

AGENDA PAPER

2006 Meeting of Affiliate Support Centres of the WHO Safe Community Network In conjunction with the 15th International Conference on Safe Communities Capetown, South Africa

9 April, 2006

Agenda Item 3 – Business arising from June 14, 2005 meeting in Bergen

3.2 Development of a global Community Safety Month / Celebration – Written update provided by Michael Bourne

Purpose

The scope for a coordinated global celebration of community safety promotion was discussed at the last meeting on 14 June 2005 in Bergen. It was recognised that a month of activities may be beyond the capabilities of many centres and local programs.

The purpose of this paper is to facilitate further discussion on the steps that could be taken towards the development of a coordinated celebration of community safety promotion across the world-wide WHO Safe Community Network.

What is Community Safety Month?

Community Safety Month (CSM) is a mobilisation and community capacity building program that promotes partnerships and raises awareness of safe practices in the community.

CSM, which is held each October across Australia, also highlights and recognises the community safety promotion work of community groups, agencies, researchers, businesses and governments at the local, state and national levels. This work is aimed at building safer communities, preventing injuries and reducing the impact of injuries on individuals, families, businesses and communities.

Background

CSM is now in its 10th year in Australia. It began in Victoria in February 1996 as Safe Community Week, when the 5th International Safe Communities Conference was held in Melbourne. The Cities of Latrobe and Hume were designated as WHO Safe Communities during this first Safe Community Week. The Victorian Community Safety



Network (VSCN) was also born at this time, when the conference planning team decided to continue working together to reduce injuries and promote community safety.

CSM is coordinated: by the VSCN and the Department of Justice in Victoria; by the local Safe Communities networks in other states; and by the Australian Safe Communities Foundation (ASCF) nationally across Australia. These arrangements are outlined in the paper provided to delegates at the 14th International Safe Community Conference in Bergen in June 2005 (a copy will be separately e-mailed to WHO ASC Meeting delegates).

Issues

The motto for CSM is 'Take the Steps to Safety'.

All the WHO Affiliate Support Centres and all the WHO Safe Community programs are already 'taking the steps to safety' every day – in local communities, regionally and nationally.

A possible next step is to more widely promote these actions into the broader community, so that we can mobilise more partnerships to more strongly support these programs. Greater promotion of our programs and activities will help us to increase community awareness of, and build new partnerships around, community safety promotion and injury prevention programs.

Like all journeys, CSM began in Victoria with a few small steps. Two local municipalities and some agency representatives documented their community safety promotion work, planned a conference and publicly announced a 'Safe Community Week' based around these existing and new activities. More municipalities and agencies have joined in over time, with the national audience reach exceeding 300,000 people in 2005, at more than 1000 events.

How can we find the resources for new activities?

Participation in a CSM style global celebration does **not** require new activities to be added into the very busy local programs. We are conscious that limited resources will not provide local capacity for yet another new initiative.

This concern has been managed in Australia by encouraging people to register the daily activities they would normally undertake in a month. That way at least 10 to 15 percent of **our current annual program** is automatically included in the CSM program, whichever month is chosen. Imagine how many thousands of events happen every year in Safe Communities across the globe. Imagine the impact if 15% of these are

packaged into a coordinated celebration. The difference is that we would be making many more people aware of what we are already doing.

Other options are to begin with a day when groups are coming together for another purpose and also call that day Community Safety Day; or call the week leading up to, or of, a conference Community Safety Week. That way all the activities of the conference are now part of a week of celebrations, providing many opportunities to develop new partnerships and share knowledge about community safety.

Outcomes sought

The outcome is to achieve two central safe community objectives from the same program resources.

The CSM style celebration helps safe community program goals to be achieved, in that we are promoting community safety, building safer communities, creating and strengthening partnerships, and tackling community safety priorities.

Moreover, the aims of CSM are also being achieved in that we are building partnerships and bringing community safety messages to wider audiences, whilst at the same time increasing recognition for the valuable work of the local, regional and national Safe Communities networks.

Registering events at any time

The activities registered for CSM need not be specifically arranged for CSM. Many of the events registered are already part of an ongoing local program, but are being registered because they are planned to occur in October.

Our next vision for CSM in Victoria is to have program coordinators register all the local community safety events all year round – so that we can use the website as a ‘virtual meeting place’ where people can document their activities and share ideas. This will allow us to progressively build an interactive ‘knowledge bank’ of community safety program initiatives in local areas. As the ‘knowledge bank’ builds, people can access it to get information for programs to help them tackle new and emerging issues in their local area.

The ‘knowledge bank’ will also provide a more efficient means for the smaller local programs to document their activities, which will support more effective program evaluation (International Safe Communities Indicator 5).

Recent developments in Australia

Plans for CSM 2006 are coming together in Western Australia, South Australia, Queensland, the Northern Territory, New South Wales and Victoria. The VSCN and the ASCF are also working to increase the reach of CSM among business and agency communities.

Western Australia's Community Safety Month is being held for the third time in October 2006. The month is coordinated by the Office of Crime Prevention and steered by an Organising Committee made up of representatives from government agencies and non-government organisations. The themes for 2006 are injury prevention, crime prevention, emergency services, work safety, water safety and road safety.

In 2005 more than 190 events and activities were registered on the WA CSM website. These ranged from large public events to small community groups organising activities in their local area. The public participation for CSM 2005 was estimated to be around 100,000 as measured by the total number reported by each event organiser. It is predicted that there will be an increase in the number of events and participants in 2006.

The inaugural Safe Work Australia Week was held in October 2005, as the first annual event involving all States and Territories workplace safety agencies. South Australia supported the national Safe Work Week with a further week of safety celebrations. The two week SA Safe Work program will continue this year and into the future.

The first Queensland Safe Communities conference, coordinated by the Queensland Safe Communities Support Centre, was held in October 2005 as part of the national CSM. This is planned to continue as a part of the CSM activities in 2006 and beyond.

All 79 local government areas in Victoria participated in CSM 2005, with over 1000 events registered on the CSM website. VSCN convened a CSM Reference Group planning forum / workshop in March 2006 with over 50 people participating. The day was particularly enlivened by the announcement that CSM will continue to be supported in the Department of Justice. This productive partnership will help generate further support for CSM in Victoria.

Discussions since the Bergen meeting

The Canadian Safe Communities Foundation (CSCF) has expressed strong interest in developing a program for a national CSM in October 2007, building on local program events.

The Safe Communities Foundation of New Zealand (SCFNZ) has also indicated that it is preparing to develop a local Community Safety Week or Month, again as both a national

and a local celebration of community safety promotion activities, building on the existing program of community safety celebrations which include a national safety week each year in August.

The VSCN and ASCF will be supporting CSCF and SCFNZ with advice and information on the development paths previously taken to implement these initiatives. This offer of support is extended to all WHO Safe Community members as they plan to embark on a community safety celebration (CSM style) journey.

Discussion questions for the WHO ASC Capetown Meeting

- What steps could each Affiliate Support Centre take to integrate the celebration of community safety promotion activities into their existing program for their region?
 - Given the extent and variety of community safety work already included in Safe Community Program and Affiliate Support Centre Annual Action Plans, would a coordinated global community safety celebration assist in gaining support for a local event?
 - If, so, how would this assist? If not, why not, and would it hinder local action?
 - Is a community safety day, week or month feasible in each region?
 - What steps could be taken to make this happen?
 - This can often be achieved by 'piggy backing' a coordinated CSM style of celebration onto existing events arranged for other purposes
- How could the WHO Collaborating Centre on Community Safety Promotion best support the development of a coordinated global celebration of community safety promotion?
 - Could a global event be programmed as a lead up to, or follow on from, the Annual International Safe Community Conference?
 - Or would it be better to coordinate this event at a different time of the year when people are not so busy with conference arrangements?
 - VSCN local experience suggests that program coordinators prefer CSM to precede the annual conference, so they can work on the CSM activities and then gather later at the conference (the month after CSM) and share experiences ready for the next year.
 - This experience is however, based on different teams of people coordinating CSM and the conference. Greater separation in time could be needed if the same group of people is coordinating both events.
- How could the WHO Collaborating Centre on Community Safety Promotion integrate a coordinated global celebration of community safety promotion into the existing activities of the world-wide Safe Community network?

- Would a theme on global celebration of community safety promotion in future Annual International Safe Community Conferences assist?
 - providing an opportunity for people to report on local action and share ideas for future years
- Should this issue be kept on the agenda for the next Meeting of Affiliate Support Centres of the WHO Safe Community Network?
 - to receive reports from members who have begun implementing CSM style activities, and
 - to explore ways to support other regions to participate in a coordinated global celebration of community safety promotion.
- Do delegates see benefit in developing a coordinated global event to celebrate community safety promotion?
 - Would delegates be able to participate in such a global event?
 - With national, regional and local events?
- What steps would need to be taken to develop and implement a coordinated global celebration of community safety promotion across the WHO Safe Community network?
 - What are the core challenges?
 - What could be some options to respond to these?
 - Who can / should take the lead?

Recommendations

If the delegates to the Meeting are supportive of this proposal being further developed, it is recommended that this Meeting of the Affiliate Support Centres of the WHO Safe Community Network resolves to:

1. seek advice from each Affiliate Support Centre of the WHO Safe Community Network on what steps they could take to integrate a coordinated global celebration of community safety promotion activities into the existing safe community activities in their region;
2. encourage the WHO Collaborating Centre on Community Safety Promotion to support the development of a coordinated global celebration of community safety promotion;
3. seek advice from the WHO Collaborating Centre on Community Safety Promotion on how a coordinated global celebration of community safety promotion could best be integrated into the existing activities of the WHO Safe Community Network, and comments on the benefits of including a theme in future Annual International Safe Community Conferences on the development of a global celebration of community safety promotion; and

4. establish a small working group to further consult with Safe Community Network Members, Affiliate Support Centres and Certifying Centres of the WHO Safe Community Network to develop a proposal for a coordinated global celebration of community safety promotion activities, to be discussed at the next Meeting of the Affiliate Support Centres of the WHO Safe Community Network;
5. this item be included on the agenda for the next Meeting of Affiliate Support Centres of the WHO Safe Community Network to receive reports from members implementing CSM activities, and to explore ways to support other regions to participate in a coordinated global celebration of community safety promotion.

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Further information

Further information on CSM is available –

BY contacting the ASCF or the VSCN on –

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Ahmed Safi, CSM Coordinator and VSCN Executive Member -

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Or Barbara Minuzzo, VSCN Executive Secretary, Safety Centre, Royal Children's Hospital on - Tel + 61 9345 5786, Fax + 61 9345 5086, or email

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BY browsing the VSCN website www.vscn.org.au and the CSM website www.communitysafetymonth.com.au

BY reviewing CSM / conference articles in the SAFE COMM Weekly News

<http://www.safecommunity.net/SCWN/2005/SCWN27December2005.pdf>

<http://www.safecommunity.net/SCWN/2005/SCWN26November2005.pdf>

<http://www.safecommunity.net/SCWN/2005/SCWN24November2005.pdf>

<http://www.safecommunity.net/SCWN/2005/SCWN09April2005.pdf>

The CSM 2004 evaluation report -

<http://www.safecommunity.net/SCWN/2005/SCWN04February2005.pdf>

OR BY reviewing the papers presented at the 14th SAFECOMM conference in Bergen in June 2005, available from the Safe Community Network website –

http://www.safecommunity.net/Conferences/Bergen/Presentations/T14_030_Bourne_and%20Harberts.pdf

These conference papers will also be attached to the e-mail sent to Meeting delegates.