

CASE STUDY 1

• *Operation BikeSafe*

Operation BikeSafe, an initiative of the Child Safety Working Group in Whitsunday, was conducted from July to December 2000 and 2001. Operation BikeSafe was developed to be a pro-active program to promote safe bike riding behaviour to children 9 - 13 years of age on the roads of the Whitsunday region. This project used positive reinforcement rather than reactive enforcement as its strategy, utilising police, schools and the media. During the project, local police nominated 80 local Whitsunday children for their safe bike riding on local roads. All students nominated were placed in a draw to win bicycles donated in 2000, by two service clubs in the region (ESA-Alpha Epsilon and Proserpine Lions), and in 2001, by Queensland Transport and Whitsunday Toyworld.



Alcohol and Injury Working Group

- Safe Party Kit
(See Appendix 2)
- Drink Rite
- Drawing the Line on Standard Drinks



- Choices

CASE STUDY 2

• *Whitsunday Safe Schoolies Week 2001*

In Queensland at the end of each school year, young school leavers seek out party destinations in which to celebrate the completion of their final year of schooling. Schoolies Week in the Whitsundays enhanced its reputation for being a safe schoolies week destination in 2001. A number of strategies were developed to maximise the fun and minimise the harm for young people celebrating the end of 12 years of schooling.

During schoolies week a Chill Out 'safe place' site operated into the early hours of each morning. Schoolies registered at the Chill Out site and received a wallet sized information card containing emergency numbers and a personal photo Whitsunday Schoolies identification (ID) card. The ID card provided access to all of the planned schoolies-only events. All events were drug and alcohol free.



The new Lagoon at Airlie Beach was made available to schoolies, with arrangements made for two lifeguards to be on duty all night as well as the lagoon lights for the whole week.

2001 was the biggest schoolies week ever in the Whitsundays with around 1500 young people celebrating. There were no serious injuries, no major accidents and no arrests all week.

Mackay Senior Safety Working Group

- Healthy Homes Plan



- Just Walk It



- Medication Disposal
- Sitting Dance
- General Practitioner Falls Prevention Resources



CASE STUDY 3

• Safe Shop Program

In December 2000, a pilot safe shop program (based on a concept developed and utilised effectively by a local Government authority in Victoria) was implemented in the Mackay Central Business District / City Heart to enhance perceptions of safety particularly for older persons. More than 60 local businesses are participating in this program. Participating retailers provide information services to shoppers, as well as offering to call emergency services if a customer is concerned about their personal safety. A bright orange 'Safe Shop' sticker identifies participating shops. Evaluation in July 2001, revealed that the majority of businesses involved had a good understanding of the project and thought it was a good strategy particularly for promoting customer relations. Thirty per cent of businesses had been utilised by customers as a 'Safe Shop'. Information on use patterns may not provide a comprehensive picture of the effectiveness of the campaign as persons using the Central Business District may feel safer knowing that 'Safe Shops' exist but never use the service. Older people particularly have commented that they feel safer and more comfortable knowing that 'Safe Shops' are willing to give them assistance when required.

Road Safety Working Group

- Road Awareness Group
- Bicycle Education Working Group

Criteria 5: The program should have a mechanism to document the frequency and causes of injuries.

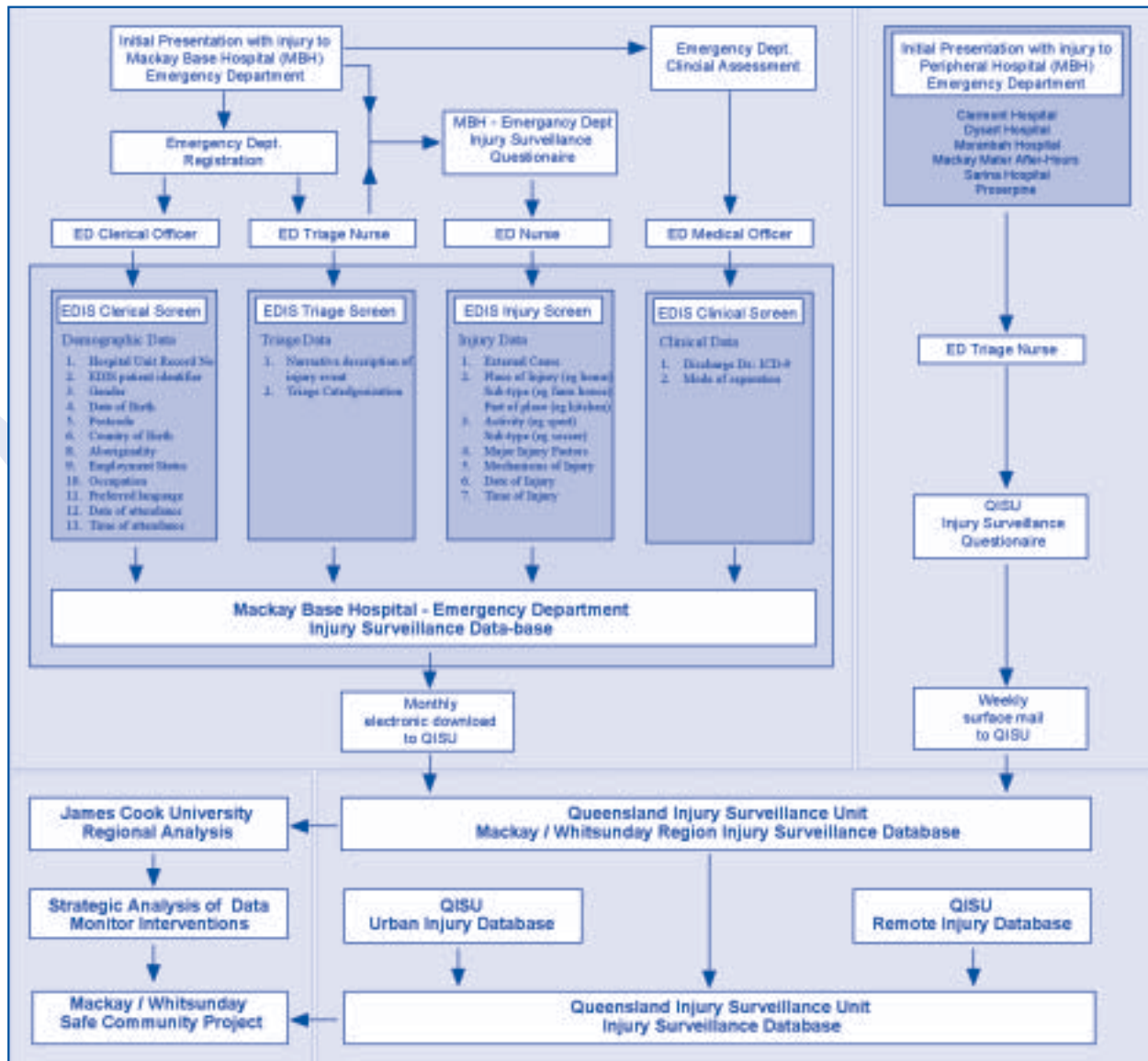
Injury Surveillance data is collected at the Emergency Departments of all public hospitals in the region and the one major private health institution servicing the region. Injury data is analysed by collaboration of Queensland Health, Queensland Injury Surveillance Unit (QISU) and James Cook University (JCU). This information is provided to the Project Management Team and working groups.

Staff of the Emergency Departments of the Mackay Region, concerned at the apparent high injury rates established the Mackay Injury Surveillance Network (MISN), in collaboration with the QISU, in September 1997. All public Emergency Departments in the region collect injury surveillance data from all patients who present with an injury. The Mackay Mater Medical After-hours Service was added to the Network in September 2000. MISN forms a regional sample for the statewide injury surveillance system maintained by QISU.

The Mackay Injury Research Collaboration was established as part of the Mackay / Whitsunday Safe Communities Project in 1999. Partners include; the Mackay Health Service District, QISU, JCU School of Public Health and Tropical Medicine and the Tropical Public Health Unit Network. The collaboration aims to collect and interpret high quality Level 2 National Data Set – Injury Surveillance (NDS-IS) data from all public hospitals in the Mackay Region. The Level 2 NDS-IS data is being used to study the impact of injury on a regional Queensland community, identify risk factors that predispose to injury, elucidate the chain of events culminating in an injury and highlight strategic areas for injury prevention programs.

All patients who present with an injury to an Emergency Department in the Mackay region are asked to complete a questionnaire to describe how their injury occurred. At the Mackay Base Hospital Emergency Department the IS data is coded directly into the Emergency Department Information System (EDIS), a computer based patients tracking and quality assurance system. Data is collected manually at all other hospitals in the region (Clermont, Dysart, Mater, Moranbah, Proserpine, Sarina) and forwarded to the QISU for coding.





Criteria 6: Program must be a long-term approach, not one of brief duration.

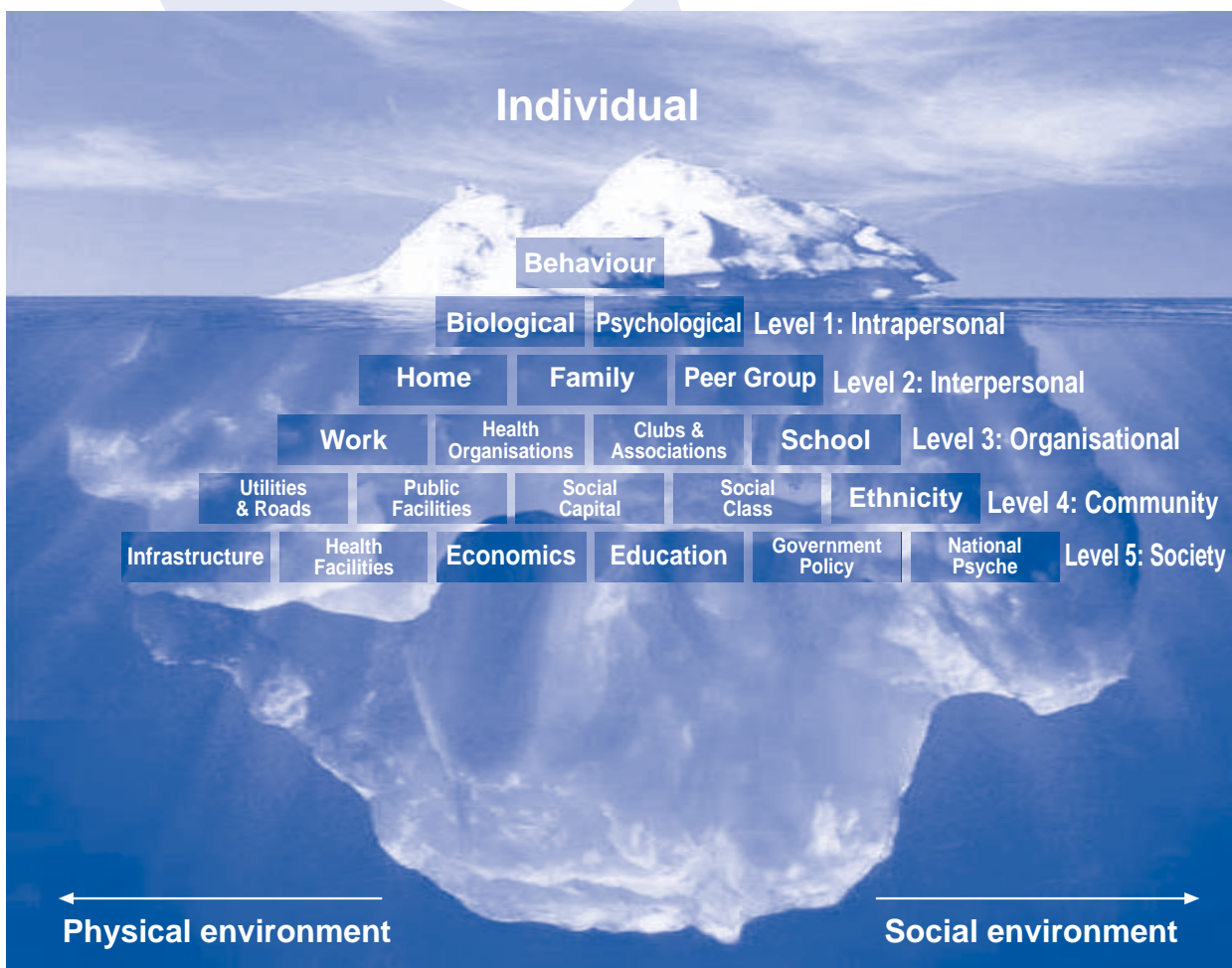
Sustainability is a foundation principle of the Mackay / Whitsunday Safe Communities Project and was incorporated into the framework from the outset. Apart from developing, implementing and evaluating injury prevention projects, the Mackay / Whitsunday Safe Communities Project is advocating for the integration of injury prevention into the core business / work practices of partner organisations, and also provides a framework for organisations to effectively address injury.

The Mackay / Whitsunday Safe Communities Project seeks to achieve this by being a catalyst for development of a sustained, systematic, inter-sectoral, community based safety promotion network utilising existing community based networks, resources and expertise.

The Project Management Team recognises that to improve health outcomes in the long term it is necessary to produce sustained change in the community system. The Mackay / Whitsunday Safe Communities Project has endeavoured to consider nine levels of sustainability:

1. Sustain improved lifestyle outcomes (community safety)
2. Sustain improved injury outcomes (injury prevention)
3. Sustain altered perception of safety
4. Sustain personal change
5. Sustain ecological change
6. Sustain change within member organisations through institutionalisation
7. Sustain change within community networks through capacity building
8. Sustain societal change through advocacy and empowerment
9. Sustain structural change through formalisation

A systematic ecological conceptualisation of sustainability, which aims to develop and maintain innovations at all levels of the community ecological system, is the key to delivering sustainable programs.



Criteria 7: The program evaluation should include indicators which show effects and provide information on the process as it advances.

Evaluation of projects is a core component of the project management framework adopted by the Mackay / Whitsunday Safe Communities Project. Each injury project has its own evaluation plan and indicators based on capacity building have been developed to evaluate the processes involved on an ongoing basis.

Twelve monthly evaluations of the working groups and the Project Management has been undertaken to monitor the effectiveness of team processes. The evaluation includes an interview and a survey. The Mackay Senior Safety Working Group, the Whitsunday Child Safety Working Group and the Project Management Team have undergone an initial 12 month evaluation of the effectiveness and overall motivation of the team / groups. The results from each evaluation will provide feedback and direction for the next 12 months.

CASE STUDY

Project Management Team

Evaluation of the Project Management Team (PMT) was first conducted in February 2001 to review group function after 12 months of participation. The methodology used assessed members perceptions, expectations and satisfaction in order to determine the level of effectiveness of the PMT. Overall, all PMT members felt positive about this project, and seemed to enjoy the opportunity to adopt a collaborative approach in promoting a safe community within the Mackay/Whitsunday region. Most regretted that their personal contribution to the project was limited by time, however all indicated that they were committed to the group and positive about the outcome of the project.

At the time of printing the PMT is undergoing its second 12 month evaluation. The results from this review will again assess the PMT's effectiveness and will be compared to the results found February 2001.

Criteria 8: Each community will analyse its organisations and their potential for participation in the program.

A limited community capacity audit was undertaken in the planning phase of the Mackay / Whitsunday Safe Communities Project. A deliberate effort has been made to enlist the support and resources of various community / service organisations so that the workload of injury prevention and safety promotion is spread across the community in an ongoing and sustainable way.

Regular presentations on the project are offered to key stakeholder organisations. This provides feedback and direction to the organisations particularly in their planning meetings. A community forum was held during Community Safety Week 2001 with over 100 community members attending. Presentations and forums such as these provide regular information to the general community and to representatives from organisations who may not currently be active in the project.

Criteria 9: Participation of the health care community in both the registration of injuries and the injury prevention program is essential.

The Mackay / Whitsunday public health care community is involved in the registration of injuries as well as in the Mackay / Whitsunday Safe Communities Project being represented on the Project Management Team and all Working Groups. The Tropical Public Health Unit Network, Queensland Health has been heavily involved in the program including its initiation and provision of funding for staff and project resources.

Injury Surveillance data is collected at Emergency Departments of all public hospitals in the region and the major private health institution servicing the region. Injury data is analysed by collaboration of Queensland Health, Queensland Injury Surveillance Unit and James Cook University.

This information is provided to Project Management Team and working groups. Staff involved in collecting the data in the Emergency Departments are regularly updated as to what the major injury issues are in Mackay and Whitsunday and how the Safe Communities project is addressing those issues locally. A representative from the Mackay Health Service District Emergency Department is involved on the Project Management Team and the Mackay Injury Research Collaboration.

Within Queensland Health services represented on the Project Management Team and / or Working Groups are: Tropical Public Health Unit Network and Mackay Health Service District including the Emergency Department, and the following Community Health Services: Aged Care and Disability Unit, Child, Youth and Family Health Service, and Alcohol Tobacco and Other Drugs Service.

Criteria 10: Be prepared to involve all levels of the community in solving the injury problem.

Where possible, all levels of the community are involved in injury prevention. There are many organisations involved in the Mackay / Whitsunday Safe Communities Project. Community involvement is encouraged in the project and the Project Management Team and Working Groups to continually identify and invite the participation of relevant organisations and interested community volunteers.

(Refer to Flowchart Page 7)

Community promotion through events such as Community Safety Week and media updates are conducted promoting both safety strategies and the Mackay / Whitsunday Safe Communities Project itself.

CASE STUDY

Community Safety Week 2001

3 - 7 September 2001 was the inaugural Community Safety Week (instigated by the Mackay / Whitsunday Safe Communities Project, Mackay City Council and Mackay Crime Prevention Partnership). Community Safety Week is an initiative of the Victorian State Government. Mackay was one of two areas involved in the event outside the State of Victoria.

The week of activities began with a 'Quest for Community Safety' Forum attended by approximately 100 people including community and agency representatives. Community safety awareness was heightened during the week by comprehensive information displays in key locations.

Information available ranged from crime prevention and security issues through to falls prevention and cyclone and storm preparedness. Representatives of Domestic Violence Resource Service, Sports Medicine and Queensland Ambulance Service (who offered free child restraint safety checks) staffed these displays.

Other activities during the week included free pool fence safety inspections by Mackay City Council, a Drink Rite event conducted by Queensland Health, Queensland Police Service and Queensland Transport and the launches of Operation Stop Theft and General Practitioner Falls Prevention Resources.

Feedback from the services involved in community safety week revealed that they appreciated the opportunity to promote their resources and services to the community.

Both Mackay and Whitsunday are planning Community Safety Week events in 2002.

Criteria 11: Disseminate information on the experience both nationally and internationally.

Every opportunity is taken to disseminate information on the Project and the concept of Safe Communities. The Mackay / Whitsunday Safe Communities Project is a member of the Australian Injury Prevention Network and the Victorian Safe Communities Network. Dr Dale Hanson (Project Management Team member) is on the executive for the Australian Injury Prevention Network as the State representative.

The experience of the Mackay / Whitsunday Safe Communities Project as a developing Safe Community has been shared at a national level through presentations at the National Injury Prevention Conferences in 2000 and 2001, and at an International level at the '11th International Conference of Safe Communities, Rainy River, Canada' and the '6th World Conference on Injury Prevention and Control, Montreal, Canada' in 2002.

The Mackay Injury Research Collaboration has drafted six monograph papers on Mackay / Whitsunday Safe Communities Project. The papers are planned for publication mid 2002.

- 'Safe Communities: An ecological approach to safety promotion';
- 'Becoming Queensland's First Safe Community: Considering sustainability from the outset';
- 'Collection of NDS-IS level 2 Injury Surveillance Data in Regional Queensland';
- 'Practices, Knowledge and Perceptions Towards Accident and Injury in the Mackay / Whitsunday community';
- 'Patterns and Causes of Injuries During Organised Sporting Activities in the Mackay / Whitsunday Region 1998 / 1999';
- 'Non-Fatal Injury Presentations to the Mackay Base Hospital Emergency Department 1998 / 1999'

The Mackay / Whitsunday Safe Community Project is planning to co-host the 2nd Pacific Rim Safe Communities Conference in collaboration with the Australian Injury Prevention Network's National Injury Conference in 2004. Negotiations are presently under way.

Criteria 12: Be willing to contribute to the overall network of "Safe Communities".

Strong communication links have been established at the local, national and international levels. The Mackay / Whitsunday Safe Communities Project is committed to sharing its experiences and is keen to learn from the experiences of others. Support through information sharing has been given to other Queensland communities considering becoming a Safe Community including Toowoomba, Townsville and Mount Isa.

The Mackay / Whitsunday Safe Communities Project is also accessible on the World Health Organisation's Collaborating Centre on Community Safety Promotion website. <http://www.phs.ki.se/csp/safecom/mackay.htm>

Conference presentations

Five papers were presented at the National Injury Prevention Conference, Canberra (November 2000):

- 'Becoming Queensland's First Safe Community: Considering sustainability from the outset' (presentation by Dr Dale Hanson - Project Management Team member, Mackay Health Service District)
- 'Non-fatal accident and injury in a north Queensland rural community (Mackay)' (poster presentation by Tony Carter, James Cook University)
- 'Injury experienced by women in Mackay (Queensland) in 1998' (presentation by Vicki Taylor);
- 'Intentional acts of self harm in 10-14 year olds in three Queensland regions' (Queensland Injury Surveillance Unit)
- 'Contribution of an emergency department to the Mackay / Whitsunday Safe Communities Project' (poster presentation by Dr Dale Hanson).

Dr Dale Hanson (Project Management Team member) presented two oral papers at the National Injury Prevention Conference, Warnambool, (September 2001):

- 'Addressing Bike Injuries in the Whitsundays'
- 'An Ecological Approach to Injury Prevention'

Dr Dale Hanson presented at the 11th International Conference of Safe Communities, Rainy River, Canada (May 2002):

- 'Safe Communities: An Ecological Approach to Safety Promotion'

Dr Dale Hanson presented at the 6th World Conference on Injury Prevention and Control, Montreal, Canada (May 2002):

- 'Becoming Queensland's First Safe Community: Considering sustainability from the outset'
- 'The Injury Iceberg: An Ecological Approach to Safety Promotion' (poster presentation)

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