



**Karolinska  
Institutet**

Department of Public Health Sciences  
Division of Social Medicine



**WHO Collaborating Centre on  
Community Safety Promotion**



# Safe Community Monthly News

Issue No.5

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Dear Colleagues,

On behalf of the editorial team of the 'Safe Community Monthly News' we wish you a Merry Christmas (well in advance!!).

In this issue we have included information of Safety related Conferences, Awards and Courses around the world.

Receiving of application for MPH Courses, specialization in Safety Promotion and in Health Economics and Health Promotion are now being started at the Karolinska Institutet.

We are encouraging all Safe Communities, affiliate centres and certifying centres around the continents to send more news and event information. At the same time we are also encouraging the individual safety experts to be united with fellows in your own country to plan, implant ideas and establish more safe communities. We are ever ready to provide supports in this regard.

Thanks for your continuous support for 'Safe Community News'. Please send your news and event information to the editor.

News and reports of this issue are appended below. Same issue is also available at our WHO CC on CSP 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



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N.B. For any email regarding 'Safe Community Monthly News' please do write 'SCMN' at the subject box.

## 1. Change in name of the Department of Injuries and Violence Prevention (VIP), WHO

Date: 09 November 2007

The purpose of this Information Note is to announce a change in the name of the Department of Injuries and Violence Prevention (VIP). The Director-General has approved the change in name to the Department of Violence and Injury Prevention and Disability (VIP). This change follows recent adoption of the Convention on the Rights of Persons with Disabilities, and is one of the steps that the Organization is taking to make its work on disability more visible.

## 2. The National Safety Council Launches Safe Communities America

The National Safety Council (NSC) launched Safe Communities America and assumed the role of an Affiliate Safe Communities Support Center for the United States.

On October 15, at NSC's annual Congress and Expo in Chicago, Leif Svanstrom announced to an audience of 4,200 safety professionals and advocates, government representatives, and international visitors, that NSC has officially joined the Safe Communities worldwide network.

Last May they successfully mentored the cities of Springfield, Missouri and Omaha, Nebraska to become designated Safe Communities and are currently working with six additional communities in the United States toward designation in 2008.

NSC is especially grateful for all the support from Diana and Robert Ekman and Paul Kells from Safe Communities Canada. NSC looks forward to working with our Canadian neighbors as we move forward with the Safe Communities North American Network.



Joe Ucciferro, NSC Chairman of the Board, Kay Farrell, NSC Safe Communities America, Omaha, Nebraska, Paul Kells, Safe Communities Canada, Debora Biggs, NSC Safe Communities America, Springfield, Missouri, Diana Ekman, WHO CCCSP, Paulette Moulos, NSC Chief Operating Officer, Donna Stein-Harris, Executive Director, NSC Safe Communities America, Leif Svanstrom, WHO CCCSP, and Alan McMillan, NSC President and CEO.

**Reporter:** Donna Stein-Harris, Itasca, USA.

### 3. Denmark Redesignated as Western Australia's only Safe Community

Denmark has been named as Western Australia's only "Safe Community" by the World Health Organisation Collaborating Centre on Community Safety Promotion. Denmark recently achieved redesignation as a Safe Community due to its championing of safety as a fundamental human right.

Coordinator of the Denmark Safe Community Committee Dr Gillian Sellar said everybody had a responsibility to promote and maintain their safety and the safety of others.

"People are the key to making communities safer places in which to live, work, learn, travel and play. Our community will continue to be well served by those who believe "prevention is better than cure" and the implementation of programs to prevent and control injuries. Children, youth, adults and seniors are all considered in the town's Safe Community programs, with specific groups being targeted at different times as needs are identified."

The Denmark Safe Community Committee, comprising representatives from community groups, emergency service organisations, the local health service and local government, adopts a whole-of-community approach in dealing with safety issues within the community.

Examples of the safety programs undertaken in Denmark include:

- Road and transport safety – Road Wise, accident prevention, Shire and Main roads programs (all ages) – Road Safety Mystery Tours for high school and Agricultural College students
- Coastal, surf and water safety (all ages)
- Child and infant safety – Kid Safe, Playground safety (0 -5 year olds)
- Seniors and disabled safety – Stay on your Feet WA<sup>®</sup> (SOYFWA<sup>®</sup>) fall prevention programs, disability access issues
- Farm safety – Farm Safe including vehicles and animal issues
- Occupational safety – Work Safe
- Crime and personal safety – Domestic violence, drug and alcohol etc (all ages, particularly youth and young adults)
- Emergency Services – SES, Fire, Ambulance

The redesignation ceremony was held on the 19<sup>th</sup> of October 2007 which coincided with Community Safety Month, a month celebrated in many Australian states including Western Australia. Mr Henk Harberts, representing the World Health Organisation Collaborating Centre on Community Safety Promotion through its Certifying Centre in Australia (Australian Safe Community Association) presented the award to the community. The redesignation ceremony provided an opportunity to look back at the achievements made over the past five years and also to look at future directions and opportunities. Mr Harberts congratulated the community on the achievements of the past five years and encouraged an ongoing commitment to providing a safe and inclusive community for residents and visitors.



Denmark Safe Community Committee 2007 with ICCWA Award Trophy Sue Roberts, Adrian Hinds, Jane Jones, Dr. Gill Sellar, Jodie Hickey, Constable Pauline Vallance. Absent: Dennis O'Brien, Mike Neueneubel, Philip Smith and Philip Wright, Tracy Blaszkow.

The Safe Community Committee is producing an action plan for 2008 -2009 which will identify areas of key concern and strategies to address these. Ongoing community consultation will

ensure that relevant and effective programs are being implemented, and it is hoped Denmark's rate of injuries decreases while public awareness and participation in these initiatives increase.

The hard work of the Denmark Safe Community Committee has also seen them win the Injury Control Council of Western Australia's annual award for Outstanding Achievement in Injury Prevention. The purpose of the award is to recognise the valuable contributions to the reduction of injury and the promotion of community safety in Western Australia.

For further information visit <http://safecommunity.dwalc.org.au>.

**Reporter:** Suzanne Ralston, West Perth, Australia.

#### 4. New Zealand National Safe Communities Networking Day

Safe Communities Foundation New Zealand (SCFNZ) hosted an inaugural networking day for representatives from communities in New Zealand engaged in working towards designation or redesignation as a Safe Community in Auckland on 10<sup>th</sup> October 2007. Twenty community representatives and three SCFNZ staff attended and they were joined by speakers from Ministry Of Health, New Zealand Injury Prevention Strategy (NZIPS), Auckland University Injury Prevention Information Centre and Accident Compensation Corporation.

Interactive discussions were held throughout the day on: post designation experiences; improving collaboration and coordination between national and regional levels; and sharing best practice information and building sustainable partnerships.

Topics addressed included: Community presentations from all those attending; accessing and utilising injury data to inform your safe community programme; aligning strategies – integrating NZIPS into your safe community programme; broadening your knowledge of how best to locate evidence to inform your safe community programme; and together we achieve more: ACC local government integrated model.

During the day two awards were given "in recognition of outstanding support for Safe Community best practice" to Channa Perry from New Plymouth and "in recognition of outstanding leadership and support for Safe Communities at the national level" Geoff Wilson from NZIPS.

Evaluation forms collected indicated that participants were very pleased to have had the opportunity to meet with others involved in community safety and either working towards redesignation or designation as a Safe Community. All considered that they had benefited from the opportunity to network with others. Any suggestions made were made to strengthen further gatherings and there was a strong feeling that the concept of a national networking day was to be encouraged and supported.



**Reporter:** Tania Peters, Takapuna, Newzealand.

## 5. Doctoral Thesis: "Community Safety Promotion Networks: From Metaphor to Methodology"

### **SYNOPSIS**

Is it what you know or who you know?

This thesis studied the social forces at work within Mackay Whitsunday Safe Communities, a community based safety promotion network. Cohesive ties bind groups together, preserving knowledge and maintaining the status quo. Bridging ties link different groups, accessing new knowledge and driving change.

Who you know determines what you know!

For details visit: James Cook University's URL : <http://eprints.jcu.edu.au/findeprints.html> type in "Hanson" and press search

## 6. Announcement: 2nd International Safety Media Awards

The Second International Seguridad/Safety Media Awards (ISMA) will be held in Merida, Yucatan, Mexico March 16-18, 2008. Guidelines and entry information is available at [www.teachingstory.com](http://www.teachingstory.com). There is no fee to submit media, and no limit to the number of print, audio or video pieces you can enter. The organizers are accepting entries in two divisions: Adult and Youth (18 and under) and three categories: print, video and audio.

## 7. Forthcoming Safety and Injury Conferences

2008

- **Young People, Crime and Community Safety: engagement and early intervention**, Melbourne, 25-26 February 2008.  
<http://www.aic.gov.au/conferences/2008-YoungPeople/>
- **Royal Society for the Prevention of Accidents (RoSPA) 73rd Road Safety Congress - Securing Wider Engagement in Road Safety**. Crowne Plaza Hotel, Glasgow, Scotland, February 25-27, 2008.  
Visit: <http://www.rospa.com/road/index.htm#call> or contact [events@rospa.com](mailto:events@rospa.com) .
- **The 9th World Conference on Injury Prevention and Safety Promotion 15-18 March 2008, Mérida, Yucatan Mexico**  
<http://www.safety2008mx.info/>  
**Abstracts:** Submission deadline was until July 13, 2007  
**Early Bird Registration:** will be extended until July 30, 2007  
Online Registration and Payment is available at <http://www.safety2008mx.info>  
Conference Secretariat at: [safety2008@insp.mx](mailto:safety2008@insp.mx)
- **7th Nordic Safe Community Conference 27-28 May 2008, Oslo, Norway**  
For information: [peter.koren@chello.no](mailto:peter.koren@chello.no)
- **17th International Safe Communities Conference 20th – 23 October 2008 Christchurch, New Zealand**  
For further information visit: <http://www.safecom2008.org.nz/>  
email: [contact@scfnz.org.nz](mailto:contact@scfnz.org.nz) or [robyn.steel@ccc.govt.nz](mailto:robyn.steel@ccc.govt.nz)

