



**Karolinska
Institutet**

Department of Public Health Sciences
Division of Social Medicine



**WHO Collaborating Centre on
Community Safety Promotion**



Safe Community Monthly News

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Dear Colleagues,

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 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

Four new Shanghai communities to join International SC Network



Four communities from Shanghai, China signed Safe Communities designations agreements with Professor Joon Pil Cho from Certifying Center for Safe Communities, Ajou University School of Medicine in Suwon, Korea. The designation ceremony was held in Shanghai Science and Technology Center. The four communities are No 128 Huamu Community of Pudong New Area, No 129 Jing An District, No 130 Hongqiao Community of Min Hang District and No 131 Kangjian Community of Xu Hui District. To date, there are 29 Safe Communities in Asian region.

Representatives from four communities were signing agreements with Professor Joon Pil Cho. Left to right: Mr. Xie Qingping (Kangjian Community), Mr. Zhu Chenggang (Jing'an District), Professor Joon Pil Cho, Mr. Li Zhilin (Huamu Community) and Mr. Zhang Xuefu (Hongqiao Community)

Report: Shumei Wang, Shanghai, China

Road Accident Prevention Project Road Show –Action the Czech Way

Teenagers and young, inexperienced drivers are at high risk for very serious road accidents. It is very hard to persuade this group of road users to behave correctly in road traffic, especially due their lack of respect to authorities and the elderly. For example, roughly 30% of all road accidents are caused by young inexperienced drivers in the Czech Republic. The causes are almost the same – speeding, alcohol and lack of experience combined with disrespect toward authorities.

One local initiative aimed at improving young driver behaviour is the Dutch project **Road Show**, called **The Action**, which is now being used in the Czech Republic. The show is based on real stories told by fireman, paramedics, policemen and, most importantly, on real stories of real victims. The show features the reporting of a Road Traffic Accident victim in a wheelchair, combined with music performances, aimed at young people. This project has been very successful in the Netherlands and in Spain. Based on feedback from these countries the Czech Republic decided to buy a license of this “product” in 2004 with an aim to improve injury prevention within this target group in the Czech Republic. The license holder, the private enterprise EuroNet.Cz, tailored this product for the Czech Republic to make it more attractive for young Czech drivers. The main partner of the project is the Czech Ministry of Transport, Road Safety Unit (BESIP).

The main changes of the project are as follows:

- enlargement of the show which is performed in bigger halls than in the Netherlands and Spain
- improvement in light show and combination of disco music and professional modern dance performed by professional dancers
- special videos with additional sequences from real situations from the Czech Republic including real story of mother of a motorcycle road accident victim

The result is a very emotional show which seems to have nothing in common with road safety at the beginning, but quickly focuses on the impact of injuries from severe road traffic accidents, which impact everyone sitting in the hall. Audience members, especially younger females, cry after the performances- we have noted fainting in audience members after some performances.

Road Show – The Action is one of the targeted activities designed to touch a high-risk group of youngsters in a very special way. More than 61000 teenagers throughout the Czech Republic have attended the show since 2004 and the project will continue in 2008 and forthcoming years.

For more information visit the website of The Action at www.theaction.eu

Report: Martin Gebauer, Czech Republic

Red Hill School in New Zealand designated at Safe School

Red Hill is a Decile 1a full primary school with approximately 260 pupils, serving a predominantly Maori and significantly increasing Pacific Island community. On 3rd December, 2007 a site visit was conducted and the designation ceremony was held on 17th December, in conjunction with the end-of-year school prize-giving. The Mayor for Papakura attended the designation ceremony along with around 200 other community representatives.



The introduction and overview of Red Hill School, shows the journey towards accreditation outlining the geographic location, demographics, values, vision, mission statement and unique qualities. It provides the reader with a real sense of the school and provides a meaningful context in which to place the Safe School programme. In addition, the whole application provides examples of how the wider network of parents/whanau, students, staff and community are all involved in ensuring a physical and emotional safe environment for students at Red Hill School. Red Hill School is geographically located within the Papakura District Council, which is very supportive of the school, and is beginning its own journey towards community accreditation through their experience with local schools.

Since the opening of the school in 1992 many programmes have been developed and reviewed. Included in the application was a table highlighting 37 programmes covering: Road Safety, Eliminating Violence, Water Safety, Fire Safety, Cyber Safety, Sun Smart, Leadership, Social Skills, & other life skills, Fitness, Nutrition, Cultural Awareness, Self-esteem, Emotional Well-being, First Aid, Property Management & Resourcing. All programmes contributed to promoting students' ability to make safe choices for themselves, socially, emotionally and physically in a coordinated, comprehensive and sustainable manner. During the site visit the positive achievements of these programmes were clearly evident.

The application by Red Hill School, to become a member of the Safe School Community International Accreditation Programme (SSCIAP) is of an extremely high standard, and provides an excellent model for other schools to utilise. The application is also very well presented and easy to follow. It demonstrates an outstanding ongoing commitment to developing and maintaining the safety culture and a safe environment at Red Hill School. A copy of this school's application is available on the SSCIAP website www.safeschoolciap.org

Report: Dr Carolyn Coggan & Tania Peters, New Zealand.

Course News

The 4th International Ph.D. Level Course on “Research in Injury Prevention and Safety Promotion: Designs, Methods & Analysis”

21 January - 22 February 2008, Stockholm, Sweden.



The course has been started two weeks ago and participants from nine countries are accumulating their knowledge on injury prevention and safety promotion.

The content of the course includes Principles of research in the field of safety promotion and injury prevention, Study Designs in the field of Safety Promotion, Statistical issues in injury research, Statistical analysis of longitudinal data from surveillance systems, Violence, Evaluation of interventions using longitudinal data, Evaluation of community based interventions and safety economic.

Beside the academic activities, there are a lot of social events including different kind of parties, gathering, sightseeing and visits which mostly organised by participants and teachers during the course.

The next course is organised for October-November 2008. Course Leaders: Prof. Leif Svanström, Dr. Reza Mohammadi

Call for Abstracts

The 17th International Safe Communities Conference 2008 is now calling for abstracts.

Papers are invited for poster, oral or workshop presentations.

Authors should submit abstracts online www.safecom2008.org.nz as early as possible, but no later than **01 May 2008**.

All abstracts submitted are subject to review by the Organising Committee and will, after acceptance, be assigned to a poster, oral or workshop presentation.

Topics

The main theme of the Conference is ***Working together to make a difference***. Posters will be positioned in key locations during the Conference and there will be a dedicated session for delegates to speak directly to poster presenters alongside their poster. Parallel sessions will run concurrently with 8 strands, i.e. 8 presentations will run at the same time for delegates to select from.

Abstracts should fit within one of the four key sub-themes that are proposed (listed below).

A: Working together to reduce risk: Making a difference to:

- Child and adolescent safety
- Indigenous peoples safety
- Older person's safety
- Suicide

- Road safety
- Water, sport & recreational safety
- Home safety
- Fire safety

B: Working together for vibrant and safe communities/cities

- Central, local government and community partners
- Culturally diverse communities
- Workplaces making a difference to safe communities
- Environmental design
- Reducing crime and violence
- Integrating research, policy and practice
- Alcohol and other drug misuse
- Rural and small communities

C: Working together to reduce the impact and consequences of injuries

- Rescue services making a difference
- Treatment providers making a difference
- The role of legislation in reducing the injury burden
- Rehabilitation: Strengthening the linkages between prevention & recovery from injury
- Advocacy
- Improving the evidence base: What role for researchers, politicians, policy-makers & practitioners
- Perpetrators and victims part of the same community
- Schools contributing to a positive safety culture

D: Working together to build the networks to think globally, plan nationally, act locally

- Delegates from each designated Safe Community will have the opportunity to showcase how they think globally, plan nationally and act locally. Sharing their challenges and successes, will allow for growth and direction in the systems, support and structures of the Safe Communities global network. Support from each Safe Community will be essential for these interactive sessions.

For conference registration and more details visit: www.safecom2008.org.nz or contact Conference Secretariat, Lizzie Dryden, lizzie@conference.co.nz

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. 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.

Forthcoming Safety and Injury Conferences

2008

- **Conference on surveillance for Safety Promotion.**
Kameoka City, Japan, March 1-2.2008
For more detail, please access to <http://www.safetyprom.com/kameoka/english/>
- **Young People, Crime and Community Safety: engagement and early intervention,**
Melbourne, 25-26 February 2008.
Visit: <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 .
- **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
- **7th Nordic Safe Community Conference 27-28 May 2008, Oslo, Norway**
For information: 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 or robyn.steel@ccc.govt.nz

Courses

Karolinska Institutet announces registration for the MASTER PROGRAMME PUBLIC HEALTH SCIENCE, (MPH), with specialization in either

- i) Health economics and health promotion and**
- ii) Safety Promotion.**

The Safety Promotion specialisation is primarily held via internet, with one mandatory class held in Stockholm. Health Economics and Health Promotion is an on-campus programme. Both programme, if successfully completed, will lead to a Masters degree in Medical Sciences (equivalent to a Masters in Public Health in most English-speaking countries).

The expenses of both programmes are primarily underwritten by the Swedish government- at this time, tuition is still free, if applicants are accepted into the programme. Students who opt to study on campus will be responsible for living expenses. Both groups will be responsible for purchase of required books.

