

# **Guidelines**

How to Become a

## **Certifying Centre**

**For Safe Community Programs**



Under supervision by  
**The WHO Collaborating Centre on  
Community Safety Promotion**



at the  
**Karolinska Institutet**  
**Department of Public Health Sciences**  
**Division of Social Medicine**  
**Stockholm, Sweden**



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# Guidelines - How to Become a Certifying Centre For Safe Community Programs

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## **Definitions of the terms used in this guidelines**

### **The Accrediting Centre – WHO CCCSP**

The WHO Collaborating Centre on Community Safety Promotion (CCCSP), housed at Karolinska Institute's Department of Public Health Sciences, Division of Social Medicine, in Stockholm, Sweden, is the only authority currently able to certify communities as "Safe Communities". This guideline serves the purpose of clarifying how to become a Certifying Centre (see below!).

### **Certifying Centres – as approved by the CCCSP**

Currently, authority to certify and admit new SC programs into the network rests with the CCCSP. As part of an ongoing expansion of the SC network, the CCCSP will now oversee a system of Certifying Centres (CCs), located all around the world, which will have the authority to certify and designate new SC programs and re-designate members as required.

### **Affiliate Centres – as approved by the CCCSP**

The Affiliate SC Support Centres network has been created to support local SC programs and the CCCSP in the development of the Safe Community Network and to provide advice and assistance in the field of injury prevention and safety promotion to communities in their country as well as internationally.

### **Designated Safe Communities Programs – as certified by the CC's or CCCSP**

A designated SC program is one that has fulfilled all the criteria for admission into the SC network. For more information on how communities obtain admission into this network, please see [http://www.phs.ki.se/csp/who\\_safe\\_communities\\_member\\_en.htm](http://www.phs.ki.se/csp/who_safe_communities_member_en.htm).

## **How does an organization become a Certifying Centre?**

Applications to become a Certifying Centre are currently being sought at the CCCSP, from organisations that have current or prospective certified SC programs. This section of the paper will describe the application process for these Certifying Centres.

### **The first step – Application Submission**

The CCCSP is currently in the process of identifying organisations that may be interested in serving as Certifying Centres. A potential applicant for Certifying Centre status can either be self-nominated, or may be nominated by the CCCSP. Applications to become a Certifying Centre must be submitted on the appropriate form, (see appendices) which is to be sent to CCCSP with relevant documentation. Once an application to become a Certifying Centre has been received, the CCCSP will confirm its delivery, and appoint an appropriate technical officer from the CCCSP to liaise with the applicant organization. The officer will verify that all necessary documents have been submitted, will provide applicants with an estimate of additional actions necessary to complete the application process, and will provide applicants with information on the budget requirements necessary in order to support the work of the CCCSP. The technical officer will also work with applicants to set up a date for a site visit, if the applicant is 'new', that is, if the organization is not currently involved with the International Safe Communities groups. The technical officer will work with 'new' organizations to identify appropriate members of the site visit team. After applicants have reviewed and accepted the recommendations from the technical officer, the technical officer will conduct a quality assessment of the applicant's documentation. Applicants will work with their technical officers to ensure that all processes meet WHO CC standards.

### **The second step - Assessment on-site**

After the quality assessment has been satisfactorily reviewed, an on-site visit must be conducted for all "new" organisations and for those deemed to be necessary by the CCCSP. The visit will be conducted by the CCCSP's Technical Officer, and may also include members of an auditing team, appointed by the CCCSP, whose members will be comprised of personnel from designated Safe Communities

programmes or Affiliate Centres, if at all possible. This visit will assess the relevance and efficacy of both community-based work, and administrative procedures. This assessment is to determine whether the actions that have been described in the operating procedures produced by the applicant are being applied and whether the normative documents are being correctly interpreted and applied in day-to-day work.

In the event of procedural or program model deficiencies, the CCCSP technical officer will work with the auditing team to provide the applicant organization with detailed information on how applicants can overcome these deficiencies, in order to meet WHO CC indicators for Certifying Centres. The technical officer then prepares her or his interim or final report. A meeting between CCCSP's Technical Officer, members of the audit team, if any, and the management and personnel representing applicant organizations, concludes the assessment visit. At this meeting, the assessment team describes any non-compliance with program indicators that it has found and discusses how they should be dealt with. The applicant is provided copies of the detailed reports and a summary from the technical officer.

### **The third step - The accreditation decision**

The decision to certify applicants as Certifying Centres will be made on the basis of the recommendations of the technical officer and audit team members, if any. The ultimate authority for the award of Certifying Centre status rests with the CCCSP's senior officer, Dr. Leif Svanström. Applicant organizations that meet standards will be notified promptly, and provided with a certificate which recognizes their Certifying Centre status. With such status, Certifying Centres understand and agree that they will undertake to fulfil WHO International Safe Communities program standards as long as their certifying status is in force.

After accreditation has been obtained, applicant organizations will have authority to use the current CCCSP's Safe Community logo, along with a Certifying Centre logo specific to these bodies. A template will be provided to the CC by the technical officer from the CCCSP.

### **The fourth step - Surveillance**

Status as a Certifying Centre will be provided for perpetuity, provided that program indicators continue to be fulfilled, and CCs pass their re-certifications. However, the CCCSP will conduct regular surveillance of the Certifying Centres, usually once a year. The CCCSP will also participate in some of the field audits of SC applicants performed by the Certifying Centres, to ensure that quality is maintained across the SC network. Timelines for visits will be made in cooperation with Certifying Centres.

### **The fifth step - Ongoing Quality Assurance**

A full audit of program compliance for CCs will normally be performed every fifth year, using the process described for the first visit.

## **Certifying Centre Indicators**

Groups applying for Certifying Centre status are seeking:

- To undertake the responsibility of serving as the primary certifying body for Safe Communities;
- To publicly affirm commitment to support local, regional and international Safe Community initiatives;
- To promote the Safe Communities model at local, regional and national levels; and
- To contribute to knowledge development at the international level through the Safe Community Network, in partnership with the WHO Collaborating Centre on Community Safety Promotion.
- Any organization seeking a Certifying Centre status must have a documented record of experience in community safety program development and implementation, including evaluation of safety programs.
- Applicants applying for Certifying Centre status are expected to describe and define the “communities” they serve within the context of their programs; we hope that with the development of this program, that there will be one Certifying Centre located within each nation housing one or more Safe Communities programs.

The following indicators describe guiding principles and outcomes of effective Certifying Centres.

### **1) Certifying Centres serve as primary resources for Safe Communities programs globally through program assessments, certifications and ongoing evaluations of community safety promotion efforts**

Certifying Centres demonstrate their commitment to the certifying process through staff members, including but not limited to site visit officers and program liaison members, who successfully complete all training requirements for Certifying Centre staff, as defined by the WHO Collaborating Centre for Community Safety Promotion.

Certifying Centres serve as gate keepers for local programs wishing to become certified Safe Communities, by vetting applications, conducting site visits, and working with applicant communities to ensure that all Safe Communities program indicators are met, before such programs are certified.

Certifying Centres may also take responsibility for developing and implementing ongoing evaluations of SC programmes, in order to ensure that such programs continue to adhere to the best practices outlined in the SC program indicators.

Certifying Centres may, if desired, elect to enact a re-certification process for members programs under their administration.

It is crucial to understand that accrediting is given to serve the global movement on Safe Communities, and never restricted to one country or region. Any community in the world can seek designation from any Certifying Centre.

## **2) Certifying Centres provide a framework for promoting the Safe Communities model, both on national, regional and global levels**

- Certifying Centres work to support the development of new Safe Communities programs by enlisting support and resources for applicant.
- Certifying Centres provide information to certified Safe Communities on model refinements, and also serve as a means to communicate local program concerns to the Collaborating Centre on Community Safety Promotion, in partnership with Affiliate Centres.

## **3) Certifying Centres promote the development of local capacity to address injury problems**

- Certifying Centres serve as support systems for Safe Communities program applicants to develop injury surveillance systems and to develop and implement effective community safety strategies.
- Certifying Centres have the right to delay certification of applicant programs that have not demonstrated their capacity to use the Safe Communities model in a knowledgeable manner.

## **4) Certifying Centres understand that they are responsible for defining their missions, and their service areas, in cooperation with the WHO Collaborating Centre on Community Safety Promotion**

- Certifying Centres will develop and implement organizational models that are compatible with existing models used within the Safe Communities network.
- Certifying Centres will clearly define their missions, and the service areas in which their work will take place, in partnership with WHO Collaborating Centre on Community Safety Promotion.
- Certifying Centres understand and agree that the WHO Collaborating Centre on Community Safety Promotion reserves the right of final approval for all applicants, as Affiliate Centre applicants or Certifying Centre applicants, and on local levels, for applicants to the Safe Communities programme.

## **5) Certifying Centres recognize their responsibility to promote and use fair and appropriate models for the purpose of certifying local programmes**

- Certifying Centres understand that their work is primarily to ensure that applicants to the Safe Communities network can successfully demonstrate their ability to meet program indicators.
- Certifying Centres recognize that models that prove effective in one country, may not necessarily work inside another. Certifying Centres strive to provide services to local Safe Communities that are based on actual costs of services delivered, and that are affordable to, and acknowledged as fair by local programmes wishing certification and designation.

## **6) Certifying Centres' efforts are sustainable**

- Certifying Centres demonstrate their capacity to provide ongoing resources including staff, and dedicated funding, for their work.
- Certifying Centres demonstrate that they have the support of existing local Safe Communities programmes and Affiliate Centres, for their work.

## **7) Certifying Centres disseminate their experiences, both with each other, and at national and international levels**

- Certifying Centres regularly report on their work to the WHO Collaborating Centre on Community Safety Promotion.
- Certifying Centres ensure that reports of Safe Communities programme certifications are provided to regional and national stakeholders; Certifying Centres strive to include such stakeholders at functions where Safe Communities are recognized.
- Certifying Centres regularly participate in national and international conferences and other events where they can share knowledge and help refine program models.

## **What resources are needed in order to successfully obtain Certifying Centre status?**

The CCCSP expects that each organization applying for Certifying Centre status will look unlike the next. However, successful applicants for Certifying Centre status will have many of the following assets in place:

- Demonstrated competence in evaluating community-based safety efforts;
- Dedicated staff who are very familiar with the SC program model;
- Organizational capacity to effectively work with policy makers at regional, national and international levels to support community safety promotion efforts;
- Commitment to regular communication with CCCSP staff;
- Willingness to share information within the SC network, and with other safety promotion programs nationally and internationally.

## **What will the process look like from the perspective of SC applicants?**

Applicants to the SC network will likely make their desire for membership known in a variety of ways, as they do now. Applicants that approach the CCCSP directly will be given a packet of information that provides contact information for all CCs. SC applicants have the right to apply for assistance and certification from any CC in the world; it is expected that most programs will prefer to be certified by CCs within their region, but it is also quite probable that CCs will develop expertise in various types of SC organizational models or community safety promotion areas, and that SCs with similar models or promotion areas may wish to work with CCs that share their interests.

CCs working with new SC applicants may wish to use a peer review process to maintain quality assurance, using volunteer reviewers from other CCs. (While ultimate authority for ALL Safe Communities organizations rests with CCCSP, this peer review process may also be used, when organizations apply for CC status to the CCCSP.) The applicant SC process will be documented via the CCCSP web site, so that the process remains transparent, and can serve as a learning tool as we work the bugs out of this new model.

After a CC has judged an SC applicant as ready for admittance into the SC network, the CC will continue to work closely with the new SC, to prepare and conduct the Designation Ceremony, and to assist the new SC with program growth. A representative from that designating CC will most likely be the person to represent the CCCSP during designation ceremonies, but there is also the option for an

CCCSP representative to also be present at the designation., at the discretion of the CC and/or applicant SC. Costs associated with travel for CCCSP representatives will be the responsibility of the applicant community.

## **Process Issues for Certification Centres**

### **Accreditation fees**

Applicants for Certifying Centre Status will undoubtedly have questions about fees, both for those associated for their own applications, and for those they might charge, once they begin serving applicants to the SC network. As a rule, the CCCSP has taken a stand that fees for all services, on both levels, be affordable to applicants, and be considered reasonable by applicants, based on local/national economic standards. That is, while Certifying Centre status may be considered a potential income-generating activity by organizations, its primary purpose is to help with the expansion of the SC network, and revenue generation from certifying activities must not become a primary objective of any Certifying Centre body.

All the services provided by CCCSP to its customers are chargeable. CCs will not be expected to take on their duties on a voluntary basis: CCs will charge an appropriate fee to cover program expenses, including travel costs and staff wages, in order to provide service to applicant SCs. During 2005-2006 in the first development phase of Certifying Centres there will not be any fees charged by the WHO CCCSP.

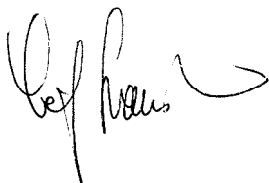
### **Cessation of accreditation**

Organizations with Certifying Centre status wishing to have their accreditation cancelled must give notice in writing to CCCSP, which will then withdraw the accreditation. Accreditation may also be withdrawn if CCCSP's indicators for Certifying Centres are no longer being fulfilled. If non-compliances of locally-certified Safe Communities programs have been found, or if a local Safe Communities program does not remain in good financial standing with its Certifying Centre, CCCSP reserves the right to withdraw a program's certification in whole or in part with immediate effect. CCCSP's decisions cannot be appealed.

### **Training of technical officers**

Technical officers will be selected by the CCCSP to represent the organization as other bodies seek to obtain Certifying Centre status. These technical officers will serve as the lead assessors to review applications for this status, and may serve as the supervisors for audit teams in relation to the accreditation processes. The Collaborating Centre will provide technical training for CC technical officers via the Internet to allow for standardized procedures for use by CCs, in order to avoid the expenses and strains associated with international visits by CCCSP representatives.

Stockholm 19 September 2005



Leif Svanström  
Professor, Chairman  
WHO Collaborating Centre  
On Community Safety Promotion



**KAROLINSKA INSTITUTET**  
Department of Public Health Sciences  
*Division of Social Medicine*



**WHO COLLABORATING  
CENTRE**  
ON  
COMMUNITY SAFETY PROMOTION

## **APPLICATION FOR BECOMING A CERTIFYING CENTRE FOR SAFE COMMUNITY PROGRAMS**

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***Information about the applicant:***

Name of  
organisation:.....

Mailing address:.....

Visiting address:.....

Telephone:..... Fax:.....

E-mail:.....

Responsible for the certification activities:.....

Contact person:.....

In appendix references are given to information in enclosed documentation

We are familiar with the conditions for accreditation and we agree to fulfil the requirements.  
We undertake to supply all information regarding our activities that WHO CCCSP (The WHO  
Collaborating Centre on Community Safety Promotion) considers to be necessary,  
and to inform WHO CCCSP about all changes that may affect the content of the accreditation.

Place and date: .....

Qualified Organisation Signatory:.....

Signatory's name in block letters:.....

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Include Appendix and send to:

Moa Sundström E-mail:moa.sundstrom@sl.se

Coordinator, WHO Collaborating Centre On Community Safety Promotion

Karolinska Institutet, Department of Public Health Sciences

Division of Social Medicine, Norrbacka 2<sup>nd</sup> Floor, SE- 171 76 Stockholm, Sweden

Phone: +46 8 737 38 70

Fax: +46 8 33 46 93

[www.phs.ki.se/csp](http://www.phs.ki.se/csp)



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## Appendix

### Documentation references

The application, together with the enclosed documentation, is the basis for WHO CCCSP's initial documentation review and tender work. To facilitate this work the list of references below shall be filled in. Answer the questions and refer to the relevant part/page in enclosed documents.

	Yes	No Reference to document
Is the responsibility and function of the governing board documented?	<input type="radio"/>	<input type="radio"/> .....
Is there an organisation chart over the activities?	<input type="radio"/>	<input type="radio"/> .....
Is there a description of how the certification activities are financed?	<input type="radio"/>	<input type="radio"/> .....
Are there criteria for competence for the different personnel categories, incl. sub-contractors, who work within the certification activities (management, planning, tender work, assessments and certification)?	<input type="radio"/>	<input type="radio"/> .....
Is there documentation showing the qualifications, training and experience of the personnel, incl. subcontractors?	<input type="radio"/>	<input type="radio"/> .....
Is there a record system for the keeping of reports and original observations?	<input type="radio"/>	<input type="radio"/> .....
Are there documented procedures for the certification process?	<input type="radio"/>	<input type="radio"/> .....
Are there procedures concerning secrecy?	<input type="radio"/>	<input type="radio"/> .....
Are there documented rules for appeals?	<input type="radio"/>	<input type="radio"/> .....
Are there procedures for withdrawal and cancellation of certificates?	<input type="radio"/>	<input type="radio"/> .....