



Australian Safe
Communities
Foundation

Australian Safe Communities Foundation Inc

On behalf of the WHO Collaborating Centre on Community Safety Promotion,
Department of Public Health Sciences, Division of Social Medicine, Karolinska Institutet, Sweden

Safe Community Sai Kung No. 170



Country: **Hong Kong Special Administrative Region, China**

Number of inhabitants: **414,300**

Programme started year: **2006**

International Safe Communities Network Membership: **Designation year 2009**

Full application available: http://www.safecommunities.org.au/ascf/document_record.php?DocumentID=162
http://www.safecommunities.org.au/ascf/document_record.php?DocumentID=163

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From 2005-2008, the programme covers the following safety promotion activities:

1. Safety promotion activities for different age groups

1.1 Safety Activities for Children (0-14 years)

Prevention of Accidents Arising from Children Left at Home

Unattended: ‘Children, Neighbour, Heart’ neighbourhood mutual help project between June 2008 and February 2009.



1.2 Safety Activities for Youth (15-24 years)

Prevention of Juvenile Drug Abuse: the “Healthy Youths

against Drugs and Cigarettes” Football Competition in 2006.

The messages of combating against drug-taking and smoking were promoted throughout football games. The various team members were also involved in promotional campaigns such as the design of slogans and badges highlighting the campaign’s key messages.



The “Drug Removal” Youth Concern Action in 2007. Through short movie production, youngsters were encouraged to collect information on drug abuse-related damage and keep a keen eye on themselves and their friends. Large-scale exhibits were also organized to publicize the hazards of drug abuse and alert teachers, parents and neighbours at the community level.



Prevention of Juvenile Delinquency: ‘Polaris Teen’ initiative organized in 2008. Youngsters with a mature and stable character were recruited to care for young people based on the peer-counselling concept.



1.3 Safety Activities for Adult (25-64 years)

Prevention of Household Injuries: To recognise the vital role

of Hong Kong women play in family life and arouse the community to concern their physical & mental health and safety, the “Unpaid Family Angels” series were organised in 2006.



1.4 Safety Activities for Elderly (65+ years)

Mobile Link Service for the Elderly: To ensure the elderly would get assistance if they become physically unwell or encounter accidents outside their homes, the ‘Mobile Link Service’ was launched in 2008. A remote alarm is specifically equipped so that Mobile Link enables the elderly to obtain prompt and timely assistance when the alarm is heard.



Elderly Fall Prevention: A number of local departments jointly organized the “Active Living” project and the “Safe Home” project under the “Lively No-fall Elderly” Community Health and Safety Campaign in 2006 and 2007. Qualified physiotherapists and trained volunteers conducted health and function checks for the elderly and prescribed appropriate types and frequency of exercise for senior citizens based on their physical fitness to ensure the elderly would get adequate exercise for better muscular endurance and reducing the likelihood of falls. Trained volunteers made home visits to identify safety risks.



Drug Safety Action: The “Drug Safety Action” initiative was hosted in 2006 and 2007 to ensure elderly carers, volunteers and the elderly living alone have a better understanding of the drugs they take and how to correctly consume them.



2. Safety promotion activities at different settings / environments

2.1 Home Safety

The “Smart Tips on Home Safety Campaign” under “Healthy and Safe Housing Estates” project was organised in 2007. It aimed to encourage community participation to jointly promote home safety targeted to the elderly and children.



The campaign was concluded at the “Healthy Families in Safe Community” carnival, where the messages of Safe Community were conveyed through dramas, booths, exhibitions, etc.



2.2 Road Safety

The Sai Kung District works closely with the Police to promote road safety by hosting of colouring, drawing and slogan competitions, plus awards presentations and “bus parades” for the road safety campaigns. The last few years have also seen the organisation of regular promotional campaigns aimed at improving cycling safety in view of the popularity of bicycle use for daily transport among local people.



In 2007, SKDC appropriated funds to build the Tiu Keng Leng Temporary Cycling Park to provide a safe and fun environment for young riders.



2.3 Railway Safety

Railway is one of the major transport means for local residents. As the majority of accidents occur whilst passengers are using the escalators or rushing for trains, the “MTR Safety Month” held every year tackle these problems. MTR Safety Ambassadors would be on duty at the concourses and platforms to promote safety messages on escalators and train doors, and distribute relevant promotional materials.



The MTR also teamed up with the Fire Services Department and Hong Kong Police Force to undergo an emergency incident drill to evaluate the contingency procedures regularly.

2.4 Healthy and Safe Schools

Local schools organize regular safety promotional activities tailored to meet the needs and characteristics of their students so to provide their students and teachers with a safe environment. For example, primary schools more commonly co-host road safety talks with the Police or invite the Fire Services Department to give talks on fire prevention knowledge or organize visits to fire stations or Road Safety Towns. Secondary schools often organize sports safety talks or incorporate sports trauma theory into physical education class, to teach on different types of trauma injuries and ways to treat them or reduce their occurrence.



2.5 Occupational Safety and Health

Housing estates and other workplaces: The Occupational Safety & Health Carnival and Sai Kung District Council Emergency Rescue Contest were hosted in 2005 and 2006 to encourage property management and security companies in the district to offer first aid training to their employees. Key activities included emergency team rescue contests, health check-ups and exhibitions of ambulance kits, etc.



The “Workplace Exercise” project was carried out to encourage front-line property management staff and employees of other settings to improve their physical fitness, enhance safety awareness and reduce the occurrence of job-related injuries by having a 15-minute warm-up exercise session daily.



In addition to teaching by professional tutors, the “Workplace Exercise” project adopted a “Train the Trainers” strategy to help employees engage in regular physical activities through the production and distribution of Healthy Exercise VCDs.



The Variety Competition of the “Healthy and Safe Housing Estates” Project held in 2007 marked the culmination of the above initiative. This fun-based competition featured physical handling operations, safety kits, emergency treatment and endurance contests related to daily property management work plus quiz on general knowledge of occupational safety & health.



Tseung Kwan O Industrial Estate: More than 8,800 employees from more than 20 major enterprises work in this industrial estate. Apart from fire drills, many of these companies organize occupational safety & health promotional campaigns tailored to their own industries. Specific examples included safety talks on physical handling and LCD monitors held by Calbee Four Seas Co., Ltd. and safety & health fun day organized by Gammon Construction;



3. Community based safety programs

3.1 Fire Prevention

Sai Kung District Fire Safety Committee has always been committed to enhancing residents' fire prevention awareness via diversified activities such as annual promotional campaigns on fire prevention for buildings, schools and during the Ching Ming and Chung Yang Festivals, and visits for the Fire Stations.



3.2 Crime Prevention

Working closely with the police, local schools, youth service organizations and community groups, Sai Kung District Fight Crime Committee is committed to the promotion of crime prevention messages via diversified activities such as Integrated Strategies on Fight Crime, Village House Patrol Tactics, and Wind-bell Action and Partnership Action,



3.3 Prevention of Sports Injury

Tseung Kwan O Hospital jointly held the Promotion Project on "Prevention of Knee Injuries in Sports Activities" with 10 local secondary schools in 2007 and 2008. The project included knee joint & physical fitness test, health talk and the distribution of promotional posters and bookmarks.



4. Violence prevention

Prevention of Family Violence: Sai Kung District hosts an annual promotional campaign called "Strengthening Families and Combating Violence". Banners promoting the messages of stop child abuse, cherish one's spouse, care for the elderly, prevent sexual violence and value life were displayed at 24 prominent locations in the district. Other awareness-boosting activities included Harmonious Family Game Show and the kick-off ceremony of "Neighbourhood Support for a Harmonious Community" project.



5. Programs aiming at “High risk-groups”

5.1 Healthy and Safe Hospitals

Haven of Hope Hospital: HHH organizes regular quiz games with awards, booth games, slogan competitions, occupational safety & health product exhibitions for staff, and arrange regular OSH inspections conducted by trained internal auditors.



Tseung Kwan O Hospital: TKOH also teams up with the Labour Department to organize talks on occupational safety & health where staff jointly explore the causes of and prevention of back strain. Systematic training on infection control for all staff is also provided

Other safety promotion campaigns include workshops on proper use of LCD monitors and stretching exercise, talks on handling medical gas jointly held with Hong Kong Oxygen (HKO), talks on simple emergency rescues and the correct use of first aid kits in conjunction with the Hong Kong Red Cross



5.2 Healthy and Safe Residential Care Homes

To successfully reduce the occurrence of job-related injuries arising from the daily care and nursing of the service users, both new hires and current employees are provided with different safety trainings by various residential care homes on a regular basis.

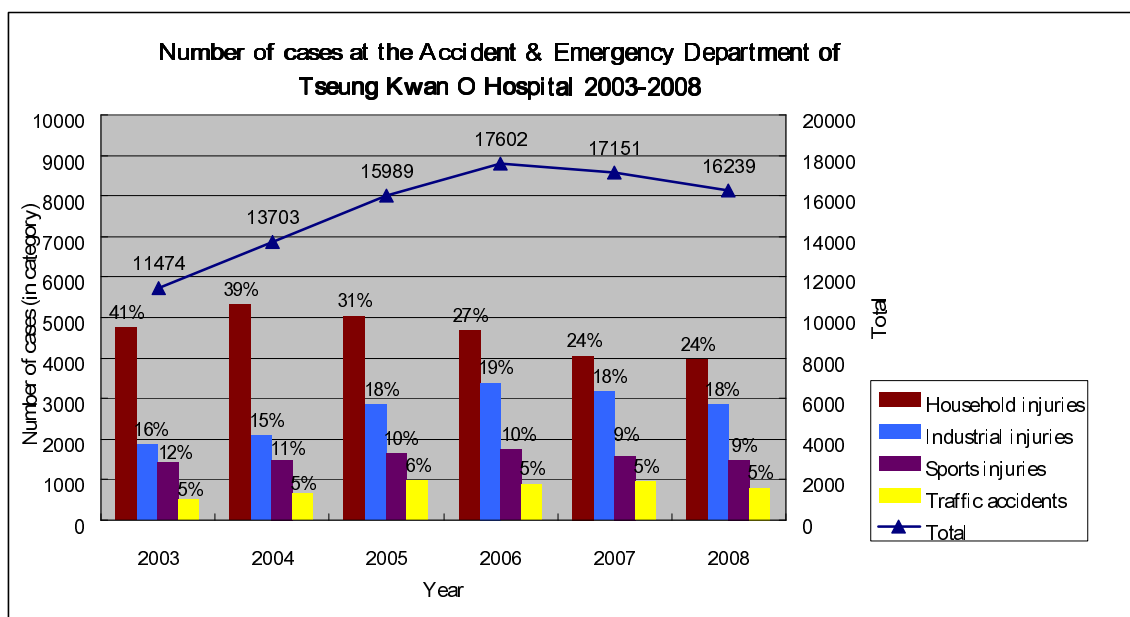


6. Surveillance of injuries

Since 2006, data generated by relevant authorities from 2003 and beyond have been regularly collected through Sai Kung District Office, in order to establish an understanding of the frequency and causes of accidental injuries in Sai Kung District.

The collated figures show that the four leading reasons for emergency treatment at Tseung Kwan O Hospital have always been: household injuries, industrial injuries, sports injuries and traffic accidents. Detailed figures for 2003 to 2008 are stated as follows:

Year \ Injury types	2003	2004	2005	2006	2007	2008
Household injuries	4747	5326	5022	4680	4052	3968
Industrial injuries	1877	2075	2849	3383	3153	2863
Sports injuries	1429	1483	1644	1731	1587	1486
Traffic accidents	521	665	972	901	942	798
Others	2900	4154	5502	6907	7417	7124
Total	11474	13703	15989	17602	17151	16239



The total number of accident cases grew more significantly between 2003 and 2005, probably related to the district's rapid population growth. In 2003, Sai Kung District reported an approximate population of 370,000. In 2004, this figure had surged through 400,000. While the district's population has remained at a more or less steady level ever since, the number of accident cases experienced a downward trend between 2007 and 2008.

In order to more accurately record the frequency and causes of accidents, an injury surveillance system has been set up in the Accident & Emergency Department of Tseung Kwan O Hospital since April 2009. This initiative will enable the more effective tracking of the number and causes of accidents for detailed analysis that identifies the priorities of interventions and how accidents and injuries can be prevented.

7. International commitments

Date	Experience Exchange Activities / Presentation
November 2006	Presentation at the Second Hong Kong Safe and Healthy Community Network Annual Conference
October 2008	Presentation at the Seminar on Safety Promotion and Injury Prevention
October 2008	Shenzhen-Hong Kong International Safe Community Conference and 4 th China Hong Kong Safe and Healthy Community Network Annual Meeting
April 2009	Visit by National Institute of Occupational Safety and Health, Malaysia
May 2009	Sharing of “Sai Kung Healthy and Safe City” with mayor and senior officials of Yueyang City, China
May 2009	Sharing of cycling safety initiatives in Safe Community Monthly News

Publications:

Summary report of 2006 Tseung Kwan O Community Health Survey

Produced information materials, pamphlets:

Sai Kung Healthy and Safe City 10th anniversary info-kit with DVD

Staff

Number: 4 (Full time)

Professions: Health promotion and education, social worker

Organization: “Sai Kung Healthy and Safe City” Project Office, Haven of Hope Christian Service

Specific intersectoral leadership group:



The Social Services & Healthy and Safe City Committee

