



The mayor congratulated the members of the Tauranga Safe City project and spoke of the way the unique partnership with representation from local authority, health sector and business had provided wide opportunities to work together in creating a safer city for Tauranga residents and visitors. He commented that *“Tauranga Safe City not only enables us to meet statutory requirements outlined in the Local Government Act 2002, it is also a focal point for introducing community safety principles and practice into the Council’s strategic plans”*. As Pat Heydon from ACC commented *“today really is a milestone that has come about by the planting of a safety seed for Tauranga and its people. The seed has been fertilised by forward thinking, proactive organisations, TCC, BPDHB, Fulton Hogan, ACC, and SCFNZ”*.



Dr Coggan commented during the site visit and designation ceremonies that the site visit team were *“very impressed with the comprehensive structure and processes that have been developed to ensure sustainable governance and funding for the Tauranga Safe City Programme”*. She also commented on the way that the considerable expertise and experience of the Tauranga Safe City Coordinator (Mike Mills) *“had strengthened the levels of partnerships and collaborations achieved”*. At the conclusion of the designation ceremony, the International Safe Community flag was raised above the Council Chambers and ‘The Art of Safety Exhibition’ was opened by the Mayor. The people of Tauranga can take pride in receiving international recognition for their efforts in local community safety and for making this public commitment to an open, transparent and evidence-based approach.



**Reporter: Tania Peters, New Zealand**

## **The Mega city Tehran towards Safe Community Starting with District 22**

Tehran is the capital city of IR Iran with about 12,000,000 inhabitants; situated at the Alborz Mountain near the peak of Damavand. It is divided into 22 districts.

The Safe Community movement boosted in Tehran after the 16th international conference on Safe Communities hosted by IR Iran. The district 22 nominated as a first arena to initiate the Safe Community model for injury prevention and safety promotion.

The Safe Community committee formed at two levels: 1) Tehran level led by the special representative of the Tehran Mayor; 2) The district level led by the district Mayor. The district 22 is situated at the altitude of 1400-1800 meters from the sea level, surrounded by the Alborz mountain from the north, Karaj-Tehran motorway from the south, the Can river from the east and the Karaj city from the west. According to the latest census its population is about 108,674 inhabitants, occupies about 29,017 households which is scattered in 1,000 acres throughout the district. Male & Female ratio is 57/43 percent, the population is young and the literacy rate is more than 99%. The life expectancy is 68 years for males and 70 years for females. The district is unique in terms of green area per capita which is about 272 square meters, low population density, calm traffic movement, green belt area of Tehran.



Eng. Karimian, the mayor of the district 22 with Dr. Bo. Henricson, from the WHO CC, Sweden

The most important killers of the district are: cardiovascular disorders, injuries & cancers. Among injuries, traffic-related deaths, falls from height or same level, burns & disasters are the most common cause of disabilities and deaths. Many initiatives have been taken place at the community level with the aim to promote safety and prevent injuries. In the other hand the district’s Safe Community committee has been formed so far.



Dr. AR Moghisi, coordinator (3<sup>rd</sup> from left), Eng. Karimian, the mayor, Dr. Henricson & Dr. Mohammadi, WHOCC, Dr. Farshad.

On 4th May 2008 the representatives from the WHO Collaborating Centre on Community Safety Promotion visited the community and participated at 3<sup>rd</sup> SC committee session at the district. Eng. Karimian the honourable Mayor for the district welcomed foreign delegates and others to the Tehran and District 22 and thanked them for participating in the SC committee, he delivered an elaborated report on what community has already gone through towards safety promotion. The session went on by speech of different experts from the community and ended up with Dr. Henricson conclusion. He congratulated the community's enthusiastic and hoped for the Safe Community designation in the near future. Later, Dr. Reza Mohammadi, from the WHO Collaborating Centre on Community Safety Promotion

participated and listened to all the members and gave his opinion and advice for the future of Tehran Safe Community.

**Reporter: Dr. Alireza Moghisi, Iran.**

## **New Guidelines for Safe Communities membership are under review**

Safe Communities' website, [www.phs.ki.se/csp](http://www.phs.ki.se/csp), is likely to get an increased number of hits over the next few months, as representatives from safety promotion programmes around the world visit the site. Why are so many web surfers visiting the site? Many will want to download material that describes proposed changes to the SC model.

"Our network is growing at such a rapid pace that our old model has not been able to keep up," states Professor Leif Svanström, who heads up the WHO Collaborating Centre on Community Safety Promotion, at Karolinska Institutet, Stockholm, Sweden. "In the early days of the network, most of the tasks related to working with SC applicants fell to volunteers and staff at the Centre. Today, the majority of this work is being done by Affiliate Supporting and Certifying Centres. We needed a model that reflected the reality of this change. We also want to strengthen the capacity of local organisations. We needed a revised model that will continue to promote excellence in community safety programming."

The proposed changes to the SC model have been developed in partnership with many volunteers around the world. A final version of this document has now been posted to the SC website, [http://www.phs.ki.se/csp/pdf/guidelines/guidelines\\_for\\_sc\\_application\\_20080515.pdf](http://www.phs.ki.se/csp/pdf/guidelines/guidelines_for_sc_application_20080515.pdf) for comments.

"Now, the most important part of the process begins," says Diana Stark Ekman, who managed this project for the Centre. "The proposed changes will affect everyone in the network, so it's vital that we get feedback." These include:

- A requirement for current programmes to send a very short annual report each year. This will verify that programmes are still actively engaged in community safety promotion work.
- A re-designation for existing programmes every five years. Site visits will be required.

The most noticeable proposed changes to the model will affect new applicants to the network. Proposed changes include:

- A requirement for evidence of long term programme sustainability.
- The organisation must normally have been active in two years prior to application.
- The organisation's reference group, or governing group, must be documented to have representation from important community sectors.
- The applicant organisation must provide evidence of at least six Task Force groups, addressing specific injury prevention and-or safety promotion issues in the community.

Feedback from representatives of current Safe Communities programmes, and volunteers and community members living in areas where SC programmes are operating, is now being solicited. Comments and concerns should be sent to Moa Sundström, at [moa.sundstrom@sll.se](mailto:moa.sundstrom@sll.se), no later than 31 August 2008. At that time, refinements will be made, if necessary, and the new guidelines are expected to be in effect on 01 January 2009.

# Safe Community Report: Injury Prevention Center of Greater Dallas

In 2007, representatives from the WHO Collaborating Centre on Community Safety Promotion conducted a recertification site visit at the IPC. Not only was the IPC recertified, but WHO CC officials referred to the IPC as the “gold standard” of Safe Communities worldwide.

## Activities

The IPC published results of a study of *pedestrian deaths in Dallas County* that indicated that expressways are the predominate site of fatal pedestrian crashes among young adults in Dallas. Over one-third of expressway-related pedestrian deaths were known to be “unintended pedestrians” - those who initially entered expressways in a vehicle, but exited the vehicle because it became disabled.

In an ongoing partnership with Dallas Fire Rescue and the Dallas Chapter of the American Red Cross, the IPC through *Operation Installation*, installed more than 2,000 smoke alarms, which potentially saved 5,446 lives in the high-risk areas.

Through the *Child Passenger Safety Program*, 84 fitting stations were held, 366 parents received education and training, and 460 child safety seats were distributed.

The IPC worked with city officials to address necessary environmental modifications at a Dallas elementary to improve *pedestrian safety*.

Following participation in the *Tween Occupant Safety Program*, proper restraint use increased more than 30% at two Dallas elementary schools.

In partnership with the Bachman Lake Community of Dallas, the IPC established *La Voz de la Familia*, a community-based child abuse prevention program and worked with the community to provide parent education, community support groups, and home visitation for new moms.

The *Dallas County Child Death Review Team* was organized to review the deaths to children age 0-17 in order to determine how the deaths can be prevented in the future. In 2007, a local foundation provided funds to support this initiative.

The IPC received funds from the Citigroup Foundation to support a *senior falls prevention program*, which provides an initial home assessment and minor home modifications such as installation of night lights, grab bars and hand rails.

## Community Partnerships

At the core of the Safe Communities model and the work at the IPC are collaborative partners – hundreds of individuals and organizations that are part of multidisciplinary coalitions committed to reducing injury. The IPC sponsors and facilitates nine coalitions whose goal is to reduce injuries and make Dallas a model for injury free living.

Citizen’s for Traffic Safety of Greater Dallas

Dallas Area Pedestrian Safety Coalition

Dallas County Child Death Review Team

Family Violence Prevention Council

Elder Abuse Prevention Coalition

Child Abuse Prevention Coalition

Domestic Violence Awareness Coalition

Operation Installation

Latinos Against Domestic Violence

## Training

Just like for other professions, well-trained staff contribute to the strength and longevity of injury and violence prevention programs. The IPC collaborates to sponsor training opportunities for other state and local professionals in partnering agencies. In 2007, the following conferences/trainings were conducted:

- Traffic Safety Summit for more than 80 community stakeholders.
- First Annual Domestic Violence conference to increase the effectiveness agencies have when working in the Latino community.
- Training for more than 500 professionals throughout the Dallas area on reducing domestic and family violence.
- Conference for child advocates and local professionals on child abuse prevention and intervention.
- Candidate’s forums for judges and district attorneys on the issue of family violence.

**Contact information:** Shelli Stephens Stidham, Director

Injury Prevention Center of Greater Dallas, 5000 Harry Hines Blvd., Suite 101. Dallas, TX 75235, USA.

## BESIP Team Promotes Road Safety Across the Czech Republic

In order to spread road safety messages and to promote knowledge on road traffic safety across the whole Czech Republic, the Ministry of Transport Road safety department (Czech abbreviation BESIP) has established its special promotion team. It is called "BESIP Team" and consists of 3 – 4 young people, mostly university students, specially trained in road safety promotion. The team is equipped with necessary materials on the main road safety topics, including child restraint devices, visibility, cycle helmet and safety cycling, child road traffic safety etc. The members of the BESIP team are trained to be able to reply to any question related to the Highway Code and its changes as well.

There will be at least 15 actions where the BESIP team will be involved in the Czech Republic in 2008. For illustration one of the activities, where the team was involved, was the BAMBIRIADA which was held in May 2008 in Prague. This event which is a four – day action is mainly focused on free – time activities of children and adolescents. The Ministry of Transport decided to take part in it because this target group belongs to its main priorities. How the team operated in this event can be seen on the following snaps.



In case you need more information on activities of this specialist team ask either Ms Zuzana Ambrozova, Head of MoT Road Safety Department on [zuzana.ambrozova@mcdcr.cz](mailto:zuzana.ambrozova@mcdcr.cz) or Mr Martin Gebauer, Executive Director of the EURONET.CZ, which is responsible for the technical background of the team, on [gebauer@euronet.cz](mailto:gebauer@euronet.cz).

**Reporter: Jaroslav Horin, Czech Republic**

## International Safe Community Travelling Seminar 15- 18 October 2008, South Island, New Zealand

Waimakariri, International Safe Community, is pleased to be hosting a Travelling Seminar that is being planned in association with the 17<sup>th</sup> International Safe Community Conference in Christchurch New Zealand in October 2008.

Delegates to the Conference are invited to participate in this exciting event that has been organized to showcase the best that New Zealand has to offer. You will visit some iconic New Zealand sights including Queenstown, Mount Cook as well as experience some uniquely New Zealand safety initiatives including seeing Waimakariri International Safe Community in action, as well as a visit to Professor John Langley and his team at the world renowned Injury Prevention Research Unit in Dunedin.

This travelling seminar is a must for our international and national delegates. The programme has been designed to practically showcase and compliment the themes of the Conference and we look forward to being your hosts. We hope also that we can share and learn from each other as we travel around the very picturesque South Island of New Zealand. There is an extensive sightseeing programme planned and your registration will include a Jet Boat ride on the world famous Shotover Gorge, visits to a high country sheep station.

Bookings and payments must be made by Sunday 15<sup>th</sup> June 2008. To participate in the travelling seminar you must also register for the 17<sup>th</sup> International Safe Communities Conference as a full delegate, or the accompanying person of a full delegate. Contact [sandra.james@wmk.govt.nz](mailto:sandra.james@wmk.govt.nz) for more information or register online at [www.safecom2008.org.nz](http://www.safecom2008.org.nz)

# 17th International Safe Communities Conference Christchurch, New Zealand, 20-23rd October 2008

## UPDATED PROGRAMME AVAILABLE

Safe Communities Foundation New Zealand (SCFNZ) and Christchurch City Council are proud to be hosting the 17th International Safe Communities conference. The conference is supported by the World Health Organisation (WHO) Collaborating Centre on Community Safety Promotion we have put together an exciting programme which can be viewed online at [www.safecom2008.org.nz](http://www.safecom2008.org.nz) click on programme.

Register now to attend this exciting conference, and hear from International and New Zealand renowned speakers. Registrations are live on the conference website [www.safecom2008.org.nz](http://www.safecom2008.org.nz) or alternatively you can email [registration@conference.co.nz](mailto:registration@conference.co.nz) for a registration brochure to be sent to you.

This website is regularly being updated so be sure to keep checking it for updates.

## THANK YOU

We would like to thank those who submitted abstracts for this conference. By now authors should have received their letter from the conference organiser advising them if their abstract has been accepted, and also if it has been assigned to either an oral or workshop or poster presentation.

## MORE INFORMATION

Should you have any further enquiries regarding the conference or any of the details in this newsletter, please do not hesitate to contact the Conference Secretariat:

Megan O'Brien,

E: [megan@conference.co.nz](mailto:megan@conference.co.nz)

T: +64 3 379 0390, F: +64 3 379 0460

## Forthcoming Safety and Injury Conferences

2008

- **Children and Injuries International Conference**  
31 August – 3 September 2008  
Cape Town, South Africa  
Abstract submission deadline (**Extended**): 30 June 2008  
For information: [Sebastian.VanAs@uct.ac.za](mailto:Sebastian.VanAs@uct.ac.za)  
[http://isviporg.datasenter.no/files/brief\\_isvip\\_2008.pdf](http://isviporg.datasenter.no/files/brief_isvip_2008.pdf)  
[www.uct-cmc.co.za/Conferences/2008/ISVIP/](http://www.uct-cmc.co.za/Conferences/2008/ISVIP/)
- **2nd European Conference on Injury Prevention & Safety Promotion**  
October 9-10, 2008  
Paris, France  
<http://www.eurosafe.eu.com/paris2008>
- **17th International Safe Communities Conference**  
*Working together to make a difference*  
20th – 23 October 2008  
Christchurch, New Zealand  
For further information visit: [Conference pamphlet](#)  
<http://www.safecom2008.org.nz/>  
email: [contact@scfnz.org.nz](mailto:contact@scfnz.org.nz) or [robyn.steel@ccc.govt.nz](mailto:robyn.steel@ccc.govt.nz)
- **Leaders of Tomorrow. The 11th Annual Safe Communities Canada Conference**  
November 2,3,4, 2008  
Winnipeg, Manitoba  
For information : [dwilson@safecommunities.ca](mailto:dwilson@safecommunities.ca)
- **2nd Asia Pacific Injury Prevention Conference**  
3-6 November 2008  
Hanoi, Vietnam  
For information: [apacph\\_injury2008@hsph.edu.vn](mailto:apacph_injury2008@hsph.edu.vn)  
<http://apacph2008.org/> [www.meliahanoi.com](http://www.meliahanoi.com)

