting with relevant stakeholders, and developing project and funding proposals. The plan also includes preparing the identified communities for application for Safe Communities designation. A follow up meeting to further the initiative is planned for later in the year.

*Reporter: Sarah MacKenzie, South Africa*

## **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).

## Forthcoming Safety and Injury Conferences

### 2010

- **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.. [imukasa@pincergroup.org](mailto:imukasa@pincergroup.org), 2. [mmutto@pincergroup.org](mailto: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](mailto:k.e.hughes@ljamu.ac.uk)

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### 2011

- **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](http://www.falun.se/safecom2011)

Contact: [safecom2011@falun.se](mailto:safecom2011@falun.se)

- **World Conference on Drowning Prevention, 10-13 May 2011, Vietnam.**

For further information visit <http://www.worldconferenceondrowningprevention.org/>

### 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**

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## 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

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