

# Safe Community Monthly News

Issue 29

December 2009

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Dear Colleagues,

We are proud to introduce you another new 8 Safe Communities. We have reports from Australia, China, Norway, USA, Taiwan, . Safe Communities movement is now its full pace!

Wish you a happy festive season!!

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 of 8 Safe Communities and

### 5<sup>th</sup> Asian Regional Conference on Safe Communities, in Beijing, China

First time in history, 8 Safe Communities has been designated at the same ceremony on 18th October 2009 in the eve of 5th Asian Regional Conference on safe Communities. A big ceremony of designation was held during the conference as well. The international safe community network welcomed 8 new members from China. They are Huaiyin District of Jinan (161), Huaihai community (162), Xinjiangwancheng community (163) and Zhangjiang community (164) of Shanghai, Honey Lake community (165) of Shenzhen, Balizhuang community (166), Anzhen community (167) and Xiaoguan community (168) of Beijing.

From 18<sup>th</sup> to 20<sup>th</sup> Oct 2009, the 5<sup>th</sup> Asian Regional Conference on Safe Communities has been successfully held in Beijing, China. Around 100 delegates from overseas and 300 delegates from all over China attended the conference. Safety, Health, Harmony which was the theme of the event was the core of discussion. In the opening ceremony leaderships and representatives from Satate Administration of Work Safety, China Occupational Safety and Health Association, Ministry of Health, WHO Office in Beijing, WHO Collaborating Centre on Community Safety Promotion, Asian Safe Community Network, et al delivered warm speech. Over 50 delegated shared their experiences and achievements in the process of promoting safety in their own communities. Members from Asian network also gathered together to discuss concerned issues.

Reporter: Shumei Wang , China.



Inauguration of the Conference



One of the designations with SC flag

Top: Dr. Tang from ASCN, Hong Kong.  
Bottom: Dr. Harbert from Melbourne

## Brampton Safe city: Taking Community Partnership to the Next Level

On May, 4, 2009, Brampton Safe City Association opened the doors to its new Centre for Community Safety. A first of its kind in North America, this 2,300 square foot facility is greatly enhancing the city of Brampton's capacity to help citizens, schools and businesses address their safety concerns. The centre brings an impressive number of new resources to the community: A training and meeting facility to teach people how to stay safe from crime and injury; A 'one-stop' location where citizens can obtain educational materials (printed and electronic) to help them with issues in children's safety, youth violence prevention, road safety, workplace safety, crime reduction, emergency preparedness, seniors' safety and fire safety; A place where our community partners can work together on safety initiatives; Computer workstations available to the public for researching safety topics, and for teaching parents and youth about internet safety; Skilled staff and volunteers to provide advice and assistance in organizing neighbourhood safety events; Workplace safety training for business managers and employees; Exciting new opportunities to volunteer in safety programs; and Links to hundreds of other community members and organizations working to make Brampton a safe place.

"Our Centre for Community Safety is much more than just a bigger, better building", says Larry Zacher, Executive Director of Brampton Safe City Association. "I also like to think of it as a fountain, a beehive and an epicentre. As a fountain, it is an incredible source of knowledge about safety and violence prevention topics for people of all ages. We have compiled a large library of printed and electronic materials and best practices in safety. These resources, along with a broad range of safety education workshops, are available to anyone seeking help.

"As a beehive, the centre is a busy place of activity where our community partners and volunteers work together to plan and implement safety projects. It is an unprecedented opportunity for creating collaborative and innovative approaches to solving community safety issues."

"As an epicentre, we are generating waves of enthusiasm for safety throughout our community as we challenge citizens to get involved in neighbourhood-based safety activities. Their motivation comes in part from the realization they are part of a much-bigger network of people working together and supported by police, emergency services, government and private industry."

"Delegations from Australia and Uganda have already visited the centre, and we were pleased to be able to share information and ideas with people from these far-away lands", concludes Zacher. Brampton is a city that cares about safety. It was designated as a Canadian Safe Community by Safe Communities Canada in 2003, and as an International Safe Community by the World Health Organization in 2007 in recognition of its many safety programs, as well as its ability to work together as a community to address injury and crime concerns.

More information about Brampton's safety programs and community partnerships, as well as links to Safe Communities Canada and the World Health Organization, can be found at [www.bramptonsafecity.ca](http://www.bramptonsafecity.ca).



*Reporter – Brigitte Sayers, Brampton Safe City*

## Community Safety Month 2009

The biggest event during Community Safety Month 2009 in Victoria was the Docklands Family Safety Day which attracted over 50,000 visitors. This year, safety professionals from throughout Victoria attended to showcase their services and resources including Consumer Affairs Victoria, the Office of the Child Safety Commissioner, The Royal Children's Hospital Safety Centre, the Melbourne Fire Brigade and Victoria Police. Community Safety Month is a call to action to work together for a safer community.

For more information, visit [www.communitysafetymonth.com.au](http://www.communitysafetymonth.com.au) or the Victorian Safe Communities Network Inc. [vscn.vscn@rch.org.au](mailto:vscn.vscn@rch.org.au).



## "Maintain the order of public traffic, do a civilized drive"

Youth Park Community and the traffic police group started activity about "maintain the order of public traffic, do a civilized drive" recently. We carried out the system about "a civilized driver", awarded the gold medal; silver medal; bronze medal to the drivers who had not the acts in violation of regulations in 3-10 years, and gave the bonus from RMB 200 to RMB1000 for them. We mobilized the units? The residents in our community to participate this activity actively, promoted the residents who had motor vehicles, bicycles to strengthen the awareness of road traffic safety, further perfected the system of traffic safe intervention, and promoted the construction of safe community.

We will carry out the activity "the traffic police enter community", they will intervene the traffic safety of the street, and ensure the free flow, reduce the injury.

## Rapla county re-designated as Safe Community

In November the 12<sup>th</sup> Rapla county in Estonia was re-certified. Rapla is the first safe community in Estonia and was certified already in 2004. Now Rapla is still the only safe community in Estonia and a good forerunner for the other counties in Estonia. Rapla County has done a long and systematic work together with the municipalities and stakeholders.

Rapla county is located in Northwest of Estonia, less than 60 km south from the capital Tallinn. Rapla county has near 37000 inhabitants. In Rapla county are 10 municipalities.

The re-designation took place during the second conference on accident and injury prevention. The county council (i.e. its cross-sectional team) also organized a competition among the municipalities. Near all (9 from 10) municipalities participated. These municipalities are Kehtna, Kaiu, Järvakandi, Juuru, Kärü, Märjamaa, Raikküla, Vigala, Rapla (two representatives). The winner of the competition was Rapla municipality.

The safe community program has been developed from a single project since 1998 with an integrated approach since 2002. The cross-sectional team has been the strength for the development of the program. The sustainability and durability of the program depends on enthusiastic community people and most of all on the head of the program Mrs Ülle Rüüson and the medical adviser Dr Aili Laasner.



Signing of the Safe Community agreement. Guldbrand Skjönberg (certifying centre), Tavo Kikas (Head of Development and Planning Department, Acting City Governor) and Kalle Tomet (Chairman, the Association of Local Authorities of Rapla County).

*Reporter: Guldbrand Skjönberg, Sweden*

## Community Safety Month 2009 Working together for a safer community

### International Safe Communities Day, 1 October 2009

Safe Communities Day was celebrated on 1 October 2009 as an international event to recognise the importance of promoting safety and preventing injuries in local communities.

Safe Communities Day marked the commencement of the 13<sup>th</sup> Community Safety Month (CSM) in Australia during October 2009. CSM is a time when local communities can showcase their work to develop and implement local solutions for specific local community safety issues. It also provides an opportunity for coalitions at all levels to reflect on their achievements and work on new approaches to achieving a safer, injury free future.

Community Safety Month is a community-based program initiated by the Victorian Safe Communities Network and coordinated by Victoria Police in partnership with the Network. The VSCN and the Safer Communities Unit of Victoria Police coordinated the launch of Community Safety Month 2009 which was conducted by the Minister for Police and Emergency Services, the Hon Bob Cameron, together with the Child Safety Commissioner, Bernie Geary, the Chief Fire Officer Tony Murphy, Bryce Moore of Delfin Lend Lease (major CSM sponsor), and VSCN Co-Chairs, Nello Marino and Chief Inspector Alan Kennedy. The Victorian launch was held at Federation Square, Melbourne, on Thursday, 1 October 2009.

Stakeholder organisations including the Royal Children's Hospital Safety Centre, Office of the Child Safety Commissioner, St John's Ambulance, Playgroup Victoria, Consumer Affairs Victoria, KidSafe Victoria, and Neighbourhood Watch showcased their events and resources, and CSM banners were presented to participating organisations. Participants were invited to meet the Minister and the Child Safety Commissioner at morning tea after the official launch. The aim of the launch was: 1. To give Community Safety Month 2009 a high profile at Federation Square and promote CSM events including Bushfire Action Week, the Weapons Amnesty and Community Safety Family Day at Docklands (Sunday 25 October); 2. To promote safe practices at home, work and play.; 3. To enhance confidence in public safety; 4. To facilitate partnerships between all levels of Government, community and the private sector and 5. To provide resources and educational materials on safety initiatives to the community.

CSM contributes to each of the three primary safety promotion and injury prevention goals to: adopt risk management behaviours; create safe environments and Implement a positive safety culture.

*Reporter: Barbara Minuzzo, Australia.*

## Site visit to Hsinkang and Heiping in Taiwan

Site visit to finalize the applying process to become a member of the International Safe Community Network was made in two communities in Taiwan in November.



Hsinkang Community, Chia-Yi County stated with the presentation about their community and safety promotion activities to a pair of certifiers, Prof. NamSoo Park from Korea and Dr. Yoko Shiraishi from Japan and TIPSPA (Taiwan Injury Prevention and Safety Promotion). Then, the community took the certifiers to the community to show programs of traffic safety, school safety, home safety and farm safety. During the field visit the certifiers enjoyed the heart warming communication with community people. Through one and half days, the community showed big improvement with dynamic activities by volunteers since Prof. NamSoo Park visited

last year.

Following to the Hsinkang Community, Heiping community, Taichung County had a site visit on Nov. 15 and 16. With warm welcome, the group of certifiers and TPSPA had explanation about the community and safety promotion programs by the community members. After the presentation, a group of certifiers visited to the community to see activities of home safety, farm safety, and tourist safety and so on. Although it was very unfortunate that they had hard time with the site visit evaluation in 2008 because of very serious typhoon hit, during this site visit, they showed big improvement in one year.

After the process of site visit, those two communities were evaluated to fulfill the 6 criteria of the International Safe Community.



*Reporter: Yoko Shiraishi, Japan*

## The Summing-up Conference of "Safe Kids Walk This Way Month" in 2009, or Kids Worldwide Road Traffic Theme Photography, Huamu Community

On the afternoon of Oct. 27, 2009, under the auspices of Shanghai Municipal Educational Committee, the general Brigade of Shanghai Traffic Police and Safe Kids Worldwide (China), and co-hosted by Huamu International Safe Community, "Safe Kids Walk This Way, and We Can Do This---- the Summing-up Conference of Safe Kids Walk This Way Month in 2009, that is Kids Worldwide Road Traffic Theme Photography" was held in Huamu Community. Many important leaders attended the conference, such as Mr. Yang Yongming, director of Adolescent Protection Division of Shanghai Municipal Educational Committee, Mr. Wang Meigen, deputy chief of the general Brigade of Shanghai Traffic Police, Mr. Cui Minyan, Executive Principal of Safe Kids Worldwide (China), Mr. Wang Jianzhong from Work Safety Promotion and Surveillance Administration of Pudong New Area, Mr. Wu Qiuping, vice-commander of Traffic Police Brigade of Pudong New Area, and Mr. Liao Jiahui, managing director of Domestic Time-definite Operation Department of Fedex Express in the region of China. Mr. Jiang Weizhong, deputy director of Huamu Sub-district, also attended the conference and delivered a speech. Over 100 representatives from Educational Bureau of various districts, detachments of Traffic Police, relevant educational departments, and different schools, took part of the conference, and more than 30 pupils and Fedex volunteers participated in it as well.

Ever since the establishment of Huamu International Safe Community, we have been aiming at "everybody is endowed the right of safety and health" which is advocated by WHO collaborating center on community safety promotion, and holding activities zealously on the whole human beings' injury prevention and control. Being a rather important part of an international safety community, safe kids project has been carried out properly and further promoted.

Up to now, Huamu Sub-district has improved nearly 10 relevant road traffic problems, mainly in four aspects: (1) the flaws of pavement and guardrails; (2) thoroughfare barriers; (3) unfriendly using road facilities; (4) the order outside the school gate in the morning or afternoon. Contact Information: Ms. Chen Fang, Committee for Promotion of Huamu International Safe Community. E-mail: huamushanghai@gmail.com.

## National strategy for Injury Prevention

Recently Norway has launched its national strategy for accident prevention.

"Ulykker i Norge

Nasjonalt strategi for forebygging av ulykker

som medfører personskade 2009-2014 "

# Forthcoming Safety and Injury Conferences

2010

- **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 December 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

Registration & call for abstracts are open now.

- **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/](http://www.sigurnezajednice.hr/The_2nd_Southeastern_Europe_Safe_Communities_Conference_SibenikCroatia2010/)

[Home.html](#) Venue: Hotel Solaris <http://www.solarishotelsresort.com/>

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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