

# Safe Community Monthly News

Issue 38

September 2010

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Dear Colleagues,

We are proud to introduce you another new Safe Communities.

We have reports from China, Iceland, New Zealand.

News and reports of this issue are appended below. Same issue is also available at our WHO Collaborating Centre on Community Safety Promotion web-site: [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

## The Second European Safe Community Conference Incorporating the 7th Nordic Conference on Safe Communities, Reykjavík, Iceland, May 19-20, 2010.

One of the main issues was to re-establish the European Network of Safe Communities, ESCON and during the conference an inaugural meeting of ESCON was held to adopt the bylaws and elect officers. Dr. Børge Ytterstad from Norway was elected chair for the next four years.

Despite Eyjafjallajökull's activity and ash clouds, approx 150 guests from 17 countries took part in the conference. Overall the Scientific programme was of high quality. Eight keynote speakers were invited, each one giving excellent presentations on different aspects of safety promotion. From challenges in the prevention of injuries and violence in Europe, the role of the health care system in violence and injury prevention, to practical suicide prevention in a community and the need of love and happiness, an essence in life to keep us safe from injuries, violence, drug abuse and other harmful things. The focus was also on how to increase the European participation in international Safe Community work, the work of the different regions in Europe as well as implementation of various programmes on both national and community levels.

Dr. Svanström opened the conference and gave an overview of the International Safe Community movement; Present status and prospects for future development underlining the sustainability of the Safe Communities, as he so nicely put it: "It took us thirty years to establish the ideas of Safe Communities, twenty years to organize the International Network with basically no monetary resources". The aim is to formalize the movement as a Non- Governmental Organization.

Parallel sessions and posters reflected on the diversity of all topics of safety promotion, like children, elderly, transport, disaster, suicide, homes and others.

During the conference the Public Health Institute of Iceland was designated as an Affiliated Safe Support Centre, an important event for future work to introduce the concept of Safe Community in Iceland as well as supporting the development of ESCON (Dr Mirjana Milankov, Dr Aili Laasner, Dr Børge Ytterstad, Rósa Thorsteinsdóttir, Aimo Athi, Angela Poroli). It was a pleasure and an honour to host this conference and we look forward to the third European Safe Community conference which will be held in Falköping, Sweden.



Margrét Björnsdóttir and  
Moa Sundström



ESCON Board



Prof. Leif Svanström with ESCON Board

Reporter: Rósa Thorsteinsdóttir, Iceland

## **Rotorua, New Zealand: International Safe Communities Designation # 200**

Rotorua District is a medium-sized New Zealand city with a population of 66,000. It is located in the centre of the North Island and lies largely within the Bay of Plenty region. Rotorua District is centred around a thriving urban area on the southern shore of Lake Rotorua, and extends to include a substantial rural area as well as lakeside communities. Thirty-six percent of the people who live in the District are Maori and Te Arawa is the local Iwi. Rotorua is a visitor icon in New Zealand and overseas, due in part to its geothermal and cultural attractions. On average, there are more than 8,500 visitors per day staying in commercial accommodation in Rotorua. The Rotorua District application for accreditation as an International Safe Community (ISC) was extremely comprehensive (156 pages in total).

The Treasure Rotorua project has been actively working towards International Safe Community designation over the past two years. Treasure Rotorua is made up of representatives from Rotorua District Council, Castlecorp, Rotorua Police, Toi Te Ora, Lakes DHB, ACC, Neighbourhood Support, Te Waiariki Pūrea Trust, MSD and local iwi.

The Treasure Rotorua Steering Group which is coordinated by Rotorua District Council hosted the site visit review team in May for its assessment of whether Rotorua had met six key criteria required for designation as an International Safe Community. Rotorua District Council Safe Community designation leader Amy Royston says the assessment day provided an opportunity to showcase some of the community's wide range of safety projects.

"The review team observed the Aquatic Centre's Unison Lake Safety programme in action, a driveway safety demonstration at City Focus, and saw how Crime Prevention Through Environmental Design has been implemented in Rotorua. The day was a huge success, and it's a great achievement for Rotorua. It's recognition of the many groups and individuals who play a part in improving safety for our community.

The accreditation does not imply that Rotorua is perfectly safe. However it does confirm that as a community we are absolutely committed to making Rotorua as safe as possible for our residents and for the hundreds of thousands of people who visit every year."

Safe Communities Foundation NZ director Dr Carolyn Coggan says the review team was highly impressed by the calibre of Rotorua's ISC application document.

"It is one of the most comprehensive from New Zealand or around the world. There is a range of comprehensive crime prevention and safety programmes operating (n=92), and outcomes have been identified to measure their reach and impact. It is evident that there is good collaboration between different groups in Rotorua working to improve safety and reduce crime."

Dr Coggan also said the review team thought it was great Rotorua Mayor Kevin Winters is supportive of the project and is right behind the community.

Selected evaluation findings summarized in the Rotorua ISC application include:

Overall crime rate in the last five years has come down by almost 25%.

Analysis of Police statistics show that in 2008 crime dropped by 7.5%.

A 50% reduction in vehicle crime at the Rotorua District Council or Department of Conservation controlled carparks that are target-hardened through CPTED assessment and implementation of recommendations.

A 50% reduction in the number of visitors as victims of vehicle crime as a result of the 'Project Papa Waka'.

A 27% decrease in injury deaths between 2001 -2005.

A formal presentation event to celebrate Rotorua's International safe Community designation was held in Rotorua on 25<sup>th</sup> June, 2010. Dr Coggan would recommend that any community wanting to review a good example of a comprehensive ISC application download and read the 'Treasure Rotorua: Our Journey to a Safer Community' application. Further information can be found by visiting the Safe Communities Foundation NZ web site <http://www.safecommunities.org.nz/sc/roto>

*Reporter: Tania Peter, New Zealand.*

### **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).

## Hutt Valley, New Zealand: International Safe Communities Designation #203

On Monday 1st August 2010, members of the Safe Hutt Valley Interagency Group (SHVIG) hosted six ISC reviewers and six observers from SCFNZ, Christchurch City, Ministry of Health, ALAC, Safekids, NZ Police, Ministry of Social Development, ACC and Ministry of Justice. The lead agencies of the SHVIG are Hutt City Council, Upper Hutt City Council, Regional Public Health, Hutt Valley District Health Board (DHB), Accident Compensation Corporation (ACC), the Police from both the Hutt City Council and Upper Hutt City Council Police Districts, and Awakairangi Maori Regional Board. The commitment of these two cities at both a political and operational level to work together effectively to improve community safety provides a good model for others to adopt. The review team acknowledges and congratulate all involved.



Safe Hutt Valley Signatories, at Designation Ceremony



Safe Hutt Valley Interagency Group, alongside the Site Visit



Designation Ceremony

The Hutt Valley (comprising of Hutt and Upper Hutt City) is 91,615 hectares in size, and has a population of approximately 136,116 people. The collective commitment to share skills, time, energy, information and resources for the development of a positive safety culture and safer environments throughout the Hutt Valley was evident both in the ISC application and during the site visit. The particular focus on young people and the positive influence this can have on the development of a safety culture and safety outcomes for the Hutt Valley was highlighted.

Safe Hutt Valley is also to be congratulated on their efforts relating to road safety, injury and crime prevention. A highlight of the site visit was the field trip and presentation to Dulux demonstrating good workplace safety practices. It also highlighted a strong connection between work and non-work injury prevention efforts.

Following the review of the Safe Hutt Valley application and the results of the site visit, the ISC designation ceremony took place on the 2nd September in Hutt Valley. *"The designation ceremony continued to reaffirm the ongoing active support from key agencies and groups."* stated Dr Carolyn Coggan, chair of the review team. Additionally, the presentation by the Taiohi Morehu youth group during the designation ceremony was powerful and impressive, and gave a very appropriate message on bullying and violence in the home.

Further information can be found by visiting the Safe Communities Foundation NZ web site <http://www.safecommunities.org.nz/sc/hutt>

Reporter: Tania Peters, New Zealand

## Huamu Safe Community and Safe Kids China, educated on safe outing tips

Summer vacation is on! Children are excited for outing, especially to the Shanghai Expo.

Traffic safety, missing prevention and standing in the line for a long time are the most concerned safety issues by parents.

On July.16, Huamu Safe Community, handed up with Safe Kids China, conducted a Safe Outing education at Yanlord Garden. Around 15 children aged from 7 to 15 participated the in-depth education, and 5 community volunteers served as teaching facilitators.

Safety education should be translated into actions. Led by Safe Kids professional staff, each children group did role play to practice the safety tips, and it was really fun. After the activity, feedback from children and volunteers were collected. It was rewarding that children has well digested the safety tips, as reflected from their writings. In-depth education of such kind was highly appreciated by the residents, and more activities will be arranged according to the local needs.

Reporter: Chen Fang, China.





## 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**

Contact: [annette.holmberg@falkoping.se](mailto: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

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