

**Application for Approval as Safe Community in  
the World Health Organization's  
Network of Safe Communities**

**Jianwai Community**

**Beijing · China**

## Preface

Dear Collaborating Centre on Community Safety Promotion  
World Health Organization (WHO)  
Dear Prof. Leif Svanstrom,

Jianwai Community started the project of Safe Community construction as early as the year of 2001. At that time we mostly conducted a series of activities of public security, traffic safety and fire control safety.

In 2004, Jianwai Community introduced WHO's Safe Community concept and implemented safety promotion programs in accordance with WHO's Indicators for setting up Safe Community. This effort gradually paved the way for us to achieve goal of establishing Jianwai Safe Community. Meanwhile, we strived to explore a suitable work mechanism in line with the actual situation in Jianwai Community. With the guidance and support of Beijing Municipality, We carried out injury prevention and preventive measures and basically achieved the objective of reducing injuries in community. At the beginning of the project of Safe Community construction, we initiated traffic safety and fire prevention. In terms of traffic safety, we set priority on safety education targeting at motor vehicle drivers, enterprises employees, residents and primary and middle school students. We established traffic safety training base and formulated related safety management regulations. As for fire control safety, we equipped fire extinguishers, fire hoses and other fire control equipment, and conducted widespread education on fire control safety among residents. In recent years, we have developed sustainable promotion programs on home safety, elderly safety, child safety, workplace safety, etc.

Jianwai Safe Community Promotion Committee was founded on October 2004. Composition of the Committee includes representatives from community office, neighborhood committees, enterprises, schools, traffic police detachments and volunteers. Under the Promotion Committee, 9 working groups were formed, namely, safety education promotion, social stability, fire control safety, home safety, health care safety, production safety, environment safety, road safety, supervision and reporting working groups, and experts group. The tasks of working groups are to formulate programs, set up objectives of different stage and take charge of daily safety work in different fields. The Promotion Committee meets on a monthly basis to review works, coordinate resources and to set work priority. We held "Neighborhood Residents Forum", "Policemen and Residents Symposium" and other activities for better understanding the safety needs of residents so as to timely adopt and implement countermeasures. To carry forward the Safe Community concept and reduce accidents and injuries to the largest extent, we implemented accidents and injury preventions in the community in all-around manner under the leadership of the Safe Community Promotion Committee. In accordance with nine Indicators for Safe Community of WHO Safe Community Network, we made safety promotion programs and measures with the consideration of community residents, facilities and environments, particularly targeting at children, youngsters, the elderly, the handicapped and other vulnerable groups. Based on the

actual situation of the community, we took fire outbreak, traffic accidents, social security and as priorities of accident and injury preventions.

Since the inauguration of the project of Safe Community construction in Jianwai community, we always keep close watch on the development of safe communities both home and abroad and learn experience of building Safe Community through various channels. Particularly after the designation of “Youth Park Safe Community” in Jinan City by WHO, we timely adjusted promotion programs and achieved the stable and healthier progress of Safe Community project. Jianwai Community often provides information via Internet and reports the progress of Safe Community construction by contributing to Safe Community Weekly News via email. We also actively participated in national and international conferences to learn and exchange experience of establishing Safe Community.

We have conducted widely cooperation with research and education institutes, local volunteers organizations, enterprises, and exchanged experience with others at national and international conferences. In this way, we have created good opportunities for Jianwai Community to fulfill accident, injury and violence preventions to a larger extent.

To further carry out accident, injury and violence preventions in community, we put forward this application to World Health Organization and hope to be approved as Safe Community in the World Health Organization’s Network of Safe Communities so as to unremittingly promote the sustainable Safe Community.

Sincerely yours

Su Min  
Chairman of Jianwai Community

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## 1.1. Introduction



Located at the eastern gate of Beijing along the Changan Streets, Jianwai Community serves as the heart of Beijing Central Business District with three sides adjacent to roads and another side surrounded by water. It covers an area of 4.4 square kilometers with 20,618 households, 41,387 permanent residents and over 12,000 migrants. As the window of the capital city opening up to the outside world, Jianwai Community is the nest of 28 foreign embassies such as Embassy of the United States of America, Embassy of Japan, etc., consulates, the United Nation Food and Agriculture Organization and the International Committee of the Red Cross (ICRC). It comprises 33 diplomatic apartments, 16 high-grade residential areas, 88 high-grade apartment buildings and 58 office buildings. It is facilitated with 4 subway stations and 73 bus routes with the floating population of hundreds of thousands. Jianwai Community is the ideal economic and development zone with such convenient transportation and strong business climate. It contains 3,200 business corporations, 1,300 industrial enterprises, 1,400 private enterprises, 900 representative offices of foreign enterprises and 10 foreign financial institutions. There are star-grade hotels and luxury shopping malls settled in the region such as China World Hotel, Guomao Center, Beijing New Otani Chang Fu Gong Hotel, International Mansion, International Club, Jianguo Hotel, Friendship Shopping Center, and Beijing Scitech Shopping Center. Tonghuihe River, the main waterway for carrying grain to Beijing for the Emperor in ancient time, now presents the ancient charm of the region. Jianwai Community has a total green area of 570,000 square meters with 12.05 square meters per capita.

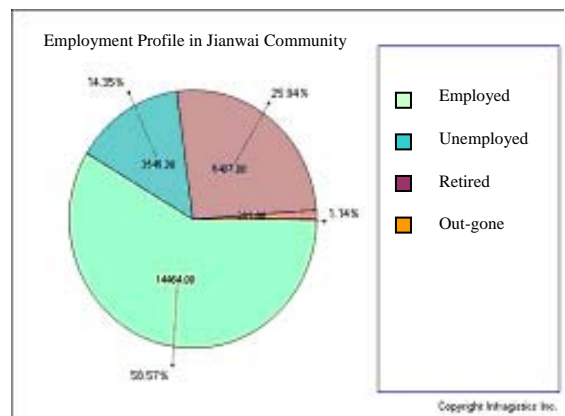
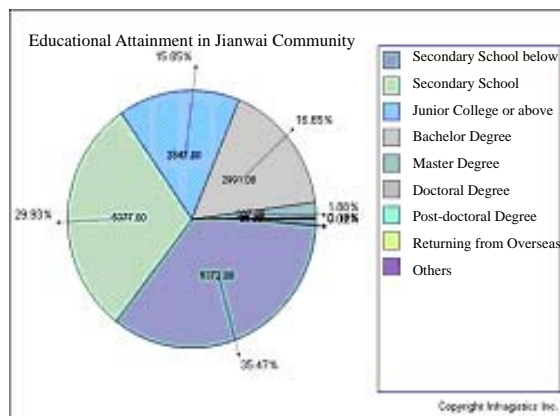
There are three kindergartens, four primary schools, four middle school, one health care service center and four health care stations in the community.

About 70 policemen and 30 supervisors of Community Police Station are responsible for public security in the community with the assistance of over 100 security guards and Over an 1,000 community patrol volunteers. Regional Fire Company has the most advanced fire control equipment and fire control safety education base. Residents can visit and learn fire prevention knowledge at the base.

### 1.2. Population Profile

Jianwai Community has the total population of 53,300, including 41,300 permanent residents and 12,000 migrants. The elderly above age 60 accounts for 14.7% of the total population, which exceeds the elderly ratio of aging society. Age below 14 is 3346 (4.5%).

Permanent Household	Permanent Population	Changes in Recent Five Years		Educational Attainment		
		Household	Persons	Junior College or above	Secondary School and Technical secondary	Secondary School below
20600	41300	Increased by 2000	Increased by 6000	6205	5377	6372



### **1.3. Community Structure**

Jianwai Community Office is responsible for guide all administrative works in the community. Under the Community Office, there are eight neighborhoods committees that directly organize all kinds of community activities. Residents vote members of each neighborhood committee. According to geographical locations, neighborhood committees are Nanlangjiayuan, Beilangdong, Beilang, Guanghuali, Xiushui, Yonganlidong, Yonganli and Jianguomen. As residents' self-governance body, each neighborhood committee has 12 staff and implements self-rule for about 10,000 residents.

### **1.4. Inauguration of the Project of Safe Community Construction**

On October 26<sup>th</sup>, 2006, Jianwai Community kicked off the Project of Safe Community Construction under the guidance of China Occupational Safety and Health Association (COSHA) and the great support of Chaoyang Party Committee, Departments of Chaoyang District People's Government and people from all circles.

In conform to the " Safe Community" concept and Indicators put forward by WHO, we formed working layout of "government guidance, full participation, concerted efforts and safety promotion" and mechanism of "integration of resources, marketing operation, social participation and demonstration". Based on these working layout and mechanism, we strengthened coordination with other departments, integrated all resources and put forward the objective of reducing injury rate by 30% within five years in the light of local characteristics.

## **2. Indicators for Safe Community**

### **WHO's indicators for Safe Community**

- I. An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible safety promotion in their community;
- II. Long-term, sustainable programs covering both genders, all ages, environments and situations;
- III. Programs that target high risk groups and environments and programs that promote safety for vulnerable group;
- IV. Program that document the frequency and causes of injuries;
- V. Evaluation measures to assess their programs, processes and the effect of change;
- VI. Ongoing participation in national and international Safe Communities networks.

## **3. Organizations of the Project of Safe Community Construction**

### **3.1. Safe Community Promotion Committee**

With the enthusiastic participation of social units, Jianwai Community formed the Safe Community Promotion Committee. The responsibilities of the Promotion Committee is to implement the overall program on the Project of Safe Community Construction, to organize the participation of departments, enterprises, social unions and experts, to form related working groups, to identify working contents and responsibilities and to set up the working mechanism for the Project of Safe Community Construction.

### Responsibilities of Jianwai Safe Community Promotion Committee

- To prevent accidents and injuries and to analyze causes of accidents.
- To organize and coordinate departments and working groups.
- To set work priority.
- To formulate long-term, sustainable work plans and programs.
- To supervise, adjust and evaluate ongoing programs.
- To actively participate in national and international Safe Communities networks.
- To ordinate work plans and programs in different fields.

### Composition of Jianwai Safe Community Promotion Committee

#### **Directors:**

Su Min Secretary of Jianwai Community Working Committee

Gao Chuli Director of Jianwai Community Office

#### **Deputy Director:**

Huo Wenli Vice Secretary of Jianwai Community Working Committee

Zhao Linxiang Deputy Director of Jianwai Community Office

Gong Jianmin Director, Armed Force Sector Office, Jianwai Community Office

Chen Longbo Director of Jianwai Police Station

Chen Xiaozhe Director of Jianwai Subbranch, Chaoyang Branch of Beijing Industrial and Commercial Administrative Bureau

Wang Yongsheng Captain of Hujialou Traffic Company, Chaoyang Branch, Public Transportation Administration Bureau

Yao Lianqi Captain of the Third Supervision Company Chaoyang Branch, Public Transportation Administration Bureau

Qiu Xiaoping Director of Jianwai Community Service Center

Liu Guilan Delegate to National People's Congress

#### **Members:**

Li Xiulai Office of Working Committee, Jianwai Community Office

Li Jingchun Comprehensive Management Sector Office, Jianwai Community Office

Li Guangbiao      Publicity Sector Office, Jianwai Community Office

Wang Kuilin      Labor Sector Office, Jianwai Community Office

Zhou Lijuan      Culture and Education Sector Office, Jianwai Community Office

Zhang Meixia      Civil Politics Sector Office, Jianwai Community Office

Dong Huiling      Women's Federation, Jianwai Community Office

Shi Jian          Judicial Administration Sector Office, Jianwai Community Office

Huang Ping      Doctor of Jianwai Health Care Service Center

Guo Jinping      Doctor of ChaoYang TCM Hospital

Liu Yanling      Secretary of Jianwai Community Party Committee

Ding Shitong      Chaoyang Fire Control Detachment

Zhang Haidong   Detachment of Public Transportation Administration Bureau Chaoyang Branch

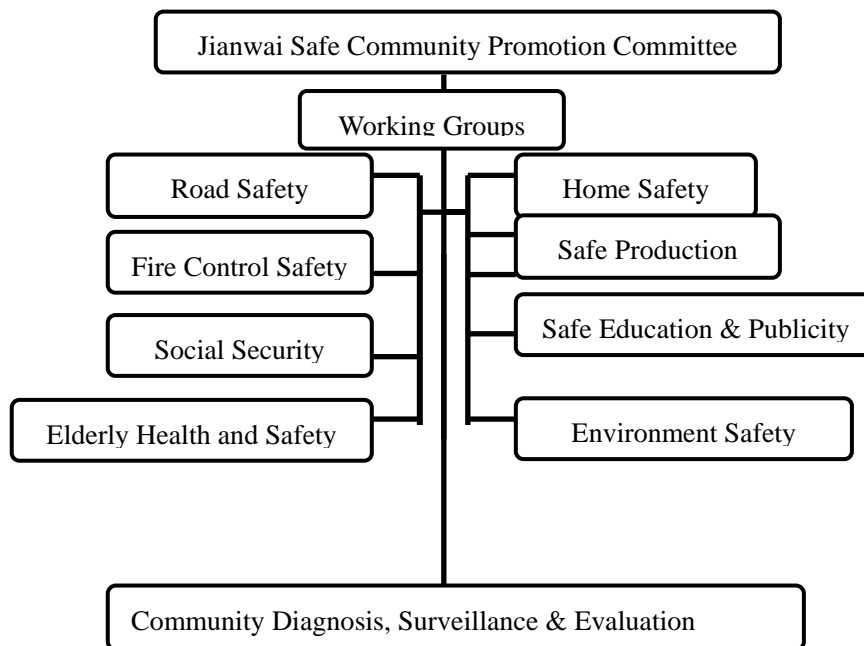
### **3.2. Working Groups on Safe Community Promotion**

Under the Promotion Committee, 9 working groups were formed.

#### **Responsibility**

- I. To develop the annual work plan of each working group.
- II. To carry out activities in line with promotion programs and work plans.
- III. To hold public hearings, regular meetings of working groups, to accept residents' advice and proposals and to improve work plans.
- IV. To conduct the popularization of safety knowledge and to raise residents' awareness of safety and their skills of accidental injury prevention.
- V. To integrate resources and to improve public safety facilities.

## Organizational Chart of Jianwai Safe Community Promotion Committee



Jianwai Safe Community Promotion Committee held the work meeting on “the Project of Safe Community Construction”, put forward the “Guiding Proposals for Safe Community Construction” and set up requirements and allocation of duties for related departments in the light of local condition. Each working group provides guidance for eight neighborhoods, gives full play to neighborhood committees and to mobilize the participation of residents in the Safe Community project.

### 4. Long-term, Sustainable Injury Prevention Programs Covering Both Genders and All Ages, Environments, and Situations

#### 4.1. Community Survey

##### 4.1.1. Survey

We printed and sent out 5000 Jianwai Residents Accidental Injury Cases Questionnaires comprising questions about population, basic information, educational attainment, occupation, home address, accidentally injured experience in traffic, fire outbreak, diseases, social security, etc, and influential factor of residents’ safety, proposals, etc. targeting at permanent residents and migrants above 2 years inhabitation in community. 3806 questionnaires were reclaimed.

#### 4.1.2. Analysis

We conducted safety and health evaluation on 3806 questionnaires.

Triage Categories of Injuries by Causes in Jianwai Community

Injury Cases at Embassy District	Injury Cases by House Theft	Injury Cases on Neighborhood Roads	Injury Cases in Fire Outbreak	Other
455	3235	2778	1826	3158

Therefore, we identified the outstanding problems about safety in the eyes of the mass. First, the public safety in embassy district (12%) mostly reflected by the Embassy of the United States of America, emigrants and residents around; second, thefts in neighborhoods (85%); third, traffic chaos in neighborhood (73%), fourth, the hidden risks of fire in bungalow district and “six small units”(48%). According the survey results, 9 working groups identified their work priorities, formulated work plans and developed specific programs.

#### 4.2. Formulating Long-term, Sustainable Injury Prevention Programs that Target Both Genders and All Ages and Environments

##### 4.2.1. Public Place Injury Prevention and Control Program

- I. To form specific working group, conduct onsite investigation and develop proposals.
- II. To coordinate contacts with government at higher level, the Embassy of the United States of America and social units.
- III. To plan constructing Beijing US Visa Consultation and Service Hall
- IV. To set up overall environments repair program.

##### 4.2.2. Public Security Injury Prevention and Control Program

- I. To formulate program on reducing criminal cases
- II. To conduct the activity of “Policemen Entering into Community”.
- III. To organize patrol volunteers team.
- IV. To carry out the popularization of safety prevention and control knowledge.
- V. To install technical prevention and control facilities.

##### 4.2.3. Fire Control Injury Prevention and Control Program

- I. To conduct the popularization of fire prevention safety knowledge through road show, brochures, training class, etc.
- II. To establish fire control safety education base
- III. To build fire protection community.
- IV. To hold fire control safety games.

#### **4.2.4. Youth and Elderly Injury Prevention and Control Program**

- I. To hold classes of health knowledge and diseases prevention, to conduct the popularization of scientific living knowledge and to conduct psychological education targeting at the characteristics of youngsters and the elderly.
- II. To set up “Community Chatting Room” targeting at the characteristics of the elderly.
- III. To establish diseases prevention and health care networks for the elderly
- IV. To hold activities of climbing mountains, body built-up and sports meeting, etc. for the elderly.

#### **4.2.5. Traffic Injury Prevention and Control Programs**

- I. To give publicity to traffic safety and traffic regulations.
- II. To mend neighborhood roads, install more traffic facilities and improve neighborhood traffic safety.
- III. To conduct activities of “Traffic Safety Entering into Four Places”, namely, “Traffic Safety Entering into Community, Social Units, Schools and Homes”.

#### **4.2.6. Workplace Injury Prevention Program**

1. To conduct training on relevant regulations and knowledge for enterprises and institutions in relation to fire control safety, first aid and chemicals risk management in coordination with District Safe Production Supervision Administration, District Police Station, District Labor Department, District Working Committee, etc.
- II. To organize occupational diseases prevention and workplace safety education for personnel at special workplace.
- III. To carry out safety inspection at workplaces of constructions sites and social units; to organize workplace safety experience exchange meetings.

#### **4.2.7. Child Injury Prevention Program**

- I. Education on children domestic fall, animal bites prevention and medicine safe use.
- II. Education on children outdoor, traffic and amusement safety.
- III. To set up “Child Safety Training Base”.

### **5. Programs that target high risk groups and environments and programs that promote safety for vulnerable group;**

#### **5.1. Safe Community Education Bases**

##### **5.1.1. Youth Traffic Education Base**

Located in Guanghua Road Second Primary School, the base is facilitated with yellow walkways in two sides from school gate, traffic marks of motor vehicles on the middle, traffic lights and traffic stands at the turning corners, etc. The setting installs traffic safety into students from the moment they steps into school.

Students are designated to work as traffic policemen. People are allowed to cross the road after pushing the red light. The base also contains traffic safety exhibition hall that displays publicities and exhibits about youth traffic safety.



### 5.1.2. Residents Safety Education Base

Settled in Jianwai Modern City Cultural and Educational Activity Center, the base contains three exhibition halls. **Traffic Safety Education Center** covers the area of 40 square meters and can accommodate 60 people to watch videos and traffic safety demonstration with the equipment of TV education screen, traffic safety board, larger-scale

road and traffic safety simulation facilities. The exhibition board can be overturned and renewed.



**Fire Control Safety Education Center** covers the area of 60 square meters and contains electric education room, fire evacuation room. It teaches residents fire evacuation knowledge through reproducing fire scene with modern technologies of sound, light and electricity.



**Home Safety Education Center** covers an area of 100 square meters and gives publicity to home sanitation knowledge, domestic fire prevention, home electricity use, first aid, etc. With abundant display, residents can attain a personal experience of home safety.



### 5.1.3 Child Safety Education Center

The center is set up at Modern City Little Oxford Bilingual Kindergarten, where has become the school of childhood safety education with the publicities of child safety knowledge on the corridors, classrooms, playgrounds, etc. The setting makes it is possible for children to learn fire safety knowledge

in walking, playing, studying, etc.

## 5.2. Wide Mobilization and Full Participation

### 5.2.1. Resetting up Public Security Comprehensive Management Committee

To achieve cross-sectional participation in the project of Safe Community construction, we extended the composition of Jianwai Public Security Comprehensive Management Committee. Members of the Committee includes community office, departments of public security, transportation, industrial and business administrations, city management, labor union, family planning, civil politics, culture and education, and the most influential social units in

the region. The committee meets on a quarterly basis to work over problems of regional public security.

### 5.2.2. Formulating regulations and evaluation measures

E.g. “Safety Responsibility and Incident Prevention Management Scheme”, “Jianwai Community Implementation Measures for Stability Maintenance Awards”



### 5.2.3 Holding lectures on Safe Community by over 130 times.

Inviting Prof. Ouyang Mei, Experts of China Occupational Safety and Health Association, to conduct training for residents by many times. Each neighborhood committee also held various talks.



### 5.2.4. Printing 1000 copies of proposals and making publicity brochures

Each neighborhood has raised residents’ awareness of Safe Community through boards, tabloids, etc.



### 5.2.5 Designing Jianwai Safe Community logo

### 5.2.6. Holding “ Safe and Harmonious Jianwai Community Social Units Form” & “District Social Stability and Safety Promotion Meeting”



Currently, all members of neighborhood committee, policemen and 800 building gate masters, over 80% of residents and social units have clear understanding of the contents and requirements of setting up Safe Community.

## 6. Safety Promotion

### 5.3.1. Enhancing public security



- I. To conduct inspection and renovation for key streets, districts, places, time periods weekly. To execute combined enforcement of Public Security, Urban Construction, City Management, Industrial and Business Administration and Comprehensive Management.
- II. To organize and ordinate each executive department to carry out safety inspection for underground areas. Jianwai Community has the underground space of 750,700 square

meters. Departments of Comprehensive Management, Air Attack Prevention, Social Security, House Administration Bureau, etc. are responsible for conducting fire control and safe production inspection, and resolving the found problems immediately.



III. To adopt countermeasures for 37 types of public security problems. E.g. forming special working group around the clock at key places such as Guiyou Mansion, Guomao Bridge to deter street purchasing and selling pirate and pornographic CDs; organizing 100 street patrol volunteers wearing yellow caution slogan printed waistcoats to deter street thefts; installing electronic guard door and digital supervision system to solve neighborhood safety problems.

- IV. Appointing one policeman for each neighborhood in charge of safety related problems. Holding regular “Community Police Talkfest”.
- V. Conducting safe environment repair such as “clearing up dead angle”, improving safe environment for school around areas.
- VI. Holding “Property Security Management Contacts Meeting” and “Owners Administration and Protection Meeting”. Attending military trainings with community security guards. In recent years, full-time personnel from community departments and police station, and volunteers do patrol around the clock in the community. E.g. Guahuali Neighborhood Committee has properly handled 81 cases of public security.



VII. Transferring 100 security guards from social units along the street to form “Jianwai Street Volunteers Supervision Team ” for street patrol at high-incidence time.

VIII. Building safety prevention networks. Strengthening the program of “Science and Technology Creating Safety” based on government investment and residents’ contribution. Promoting “Science and Technology Creating Safety” with combination of human, facilities and techniques preventions. With the investment of over 200,000 RMB, Guanghuili Neighborhood installed 31 door guards in 10 buildings for 1004 households. At present, 7 neighborhoods were installed with digital supervision systems with 95



supervisory monitors. Technical prevention system has been put into place in 16 newly built high-grade neighborhoods where the coverage of technical supervision system exceeds 95%.

- IX. Currently, CBD Management Committee was planning the construction of Urban Safety Management Commander Center. Supervision monitors will be installed 150 square meters each in the whole region. Therefore, Jianwai Safety Prevention network will be efficiently operated on a unified command platform.
- X. Programs in 2007: To continue working on public security prevention and control for neighborhoods, buildings and streets, and to reduce preventive cases by 5%; to conduct effective management especially targeting at floating population and renting houses with the joint efforts of neighborhood committee and property companies, to solidify the work

mechanism of “the person who rent house being the person responsible”; to perfect database of neighborhood committees, community office and social units.

#### XI. Beijing US Visa Consultation and Service Hall



Beijing US Visa Consultation and Service Hall was set up with the investment of 5,000,000 RMB. It covers an area of 1000 square meters and delivers internationalized services including consultation, photo taking, translation, copy, bag keeping, communication, etc. In addition, it is also facilitated with short-order restaurant, rest room, coffee house, video hall and computer center, and others that cover an area of 300 square meters. The place has

witnessed the integration of business, human-oriented services and management. The hall opened on April 2006, and resolved hidden risks of public security and traffic chaos in the region. It won the high recognition and appraisal by people from all walks of life with its elegant environment and kind service.

#### 5.3.2. Fire Control Safety Entering into Community



I. Each neighborhood holds “Fire Control Safe Promotion Meeting” by twice every quarter. Community appoints full-time supervisors to patrol in neighborhoods, signs “Fire Control Safety Responsibility Book” with “six small units” such as small restaurants, hair salons, etc., and carries out regular inspection and ongoing promotion programs. In recent years, fire outbreak cases were reduced incessantly and no casualty occurred.

II. Jianwai Community has held training by over 190 times with 9780 person-times



targeting at people at densely populated areas, place of entertainment, catering industry and underground space. We invited policemen from Fire Control Office, Chaoyang District Public Security Bureau, Jianguomen Detachment of Fire Company to conduct fire control knowledge and skills training for community directors,

security guards, social units and directors in charge of construction sites. We organized safety knowledge questionnaire and quiz competitions by three times with 460 time-persons.

III. Simulation and fire drills. We invited Beijing Fire Control Bureau to hold large-scale fire drill, “ December 9th Fire Prevention Day”, at Jianwai SOHO residential area,



International Club, etc. In addition, Jianwai, Guanghuali, and other neighborhoods held fire prevention game by five times targeting at the large proportion of sample buildings in the regions. Scitech Property, Jinghui Mansion, Wandong Medical Treatment and other social units spontaneously arranged fire drills.

To set work priorities and develop ongoing promotion programs: we undertake overall fire prevention inspection at key units during the major holidays such as the Spring Festival, the Labor Holiday, the National Holiday, etc. We had distributed 80 advice notes that require reconstruction, eradicated more than 70 hidden risks and conducted supervisions and counterchecks for 19 units by many times. Meanwhile, we also analyzed the causes of fires. First, leaders of units pay no attention to fire prevention or have lucky idea; second, leaders of units only think much of economic benefits and put aside of social benefits; third, the change of leaders in some units. Newcomer knows little about fire prevention and cannot correctly use fire equipments. We conducted large-scale survey by three times targeting at the underground space of 350,000 square meters. We achieved better effectiveness than last year on “forbidding setting off fireworks” during the Spring Festival. Our next-step priority of fire prevention is to strengthen the management to “six units”, namely, small stores, hair salons, restaurants, hotel, KTV (Karaoke TV) and Internet bar, to manage an overall fire, electric and gas safety inspection for all units and to eradicate fire hidden risks. The number of fire outbreaks in 2005 the region was reduced by 10% than 2004.

### 5.3.3. Traffic Safety Activities

I. Actively implementing “new traffic regulations”. Holding “Traffic Safety Five Entering Promotion Meeting” on the occasion of the inauguration ceremony of “new traffic regulation” promotion in Jianwai Community.



II. Copying 500 CDs sent out by Ministry of Public Security, designing 18 sets of traffic safety boards, holding roving exhibitions at each neighborhood and social units by over 15,700 person-times.



III. Traffic safety entering into construction sites. Holding “Traffic Safety Onsite Meeting” and installing traffic safety boards at 29 construction sites

IV. Traffic safety entering home. Holding roving exhibition at six neighborhoods, giving publicity to traffic safety at morning exercise time and raising the elderly and children’ awareness of traffic safety.



V. Traffic Safety Facilities. According to Survey in the neighborhoods in 2005, most residents reflected that disorder parking and driving around Modern City Neighborhood often caused traffic jams, chaos and injuries.

Therefore, Maizidian Community developed countermeasures in coordination with Detachment of Public Traffic Administration Bureau, property companies, residents, store owners. We installed traffic signs, set one-way streets, 110 traffic stakes, 46 fixed stakes, 53 fences and completely solved road safety problems. Injury and accident cases caused by cars in the area decreased from three cases in 2004 to zero in 2005.



VI. Organizing volunteers to direct traffic orders by 540 person-times.

VII. Assisting traffic policemen to punish those disobey traffic regulation. Persons that disobey traffic regulation decreased by 20% of the corresponding period in 2004.



VIII. Lanlang Neighborhood organized traffic safety quiz competition among residents and social units, and attended traffic knowledge competition organized by Beijing Municipality and won high score.

Traffic injury cases were decreased by 10% in 2005.

#### 5.4. The Elderly Safety Activity

Integrating medical treatment network resources. Setting up cross-sectional organizations and disease prevention system among 36 medical treatment institutions with health care service centers as service provider. Holding “ Medical Treatment and Sanitation Association Meeting” on a quarterly basis. Displaying the principle of that “Social Medicare is administrated by community, conducted by professionals and benefits to residents.”



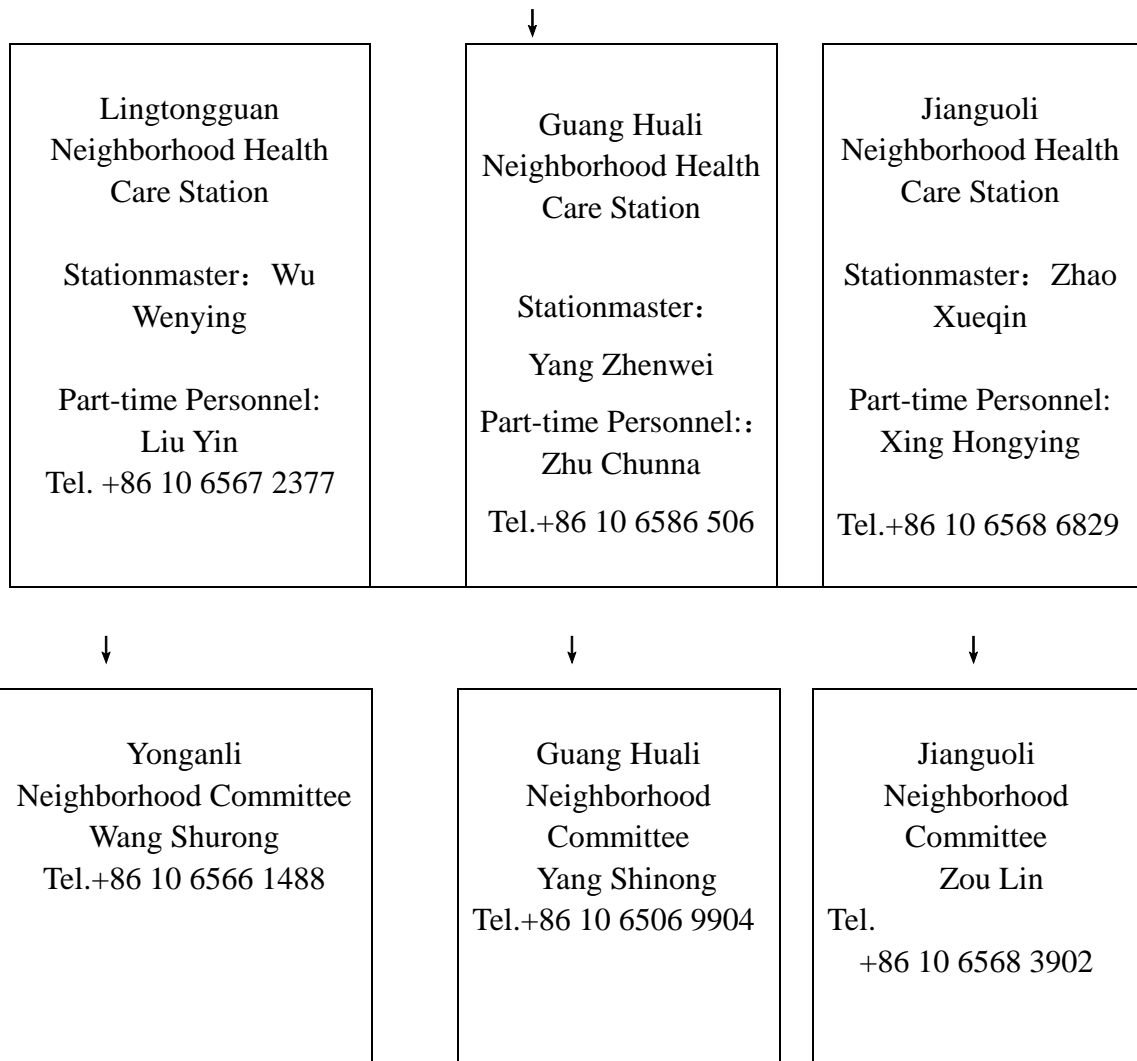
## Jianwai Community Elderly Health Education Network

Director-in-charge: Li Jingxin (Tel. +86 10 8589 2760)

Zheng Guoqiang, Deputy Director of Family Planning Sector Office (Tel. +86 10 8589 0170)

Li Wei, Director of Neighborhood Center (Tel. +86 10 6566 5108)

Huang Ping, Section Officer      Guo Jinping, Specific Officer (Tel.+86 10 8589 2035)

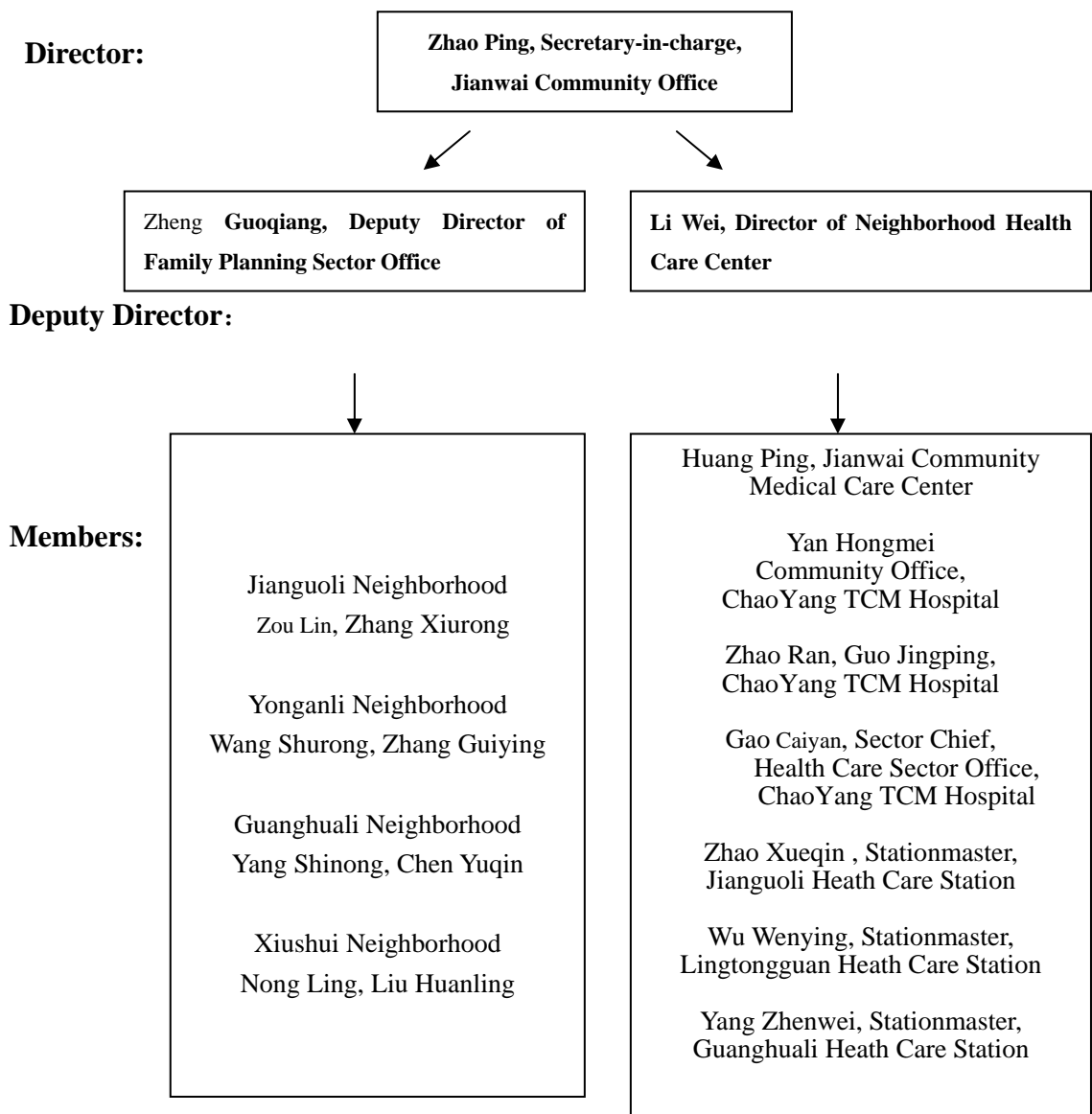


## Jianwai Health Education Leadership

**Director: Zhao Ping**

**Deputy Director:** Zheng Guoqiang    Li Wei

**Members:** Huang Guoying、Yang Shinong、Wang Shurong、Zou Lin、Gao Caiyan、Yan Hongmei、Guo Jingping、Zhao Ran



### 5.4.1. Health Education

I. Conducting 600 spot checks in form of “Public Hygiene Questionnaire” targeting at the elderly in order to better understand their health awareness, bad habits, health needs, medical treatment choices, accidental injuries.

II. To give publicity to civic virtues of “Public Hygiene starting from me” and injury



prevention knowledge targeting at elderly fall, fracture, heart disease, psychological obstacle in particular, etc. Inviting Prof. Yang Xia from China Xiehe Medical University in cooperation with China Civic Culture Foundation to conduct vivid and active psychological health training for the elderly to help

- them set up healthy and scientific philosophy and to prevent suicide among the elderly.
- III. Carrying out guidance on “ Convenient Medical Treatment Day”, “Male and Female Health Day”, etc.
  - IV. Holding health care classes such as “ Lecture on Most Proper Sports for the Elderly”, “The Elderly Spiritual Amusement”, etc. Holding 270 lectures for the elderly with participation of over 30,000 person-times.
  - V. Delivering home medical treatment and medicine services.
  - VI. Building up “the Elderly Healthy Community” with ChaoYang TCM Hospital and actively carrying out “Respecting and Helping the Elderly Service Day.



- VII. Organizing volunteers to provide regular life and psychological assistance for the elderly and establishing community chatting rooms.
- VIII. Celebrating “Offspring Festival” with the empty-nest elderly every year.

Each neighborhood made health records for the elderly.

#### 5.4.2. Elderly Cultural and Sports Activities



Community actively organized the elderly to take part in various helpful cultural and sports activities. We formed 26 groups such as English class, knotting group, painting and calligraphy group. Elderly spring and autumn sports meeting were held by 24 times.

Each neighborhood set up convenient service station. The elder can call the station when they need buy something or see a doctor.

#### 5.5. Safe Environment Renovation.



To improve residents’ living environment and create a clear and healthy community, Jianwai Community implemented the clearing up of “city village”, the irregularly constructed buildings. In recent two years, we cleared up the irregularly constructed buildings of 20,000

square meters and 2038 sheds.

#### 5.6. Youth Safety



- 5.6.1 Community designated specific officials in charge of youth health and conducted rich and colorful educational activities for youngsters during winter and summer holidays. E.g. holding youth traffic safety talks during summer holidays, watching safety knowledge DVDs and visiting fire control knowledge education base.

5.6.2 Forming various interesting groups such as painting and calligraphy, photography, small football team, chorus. Inviting experts to teach “Male reproductive health” for young soldier in the barracks.

### **5.7. Assistance for The Handicapped**

5.7.1. Community Handicapped Association devoted great efforts on mending ramps and washrooms in the region. Ministry of Civil Affairs designated Jianwai community as “National Non-obstacle Demonstration Street” in 2004.

5.7.2. Forming psychosis patients taking care group. There are total 147 psychosis patients in the region. One full-time doctor conducts regular health examination and medicine taken for them. Various outdoor activities e.g. picking activities in countryside, sightseeing, are organized to ease their illness.

5.7.3. Setting up the handicapped interesting groups, cross-stitch, calligraphy, photography, etc. Holding amateur works exhibition for the handicapped and build up their self-confidence, self-reliance and self-strength. With the investment of 120,000 RMB, Kindergarten of Ministry of Foreign Affairs initiated the installation of visual supervisory system, employed professional guard, held violence prevention drills. It was reported by many Medias.



With all improvement and renovation, the region witnessed the continual decrease in crime occurrence. There were 532 cases in the year of 2003 and 421 cases in 2004. In 2005, there were 378 cases; this number is lower by 6.7% than the district level. In addition, we cleaned up 145 criminal cases with clearance rates increased by 3.6%; imprisoned 47 criminals increased by 60% of the corresponding period; broken 3149 cases of public security and imprisoned 284 criminals of public security, increased by 34% of the corresponding period; provided assistance for cadgers by 89 person-times. We disbanded the largest group of purchasing and selling pirate and pornographic CDs and confiscated 50,000 CDs.

Regulating social order such as deterring unlicensed vehicles, adlets distributing, etc. 70 unlicensed cars were confiscated.

## **6. Injury surveillance and analysis**

We formulated injury cases records system, adopted the spot check among 2000 accidental injury cases, conducted supervision records and analysis on an quarterly basis in order to develop improving measures.

According to the results of spot check in 2004 and 2005, accidental injury cases were listed as below:

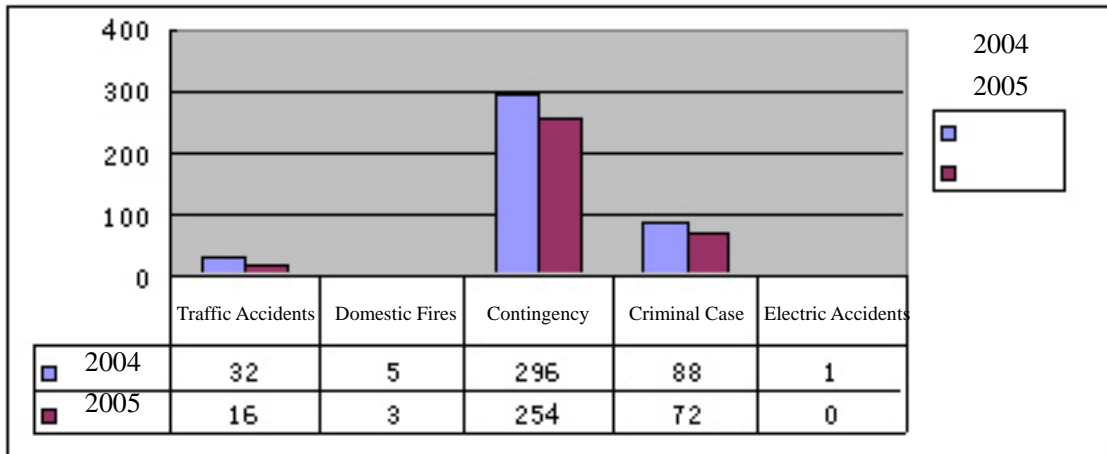
**422 Injury Cases in Jianwai Community in 2004**

32 Traffic accidents, casualties: 3  
 5 Domestic fires, no casualty  
 296 Contingency, casualties: 112  
 Criminal cases: 88, casualty: 5  
 Electric cases: 1, no casualty

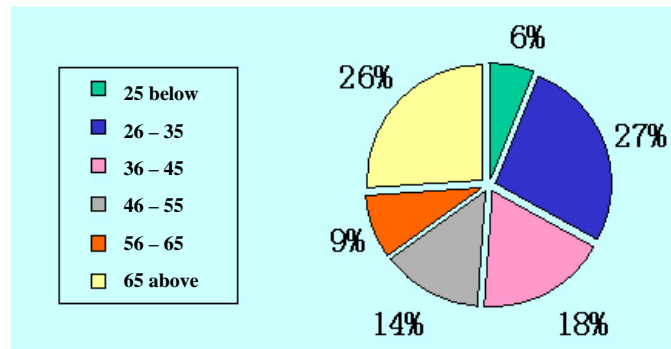
**345 Injury Cases in Jianwai Community in 2005**

16 Traffic accidents, no casualties  
 3 Domestic fires, no casualty  
 254 Contingency, casualties: 80  
 Criminal cases: 72, casualty: 2  
 Electric cases: 0, no casualty

**Comparison of Injury Cases in Jianwai Community in 2004-2005**



**Injury Cases by Age in 2005**



## Fire Outbreak in Jianwai Community 2003 , 2004 and 2005

Year	Cases	Economic Loss	Casualties
2003	8	29840 RMB	No
2004	6	14720 RMB	No
2005	5	11440 RMB	No

Accidental injuries were mostly caused by falls, fractures, knocking, etc. among the elderly. We strengthened safety education and measures for fractures preventions targeting at the elderly.

### 7. Safety Promotion Program Evacuation

Safe Community Promotion Committee meets on a quarterly basis to conduct self-evaluation according to collected information so as to master the variation, to adjust programs timely and to fulfill the program in due time. Community invites experts in safety community to conduct guidance and evaluation in community semiannually.

#### Conducting evaluations via four measures.

- I. To self-evaluate by comparing with the corresponding period of last year based on daily injury records in eight neighborhoods.
- II. To conduct survey on residents' satisfactory rate and hidden risks surveillance.
- III. To evaluate based on data collected by police stations, community health care stations, neighborhood committees, Fire Company, traffic safety committees, schools, etc.
- IV. To carry out evaluation according to the results of annual safety work evaluation of government bodies.

### 8. Participating in National and International Safe Communities Networks

We actively exchange experience with other pilot safe communities to achieve mutual assistance and promotion for the Safe Community project, and participate in international Safe Communities networks. We keep contacts with domestic pioneers in Safe Community construction. E.g. we keep close contact with Jianan Youth Park, the first Safe Community designated by WHO in the mainland, to learn advanced experience from them. Meanwhile, we contribute English manuscripts every week to WHO's *Safe Community Weekly New* to

introduce progress of the Project of Safe Community Construction in Jianwai. We also actively take part in international exchanges.

### **8.1. Participating in International Exchange**

- On December 2004, Jianwai Community organized people from safety promotion working groups to attend “The Symposium on the Occupational Safety and Health in the Regions of Hong Kong, Macao and Both Sides of Taiwan Straits” in Hong Kong, and to investigate Tuen Mun and Kwai Tsing Safe Communities in Hong Kong and communities in Guangzhou, Shenzhen, Zhuhai, etc.
- On June 2005, Jianwai Community attended the 14<sup>th</sup> Annual Meeting of International Safe Community Symposium in Bergen, Norway.
- On March 2006, Jianwai Community attended the designation ceremony of Youth Park Safe Community in Jinan City, Shandong Province, and International Safe Community Symposium.
- Jianwai Community attended the 15<sup>th</sup> International Safe Community Conference in Africa.

### **8.2. Participating in national Safe Community network**

- On February 23<sup>rd</sup>, 2005, Jianwai Community attended the “Safe Community Construction Guidance Conference” held by Office of Communities, Chaoyang District People’s Government.
- On March 8<sup>th</sup>, 2005, Jianwai Community attended the “Chaoyang Safe Community Construction Experts Guidance Symposium”.
- On April 6<sup>th</sup>, 2005, Jianwai Community attended “Safe Community Construction Experience Exchange Meeting” and the Safe Community Lecture by Mr. Leif Svanstrom, Head of WHO Collaborating Centre on Community Safety Promotion.
- On May 31<sup>st</sup>, 2005, Jianwai Community attended “Chaoyang Safety Community Construction Work Meeting”.
- On October 25<sup>th</sup>, 2005, Jianwai Community attended “Safe Community Indicators and Implementation Symposium” organized by China Occupational Health and Safety Association.
- On February 27<sup>th</sup>, 2006, Jianwai Community attended “Safety Construction Investigation Meeting” organized by Stability Maintenance Office and Political & Law Committee of Beijing Municipality.
- On March 30<sup>th</sup>, 2006, Jianwai Community attended the “Inauguration Ceremony of Extending Pilot Regions for Safe Community Construction and Experience Exchange Meeting.”
- On April 4<sup>th</sup>, 2006, Jianwai Community attended “Safe Community Construction Promotion Meeting” organized by Office of Communities, Chaoyang District People’s Government.”
- On September 11<sup>th</sup>, 2006, Jianwai Community attended “National Safe Community Construction Symposium”.

### **8.3. Safe Community Activities**

- On September 10<sup>th</sup>, 2004, Jianwai Community organized the inauguration ceremony of the Project of Jianwai Safe Community Construction.
- On February 6<sup>th</sup>, 2005, Jianwai Community held Spring Festival Art Performance.

- On July 28<sup>th</sup>, 2005, Jianwai Community held the inauguration of establishing “Chaoyang CBD Jianwai Red Cross Volunteers Association”.
- On May 15<sup>th</sup>, 2006, Jianwai Community held the “Red Cross Fund Raising Benefit Performance” with the topic of “Cherishing Charity in Jianwai & Carrying forward Humanity in Beijing.”
- On September 11<sup>th</sup>-16<sup>th</sup>, 2006, Jianwai Community held Safe Community culture holiday.
- On September 26<sup>th</sup>, 2006, Jianwai co-organized “Healthy Life Entering Community” with Chinese Science Association and invited Han Qide and Zhong Nanshan, Vice-Chairmen of National People’s Congress as keynote speakers.

## 9. Sustainable Annual Promotion Programs

- I. Injury and Accident Preventive Measures for the Elderly  
To hold talks on fractures knowledge for the elderly, to install injury prevention, health care, healthy lifestyle, etc. into the elderly, and to teach them self-saving skills; to establish supervision record, to conduct programs evaluation and sustainable promotions.
- II. Injury and Accident Preventive Measures for Children and Youth:  
To organize education on youth injury prevention at Youth Safety Education Base; to strengthen school violence supervision, to improve environment around school, and to conduct psychological health education for youngsters.
- III. Traffic Safety Program  
To give the publicity to traffic safety and reach 95% educational attainment for traffic safety. Traffic safety publicity brochures and 3000 CDs were made. To form publicity groups and rebuild neighborhood roads.
- IV. Fire Control Program  
To sign fire control safety responsibility book, to strengthen fire prevention inspection, to organize community safety guidance group, to manage community work in coordination with Fire Company, to improve fire control equipments and arrange fire drills.

## 10. Publications

<i>Jianwai Safe Community Manual</i>	10000 volume
<i>Harmonious Jianwai</i>	5000 volume
<i>Harmonious Jianwai Safe Community Construction brochures and CDs</i>	10000 volume
<i>Health Proverb</i>	6000 volume
<i>Elderly Chronic Disease Prevention Brochure</i>	5000 volume
<i>Traffic Regulations and Safe Transportation CDs</i>	1000 volume
<i>Fire Control Knowledge Printed Playing Cards</i>	1000 volume

## 11. Community Name: Jianwai Community, Chaoyang District, Beijing

County: People’s Republic of China

Program Started Time: September 5<sup>th</sup>, 2004

## 12. Contact Information:

Contract Person: Zhao Linxiang

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## 13. Personnel

- Total: 84
- Professional, full-time and part-time personnel: 62
- Formal personnel: 62
- Temporary personnel: 22

## 14. Principals



Su Min

Male, Han Nationality, Master Degree

Director of Jianwai Safe Community Promotion Committee



Gao Chunli,

Male, Han Nationality, Bachelor Degree

Director of Jianwai Safe Community Promotion Committee