

Safe Community Monthly News

Issue 41

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Dear Colleagues,

Wish you a happy festive season & New Safe Year.

We are proud to introduce you another new Safe Community from NZ.

We have reports from Canada, China, NZ, Sweden & Taiwan.

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

Brockville Leeds & Grenville Re-designation

On Thursday August 26, 2010 the community of Brockville, Ontario, home of the Thousand Islands and Leeds and Grenville, was re-designated as an International Safe Community. Safe Communities Canada, as a Certifying Centre for the World Health Organization Collaborating Centre on Community Safety Promotion, oversaw the review process and formally re-designated Brockville as a part of the opening ceremonies of the Canada Seniors' Games (55+). These games, which included senior athletes from all of Canada's provinces and important municipal, provincial and federal politicians, gave us a wonderful opportunity to showcase both our Safe Community and the movement to some very important potential stakeholders across the country.

Brockville became the very first Canadian Safe Community in 1996. In 2001, it received its second designation as an International Safe Community. Under the leadership of Chief Barry King, Brockville has played an important role in the Safe Communities movement both in Canada and internationally.

Re-designation means renewal and we are pleased to report that our Safe Community renewed its leadership by appointing two dynamic new leaders who oversaw the re-designation process. Both Inspector Scott Fraser and David Dargie, our new co-chairs, have committed to continue Brockville's position of leadership in the movement both here in Canada and around the world.

Reporter: Mitchell Salmon, Canada.



In photo: Paul Kells, President of Safe communities Canada, presents the re-designation plaque to (from the left) Dave Dargie, co-chair Safe communities Brockville Leeds and Grenville, David Henderson, Mayor of Brockville, and Inspector Scott Fraser, Co-Chair Safe communities Brockville Leeds and Grenville

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← Report from Peñaflor, Chile

Walking hand in hand to guard the future for children!

On 20th October, 2010, Dongshih Safe Community Promotion Center organized a town-wide parade for promoting school children's safety in Dongshih. For attracting more attention of community residents, we also invited Child divinity (the cultural icon of Taiwan, the third prince, Nezha) to lead the parade and show the symbol of big hand in small hand.

School Safety Promotion committee of Dongshih Center for Safety Promotion initiated the "Safe Routes to School program" and partnered with 10 elementary and two junior high schools, township office and NGO groups to promote the program. For reducing the motor vehicle injury and promoting children and adolescents' safety, we planned to collect the opinions about potential threats through community residents' eyes. Four structured questionnaire surveys were carried out by school (teachers), school children (from 1st grade to 6th grade), parents and four to five peripheral shops around each school in Dongshih Safe Community. The results showed that about 80% of parents and shop owners considered it is safe for children to walk to school and walk back home from school, and they are also willing to encourage children to walk to school, but the truth is only about 30% of children did so. Therefore, for creating a real safe and sustainable environment for everyone can only count on the continuous effort on injury prevention and safety promotion.



Mrs. Yu-Chin Ye, Township mayor; Mr. Shing-Shu Huang, Executive Director of Dongshih Safe Community Promotion Center; school principals (Mr. Chin-Sen Wu, Shy-Yann Jou, Wen-Cheng Chan, Zhang-Yi Wu and Qiu-Hong Shen); county counselor, reporters; an official of Education Bureau of Taichung county government and press attended the press conference on 20th October 2010.

"Small hand in big hand, Safe Walk always be"

Reporter: Chang, Ling-Ling, Taiwan

Wanganui District, New Zealand: ISC Designation #222

The Wanganui District has a population of 43,600 and is situated on the west coast of New Zealand's North Island at the mouth of the Whanganui River. On 9th August 2010, members of the Safer Wanganui Steering Committee and wider community welcomed and hosted five ISC reviewers and six observers from New Plymouth, Porirua, Police, ACC and Ministry of Social Development. The site visit assessors and observers were welcomed to Whanganui with a Powhiri and dinner at Putiki Marae. This was followed on the 10th August, with presentations and field trips that all provided meaningful insights into how the Wanganui District had effectively adopted the WHO Safe Community model to improve community safety at a local level.

Safer Wanganui's vision is: "a safe Wanganui where everyone feels safe to be in and move around the community all the time". In the Safer Wanganui ISC application, safety means freedom from physical, social, spiritual, emotional, psychological, sexual and environmental harm, including an awareness of potential harm. Safer Wanganui has adopted a Whariki, which is an innovative model encompassing the lifespan with the active support from 11 key agencies and focused on improving safety across six key areas.

Following review of the Wanganui District ISC application and the successful conduct of the site visit, an ISC designation ceremony was held in Wanganui on Friday 19th November 2010. Wanganui Mayor, Annette Main, the newly elected Chair of Safer Wanganui, stated: "By working together, through Safer Wanganui, we maximise the impact of the work of all of our diverse agencies and groups, to make a significant and sustainable improvement."

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

Reporter: Tania Peters, New Zealand.

Lauren Tamehana (DHB) and Mayor Annette



Wanganui Safe Community Steering Committee, with the Site Visit Team



Powhiri at Putiki Marae

Review Meeting of Haitong Safeguarding School Mode, Huamu Community

In order to continuously promote the Children's Safe Walking Project in Huamu Safe Community, the promotion committee energetically explore Safeguarding School mode in and out school. They took Haitong primary school as pilot unit .



A review meeting of "Haitong Safeguarding School mode" was held including the leading stakeholders: Municipal Public Security Bureau, Municipal Centre for Disease Control and Prevention, District Public Security Bureau, Education Bureau, Traffic Police Brigade, the third Education Department, as well as schools and institutions related. All the staff of promotion committee attended the meeting. Mr. Jiang Weizhong, Deputy Director of Huamu Sub-district, presided over the meeting. They have put attention and joint efforts from all Cross-Sectional organizations, and strived to guarantee safety of children who live in Huamu Community.

Reporter: Chen Fang , China.

Taking a stand against violence to women

NZ Police, the Fire Service, St John and the Christchurch City Council (Safer Christchurch) made a stand against violence towards women at a White Ribbon Day Breakfast barbecue held in Cathedral Square on Thursday 25 November.

White Ribbon is a global campaign led by men who condemn violence against women.

Mayor Bob Parker says "Violence against anyone is unacceptable. Violence against women is far too common in our society. This day is intended to raise our awareness of the problem."

Joining the Mayor was Crusaders' Coach Todd Blackadder, Canterbury Rugby's Stephen Brett, Tu Umaga Marshall, Willi Heinz and Coast to Coast Race Director Robin Judkins, Dean Peter Beck, City Councillors Sally Buck, Glenn Livingstone, Jimmy Chen and Chrissie Williams, Police and Fire Area Commanders, and other members of the Safer Christchurch Interagency Group, all committed to reducing violence and promoting a safer community.

The public were invited to Cathedral Square for sausages, hot chocolate and flavoured milk (generously donated by Heller's, Starbucks and Meadow Fresh respectively), to meet those taking part, and to get a White Ribbon to wear. At the end of the day over 600 sausages were cooked and over 1400 white ribbons were handed out with the message that domestic violence was not O.K.

"The Safer Christchurch Strategy was developed in 2005 with the aim of making Christchurch a safer place to live, work and play, and sets the strategy for the Safer Christchurch Interagency Group," says Glenn Dobson, Christchurch City Council's Safer Christchurch Manager.

"The Strategy recognises the contribution by community organisations and government agencies which contribute to community safety in Christchurch."

"So far we have been very successful, guiding Christchurch to achieving accreditation in 2008 as an International Safe Community based on criteria developed by the World Health Organisation (WHO). Today's event has been a great collaboration between both Government organisations and NGO's to spread the message and show our combined support to stopping domestic violence. It is hoped that each year we can build a bigger and stronger message for the public on this date."



White Ribbon Day public BBQ set up in front of the Christchurch



Crusaders Coach Todd Blackadder shares the White Ribbon message with Lynette Price from the Christchurch City

Reporter: Tania Peters, New Zealand.

Taking the Challenge – a competitive approach to promoting young workers’ safety in Taranaki.

Young workers are over represented in workplace injury statistics across the world, with males particularly at risk. Most school-aged workers are exposed to the same range of hazards that full time employees face but research shows that many of them are not aware of their workplace safety rights or have not received adequate training for the tasks that they are required to undertake.

These findings were reflected in research undertaken in Taranaki (New Zealand) in 2007. A survey of 3,200 secondary school students found that 42% of them were employed in part-time work, mainly in the retail, food service and agricultural sector. Half of those employed did not have a written employment contract. Less than half recalled being informed of their safety rights and responsibilities, and a quarter of them could not recall being given any health and safety information at all. 20% of the students had suffered a workplace injury in the last year and an overwhelming 93% blamed themselves for the accident. Worryingly, 20% had been asked to do something they considered unsafe and 88% went ahead and did it anyway, citing their trust of their supervisor as the main reason for doing so.

Since this research, improving the safety knowledge of young workers has been a priority issue for New Plymouth injury Safe Trust, based in Taranaki. (The Trust co-ordinated the application for accreditation of New Plymouth District as an International Safe Community in 2005). A number of initiatives have taken place in the district, including an innovative ‘safety challenge’ aimed at young workers employed within the construction industry.

In 2009, New Plymouth injury Safe worked with the Taranaki Construction Safety Group, a coalition of local employers and safety groups, to develop a practical and fun team-based competition known as the Trades Apprentice Safety Challenge. The hands-on competition is aimed at construction apprentices aged 18-25 years and tests their knowledge in a range of safety challenges including working at heights, manual handling, fire safety, first aid and road safety. Apprentices work in teams of four and are marked on their safety knowledge, skills and teamwork. At the end of each activity the teams are given feedback to inform their future learning.

The competition is now into its second year, and becoming more competitive as the company-based teams strive to win the Safety Challenge Trophy! Feedback from employers has highlighted that the Challenge is valued as a meaningful and effective learning tool. Apprentices are forced to think on their feet and approach tasks from a safety perspective. Each activity is only 20 minutes and the element of competition brings a sense of urgency and fun to the event.

From an apprentice perspective the learning from the day does appear to be sinking in. One team that participated in a first aid activity scenario at last years’ Challenge found themselves dealing with a serious incident after a colleague suffered a fall on a building site just a couple of months later. The team rang for an ambulance and provided initial first aid, commenting that what they had learnt at the Challenge equipped them to respond to that incident confidently. Another team that scored poorly in first aid last year went on to complete first aid training and came back to this years’ event and won the first aid section of the competition! Other success stories of the event include local workplaces taking up a range of training opportunities provided by activity leaders who run the Challenge activities.

The Trades Apprentice Challenge is based on a local initiative that was originally developed for agricultural students and New Plymouth injury Safe has built on the success of this project by tailoring similar competitions for Gateway (trades) students at secondary school and Health & Safety representatives in local workplaces. Other regions of New Zealand have picked up the concept and are running similar events within their own areas. The Trades Apprentice Challenge will now feature in a DVD presentation at the World Safety Conference in London in September 2010. Perhaps it is time for the Trades Apprentice Challenge to go global?

More information about the Trades Apprentice Challenge and other local activities to improve young workers safety is available by contacting Channa Perry, Safe Community Programme Manager, at npis@tdhb.org.nz or visiting www.safetaranaki.org.nz/workplace/projects.



Pictured above: First Aid, Manual Handling, Working at Height and Site Safety.

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

Youth Park Safe Community



There were many uncovered manhole in Youth Park which had caused several injuries and deaths. The covers were damaged, or lost. With the Safe Community movement, the authority has investigated, inspected and produced covers of those uncovered manhole in an urgent basis. Now a department is regularly monitoring the protection of the citizens against manhole accidents.

Forthcoming Safety and Injury Conferences

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

Conference web page: www.falun.se/safecom2011. Contact: safecom2011@falun.se

** The 1st Latin American Regional Safe Community Conference

"What can Safe communities do for Disaster Prevention and Risk Management"

6-8 April 2011, Peñaflo, Chile

Contact: Karen Galvis karengalvis@gmail.com.

Invitation: http://www.phs.ki.se/csp/pdf/Conferences/invitation_6-8_april_2011_penaflor_chile.pdf

** 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

WHO Collaborating Centre for Community Safety Promotion

Karolinska Institutet

Department of Public Health Sciences

Division of Social Medicine

Norrbacka 2nd Floor, SE-171 76, Stockholm, Sweden.

Communication: **Koustuv Dalal, PhD. Editor** (Email: koustuv.dalal@liu.se)