

# International Safe Community (ISC) Annual Report (1 January – 31 December)



Beginning 2009, ISC are required to submit annual reports. Please submit by **1 February** in word format your completed report and web page changes to the Certifying Centre who evaluated your application.

Certifying Centres (Sept 2009) [http://www.phs.ki.se/csp/who\\_certifying\\_centres\\_network\\_en.htm](http://www.phs.ki.se/csp/who_certifying_centres_network_en.htm)

E-mail for Contact persons for Certifying Centres:

1. New Zealand- Safe Communities Foundation [peters@scfnz.org](mailto:peters@scfnz.org)
2. South Africa - Centre for Peace Action [Shalmaaz.Suffla@mrc.ac.za](mailto:Shalmaaz.Suffla@mrc.ac.za)
3. Korea- Center for Injury Prevention and Community Safety: [jpcho@ajou.ac.kr](mailto:jpcho@ajou.ac.kr)
4. Australia - Australian Safe Communities Foundation: [henk.harberts@gmail.com](mailto:henk.harberts@gmail.com)
5. Swedish Association for Safe Communities: [bo.henricson@gmail.com](mailto:bo.henricson@gmail.com)
6. Colombia - Institute for Peace Promotion and Injury/Violence Prevention (CISALVA) [cisalva@univalle.edu.co](mailto:cisalva@univalle.edu.co)
7. Canada - Safe Communities Canada: [rwaldie@safecommunities.ca](mailto:rwaldie@safecommunities.ca)

## Demographics

Name: **Safety Centre, The Royal Children's Hospital Melbourne**  
Country: **Australia**  
Submission date: **February 2011**  
Contact: **Barbara Minuzzo** Senior Project Coordinator, [barbara.minuzzo@rch.org.au](mailto:barbara.minuzzo@rch.org.au)  
**Helen Rowan** Manager Family Services, [helen.rowan@rch.org.au](mailto:helen.rowan@rch.org.au)  
**Chayley Ashbolt** Family Support Project Worker [chayley.ashbolt@rch.org.au](mailto:chayley.ashbolt@rch.org.au)

For more than 30 years The Royal Children's Hospital (RCH) Safety Centre has led a strong strategic approach in the promotion of safety and the prevention of unintentional injuries. Since April 1999, the Safety Centre has been accredited as an Affiliate Safe Community Support Centre by the World Health Organisation (WHO) Collaborating Centre on Community Safety Promotion at Karolinska Institute, Sweden.

## Partnerships

The Safety Centre collaborates with key internal and external stakeholders including state government and non-government agencies and industry and community members. The Centre often collaborates with the Department of Education and Early Childhood Development, the Office of the Child Safety Commissioner, Consumer Affairs Victoria and peak bodies engaged in road safety promotion and emergency services.

### Community Partnerships and Support

During 2010 the Safety Centre staff responded to over 1,100 requests for information and resources and 1,572 people attended Safety Centre educations sessions on 28 occasions. The majority of community members supported were health practitioners (2,083) followed by parents.

### Victorian Burns Prevention Partnership

Early in 2010 The Royal Children's Hospital (RCH) Safety Centre together with representatives from the state's fire services (Metropolitan Fire Brigade and Country Fire Authority), the Alfred Hospital and the RCH Burns Unit to establish the Victorian Burns Prevention Partnership (VBPP).



This Partnership meets regularly to share expertise, discuss current and seasonal issues and initiate joint projects to increase awareness about burns and scalds safety.

The group's most successful initiative has been *Stay Safe* – a quarterly newsletter. This provides valuable fire safety and burns prevention information to community safety practitioners, parents, teachers, grandparents and all those responsible for the care of children.

### **Transportation of Children and Youth with Additional Needs**

In Australia there are about 165,000 people under 15 years of age with a severe disability. Children with a disability due to a medical condition, permanent disability or behavioural problem, often require special consideration when being restrained in motor vehicles. The Royal Children's Hospital and the Safety Centre have played a leading role in providing advice and developing and distributing resource material about child restraints for children with a disability.

In early 2010 The Royal Children's Hospital Safety Centre and RCH Occupational Therapy formed the Transportation of Children and Youth with Additional Needs Partnership (TOCAN). Members of the partnership include representatives from the Victorian Government, industry, allied health practitioners, Autism Victoria, the Association of Children with a Disability, Britax, VicRoads and the Australian Child Restraint Initiative (ACRI). TOCAN aims to support and improve information and resources available for parents, carers and community professionals about the safe transport of children and youth with additional needs. Because this issue has continued to be a significant one, the Safety Centre has been playing a leading role within the group. Safety Centre staff have worked tirelessly towards a planned state wide health practitioner workshop to be held early in 2011.

### **Accreditation by the Safe Communities Network**

Throughout 2010 the Safety Centre has provided significant support to encourage Victorian communities to become accredited as part of the worldwide Safe Communities Network. The cities of Greater Shepparton, Wangaratta, Manningham, Moreland, Port Phillip, and Geelong have demonstrated interest in the Safe Communities Network and attaining accreditation.

Accredited Victorian communities that continue to receive ongoing Safety Centre support include the cities of Melbourne, Hume, La Trobe and Casey.

## **Sustainable Programs/Local Government**

### **Safety Centre Participation in Local Government Initiatives**

#### **Safe Start- City of Geelong and City of Casey**

*Safe Start* is a child injury prevention project funded by the Victorian Department of Human Services. It was supported from 2008-2010 within the City of Greater Geelong and the City of Casey. The aim of the project is to minimize the risk of unintentional injuries amongst children aged between 0-8 years. These include falls, poisoning, burns and road accidents.

The Safety Centre has played a significant role in supporting the City of Geelong and City of Casey *Safe Start* programs by attending group meetings and providing ongoing advice, support, resources, feedback and suggestions on projects and other initiatives.

#### **Local Government**

The Safety Centre made presentations and delivered safety promotion and injury prevention training directed at family day carers, child care workers, parents, teachers and health and human development students at local councils including *Moonee Valley City Council*, *Manningham City Council*, *Cardinia City Council*, and *City of Melbourne*.

The Safety Centre continues to provide ongoing support to the City of Melbourne. It plays an active role in the City of Melbourne's Injury Prevention Working Group and more recently has been providing additional support in the City of Melbourne's reaccreditation as a Safe Community.

Furthermore the Safety Centre is frequently in contact with local government safety officers through regular emails, mail out of resources, phone support, referrals to resources on the Safety Centre website and helps connect local government safety officers with experienced safety officers from other regions.

### **Community Safety Month Advisory Committee**

Safety Centre staff have led many discussions and planning sessions convened by the Community Safety Month Advisory Committee. In 2010, Safety Centre staff including some of the Centre's Culturally and Linguistically Diverse (CALD) peer educators developed community messages in ten languages promoting Community Safety Day.

**Community Safety Month** which is held every October is an opportunity for all Victorians to become involved in activities that help reduce crime, violence, injuries and emergencies. During the weeks leading up to Community Safety Month, Safety Centre staff are kept extremely busy despatching resources to support planned community safety activities.

As part of their role in the *Community Safety Month Advisory Group*, Safety Centre staff helped with the coordination and promotion of two *Community Safety Month* launches in 2010. One was at Eastern Hill MFB (metropolitan) and the other *Community Safety Month* launch was in Bendigo (regional). The Safety Centre's resources were distributed at these events and more than 200 children and adults enjoyed the giveaways and safety demonstrations.

**Community Safety Day** is the premier event of Community Safety Month. In October 2010 the Safety Centre staff attended Safety Day held at Melbourne's Docklands.

Live demonstrations were featured throughout the day to show how services "work together" during an emergency. Displays demonstrated how every Victorian can take an active role in community safety. The Safety Centre had a safety promotion display and held quiz competitions giving away a car restraint as the first prize every half hour. The day was very successful with 30,000 attending.



The Safety Centre also had a display and provided resources at the Manningham City Council Safety Day. Thousands attended including teachers and students from local schools. Safety Centre staff also held a child care workshop on the day.

### **Internet Resources for the Community**

In 2010 the Safety Centre's website was visited by people on 71,115 occasions.

All resources developed by Safety Centre staff are easily accessible on the website. The RCH Resource Centre for Child Health and Safety has also improved access to the safety products it sells through online promotion and a mail order service.

**The Raising Children Network** is the peak Australian Parenting website. Barbara Minuzzo is a Scientific Board Member and throughout 2010 Safety Centre staff have undertaken a comprehensive website content review and update of all the safety advice available online.

**The Better Health Channel** is the Victorian state government's award winning health and medical information website. For some years now Safety Centre staff have been responsible for providing current information for that website on safety promotion and injury prevention.

## High Risk Groups & Environments

### **Safety Centre Health Practitioner Workshops 2010**

#### **Safe Play- Risk of Injury through Play vs. Childhood Obesity Workshop May 2010**

##### Program overview:

Childhood obesity statistics are escalating nationally and internationally and are associated with a range of health and wellbeing issues: increased risk of mortality, diabetes and cardiovascular disease. Current health promotion initiatives encourage children to be physically active –schools have re-designed play areas to promote active play and to conform to the highest safety standards.

One of the dilemmas for health and safety practitioners today is whether we should encourage children to be active at the risk of getting injured, or whether we should 'wrap them in cotton wool' and also risk obesity. How can we negotiate this apparent tension between child safety and child health?

##### Evaluation:

The Safe Play workshop attracted health professionals from both Victoria and interstate and our evaluation concluded that overall 95.5% of attendees stated their needs and expectations of the Safety Centre Safe Play Health Practitioner Workshop were met.

#### **Safety Outdoors Workshop November 2010**

##### Program overview:

During the warmer months outdoor activities are a great way for children to warm their winter bones, boost their Vitamin D levels and get the physical activity they need. The holiday season is also the time when the risk of injuries changes dramatically. Safety promotion messages need to focus on these increased risks.

Risks addressed in the Safety Outdoors Workshop included around water, when swimming at the beach, the risk of drowning in inland waterways or paralysis from diving into shallow water. Farm injuries were also addressed.

It was important to stress the need for safe play areas for children as a priority around waterways, farm motorcycles, horses, tractors, machinery and other hazards.

##### Evaluation:

The final evaluation concluded that overall, 71.4% of participants were satisfied with the workshop with a further 28.6% extremely satisfied.

#### **Safety Centre CALD Program**

Using the peer education model and a community development approach, this program delivers health promotion and injury prevention messages to communities in their own first language.

The Safety Centre is highly regarded as a leader in CALD peer education nationally and internationally, because of its high success rate in effectively targeting non-English speaking communities. The Safety Centre has trained peer educators who are well-respected and have strong networks within their CALD communities.

Barbara Minuzzo was an active member of the working group for the *Kids - Go For Your Life-Filling the Gaps Program*. The program outcomes showed children's settings can be effective environments for improving healthy eating and physical activity behaviours.



- The Royal Children’s Hospital Safety Centre hosted the launch of a new safety product for curtain cords in January 2010. The Safety Centre has distributed this product and promotional material widely throughout Victoria on behalf of Consumer Affairs.

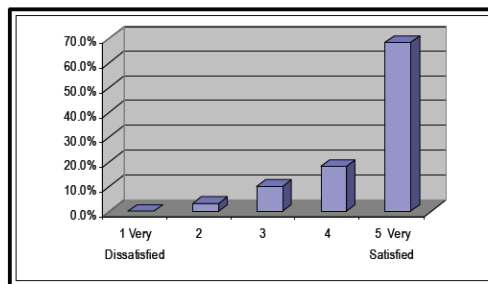
## Evaluation

When supporting local community safety programs, Safety Centre staff strongly encourage allocation of community funding to ensure resources for a rigorous evaluation process and report writing to include outcomes and recommendations.

The following are examples of evaluations conducted by Safety Centre staff during 2010:

### Safety Centre Health Practitioner Consumer Survey

The 2009-10 Health Practitioner Consumer Survey results showed 90% of people who used the Safety Centre’s printed resources rated those resources 4.5 out of 5 (90%) for their relevance, content, quality, presentation and style.



Graph 1: Please rate on the scale below how satisfied you are with the content and quality of the printed information

### Safety Centre Consumer Satisfaction

Between July 2005 and December 2010, The Royal Children’s Hospital Safety Centre received many positive emails and phone calls from health practitioners, parents and teachers about their contact and experience with the Safety Centre.

The majority (52%) of that positive feedback came from health practitioners within health and government sectors, followed by teachers (26%) and parents (22%).

**See also** the evaluation of the Safety Centre’s Health Practitioner Workshops reported on page 4.

## Networks

The Safety Centre’s reputation for building and strengthening community capacity by providing leadership and encouraging sound, evidence-based work has resulted in a strong sustainable network of colleagues, organisations, communities and satellite centres.

### International Safe Communities Network

Barbara Minuzzo represented the Safety Centre at the 19th International Conference on Safe Communities held in Suwon, South Korea March 2010. Barbara presented a paper titled *Making a Difference - the Victorian Burns Prevention Partnership*.

The conference theme was *Sustainability of Safe Community Programs*.

There were many valuable sessions including reports on outcomes from safety promotion and injury prevention initiatives as well as future plans to further expand and develop the Safe Community program and make it sustainable.

### **Victorian Safe Communities Network**

The Safety Centre is a co-founder of the Victorian Safe Communities Network (VSCN). Safety Centre staff have been actively involved in the VSCN executive since inception and continue to provide full Secretariat services.

The Victorian Safe Communities Network provides a major source of support for community-based workers especially in local government, who consult the Safety Centre and the VSCN for information and advice.

This network of members regularly hosts seminars for community safety practitioners and these seminars are actively supported by the Safety Centre.

#### Seminars held in 2010 include:

*Fatal Attraction: Young People and Alcohol.* This seminar attracted more than 130 people who wanted a better understanding of effective strategies to manage community-based approaches to reducing alcohol-related harms.

*No Stone Unturned: Planning Safe and Active Communities.* This seminar coincided with the official designation of the five Delfin Lend Lease Victorian communities as 'Pacific Safe Communities'

### **Victorian Multicultural Local Government Issues Network**

The Royal Children's Hospital Safety Centre is a member of the Victorian Multicultural Local Government Issues Network. This Network is an important link to health and safety practitioners working with CALD communities in local government. Safety Centre staff regularly disseminate their CALD resources at network meetings.

### **Communities That Care Program**

Barbara Minuzzo represented the Safety Centre on the Communities That Care Board throughout 2010. The program vision is to promote healthy development of children and young people through long term community planning to prevent health and social problems, including alcohol and drug abuse, violence and crime.

## **Final Comments**

### Challenges

The *Bringing Baby Home* package of resources has been regarded as a very valuable resource within local communities. The demand for this resource was so great that keeping up with orders for printed information has been very challenging. However Safety Centre staff persisted by obtaining further funding for reprints to distribute packages to Maternal Child Health Centres, local government offices, maternity hospitals and child care centres.

### Highlights

#### **Victoria's Multicultural Award of Excellence**

The Safety Centre's Senior Project Coordinator, Barbara Minuzzo won Victoria's Multicultural Award for Excellence 2010. Barbara was nominated by LOTE Marketing with letters of support from VicRoads, Victoria Police, and the Metropolitan Fire Brigade. For many years Barbara and

the Safety Centre staff have supported these organisations in their shift to be more culturally sensitive and linguistically competent.

### **Victorian Public Healthcare Award Nomination**

The Victorian Public Healthcare Awards are Victoria's most prestigious awards program and are proudly presented by the Premier of Victoria, the Minister for Health, the Minister for Mental Health and the Department of Health Secretary.

The overarching aim of the awards is to celebrate quality, innovation and excellence. Each year the awards seek out innovative initiatives and public health campaigns that characterise these qualities - celebrating Victoria's health champions and demonstrating the highest commitment to the patient experience in Victoria.

The Safety Centre was nominated by The Royal Children's Hospital under the Prevention and Promotion category. Although the Safety Centre did not win the state award, being nominated for our safety promotion and injury prevention program was an honor.



### ***Safety Centre Staff***

***Standing left to right- Helen Rowan, Fiona Sheilds, Chayley Ashbolt, Lisa King, Carol Anderson***

***Sitting- Gayle Wurm, Barbara Minuzzo***