



GROSSE SCHÜTZEN KLEINE

SAFE KIDS Austria

Application to be

designated as an

Affiliate Safe Community Support Centre

by the

**WHO Collaborating Centre on
Community Safety Promotion**

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SAFE KIDS Austria

GROSSE SCHÜTZEN KLEINE / SAFE KIDS Austria was established by paediatric surgeons in 1983 to focus the attention of policy makers and the community at large on the need for improved child safety measures. It is one of the leading organizations for injury prevention in Austria.

Vision: The purpose is to create “a safer world for our children” by leading the promotion of action to minimize unintentional injuries to children, which are the number one death threat to children.

Focus: The focus of the activity is the prevention of unintentional injury to children under the age of fourteen; based on the key elements:

- Science and Research
- Information, education and building of awareness
- Improving safety measurements and guidelines
- Advocacy and public policy

Objectives:

- Awareness and application of countermeasures
- Organizational development and
- Marketing which will collectively enhance public and institutional concern and attention to childhood injury prevention

GROSSE SCHUETZEN KLEINE / Safe Kids Austria is working for a safer world for children in Austria: implementing effective child safety programs to fulfil the five E’s of Injury Prevention: Education, Empowerment, Environment, Enactment, Evaluation.

GROSSE SCHUETZEN KLEINE / Safe Kids Austria aims to prevent childhood injuries all over Austria; the programs, campaigns, studies and public relations activities are turning against the number one killer of children aged 14 and under.

The **goal**, to prevent unintentional injuries of children aged 14 and under. To achieve this goal GROSSE SCHUETZEN KLEINE / Safe Kids Austria increases knowledge and danger-awareness of children, parents and people dealing with children through:

- Specific child safety programs in the area of home, traffic, school and sports safety
- Specific child safety education programs
- Community based child safety programs

- Injury surveillance programs and in depth research into causes and consequences of childhood injuries
- Promotion for safer environments for children
- Lobbying for improved laws and regulations to increase child safety

1) The provision of Centre programs and services utilize multidisciplinary and cross sectoral approaches.

Rationale:

- Supports mobilization efforts necessary for action at the community level by modeling collaborative approaches
- Strengthens and creates opportunities needed to build on the science and practice of injury prevention and community safety
- Supports a comprehensive or systems approach to address injury problems

Since its inception in 1983 GROSSE SCHÜTZEN KLEINE / Safe Kids Austria is based at the Department of Paediatric and Adolescent Surgery of the Medical University Hospital of Graz. That way there has always been a strong connection to the Medical University which proves to be very effective especially in regard to the injury research programmes. GROSSE SCHÜTZEN KLEINE / Safe Kids Austria is directly working together with the Department of Injury Research and Prevention. That way scientific findings and results are translated into practical child injury prevention activities. The list below gives an overview how GROSSE SCHÜTZEN KLEINE / Safe Kids Austria is working with partners apart from the Medical University.

National partnerships

Partner	Partner since	Joint activities
Federation of Social Security Associations	1997	National home safety and drowning campaigns
Penaten Johnson & Johnson	1997	Cause-related marketing for small children,

Partner	Partner since	Joint activities
Consumer Austria		midwives and pediatricians
Johnson & Johnson Medical Austria	1997	Cause-related marketing with reference to hospitals
Austrian Traffic Safety Fund (Ministry of Transport, Infrastructure and Technology)	1995	National and regional traffic safety campaigns
Austrian Ministry of Education	1993	National and regional school and bike safety programs
Austrian Water Rescue Association	2002	National drowning campaigns
Styrian Infrastructure and Research Department	2003	First Austrian Research Center on Childhood Injuries (development of a national data collection system)
Austrian Ministry of Social Affairs and Consumer Protection	1993	GROSSE SCHÜTZEN KLEINE / Safe Kids Austria is member of the Austrian Product Safety Advisory Board
Austrian Ministry of Health, Family and Youth	2005	National Child Safety Action Plan
Austrian Social Insurance for Occupational Risks	1993	Research projects on product safety and cooperation within the first Austrian Child Accident Research Center National and regional School Safety Programs
Austrian Association of Midwives	2000	Annual two-day training course on child safety as part of the studies curriculum for midwives
Zurich Insurance Company	2006	Activities related to home safety, integration of child safety information into regular newsletters
Children's Museum Graz	2006	Exhibit on child injury prevention and health
Kastner & Oehler	2006	Promotion activities for the Child Safety House

Partner	Partner since	Joint activities
Styrian Communities Department	2006	Child Safe Communities
Styrian Road and Transport Department	1991	Traffic safety programs in schools, hospitals and the Child Safety House
Styrian Family, Youth and School Department	2006	Child Safety House, Child Safety Training for kindergarten teachers
Styrian Housing Department	2006	Child Safety House, Child Safety Box Project, integration of child safety issues into state sponsoring programs concerning public residential building
Styrian Health Department	1996	Annual Safe Styria Campaign 1996-2004, Child Safety House, Child Safe Communities
Styrian Tourism Department	2006	Child Safety House, regional drowning programs
Austrian Medical Association	2006	Training Program for assistants in paediatric private practices
ÖAMTC Austrian Automobile Association	2002	Car seat checkup events, hospital-based car seat loan program
City of Graz	2007	Child Safety House
Raiffeisen Landesbank	2004	Inline skating courses for primary schools, bike helmet initiatives, home safety starter boxes for toddlers, Child Safety House, Children's Safety Tours
Federation of Austrian Industry	2007	Child Safety House
IKEA Austria	2007	Child Safety House
Styrian Hospital Association	2007	Child Safety House

Partner	Partner since	Joint activities
Wyeth	2006	Training Course for Assistants in Private Paediatric Practice
Intertek RAM Ltd.	2008	Child Safety House, Injury Research
Energie Steiermark Group	2009	Child Safety House
Uniqa Insurance Group	2009	Child Safety House, Children's Safety Tours
Lions Club Graz-Styria	2009	Winter Sport Safety
GRAZ AG - the municipal utilities company of the City of Graz	2009	Child Safety House
City of Graz - Department of Youth and Education	2010	Child Safety House

HPH network

The World Health Organization (WHO) started the Health Promoting Hospitals Project with the aim of reorienting health care institutions to integrate health promotion and education, disease prevention and rehabilitation services into care. Many activities have been carried out and more than 700 hospitals in 25 European Countries and worldwide have joined this WHO network since the establishment of national and regional networks in 1997. Since its inception in 1983 GROSSE SCHÜTZEN KLEINE / Safe Kids Austria is based at the Department of Ped.& Adolescent Surgery of the Medical University Hospital of Graz. The Medical University hospital of Graz is a WHO-accepted and certified constitutional hospital. Together with the hospital GROSSE SCHÜTZEN KLEINE / Safe Kids Austria is regularly presenting health promotion activities for children in a hospital setting at national and international HPH conferences. In 2009 GROSSE SCHUETZEN KLEINE / Safe Kids Austria presented its work at the 17th International Conference on Health Promoting Hospitals in Crete.

GROSSE SCHUETZEN KLEINE / Safe Kids Austria has observer status in the Task Force on Health Promotion for Children and Adolescents of the international network of Health Promotion Hospitals and Health Services.

Child Safety Action Plan

GROSSE SCHUETZEN KLEINE / Safe Kids Austria is functioning as national coordinating body for the development and implementation of the first Austrian Child Safety Action Plan. The Austrian Child Safety Action Plan has been completed with support from the Austrian Ministry of Health and in coordination with the European Child Safety Alliance as well as a corresponding party to the Child and Environment Health Action Plan for Europe (CEHAPE) program of WHO Europe.

European CSAP (Child Safety Action Plan) Project

Target Risk Area: all injuries –general public policy project

Where: 27 EU-Members countries, GROSSE SCHUETZEN KLEINE / Safe Kids Austria is the partner organisation for Austria in this project in phase I and II.

Goals: The initial phase of CSAP ran from 2004-2007 with 18 countries and concluded with a successful launch of initiative products in participating countries and at the European Parliament in November 2007 in Brussels. One of the greatest strengths of the initiative has been having countries working towards the goal of a government endorsed Child Safety Action Plan at the same time, thereby allowing sharing and exchange of information and lessons learned. The second phase 2008-2010 involved:

- 1) working with 15 new countries to develop plans, including the 12 remaining Member States eligible for Commission funding that have not yet participated, three confirmed self-funded partners and three other countries who have yet to decide between self-funding and observing and
- 2) continuing to assist the original countries, of which Austria is one, as they complete planning and move into the implementation phase of their Child Safety Action Plans. The rationale for continuing in the project and the impact it creates can be summarised as follows:

Policy and funding implications

The CSAP project provides concrete country actions to respond to three WHO European level declarations/resolutions that 52 Ministers of Health have signed in the past 2 years and must demonstrate their commitments to within the next 12-24 months the Child Environment and Health Action Plan for Europe (CEHAPE), WHO Resolutions on Injury Prevention and Child and Adolescent Health, as well as the European Commission Communication and Recommendation on Injury Prevention. In all cases, these international documents and

associated processes call on countries to develop action plans to address either injury or priorities for child health.

Raising the profile of child injury on the political agenda

The development of national action plans for child safety based on evidenced good practice provides an opportunity for national governments to make a stronger commitment to address the number one cause of death for children in every Member State and raises it on the political agenda.

Standardised and comparable reporting of child injury prevention

The initiative has developed a standardised way for participating countries to assess the state of child safety in their country, making comparisons to other European countries, benchmark targets for future performance and a national Child Safety Report Card and Profile possible. These resources have proven to be valuable advocacy tools in engaging government and national partners.

Building capacity

CSAP is designed to take countries through a standardised process that is flexible enough to account for the differences in starting point – for example, some countries have been working actively on child safety for 15+ years while others have just begun to look at the issue. Yet at the same time it provides concrete tools and valid processes to build capacity and move countries through a planning process ‘together’. This allows exchange of challenges and successes and builds a reference group for the process whose members can support one another.

Key activities: GROSSE SCHUETZEN KLEINE / Safe Kids Austria’s participation involved continuing to lead the process in completing the development of a government endorsed national action plan using the CSAP process and tools, moving to implementation, providing information on changes in national policies to allow update of national report card and completing a questionnaire and follow-up interview regarding the development of the national Child Safety Action Plan.

Results: In May the European Child Safety Alliance launched the 2009 Report Cards and Profiles which are part of the Child Safety Action Plan Project. The launch of the 2009 report card results communicated the country performance grades, evidenced safety measures in place, good practice gaps to be explored for improvement, and progress made by the 14 countries where the 2009 report card is their second report card (their first being released in November 2007). Participating countries are using their report card assessments as part of developing and/or implementing child safety action plans within the Child Safety Action Plan (CSAP) initiative of the European Child Safety Alliance. GROSSE SCHÜTZEN KLEINE / Safe Kids Austria coordinated the data research for the report cards for Austria in both phases 2007 and 2009. Austria's child safety performance has significantly improved in 2009. Austria received 40,5 points out of 60 and positioned itself on place five out of 24 countries.

2) The Centre provides a framework for promoting collective action which includes involvement with community networks.

Rationale:

- Supports local communities and organizations to implement action at the local level
- Supports targeted activities that address priority injury and safety problems
- Nurtures focused attention on issues through focused community networks

Safe Children Communities

Injury is the leading cause of deaths and disabilities for children in Austria. In the year 2007 when GROSSE SCHÜTZEN KLEINE / Safe Kids Austria started community based child injury work 170.000 childhood accidents occurred, 34 children died of injuries. These injuries cause pain and suffering to the victims and their families and most of these are preventable. Although child injury deaths in Austria have declined in the past 40 years, more can be done to achieve further reductions.

According to the Indicators for Safe Children Communities developed by the WHO Collaborating Centre on Community Safety Promotion GROSSE SCHÜTZEN KLEINE/Safe Kids Austria installed a Pilot Safe Children Community program in the district of Deutschlandsberg in 2007 targeting child safety at home, in traffic, in school and during

leisure time. This district comprises 39 communities with 60.000 inhabitants, 9.500 children are aged 14 and under.

First Austrian Child Safety House

Target risk area: All injuries

Where: In close vicinity to the Department of Paediatrics, Paediatric and Adolescent Surgery of the Medical University Hospital of Graz

Goals: This house demonstrates child injury prevention on hand and serves as an information centre on childhood safety for parents and caregivers. The house also supports the health promotion goals of the Medical University hospital.

Target population: Children aged 14 and under, their parents, caregivers, teachers and related professional groups. More than 140.000 people visit the Children's Hospital Centre per year either as patients or visitors, 12.000 children have to undergo medical treatment due to an accident.

Key activities: In 2009 the key activities for the child safety house focused on educating adults and children in child safety.

Why program developed/created: The child safety house serves as new office for GROSSE SCHUETZEN KLEINE / Safe Kids Austria since 2008 at a high-profile site adjacent to one of the biggest children's hospital centres of Austria.

The house helps to raise the awareness of child safety in Austria by functioning as a research centre on child injury and by showing how easy it is to prevent injuries. Supporting activities in the field of public relations, public policy and outreach emphasizes the importance of child safety and promote GROSSE SCHUETZEN KLEINE / Safe Kids Austria as the number one organization in child safety.

Results: In 2009 GROSSE SCHUETZEN KLEINE / Safe Kids Austria succeeded in educating more than 3.000 children and adults in injury prevention at home, on the road, in sports and during leisure time. The Child Safety House offers special child safety tours for children and adults as well as for various professional groups. In 2009 more than 100 groups (containing 15-20 people per group from kindergartens, schools or professionals in the fields of medicine, pedagogics and social affairs) have visited the child safety house and received special prevention trainings according to their needs.

BÄRENBURG – Child Safety House Graz wins first Austrian Communications Price 2009. For the first time the Austrian Communications Price 2009 was awarded by the Austrian Academy for Preventive Medicine and Health Communication. The target was to award the price to those, who gave an extraordinary example of innovative and exemplary health communication in Austria. The jury elected the BÄRENBURG, the Child Safety House Graz, to one of the three winners. The decision of the jury was taken under the relevance of exemplary & innovative health communication considering especially the criterias of creativity, prevention, sustainability of results and practice of good model of the project.

3) The Centre provides consultative support to communities in the establishment of Safe Community initiatives.

Rationale:

- Promotes the understanding and adoption of the Safe Community Model as a recognized colleague of the Collaborating Centre on Community Safety Promotion, an initiative of the World Health Organization

Safe Children Community (District) Project

Target risk area: home, traffic, leisure time& sport, school injuries

Where: Province of Styria, District of Deutschlandsberg including 39 communities and one capital district city

When: Five years intervention period: 2007-2012

Goals:

according to the Indicators for Safe Children developed by the WHO Collaborating Centre on Community Safety Promotion, Karolinska Institute, Sweden

1. To build an infrastructure for child injury prevention on regional and local level based on partnership and collaborations, governed by a group of managers, children/parents and their voluntary organisations representatives, technical staff, and safety professionals that is responsible for child safety promotion;

2. The group is chaired by a local administration representative with GROSSE SCHUETZEN KLEINE / Safe Kids Austria as voluntary organisation functioning as co-chair and coordinator;
3. Safe Children policies will be developed by the Group in a Safe Community setting;
4. Long-term, sustainable operational programs will be developed covering both genders, all child age groups, environments and situations;
5. Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups will be developed;
6. Programs that document the frequency and causes of unintentional injuries will be developed.
7. Evaluation measures to assess policies, programs, processes and the effects of change will be set;
8. Ongoing participation in Safe Children networks – at community, national and international levels is in place.

Target population: 60.000 inhabitants in the district, 9.500 children aged 14 and under

Key activities:

All activities follow the key factors for a safe community:

1. Listen to the community – what do they feel are the significant problems

Assessment of the number injuries to children evaluated through the local hospitals, assessment of risk-awareness by conducting a detailed telephone survey with a representative group of 500 families in the district (both assessments are also done in a control district), assessment of the level of child safety involvement in the district prior to the intervention phase

2. Raise public awareness to the importance of injury prevention

Conducting child safety activities in the different settings of a community by involving as many organisations, authorities, schools, families (parents&children), professional groups, local media etc. as possible

3. Coordinate efforts at a regional level

Assess level of involvement and integrate organisations based in the district in developing child safety activities right from the beginning

4. Include injury prevention in national and regional programmes

Being a member of the Styrian Health Promotion Task Force GROSSE SCHUETZEN KLEINE / Safe Kids Austria was successful in securing that injury prevention became a key priority area in the health promotion goals and objectives for the years 2007 – 2012 for the province of Styria.

GROSSE SCHUETZEN KLEINE / Safe Kids Austria is also the coordinating body for the development and implementation of the national Child Safety Action Plan for Austria

5. Ensure that powerful interest groups support the community efforts

Funding is provided by the regional Health and Community departments of the province of Styria as well as by the communities themselves. The District Supervisor for the district of Deutschlandsberg took full responsibility for the project – he is a key person in bringing together important interest groups and pulling together all efforts together with GROSSE SCHUETZEN KLEINE / Safe Kids Austria.

6. Mobilize all members of a community creatively

All injury prevention programs undertaken in the community setting include information for authorities and the public, training for personnel, education of the public and the development of checklists and other tools which specify behavioural changes and environmental modifications.

Results: According to the Indicators for SCC Grosse schuetzen Kleine / Safe Kids Austria developed various activities, evaluation measures. These indicators comprise building an infrastructure, developing long term programs, developing programs for high-risk groups as well as programs for data documentation and program evaluation. Indicator one describes the importance of installing a functioning and sustainable infrastructure for safe children communities. Grosse schuetzen Kleine / Safe Kids Austria helped to establish a steering committee comprising all relevant representatives of the region. It is led by the district supervisor, it includes 35 organisations and institutions and Grosse schuetzen Kleine / Safe Kids Austria is the coordination body.

In 2009 all together 18.086 people (children and adults) of the district of Deutschlandsberg participated in the safe children community activities organised and coordinated by Grosse schuetzen Kleine / Safe Kids Austria. These included special child safety days in relation to summer and winter sports activities, safety trainings for professionals, traffic safety school trainings in schools for primary and secondary school children and intensive PR- and media work in regional and local media (print and electronic). A comparison of the district child

injury data at the beginning of the program and after three years of active prevention intervention has proven a significant decline in the number of injuries, especially in comparison to a control district. Injuries which need hospital treatment have gone down by 10% in the intervention district of Deutschlandsberg.

In May 2010 the Safe Children Community Steering Committee of Deutschlandsberg formally applied to become a Safe Children Community designated by the WHO collaborating Centre on Community Safety Promotion in Sweden. Dr. Bo Henricson visited the Community in November 2010 and so the designation process is in place.

4) The Centre facilitates and supports community-based strategic planning processes.

Rationale:

- Promotes the use and sharing of high quality information and data to guide community based action
- Supports the development and use of evaluation strategies
- Promotes the documentation of community-based efforts

Styrian Health Promotion Taskforce

Target Risk Area: General

Where: Regional public policy program

Goals: Development of a Health Promotion Road Map including unintentional injuries to children for the Province of Styria

Target population: Children aged 0-19 years

Key Activities: *) Styrian Health Promotion Task Force Meetings on October 2nd, November 13th, December 6th 2006

*) presentation of the Styrian Health Goals at the 2nd Styrian Health Promotion Conference in April 2007 with strong input of GROSSE SCHÜTZEN KLEINE/Safe Kids Austria in the field of injury prevention

Results: Goals and objectives in health promotion for the years 2007 – 2012 define injury prevention as a key priority area for health promotion in the province of Styria

National Child Safety Action Plan

Target risk area: General

Where: National public policy program

Goals: To enhance the political and social attention on the fact that childhood accidental injuries are the leading cause of death and disabilities among children in Austria and to integrate this aspect in a national action plan for childhood health promotion.

Target population: Children aged 0-19 years

Key activities:

- Assessment of the state of child safety in Austria
- Defining Austria's leading risk areas
- Defining specific targets in reducing child injuries
- Development of guidelines to achieve the aim at a national level
- Determination of evaluation measurements
- Road Map for child safety in Austria for the years 2007 – 2014 under the lead of GROSSE SCHUETZEN KLEINE / Safe Kids Austria in cooperation with a multisectoral expert group of governmental and non-governmental organizations

Why program developed/created: Accidental injuries are the leading cause of death and disabilities among children in Austria

Results: On behalf of the Austrian Ministry of Health GROSSE SCHUETZEN KLEINE / Safe Kids Austria together with a multisectoral expert group of governmental and non-governmental organizations drafted the first Austrian Action Plan on Child Safety in 2007. The ultimate goal is to get governmental endorsement. Lobbying and negotiations regarding governmental approval have been ongoing since 2007. 2010 an interministerial working group has established by the Federal Ministry of Health. GROSSE SCHÜTZEN KLEINE / Safe Kids Austria serves as child safety experts in this group.

The Austrian Child Safety Action Plan was completed in coordination with the European Child Safety Alliance and as a corresponding party to the Child and Environment Health Action Plan for Europe (CEHAPE) program of WHO Europe.

5) The Centre demonstrates leadership and stewardship in addressing priority injury issues, high risk, and vulnerable groups.

Rationale:

- Advocates for action based on the Centre's knowledge of; the injury problem, at risk population, latest research findings and intervention strategies
- Works with high risk and vulnerable groups to create opportunities for action

Projects & Activities in the Safe Children Community Deutschlandsberg

All activities in the Safe Children Community of Deutschlandsberg target children aged 0-19, especially those at risk. To do so programs have been developed to work together with parents, school teachers, doctors, nurses, kindergarten teachers, the police, the fire brigade, the water rescue services, community mayors and further more. Based on a detailed injury data analysis which was done in the district before the project started and the results of a comprehensive questionnaire with 500 parents analysing their safety consciousness and risk awareness according programs have been developed by working groups in the field of traffic/transport safety, home safety, sports safety, school safety, farm safety, safety on public places as well as safety for potential risk groups such as children from low income families or with migration background. A detailed list of activities over the years 2007 to 2010 can only be given in German.

6) The Centre provides expert services and knowledge in the area of injury data and injury surveillance issues.

Rationale:

- Provides community-based initiatives support to access baseline data required to plan program initiatives
- Provides expert guidance in the documentation and monitoring of injuries and causes of injury

First Austrian Child Accident Research Centre

Target risk area: Data collection/injury surveillance system at the Department of Pediatric and Adolescent Surgery of the Medical University of Graz

Where: Collection of child injury data with a specific injury questionnaire integrated into the Medical Documentation System in the emergency department

Goals: To provide more detailed information on causes, consequences and circumstances of childhood injuries in Austria. The data collection system is a key requirement for further injury prevention activities at a national/regional level.

Target population: Analysis of accidental injuries to children ages 14 and under (18 and under for special topics)

Key activities:

- Development of a questionnaire that fits within the daily routine of a hospital
- Installation of data collection system
- Ongoing data evaluation

Why program developed/created:

Statistics on fatal injuries are available (location, age and gender) and classified by the international ICD-10 code. The possibility for use and interpretations of the statistics on morbidity, accidents and injuries are limited. It is not feasible to get exact analyzes on the mechanism of accidents, the circumstances or exact details. Excluded, therefore, are the statistics on traffic in Austria; details are not available for injuries at home or in recreational settings. In order to get answers on detailed inquiries, retrospective analysis has to be supplemented or replaced by the prospective method.

Results: More than 65,000 childhood accidents have been analyzed within six years. Several detailed retrospective studies on various injury risk topics have been published in medical and injury prevention journals.

The Styrian Certificate for Skiing Slopes

Partners involved: Department of Pediatric and Adolescent Surgery, Medical University of Graz, Styrian Tourism Department, Styrian Board of Economy

Methodology: The Styrian Certificate for Skiing Slopes was introduced in 1999 at the initiative of GROSSE SCHUETZEN KLEINE / Safe Kids Austria initiative. Certification can be awarded by the Styrian government for a period of three years provided that the statutes are

being fulfilled and maintained during this period. Upon application by a ski slope operator, the first inspection is made either at the start of the season or during the winter season by a commission including representatives of the provincial board of economy, the government of Styria and Safe Kids Austria. If all regulations are fulfilled, the commission will award of the certificate; in the case of shortcomings, the slope operator will be given a certain period to make corrections. Spot checks will be made after the certificate is awarded. There are 15 ski areas currently certified. At the end of each winter season all accidents reports being analyzed by Safe Kids Austria. These results led to an update of the skiing area and environment.

Key findings: An analysis of 4,000 winter sports injuries over five years showed that the main reason cause of injuries in winter sports is falls on ski slopes and that only a precise documentation of accidents, as laid down by the statutes for the Styrian Certificate for Skiing Slopes, can provide the basis for effective injury prevention.

For the winter season 2007/2008 the revised version of the data collection system for the Styrian Certificate for Skiing Slopes was introduced. For the season 2011a benchmark will be developed, which should not be exceeded by the relative number of injuries in each skiing area (quality standard).

7) The Centre demonstrates a long term commitment to supporting Safe Communities and the Safe Community Network within their organizations strategic plan.

Rationale:

- Ensures a sustainable resource to Safe Communities in their efforts
- Ensures a strong learning partnership within the Safe Community Network

GROSSE SCHÜTZEN KLEINE / Safe Kids Austria is a member of the Safe Children Community Steering Committee and functions as the coordinating body within the Safe children Community programme in the district of Deutschlandsberg. It helps to secure sustainable funds for the programme through the regional Government of Styria (Department of Health and Community Services) and involves the Departments of Transport, Science, Housing and Education in community based prevention programs. The designation process in order to become a designated Safe Children Community is strongly supported by GROSSE SCHÜTZEN

KLEINE / Safe Kids Austria and it plays an important communication role between the Karolinska Institute and the Community representatives of the district of Deutschlandsberg. The formal application document is commonly developed and written.

8) The Centre supports those responsible at the community level to utilize appropriate indicators to evaluate community processes, effects of change and injury rates.

Rationale:

- Supports the development of evaluation mechanisms at the community level to facilitate program management and delivery
- Nurture community leadership and interagency collaboration through self evaluation
- Promotes the capability of communities to act on their interests while promoting the use of a scientific approach

The data documentation in the district of Deutschlandsberg and the control district of Feldbach comprises:

- Assessment of the number of child injuries:
injury data analysis with the local hospital, the police, Austrian Worker's Compensation Board, Department of Paediatric & Adolescent Surgery
- Assessment of population risk-awareness:
conducting a telephone survey with 500 families in the district
- (both assessments were also done in a control district)
- Assessment of the level of child safety involvement in the district prior to the intervention

First results at the beginning of the project showed that every fifth child in the region sustained an injury which needed hospital treatment. 85 percent of children got hurt in the home environment and during sports, 14 percent in schools and 1 % in traffic. Falls dominate the injury rates, followed by play and sports injuries. In the second assessment parents of the district have been asked several questions on their risk behaviour and safety consciousness. Also products mainly used by parents for and with their children were evaluated in order to be able to tailor prevention strategies accordingly. Parents were asked to rate dangerous places

and situations. Traffic has been perceived as very dangerous, but swimming pools and open water not. It was shown that 65 % of parents have some sort of water sources nearby but that parents' risk awareness is not ready yet. Injury data showed that drowning is the second leading cause of death for children in Austria, especially for children under the age of 5. So this gap in risk awareness had to be tackled. 56 % of parents asked during the assessment said that they think the injury was not preventable – and this result became the benchmark of the Safe Children Community Programme. This perception has to be changed with the programme in the long run.

These are the evaluation measures which are applied in the programme.

Formative Evaluation

helps to ensure that program strategies are aligned with goals

Process Evaluation

helps to make improvements during future implementation

Impact Evaluation

gives information about changes in knowledge, attitudes and behaviour

Outcome Evaluation

tells if the goals and objectives were met

the ultimate goal is to see a reduction in the number of injuries and death in the community

A comparison of the district child injury data at the beginning of the program and after three years of active prevention intervention has proven a significant decline in the number of injuries, especially in comparison to a control district. Injuries which need hospital treatment have gone down by 10% in the intervention district of Deutschlandsberg.

9) The Centre disseminates their experiences both at national and international levels.

Rationale:

- Contributes to a body of knowledge of the Safe Community Model within national and international Safe Community networks and others working within the field of community safety

On national level GROSSE SCHUETZEN KLEINE / Safe Kids Austria cooperates with the Safe Communities Vorarlberg. Common site visits are taken place on a regular level.

Internationally GROSSE SCHUETZEN KLEINE / Safe Kids Austria is represented in various networks:

ECSA - European Child Safety Alliance

GROSSE SCHUETZEN KLEINE / Safe Kids Austria represents within the European Child Safety Alliance (ECSA). This is a programme of the European Association for Injury Prevention and Safety Promotion (Euro Safe). Direction for the programme is provided by a Steering Group (committee), composed of representatives of the 30 Member States of the European Union (observers also participate from EU applicant countries) and affiliated child injury prevention organisations. Mission of ECSA is to enhance the quality of children's lives through the power of rights (putting children first), reason (using evidence and good practice) and solidarity (many countries and professions speaking with one voice).

SKWW - Safe Kids Worldwide

GROSSE SCHÜTZEN KLEINE / Safe Kids Austria is elected as European Representative in the Safe Kids Worldwide Network Advisory Council. The role of the Council comprises:

- To provide feedback and advice to SKW on matters that SKW raises with Council;
- To identify issues and opportunities of interest or concern to Council members and raise these with SKW, together with proposed solutions and resolution;
- To foster interaction and mutual support within the network; and to monitor communication effectiveness and the value of the relationship for both parties and advise SKW on potential issues and improvements.

GROSSE SCHÜTZEN KLEINE / Safe Kids Austria is also a funding member of a Safe Kids Worldwide Steering Committee for the collaborative work with the WHO Collaborating Centre on Community Safety Promotion in order to further develop Safe Children Communities on a global level.

WHO Collaborating Centre on Community Safety Promotion: Indicators for a Safe Children Community

Conducting the first Safe Children Community Project according to the Indicators for Safe Children developed by the WHO Collaborating Centre on Community Safety Promotion, Karolinska Institute, Sweden and leading the district to a formal designation as first Safe Children Community worldwide

Presentation & Participation at International Safe Community Conferences

- Participation in the international Safe Community Conferences in South Africa 2006 and New Zealand 2008.
- In June 2009 GROSSE SCHUETZEN KLEINE / Safe Kids Austria presented the Safe Children Community Program as a keynote at the 1st South-Eastern European Conference on Safe Communities in Novi Sad, Serbia.
- In March 2010 Beterem/Safe Kids Israel and GROSSE SCHUETZEN KLEINE / Safe Kids Austria presented a common project at the 19th Safe Communities Conference in Suwon, Korea: “Bedside Counseling and Injury Data Collection with Families of Injured Children”
- In May 2010 the Safe Children Community Programme of Deutschlandsberg was also presented at the 2nd European Conference on Safe Communities in Reykjavik / Iceland.

10) The Centre reports on their safe community activities and research efforts.

Rationale:

- Supports accessible and systematic dissemination of knowledge and experience.

Annual reports

Each year an annual report comprising all activities, research results etc. is being published by GROSSE SCHUETZEN KLEINE / Safe Kids Austria. Detailed reports of the Safe Children Community programme are published on top of that on an annual basis as well.

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