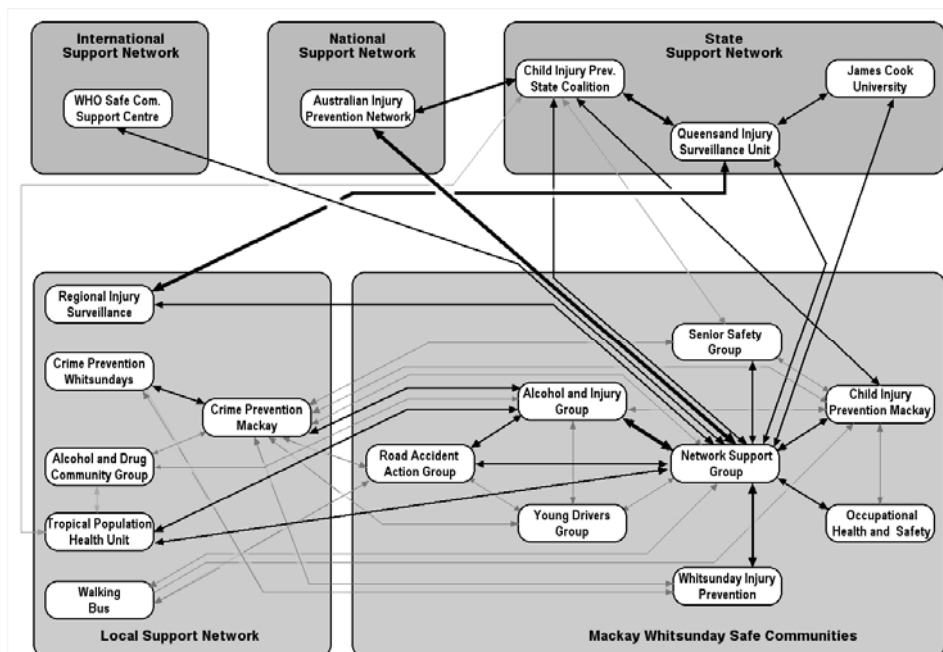


Documenting The Development of Social Capital in Mackay Whitsunday Safe Communities: It's Not What You Know But Who You Know



Observed Structure of Mackay Whitsunday Safe Communities

Mackay Whitsunday Safe Communities was established in February 2000 to address high rates of injury observed in the community. In 2004, James Cook University conducted a formal social network analysis to describe and analyse how the coalition worked.

Since it was launched in February 2000, Mackay Whitsunday Safe Community and its Support Network doubled its bonding social capital, while bridging social capital increased 160% and linking social capital increased 280%. Relationships were not evenly distributed. Forty-four percent of relationships were maintained by six actors who also maintained 60% of the network's brokerage potential.

The study observed more than one type of social capital. Bonding social capital (an attribute of cohesive groups) enhanced cooperation, while bridging and linking social capital (an attribute of strategically connected individuals) accessed the resources necessary to maintain MWSC activities.

Results of this study were recently published in the August edition of the Health Promotion Journal of Australia. The editors have generously given permission for the article to be made available for download on the WHO Collaborating Centre for Community Safety Promotion (Karolinska) web site.

http://www.phs.ki.se/csp/pdf/Publications/health_promotion_journal_of_australia_2008_19_2.pdf

Those interested in more detail can download Dr Dale Hanson's doctoral thesis at the James Cook University "E-Prints" web site: <http://eprints.jcu.edu.au/1751/>

References:

Hanson D., Hanson J., Vardon P., McFarlane K., Speare R., Durheim D., Documenting the development of social capital in a community Safety Promotion Network: It's not what you know but who you know, *Health Promotion Journal of Australia*, 2008, 19 (2); p 144.

Hanson, Dale William (2007) *Community safety promotion networks: from metaphor to methodology*. PhD thesis, James Cook University. 2007

Reporter: Dale Hanson, Australia

AdRisk Results launched: 25 September 2008

The AdRisk project, 'Community Action on Adolescents and Injury Risk' has officially launched its project results on 25th September 2008. The AdRisk project has created a range of innovative materials that can serve to fill the gaps in tackling injuries among 15-24 year olds.

As EU Health Commissioner, Androula Vassilou states in the AdRisk press release: "Injuries are the number one killer of young people, claiming the lives of 20,000 young people aged 15-24 each year in the EU27. Europe cannot afford to carry the burden of losing so many precious young lives." Yet according to the European AdRisk project, much can be done to prevent injuries among 15-24 year olds by understanding and addressing their risk-taking behaviour. Working together with youth and seeing them as a resource is central to the project vision. In this respect, the materials focus on strengthening youth competence to be able to deal with risks and the challenges they bring.

The Police of the Czech Republic introduced preventive campaign at the beginning of the new school year.

As every September the Czech Police introduced on the first week of September preventive campaign on safety of children. This national wide campaign called "Zebra do not look instead of you" is aimed of safety of young children on pedestrian zebra crossings in towns and villages. The reason why to execute this campaign is to protect especially young children on their way to school and to give them basic information on safe crossing of the road.

The campaign is co-ordinated by the Police Presidium of the Czech Republic and it is accompanied by various actions for children. Children and their parents are invited to events where are educated by members of the Preventive Information Groups (PIS) in basic traffic rules, necessity of using retroreflexive materials and wearing cycle helmets. PIS members are present on police checks on the spot and give to parents information materials on child restraint devices and children by small gifts related to road traffic safety as well.



From right to left: The Minister of Transport Ales Rebiček and Head of Czech Traffic Police col. Martin Cervicek at the press conference

Reporter: Jaroslav, Czech Republic

Huamu Safe Community: Healthy Senior Citizen

Senior citizens are highly vulnerable to injuries, among which falling takes up a great weight. To enlarge the popularization and intensify the publicity of know-how of preventing the elderly's falling, Huamu Safe Community Construction Office is preparing to shoot a science and educational film on preventing falling down of the senior citizens.

On September 5, 2008, the screen test for actors of the film was held in Huamu Service Center, which attracted 30 elderly men from 6 branch communities to participate.

Each of them showed their accomplishments, such as recital of poems, body balance, fan performance, shadowboxing and sword dance, all of which were superbly splendid. Finally the construction office selected 10 volunteers to participate in the filming.

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

HURRY LAST DAYS REGISTER NOW

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 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 or alternatively you can email 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.

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:

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Forthcoming Safety and Injury Conferences

2008

- **The 1st safe society conference,**
October 8-9, 2008, Tehran, I.R. Iran.
Email address: www.tehransafe@yahoo.com.
- **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: <http://www.safecom2008.org.nz/>
email: contact@scfnz.org.nz or robyn.steel@ccc.govt.nz
- **Leaders for Tomorrow. The 11th Annual Safe Communities Canada Conference**
November 2,3,4, 2008
Winnipeg, Manitoba
For information : dwilson@safecommunities.ca
- **2nd Asia Pacific Injury Prevention Conference**
3-6 November 2008
Hanoi, Vietnam
For information: apacph_injury2008@hsph.edu.vn
<http://apacph2008.org/> www.meliahanoi.com

2009

- **1st Eastern Mediterranean Regional Conference**
Injury Prevention and Safety Promotion
Development and Safety - Together
10-12 February 2009, Cairo, Egypt
15 August 2008 Close of abstract submissions. For information: <http://www.emro.who.int/vip/ipsp>
- **18th International Conference on Safe Communities**
Community Safety Policies as an axis for development

