

At the cutting edge of community safety

Where to from here?

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B Sc (Hons)

Grad Dip Epidemiology and Biostatistics (1995)

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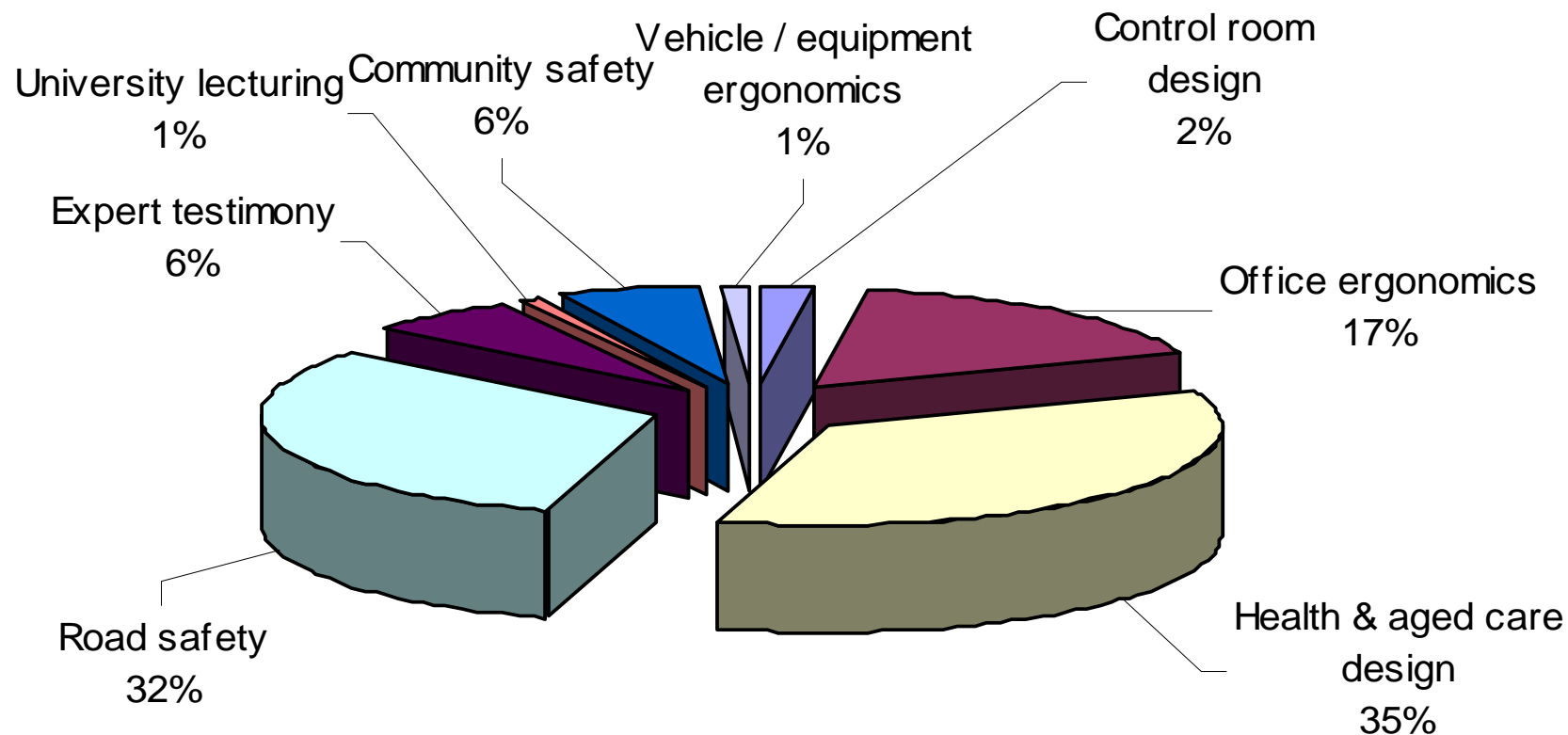
Hennessy Services Pty Ltd

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Contributions to the community safety profession

- Secretary of Organising Committee , WHO 5th International Conference on Safe Communities, 1996.
- Proponent - formation of Victorian Safe Communities Network 1996; Co-Chair 2001.
- Asked Owen Evans (nicely) to establish Safe_Comm_Vic email list server.
- Initiator - Community Safety Week / Month 1996.
- Proponent and founding committee member - Australian Injury Prevention Network
- Co-initiator and member of organising committee - VSCN conference 2003; Vic Ergonomics Conf . 2004.

Project types, Hennessy Services Pty Ltd, 1/7/03 to 30/6/04



Mark's tips on partnerships

- Treat everyone as a person first, then as a position holder (John Coles)
- Build partnerships based on mutual respect and trust
- Work on their terms, not yours
- Share ownership of problem definition, the solution, and the credit
- Start by asking nicely
- Document your agreement, if there is potential for misunderstanding

Sustainability - 3 challenges

- Making individual community safety programs viable and sustainable
- Making community safety part of the policy and normal routine procedures of local agencies
- Establish the *Safe Communities* approach as an integral part of injury prevention policy and practice at international, national and local level

Program sustainability

- a practitioner's view

- Bringing about changes
- Which are likely to be sustained for a long time
- To organisational structures and procedures
- In order to achieve the objectives of the program in the long term

How to make a program sustainable

- Start before you start the program
- Build sustainability into the project proposal, and strategic plans
- Give the program an identity
- Call it a *program*, not a *project*
- Identify critical opportunities:
 - policy and strategic plans
 - contracts, service agreements, work plans
 - program funding
 - focus on outcomes, not inputs or your job

Funding programs

- Where are the dollars?
- Who controls the budget?
- What will motivate them to fund the program?
- What should you offer to do?
- Obtain wide support

Keeping sustainability is a dynamic process

- Organisations change
- Organisations disappear
- Key people move on
- New people arrive
 - outsiders may accept your program
 - insiders may want to replace or re-badge your program

Thriving on chaos

- Be opportunity oriented
- Not focussed on problems
- Keep working at it to drive, coordinate and resource the activity
- Don't ask for too much commitment from the partners in the program

Where to from here? - road safety

- *arrive alive!*

- No consultation
- 17 challenges
- risk factor based, not solution focussed
- Working with the community is #16.
- Very little on who will actually do the work
- Big on “Enhanced crash information”, but what about practitioners?

Where to from here? - road safety

■ *Safe System*

- Adopted by VicRoads, I have been told
- Acknowledges that people make mistakes
- Focusses on road design, vehicle design, speed limits, to ensure that crashes are survivable.
- Road users to obey rules.
- Eg maximum safe speed on an undivided road is 70 kph.
- A paradigm shift, but a long road to full acceptance and application.

Towards a national injury prevention plan

- Important risks lacking proven countermeasures omitted
- Single faceted interventions favoured
- Multi target programs not included
- Upstream, multi effect interventions not included

The need for broader strategic directions

- Include issues that are complex to act on, and therefore tricky to evaluate
- Include multi-faceted, multi-action interventions
- Who is going to do the work? What is the day to day work of injury prevention practitioners?
- Need an integrated set of national promotional resources - videos etc

The need for broader strategic directions

- Integrate unintentional and intentional injury prevention
- Promote “Safe Communities”
- Re-orient health services (Ottawa Charter)
- Include community as stakeholders and decision makers
- Need a broad view, not a grab bag of programs

Where to from here? - Australian Safe Communities Foundation

- First, focus on the changes that need to happen to make Australia a safer community
- Then work out who needs to do what to make it happen
- Then, and only then, start thinking about money and other resources

Where to from here? - VSCN

- Take stock of programs and partnerships
- Take a long term view of Community Safety Month
- Keep supporting the members with information and networking opportunities
- Keep up the strong leadership - congratulations to the committee!