



Application to the World Health Organization,
Collaborating Centre on Community Safety
Promotion for the Designation of
Neihu District, Taipei City,
TAIWAN

As a Member of the WHO Safe Community Network

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Preface

Neihu is a nice place, full of scenic waters and mountains. Residents are young and full of life. Regional developments and the Metropolitan Rapid Transit System are in a rapid process of growth. It has a great variety of advantages, e.g. beautiful natural environments, ever-energetic commercial activities, complete education system, and abundant medical resources. With such superior advantages, our most important goal is therefore to make sure all residents enjoy safe and comfortable life.

The development of Safe Community is a global movement on the rise. As natural born quality community, Neihu of course would not be absent in the movement. However, it takes more than natural born superiorities to succeed in the construction of an all-around safe community. It is necessary to integrate collaborations across the public and private sectors, as well as the community residents' participation. Moreover, it would have to make every effort to bring together community resources and workforce. Therefore, the establishment of a safe community would definitely require a long-term endeavor of cross-domain participation and contributions.

Through Neihu Safe Community program initiative, many stakeholders representing different sectors of our community have been collaborating with each other, and committed themselves to the joint mission. Many Volunteer groups and individuals have been participating in community safety promotion projects. We have worked together as partners and will continue to work in close partnership with the expectation, the enthusiasm, and the concrete actions, to achieve our vision for Neihu as a better and safer community. And we would like very much to share experience with and to learn from other communities world-wide.

It would be a great honor to be designated as a member of the WHO Safe Community Network. We are looking forward to being accepted as one of the members.

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I. Introduction

1.1 Background

Neihu lies in the northeast corner of Taipei basin. The total area measures approximately 31.6 square kilometers. On the east, north, and west, Neihu is backed by hill ranges; on the south, facing the Keelung River. “Hu” means “lake”. Neihu acquired its name for a number of lakes in the area. Now there are only two lakes left, namely, Tahu (Grand Lake) and Bihu (Emerald Lake). Neihu, with its beautiful natural environment, is called “the back garden of Taipei”. It is a pleasant place to live, work and relax.



Neihu once was a township of Taipei County, with a population around 50,000. The economic sources used to depend primarily upon agriculture, forestry, quarrying, brick and tile. On July 1, 1968, Neihu was incorporated into Taipei City, the Capital City of Taiwan, and became one of the City’s 12 Administrative Districts. After 1978,

along with the metropolitan development plan, large-scale infrastructure was carried out and numerous residential buildings sprang up “like bamboo shoots emerge in great number after the spring rains”. People continue to move in. As a result, the population grew five times in the period of 26 years. Up to the end of 2004, the number of the residents in the Neihu area has exceeded 260,000. In the recent years, Neihu District’s population growth rate has been on top of all the other Districts in Taipei City. Besides, it is the only District that is still gaining population.





In 1995, the Neihu Technology Park was officially open. Immediately, it has attracted numerous high tech companies. Many high profile companies of information technology and biotechnology industries come to set up operation, manufacture or business one after another. For the present, there are already more than 2000 national as well as international companies. The south section of the Technology Park is specific zone for storage and logistics center. Quite a number of wholesale warehouses and super marts have opened for business here successively. Hence, besides great number of working people within the Technology Park, there are streams of visitors or consumers coming for business, shopping or spending leisure time here and there. As estimated, daily transient population in the Neihu area reaches as high as 80,000. Combined with the resident population, the number of people active in the Neihu area every day is around 350,000.

Along with the population booming, the developments of business, transportation, education, medical services and so on are all gaining speed. While the community underwent modernization, some negative effects come out one after another. The space became over-crowded; traffic jammed; trash increased; both physical and social environments complicated. Above all, the most critical issue is the increasing of problems regarding safety and security. On the bright side, however, the Neihu District has lots of great resources, such as all-round education system, vigorous commercial circles, bountiful medical resources, multiple channels of media. Most of all, there are many enthusiastic groups and individuals who are very committed to all sorts of community activities. Hence, Neihu has got all the best conditions for developing into a safe community.

In 2001, Typhoon Nari brought to Taipei the horrendous flood, rarely experienced before. Neihu was one of the most devastated areas. Mudslides destroyed a number of hillside residences. Flash flood swallowed up quite a few basements and streets of lower altitude. Some people got no time to escape and were unfortunately drowned to death. This hard learned lesson led Neihu locals to the understanding that it be very important for the officials and residents to closely collaborate with each other and to integrate the resources of all sides for common causes. In view of this, in July 2002, Dr. Lu Pai of National Defense Medical Center (She is also the President of Taiwanese Injury Prevention and Safety Promotion Association, or TIPSPA) proposed to the former Neihu District Director, Mr. Ch'ing-Ch'uan Sun, as to develop Neihu into a safe community in accordance with the six criteria as set up by the WHO Collaborating Center for Community Safety Promotion. The proposal immediately gained warm responses from members of Advisory Committee of Neihu District Administration.



Thus, with the support of Health Promotion Bureau of the Department of Health of Taiwan and Taipei City Government, Neihu Safe Community Program was launched.

1.2 Demographic and Vital Statistics

Among 12 districts of Taipei City, Neihu is the third large district in terms of the area as well as the population. The population is young in comparison with other districts (Table 1.1). Although the death rate due to accidental injuries was decreasing (from 19.68 to 18.13 per 100,000 population 2001-2003), accidents were still ranked as the 5th leading cause of death in Neihu, whereas the same cause stood at 6th or 7th in other neighbor districts. Suicide rate in Neihu is also higher than in other districts (Table 1.2). There is a need to promote safety concept and to improve safety performance in Neihu.

Table 1.1

Demographic Data, Taipei City, Neihu district and Neighbor Districts, 2004

Item	Taipei City	Neihu District	Songshan District	Chungshan District	Nangun District	
measure of area (km ²)	271.7997	31.5787	9.2878	13.6821	21.8424	
Density of population (1/ km ²)	9,649	8,271	22,176	15,850	5,173	
End-year population	2,622,472	261,201	205,962	216,868	112,982	
Male	1,286,303	127,887	98,839	104,299	56,618	
Female	1,336,169	133,314	107,123	112,569	56,364	
Sex rate	96.27	95.93	92.27	92.65	100.45	
Birth	22,154	2,362	1,638	1,801	1,122	
Crude birth rate(‰)	8.44	9.07	7.96	8.30	9.92	
Death	14,016	1,109	980	1,142	575	
Crude death rate(‰)	5.34	4.26	4.76	5.26	5.09	
Population increase Rate(‰)	-1.78	5.44	1.79	-0.60	-1.24	
Under 14 years old	population	464,338	52,866	38,732	34,657	20,430
	%	17.71	20.24	18.81	15.98	18.08
15-64years old	population	1,871,660	189,008	144,746	157,737	81,863
	%	71.37	72.36	70.28	72.73	72.46
Above 65 years old	population	286,474	19,327	22,484	24,474	10,689
	%	10.92	7.40	10.92	11.29	9.46



Table 1.2

Leading causes of Death, Taipei City, Neihu district and Neighbor Districts, 2003

District	Neihu		Songshan		Chungshan t		Nangun	
Cause of Death	Death Rate per 100,000 population	Rank	Death Rate per 100,000 population	Rank	Death Rate per 100,000 population	Rank	Death Rate per 100,000 population	Rank
All causes of death	389.66		455.61		512.69		502.29	
Malignant neoplasms	116.51	1	149.43	1	162.92	1	155.09	1
Cerebrovascular disease	35.11	3	32.13	4	47.86	3	58.16	3
Heart disease	46.68	2	44.78	2	55.23	2	72.26	2
Diabetes mellitus	23.15	4	38.45	3	26.69	4	28.20	4
Accidents	18.13	5	14.12	7	16.57	6	15.86	7
Nephritis, nephritic syndrome and nephrosis	15.43	6	15.09	6	26.23	5	14.10	8
Pneumonia	10.03	9	19.96	5	16.11	7	16.74	6
Chronic liver disease and cirrhosis	11.96	8	11.20	8	13.81	8	18.51	5
Suicide	13.89	7	9.25	9	12.43	9	13.22	9
Hypertensive disease	1.93	14	5.84	10	5.06	11	4.41	11

1.3 Resources

The establishment of a safe community would definitely require effort to bring together community resources and workforce. So far, our resources have come from Health Promotion Bureau's Grant, Taipei City Government's sponsor, Business Companies and individuals' donation and our organization member's fee (including group members and individual members).

Neihu is rich in human resources. A lot of warmhearted people are there willing to contribute to public welfare. Since we started the safe community program, many volunteer groups and individuals have been participating in community safety promotion projects. As the program continues, more and more people will join us to build Neihu a safe and healthy community.



1.4 Involvement and Commitment

“The community should also be the owner of its community-development activities” (Welander, G., et al., 2000). In Neihu Safe Community Program, initiatives were taken by local people from both public and private sectors. There are many aspects of community involvement in Neihu community safety promotion: troubleshooting for unsafe spots or situations, suggesting solutions, making decisions, delivering ideas, participating in an activity, etc. All the participants commit themselves to Neihu Safe Community by sign up a Commitment for Making Neihu District a Safe and Healthy Community:

“I am willing to join others and do my best to make Neihu a place where people who dwell in or visit the district will feel safe, secure and comfortable. Our mutual goal and responsibility are to build up a safe and healthy community and a decent culture for Neihu.”

Signature: _____ “



Mayor Ma Signed the Commitment



Signature of representatives from public and private sectors



II. Targets

2.1 National Targets

Accidental injury used to be the third leading cause of death in Taiwan. Since we passed the law to mandate motorcycle riders to wear helmets, the number of injury deaths has decreased dramatically. By the year of 2003, accidental injury has dropped to the fifth cause of death. However promising results by and large came from communities where local governments and organizations put a lot of efforts to educate people and to enforce the compulsory regulations. Thus, the community involvement in carrying out injury prevention and safety promotion policies is definitely necessary.

At present, among all causes of injuries, motor vehicle accidents still cause the most deaths and hospitalization. Nonetheless, other causes of injury such as falls, cutting/piercing... also account for great portion of life lost and medical expenses but have not obtained enough attention yet. On the other hand, suicide and violence injuries had on the rise in recent years. At present, they are already on the list of top ten causes of death. Therefore, prevention against both unintentional and intentional injuries has become the national urgent task.

Learning from both the domestic and international experiences, we realized that the development of safe community is the best approach to injury prevention and safety promotion. Therefore, in 2002, we selected four communities of different types around Taiwan, and launched four individual safe community promotion programs. These four communities can set examples to other communities. Our goal is not only to reduce accidental and intentional injuries, through Safe Community Development, but also to build a safe culture, whereof "safety" becomes the most basic claim in life, the most important element in work, and the most indispensable condition in leisure.

2.2 Regional Targets (Taipei City)

As the capital city of Taiwan, Taipei is expected to be the best in many aspects. Safety is the first index that people would use to gauge the quality of a city for



living. .Thus, it is our first priority to make Taipei the safest city nationally as well as internationally.

Taipei grew from a simple farming and commerce town at the center of a mountain basin into a full fledged metropolis, gradually expanding and updating its infrastructure until the city stretched to the edges of the surrounding mountain ranges. Neihu lies at the northeast corner of Taipei basin and is the last developed district. With an excellent geographic location, beneficial living environment, and the newly established Technology Park, Neihu has the potential to become a high quality residential area as well as a high-tech industrial center. ” While engineering can make a city good, it is the cultural attractions that really make a city great”. Combining the best advantages of innovation and ecology, Neihu also has the opportunity to set an example of safe culture community that is a place where people who dwell in or visit the place will feel safe, secure and comfortable. The success of Neihu Safe Community Program can be the basis for developing a safe community program for the whole Taipei City.

2.3 Local Targets

- ✧ To construct an infrastructure that is combining the public and private sectors, governments and NGO’s and all the resources to establish and sustain a safe and healthy physical and social-cultural environment for people who are living, working, studying and/or participating all kinds of activities in Neihu.
- ✧ To reduce crimes and injuries or at least to prevent increment of crimes and injuries as Neihu becoming more and more crowded and complicated.
- ✧ To meet the criteria of a safe community and to pursue the WHO Safe Community Designation that will enhance Neihu’s participation in safe community networks.
- ✧ To push the safe community movement forward by sharing our experience with other communities in Taiwan and other countries as well.



III. Safe Community Criteria with Respect to the Neihu District of Taipei

3.1 An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community

3.1.1 Development of the organization for safety promotion in Neihu

◆ Initiative Group

A cross sectors core group was organized to initiate and plan the Neihu Safe Community Program. Members of the core group included: Mr. Chin-Chuan Sun (Former Director of Neihu District), Mr. David F. L . Ong (General Manager of K.T. Pak International and Member of Advisory Committee of Neihu District Administration), Dr. Lu Pai (Associate Professor of School of Public Health, National Defense Medical Center and Chair of Taiwanese Injury Prevention and Safety Promotion Association), Dr. Taung-Shiun Li (Associate Professor of Central Police University and Resident of Neihu) and Ms. Jih-Shiuan Chiang (Social Worker)。 Mr. Ong is a public-spirited businessman and a respectable gentleman. Through his invitation, more and more organizations and individuals joined the program discussion and offered help to promote the concept of developing safe community.

◆ Original form of the Organization – Neihu Safety and Health Promotion Committee

These people were then forming the original organization to further develop and carry out the program. The organization is named “Neihu Safety and health Promotion Committee” functioning as a peripheral organization of the District Administration. The Director of Neihu District appointed the committee members. Mr. Sun and Mr. Ong co-chaired the committee. There were several groups characterized by safety promotion for different sectors. The committee followed the guidance of WHO Collaboration Center on Community Safety Promotion and Taiwanese Injury Prevention and Safety Promotion Association.

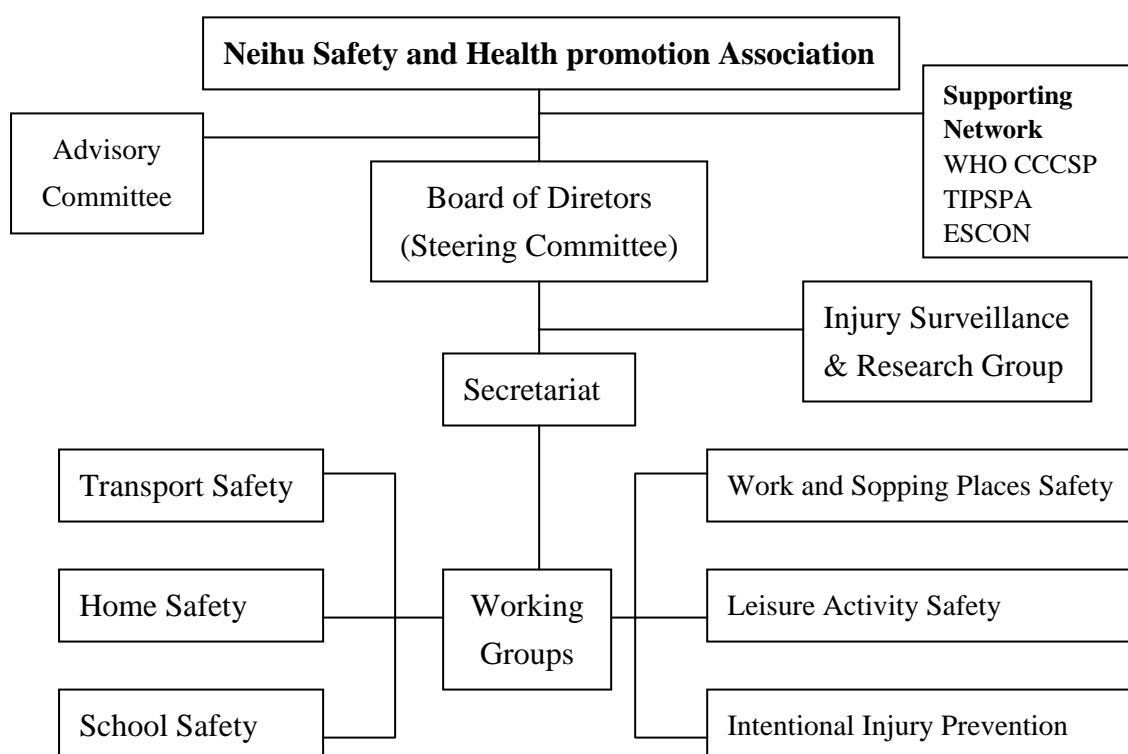


The first mission of the committee was to propagate the concept of safe community so that more local residents would support and participate in the future safety promotion activities. An open contest of logo design was held and the winner showed the arched bridge which is the landmark of Neihu and an egret which bird can be seen constantly at mountain side and lakeshore in Neihu and thus has been elected as Neihu district symbol. The whole picture also has the meaning of safe and healthy Taiwan. The logo is now shown on flags, documents, volunteers' vests, and etc. In addition, messages about developing Neihu safe community were also put into slogans shown on electronic advertisement boards.

◆ **Officially Registered Permanent Organization – Neihu Safety and Health Promotion Association (NSHPA)**

Soon after the committee being in motion for a while, it was found that as a peripheral organization of the district administration, the committee can not function effectively. Besides, the committee was affected by personnel changes in the district administration and other related institutes. In order to sustain the safety promotion movement, it was decided to rebuild the organization. The new organization is called “Neihu Safety and Health Promotion Association”. It is an officially registered NGO with the following infrastructure:

3.1.2 Organizational Chart of NSHPA





The Advisory Committee consists of Scholars, Community work professionals, senior officers from Taipei City Government and Central Government, and etc.

Supporting Networks include WHO Collaborating Centre on Community Safety Promotion, Taiwanese Injury Prevention and Safety Promotion Association and European Safe Community Network

Board of Directors were elected by all members of association.

Injury Surveillance & Research Group consists of the faculty and students from School of Public Health, National Defense Medical Center, and Central Police University, and staff of emergency department of the three hospitals in Neihu.

Each of the six working groups is led by a coordinator who is specialized or has special interest in that area.

3.1.3 Partnership and collaborations





3.2 Long-term, sustainable programs covering both genders and all ages, environments and situations

There is no limit in pursue of safety. Neihu Safe Community Program is designed to be a sustainable, long-term program. NSHPA, a cross-sector group that is responsible for safety promotion in Neihu, is a long-term organization. It has the following features: (a). It is an officially registered NGO with legitimacy to recruit members continuously and run permanently. (b). It has legal constitution to regulate the procedure of leadership election and ensure all the decisions being made through democratic process. (c). In addition to individual members, many institutions and organizations can join the association as group members that are not affected by the change of their institutional leaders. This last feature also pledges the long-term relationship between NSHPA and its partners.

Projects that were designed and run by each of the six working groups of HSHPA have long-term purposes and cover wide range of age groups for both genders. These projects concern with various environments and situations. It is shown by the following table.

Environment/ situation	Program	Target age group				
		0-5	6-12	13-24	25-64	65+
Home	Home visit and evaluation	██████████			██████████	
	Home safety demo		██████████			
	Fire escape drill			██████████	██████████	
	Volunteer Security Brigades				██████████	
Road	Road safety watching			██████████	██████████	
	“Put on safe before get on road”		██████████	██████████	██████████	
	“Be seen in dark”	██████████				██████████
	Taxi calling service				██████████	██████████
School	Injury data registry		██████████			



	Loving care stores					
	School district safety map					
Shopping place	Fire facility inspection and escape drill					
	Safety awareness and education while shopping					
	Monitoring system and mobile police					
Recreation and sports	Recreation safety survey					
	Warm-up exercise promotion					
	Lifeguards and rescuers training					
	CPR and first aid training					
Intentional injury prevention	“1919” hotline					
	Volunteer workers training					
	High risk family assessment					

3.3 Program that target high-risk groups and environments, and Programs that promote safety for vulnerable groups

Natural disaster and the MRT construction hazards have turned the entire Neihu district into a high-risk environment. These hazards, one way or another, pose a threat to the safety of the residents and out-of-towners who visit Neihu for shopping, studying, working, recreation, or even just pass by Neihu. The threat is even more pronounced to the high-risk group of residents and students who live or attend school along the slope areas, lakeside areas and the peripheral areas along the MRT construction sites. The close-set apartment buildings in most parts of Neihu and year-round crowds in wholesale shopping area have made public safety a major cause of anxiety in the community. Furthermore, a few vulnerable groups such as female workers who return home late, senior citizens residing alone, and foreigners (spouses and workers came from Southeast Asian and other parts of the world) who do not know our language and culture well require special attention. Catering for



the above high-risk and/or vulnerable groups and environments, the following injury prevention and safety promotion programs and projects have been designed and conducted.

3.3.1 Neihu Natural Disaster Prevention and Rescue Plan

In an effort to reduce the probable injuries and casualties that may result from natural disasters, the **Neihu Safe Community Program (NSCP)** consolidated public and private sector institutions and organizations for the planning of the Neihu Natural Disaster Prevention and Rescue Plan. Under the leadership of the Neihu District Office, Neihu launched a series of disaster preparedness measures and response drills that started in March 2003. Performance evaluations were conducted and thereafter, the measures and drills were developed into regular disaster preparedness operations.

A. Objectives

- ◇ Dredging of rivers and ditches in mountain areas and improvement of their drainage capacity;
- ◇ Consolidation of manpower and material resources for better disaster preparedness and rescue operations;
- ◇ Upgrading of response action capacity for lower injury losses.

B. Target population and environments

- ◇ People reside in Tahu and Hsiuhu Boroughs where both are located near Mt. Egret and Lake Ta, the worst damaged area during Typhoon Nari.

C. Partnership

NSHPA

Administration Offices: Neihu District Office, Tahu and Hsiuhu

Borough Offices, Neihu Health Office, Taipei City Fire

Department and Environmental Protection Department

Fire groups: Neihu Fire squad and neighbor fire squads,

Hospitals: Tri-service General Hospital, Kung Ning Hospital,

Ta-Hu Elementary School

Neihu Police District

Neihu Garbage Cleaning Team

Taipei Water Department

Taipei Public Works Department



Taiwan Power Company
Chunghwa Telecom
Hsinhu Natural Gas Co.
Civilian search and rescue organizations: Taipei City Rescue
Association, Neihu Life Saving Association
The Red Cross Society
Volunteer Service Brigade
Residents in Tahu and Hsiuhu Boroughs

D. Major Projects and Activities

- ✧ Survey of slope and high-risk settlement site conditions; determine the areas requiring evacuation.
- ✧ River dredging project of Neigou River and Lake Ta; Ecological Engineering was used in this project.
- ✧ Mitigation of mudslide and flood incidents.
- ✧ Establishment of the water level monitoring system; system also sees to the announcement of early evacuation and shelter warnings to residents of low-lying lands.
- ✧ Organization of the Disaster Rescue and Evacuation Command Center and a sound disaster preparedness and response system.
- ✧ Designation of safety shelters
- ✧ Disaster preparedness, disaster response, and evacuation common sense information promotion
- ✧ Comprehensive disaster preparedness, disaster response, and evacuation drills

E. Achievement and perspective

The plan successfully integrated the resources and strength of the government and the people in the dredging projects of high-risk environments, the acquisition of additional hardware facilities, and in the software facility and training enhancement. The drill exercises helped search and rescue workers and community residents familiarize disaster preparedness, disaster rescue and evacuation techniques and procedures, as well as improve the general response efficiency of the community. The district office compiled these drill exercises into an information video CD for teaching purposes. CDs are currently available for sharing with interested parties. Availability of immediate support and assistance from neighboring areas is a vital essential during a disaster. Prior to the



establishment of this plan, resource integration efforts were limited to the resources of the district and city government. In the future, scope of resource integration efforts shall be expanded to include the neighboring districts of Taipei City as well as the participating towns of Taipei County.



Before



After (also setting up life saving tube along the creek)

3.3.2 Home Safety Promotion

Neihu, with its mountains, rivers and lakes, gives the residents a beautiful natural environment, but limited space for dwelling. Crowded dwelling increases incidences such as home fires, burglaries and home injuries. Young children and elders, who are physically weaker and spend most of the time at home, are most vulnerable people to home injuries; whereas other family members, mainly housewives, can help them to be safer if these members have enough knowledge, positive attitudes and right actions toward home safety. Therefore, Home Safety Promotion Program was designed to empower them with home safety concept as well as practice. For senior residents living alone, home safety program was collaborated with various social welfare programs to assist the elderly to have safer daily life.

A. Objectives

- ✧ To increase residents' awareness of risks of home fires and injuries and knowledge about home safety
- ✧ To assist residents to improve their home safety
- ✧ To enhance residents' fire-escape ability
- ✧ To build neighborhood security network

B. Target population

- ✧ Young children and the elderly and their caregivers
- ✧ Senior self-care residents and volunteer workers
- ✧ General residents



C. Partnership

- ✧ NSHPA
- ✧ Women Squadron of Volunteer Firefighter Brigade
- ✧ Neihu Fire squad
- ✧ Borough Offices
- ✧ Neihu Police District
- ✧ Seniors Service Center
- ✧ Neihu District Administration Office
- ✧ Religious groups (Tzu Chi and Christian churches)

D. Projects and Activities

- ✧ Home visits for safety inspection and on spot safety education
- ✧ Home Safety Promotion Campaign through various activities
- ✧ Home Safety Demonstration
- ✧ Fire-escape drills
- ✧ Establish Volunteer Public Security Brigades as the auxiliary to the police

E. Achievement

- ✧ More than 500 homes have been visited since Neihu Safe Community Program launched. Some homes were visited twice for evaluation purpose. Positive changes were found on items that require the least money and effort to make it safer, e.g. tying up the drapes cord so that young children won't play with it, covering table corner with soft protection device, etc.
- ✧ Various activities have been held including roving exhibitions, drama performance, prize quiz, etc.
- ✧ Home Safety Demonstration unit has been set permanently in Fire Safety Museum. Anyone can visit it during the open hours. There have been many groups of school children and residents visited the unit.
- ✧ Several fire-escape drills have been held and video taped for further education.



Home Visit



Fire Prevention Street Performance



3.3.3 Road Safety Promotion

Traffic accident has always been the leading cause of injuries in Neihu. According to the surveillance data, motor vehicle accidents account for about 85% of traffic injuries each year, whereas bicycle and pedestrian injuries were relatively less. However, more and more residents, adults and children, ride bicycles for going to work or to school, or for recreation during week ends. Beautiful parks in Neihu attract a lot of people, especially elderly and small children, to go there for exercise at dawn or at dusk. When they cross the road in the dim lights, the motorists can hardly see them and might just hit them.

The construction of MRT Neihu line started in 2003 and is expected to be completed in 2008. Among 12 districts of Taipei, Neihu is the last one to build MRT. From experience elsewhere, we have learned that the construction of MRT could make an incredible chaos to the surrounding area with increasing traffic jams as well as traffic injuries. In other words, the long term MRT construction might make the traffic accidents situation even worse. On the other hand, people might change their ways of transportation once the MRT system is completed and begins to operate. A survey conducted by the transport safety promotion group of NSHPA suggested that bicycling is going to be a popular way for short distance transportation, e.g. bicycling between home and MRT station. As a matter of fact, to prevent Neihu from turning into so called “Traffic Dark Ages”, and to prepare the residents to cope with the future transportation situation, NSHPA and partners cranked up a series of projects to promote transport safety for now and the future.

A. Objectives

- ◇ To minimize the possibility of traffic jam and traffic injury due to MRT construction.
- ◇ To promote pedestrian and bicyclist safety
- ◇ To reduce the incidents of driving under the influence of alcohol

B. Target Population

- ◇ Neihu MRT construction administrators
- ◇ Elementary and high school students
- ◇ Senior citizens
- ◇ General population

C. Partnership

- ◇ NSHPA



- ✧ Bureau of MRT of Taipei City
- ✧ Seniors Service Center
- ✧ Neihu District Administration Office
- ✧ 3M Company
- ✧ Neihu Police District
- ✧ Community College
- ✧ Bi-shan Temple
- ✧ RT-Mart
- ✧ Restaurants
- ✧ Taxi companies

D. **Projects and Activities**

- ✧ Meetings with Administrators of Neihu MRT construction to work out the best solution for every part of construction that might increase danger of daily transportation.
- ✧ Problem watching by community college students with photo records
- ✧ “Put on Safe Before Get on the Road” campaign for bicycle helmets promotion.
- ✧ “Be Seen in Dark” campaign for senior pedestrian safety. Wearing bright color or reflect bend is recommended.
- ✧ Taxi calling service of restaurant to reduce the incidents of driving under the influence of alcohol and thus to foster the road safety.

E. **Achievement**

- ✧ Daily patrol around the construction area and a hotline have been provided by Bureau of MRT of Taipei City
- ✧ The quality of MRT construction is better than the similar construction elsewhere. Pavement is repaired much faster and the complain calls are much less than previous construction.
- ✧ Many students and general residents participated in the bicycle helmet campaign. More and more bicyclists wear helmet.
- ✧ A ‘Iron-horse (bicycle) Patrol Team” was formed for patrol in the place where cars and motorcycles can not reach, e.g. narrow alleys. The 30 bicycles and 30 helmets were donated by Bi-Shan Temple and RT-Mart I.



Bicycle Safety Promotion



Representatives of taxi companies and restaurants signed the agreement of Taxi-Calling Service

3.3.4 School Safety promotion

Children spent most of daytime at school. Their safety at school is not only schools' responsibility but also parents' concerns. However, in Neihu, injury is still the most frequently seen health problem of children in school. In addition, the MRT construction around the school might create some potential dangers for children. Several kidnap cases during the past two years in nearby counties had suggested the risk of children on the way between school and home. Thus, NSHPA allies Bureau of Education of Taipei City, school administrators and parents' organizations in Neihu designed several projects for promoting school safety.

A. Objectives

- ✧ To increase awareness of potential dangers in school and its surrounding area for children, school staff and parents.
- ✧ To have better understanding about injuries occurred in school and its surrounding area.
- ✧ To modify the facilities and buildings for safer environment.
- ✧ To integrate school and community forces to protect children.

B. Target population

- ✧ School children
- ✧ Teachers and other school staff
- ✧ Parents
- ✧ Owners and workers of neighborhood stores

C. Partnership

- ✧ NSHPA



- ✧ 12 elementary schools
- ✧ Parents organizations
- ✧ Bureau of Education of Taipei City
- ✧ Neighborhood Borough Offices
- ✧ Neihu Police District
- ✧ Stores on nearby streets

D. **Projects and Activities**

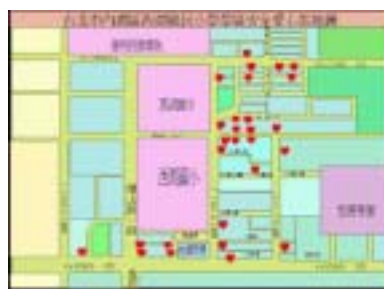
- ✧ Establish standard injury recording system that can provide enough information for studying and evaluating purposes.
- ✧ Train school nurses to do the recording and to summarize injury data for their own school.
- ✧ Ally schools with stores on nearby streets to take care of children on the way between school and home. The stores will provide temporary shelter for children after school before parents get home.
- ✧ Elect a logo for Loving Care Store through logo design contest of children
- ✧ Make School District Safety Map to guide children to the Loving Care Stores.
- ✧ Extend the pedestrian bridge into campus so that children can have safer way of crossing street to school.
- ✧ Change load-unload zone to the side street so that children can safely get on and off cars without worrying about the construction on the main road.

E. **Achievement**

- ✧ Standard injury recording forms and electronic system were established to function as injury surveillance system in school.
- ✧ Nurses from 12 elementary schools were trained to use the injury surveillance system.
- ✧ Stores agreed on Loving Care project are identified by the Loving Care logo, and also marked on the School District Safety Map.
- ✧ Schools along the construction line have extended pedestrian bridges and made changes of load-unload zone.



Loving Care logo



School District Safety Map



School nurses training



3.3.5 Sports and Recreation Safety Promotion

Neihu, with its beautiful natural environment and abundant sport facilities, is a nice place for outdoor as well as indoor recreation activities. People, not only the residents, but also those who work here or live in neighbor districts, like to be here for hiking, swimming, bicycling, or just watching kids play in the park during the weekend. There are various recreation clubs holding all kinds of activities regularly, e.g. hiking and climbing, swimming, bicycling, ball games, roller skating, karate, yoga, tai chi chuan, folk dancing, etc.. Neihu District Games attract more than 3000 contestants every year. Injuries might be occurred in any of these activities if there is no sufficient prevention. Some folk activities held at traditional festivals once a year (e.g. casemate attacking at feast of lanterns), are also involve risks for various kinds of injuries. Thus, projects to promote sports and recreation safety are developed.

A. Objectives

- ✧ To enhance awareness of safety during the activities
- ✧ To increase participants' physical strength and skills to avoid injuries such as sprain.
- ✧ To improve the safety of the activity fields and facilities.
- ✧ To enhance the efficiency of emergency measures

B. Target population

- ✧ Participants of any sports or recreation activities
- ✧ School children and adolescents

C. Partnership

- ✧ NSHPA
- ✧ Neihu District Administration Office
- ✧ Neihu Physical Education Association
- ✧ Elementary and high schools
- ✧ Various recreation activity clubs

D. Projects and Activities

- ✧ Using all kinds of activities to deliver safety concept to the participants.
- ✧ Conducting a questionnaire survey to investigate problems in safety of sports and recreation activities.
- ✧ Arranging a warm-up exercise before any formal extensive physical activity.
- ✧ Recruiting and training volunteer lifeguards and rescuers



- ✧ CPR and first aid training for adolescents and adults

E. Achievement and Evaluation

- ✧ More and more people are concerned about safety when they join the sports or recreation activities. Consequently, “safety” is included in the design of an activity. For example, “safety mechanism” is designed and implemented in Casemate Attacking 2005.
- ✧ About 2000 effective responses were collected from the first Sports and Recreation Activities Safety Survey in May and June of 2004. It was found that people are mostly concerned about the availability of facilities. Almost 30% of the respondents had experience of injury during the activity. Sprain is the most common type of injury. The second survey will be conducted in June of 2005 to evaluate the effectiveness of the Sports and Recreation Activities Safety Promotion Program over one year period.
- ✧ Warm-up exercise is now a routine in any formal extensive physical activity.
- ✧ Quite a few volunteer lifeguards and rescuer were recruited and trained for swimming and mountain-climbing. The recruiting and training process will be continued.
- ✧ CPR and first aid training programs are frequently offered by The Red Cross Society and hospitals in Neihu.
- ✧ Safety reminding bulletin boards, cards, etc. will be made for various activities in the near future.
- ✧ Negotiation with business organizations at Neihu Technology Park about Opening their recreation facilities to Neihu residents will continue.
- ✧ Sports and recreation facilities inspection and administration system will be established.



Hiking Safety



Hiking safety leaflet



3.3.6 Shopping Place Safety Promotion

Shopping at wholesale warehouse or super mart has become a new consumption style of urban life in Taipei City. Large-scale wholesale companies, e.g. Costco, RT-MART, B&Q etc., have set up their chain stores successively in the south section of Neihu Technology Park. Up to now, there are 5 large-scale wholesale warehouses in the area. The warehouse building usually covers an extensive space and can hold a large amount of customers. Usually, disaster prevention, e.g. fire and earthquake, is the major concern of the safety department of the company. However, customers and employees may also encounter accidental injuries which had drawn little attention of the companies. An investigation conducted by Dr. Li during Jan 2002 and Dec 2003, found that 16 injured cases from the warehouses requiring emergency medical treatment or hospitalization. They are 6 males and 10 females aged 26-58, including both customers and employees. On the other hand, shopping place is a good place to disseminate safety concept. Therefore, Shopping Place Safety Promotion Program is designed to promote safety awareness and to reduce accidental injuries in large shopping settings.

A. Objectives

- ✧ To create a safety network around wholesale warehouse area,
- ✧ To reduce the risk of injury while shopping or working in a wholesale place,
- ✧ To promote safety awareness and accessibility of safety devices.

B. Target Population

- ✧ Customers and employees

C. Partnership

- ✧ NSHPA
- ✧ Neihu Technology Park Development Association
- ✧ Wholesale companies, Costco, RT-MART I, RT-MART II, B&Q
- ✧ Neihu District Administration Office
- ✧ Neihu Police District
- ✧ Neihu Fire squad

D. Actions

- ✧ Negotiation for approval and commitment
- ✧ Fire facility inspection and Escape drills
- ✧ Internal safety system enhancement
- ✧ External safety guard coalition



- ✧ Safety awareness and education while shopping

E. Achievement

- ✧ Coalition of the partners from different sectors
- ✧ Safety education for employees are provided in all affiliated wholesale companies
- ✧ Fire facility inspection and escape drill were successfully conducted and were set as regular activities twice a year.
- ✧ Emergency exit maintenance has been improved.
- ✧ Commodity piles were strengthened.
- ✧ To arouse safety awareness, commodity has been rearranged so that safety products can be next to the related products.
- ✧ Using all possible channels, e.g. advertisement DM, to promote safety concept and safety products.
- ✧ Parking lot lights and security guards has been enhanced
- ✧ Mobile police station has been working in the area.
- ✧ Monitoring system has installed both inside and outside warehouse buildings



Helmets are put next to bicycles to remind customers to wear helmets when riding bicycles.



Simple and clear signs to educate customers to use shopping cart properly for safety.

3.3.7 Intentional Injury Prevention

Comparing to other districts of Taipei, Neihu has relatively high suicide rate. Adolescent suicide had drawn special attention since a significant increase in suicide rate is detected amongst youth over the past three years. Jumping is the most prevalent method adopted by youth, which accounts for about two third of the total means. Although there is a nationwide “Teacher Chang” hotline service, it is not sufficient for suicide prevention. Research studies indicate that the common leading cause of suicide is mostly due to the lack of sufficient and immediate help services provided for those in



need. On the other hand, domestic violence is also a serious problem in Neihu. Women and young children are major victims of domestic violence. According to Cathay General Hospital records, the number of suspected domestic violence cases seen in Neihu Division is 4 times of what seen in the main hospital in Taipei. Therefore, the intentional injury prevention group of NSHPA focused their work on suicide and domestic violence prevention.

A. Objectives

- ✧ To increase accessibility of help services for individuals in need
- ✧ To promote awareness of domestic violence
- ✧ To identify high risk families

B. Target population

- ✧ Young children and adolescents
- ✧ Women
- ✧ High risk families

C. Partners

- ✧ NSHPA
- ✧ Social Welfare Department of Taipei City
- ✧ Christian churches
- ✧ Hospitals
- ✧ Neihu Police District

D. Projects and activities

- ✧ Establish more 24 hours hotline services for individuals in need.
- ✧ High risk family screening
- ✧ Train more volunteer workers

E. Achievement

- ✧ A “1919” hotline has established and begun in service
- ✧ Training courses have been offered to volunteer workers and this kind of activity will be continued.
- ✧ High risk family assessment tool and referral procedure have been designed by the Social Welfare Department of Taipei City, and will put into action soon.



3.4 Programs that document the frequency and causes of injuries

Since all injured cases (including poisoning) that require medical care are treated at the emergency room first, it is reasonable to collect injury data at the hospital emergency room. There are three hospitals in Neihu, and their ER records provide only very limited information about causes of injury. Therefore, NSHPA in collaboration with the three hospitals and with the assistance of Taiwanese Injury Prevention and Safety Promotion Association, injury data are collected with standard forms that can provide sufficient information about causes of injuries. In case that few injured patients might be sent to hospitals outside Neihu, ambulance records from fire department and injury records from police department are also made available for the injury surveillance and research team of NSHPA. In addition, NSHPA encourage all allied sectors documenting their own incidences of injury for the purpose of identifying problems and making improvement in safety. So far, the representatives of 12 elementary schools had discussed together and developed standard forms for injury registry. And all the school nurses had been trained to use the forms.

The injury surveillance and research team of NSHPA analyzes injury data and reported to the steering committee and periodically. Special issues that are generated from injury data are also made public through Community News, the newspaper published by Neihu Community College.

The injury surveillance data were not completely recorded due to the impact of SARS upon emergency room function. The following figures were generated from the data of 2003. The first figure shows that the leading causes of injury in sequence are motor vehicle accidents, striking against or struck by objects, falls, injured by animals or plants and burns, and more males than females had injured by any of these causes. The second figure says that children were more frequently injured by striking/struck and falls, young adults suffered more from motor vehicle accidents, adults were at the risk of both motor vehicle accidents and striking/struck, and the elderly should pay special attention to falls. These data helped Neihu Safe Community Program to emphasize on different safety issues for different age groups.



Figure 3.4.1

Leading causes of injuries by sex, 2004

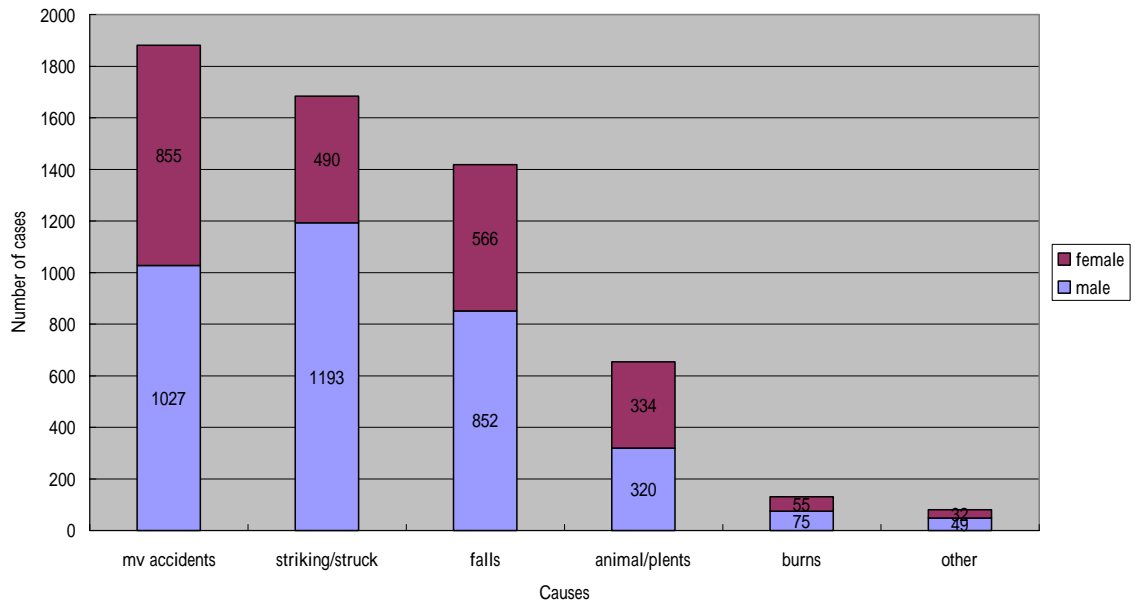
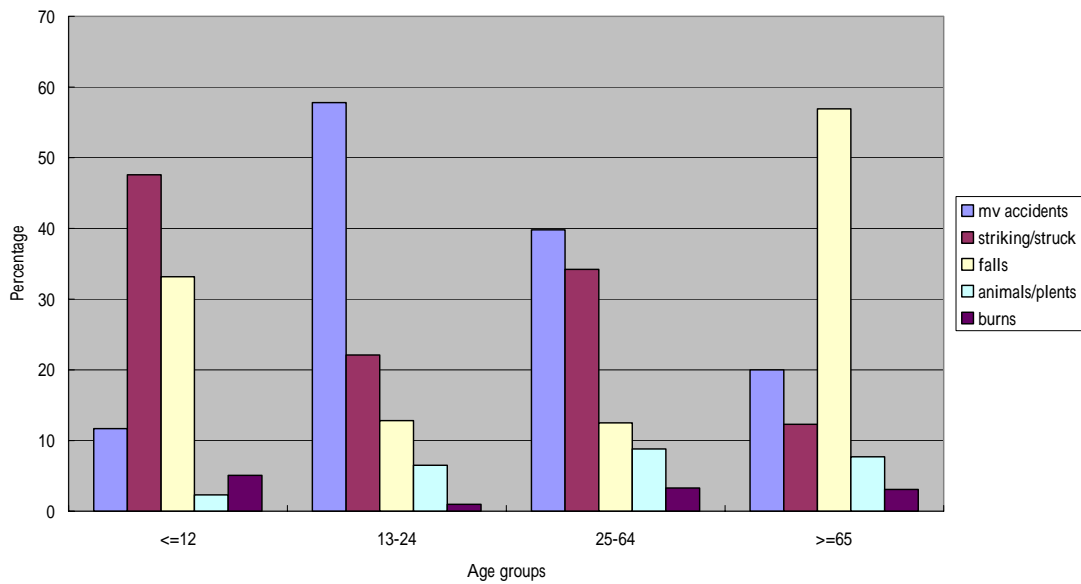


Figure 3.4.2

Leading causes of injuries by age groups, 2004





3.5 Evaluation measures to assess their programs, processes and the effects of change

The injury surveillance and research team of NSHPA is also responsible for internal evaluation of all the projects and activities regarding safety promotion. Evaluation is undertaken by questionnaire survey, process tracking and analyses or records. The process evaluation was focus on a project's (or activity's) structure and its implementation. The result of the evaluation is usually transferred to the working groups as well as the steering committee at the meeting. It helps the project to shape and change to the more effective way. Outcome evaluation takes longer time to show the result. So far, some projects have already had their short-term outcome evaluations, whereas other projects have only had the baseline check that will be used as benchmark against which to plot the achievement few years later and beyond. The following example demonstrates how we have done.

◆ Evaluation of RT-Mart safety promotion project

The project started with an investigation on incidents of injury that required hospital emergency care and larcenous cases from January to July of 2003. Then the working group of NSHPA took actions with joint efforts of Neihu Police District and RT-Mart Safety Department to improve the safety of the shopping area. Same types of data were collected again From Jan. to Jul. in 2004, for evaluating the effectiveness of the project. It was found that injuries due to unsafe environment of the Mart reduced only one case (Table 3.5.1) but the larcenous cases decreased by 59% (Table 3.5.2). The most significant change of the RT-Mart is the participation in safety promotion by **reminding customers to be aware of their own safety, controlling over the number of people permitted in a space simultaneously, strengthening the quality of emergency exits, the stability of commodity piles and equipments for trying on, and enhancing safety education for customers and employees. Follow-up evaluation will be continued.**



**Table 3.5.1 Comparisons of injuries on case numbers and attributes
between the same period of 2003 and 2004**

Months and year of data collection	Number of injuries	Due to personal behaviors	Due to the Mart
Jan.–Jul., 2004	11	7	4
Jan.–Jul., 2003	12	7	5
*	-1	+0	-1

* There was 1 case less due to the Mart in 2004

**Table 3.5.2 Comparisons of larcenous cases between the same periods
of 2003 and 2004**

Month and year larceny occurred	In shopping area	In parking lot
Jan-Jul, 2004	13	14
Jan-Jul, 2003	24	22
*	-11	-8

* The larcenous cases reduced significantly.



3.6 Ongoing participation in national and international Safe Communities Networks

Members of NSHPA and representatives of community partners have committed to sharing experiences and disseminating information at domestic and international conferences and workshops. Their safety promotion activities have been announced on homepage and reported by newspapers. It is expected that Neihu will continue to contribute to the knowledge base in the area of safety promotion and injury prevention.

3.6.1 Participation in domestic conferences

- November 2002 – 1st Conference on Child Safety in Taiwan
- October 2003 – 1st Conference on Safe Community Development in Taiwan
- December 2003 – 2nd Conference on Child Safety in Taiwan
- May 2004 – The Road Safety and Traffic Injury Control Seminar in Taiwan
- May 2004 – The 1st Taichung County Injury Control and Safety Promotion Seminar
- October 2004 – 2nd Conference on Safe Community Development in Taiwan

3.6.2 Participation in international conferences

- March 2003 - The 12th International Conference on Safe Communities held in Hong Kong. Experience of Sian Community Patrol was presented orally.
- June 2004 –The 13th International Conference on Safe Communities held in the Czech Republic and presented a paper during the conference. Presented Shopping Place Safety Promotion Program.
- June 2004 –The 7th World Conference on Injury Prevention and Safety Promotion held in Vienna, Austria. Presented Neihu Safe Community Program.



3.6.3 Hosting Site Visits

- October 2002 – Prof. Leif Svanström, Chair of WHO Collaborating Centre on Community Safety Promotion and Prof. Pil Joon Cho of the Ajo University (South Korea) visited Neihu and gave Neihu a lot of encouragement and constructive suggestions for future safe community development.
- October 2003 –Mr. Yousif Rahim, Coordinator of the Norwegian safety Promotion Centre visited Neihu and provided valuable suggestions for the structure of the organization and shopping place safety promotion.
- October 2004 –Mr. Yousif Rahim, Coordinator of the Norwegian safety Promotion Centre and Mr. Paul Kells were invited to visit Neihu. Both of them provided valuable suggestions on the business involvement in community safety promotion.
- March 2005 – Representatives of Alishan, Dungshr and Fongbin were invited to visit Neihu to exchange experience of safe community program evaluation.



IV. Be Willing to Contribute to Strengthening the Network of Safe Communities

Neihu Safety and Health Promotion Association (NSHPA) was established for the purpose of sustaining community safety promotion and experience sharing endeavors of the community. NSHPA is willing to assist other local urban communities to develop safe community programs. NSHPA is also willing to exchange knowledge and techniques of injury prevention and safety promotion. On behalf of the Neihu District community, the Neihu Safety and Health Promotion Association files a safe community network accreditation application to the WHO Collaborating Centre on Community Safety Promotion. It shall continue to promote community safety practices in Neihu District for the ever-upgrading community expectation. It shall also continue to take part in the international safe community network, actively being involved in local, regional and international safe community mutual experience exchange and learning programs.