

APPENDIX FOURTEEN
DESIGNATION UPDATE, MAY 2004

Designation Application
for accreditation as a
World Health Organisation Safe Community



Mackay
Whitsunday
Safe Communities Project

May 2004

Working together to make Mackay/ Whitsunday Safe



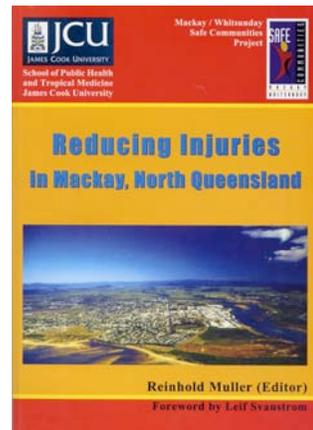
WHITSUNDAY
SHIRE COUNCIL



Queensland Government
Emergency Services; Queensland
Health; Queensland Transport;
Education Queensland; Main Roads;
Communities



Safety is everyone's business



The Mackay/ Whitsunday Safe Communities Project was launched in February 2000 in response to high injury rates observed in the region. Since establishment, the Project has grown considerably and now consists of a network of over 100 members, representing 47 government, business and community organisations.

The Project is co-ordinated by a cross-sectoral Project Management Team (PMT) that oversees 11 Working Groups and maintains close ties with three linked projects.

We have attempted to design sustainability into the Project by building on a foundation of community resources to support our interventions. These interventions aim to produce sustained change in the behaviour of individuals and to create a social and physical environment more conducive to safe behavioural choices.

The Project has developed a suite of interventions targeting both genders, all ages, environments and situations, including: child safety, youth safety, road safety, safer alcohol and drug use, occupational health and safety and seniors safety.

Priorities have been based on injury surveillance data collected from all Emergency Departments (EDs) in the region. Accordingly, the Project launched a number of new working groups in 2003 targeting vulnerable groups in the community:

- *Child Injury Prevention Project (ChIPP) Mackay.*
- *Workplace Health and Safety Working Group.*
- *Young Drivers Group.*

The Project has built strong links with a number of injury research centres including Queensland Injury Surveillance Unit, James Cook University and Injury Prevention and Control Australia. It has an active research program into the rationale and processes of community based safety promotion interventions and the impact of these interventions on health outcomes in the region.

The Mackay/ Whitsunday Safe Communities Project was the first Safe Communities Project established in Queensland and has had a critical role in laying the foundation for the rapidly growing Safe Communities movement within Queensland.

We are proud to host the 2nd Pacific Rim Safe Communities Conference and the 7th Australian Injury Prevention Conference to be held at the Mackay Entertainment Centre from the 15th –17th of September. “Safe living on the edge” is the theme of the conference that will bring together safe communities and injury prevention researchers, practitioners, policy makers and advocates from Australasia and beyond, in the beautiful tropical City of Mackay,

It is a great challenge for a small team of people to set themselves the task of making Mackay/ Whitsunday a safer community. While much remains to be done, it is evident that things that were once inconceivable are now possible. Our resolve to do all we can to make the Mackay/ Whitsunday as safe as possible has grown as we have learnt the benefits of working together and see the fruit of our efforts.

*Bruce Green
Chair, Project Management Team
Mackay/ Whitsunday Safe Communities Project*

CRITERION ONE: An infrastructure based on partnership and collaborations, governed by a cross-sectoral group that is responsible for safety promotion in their community.

The Mackay Whitsunday Safe Communities Project (MWSCP) was launched in February 2000 in response to high injury rates observed in the region.



A cross-sectoral Project Management Team (PMT) was established in September 1999 to oversee the Project and included representatives from Mackay City Council, Whitsunday Shire Council, Queensland Health, Queensland Transport, and Queensland Police. Four Working Groups were initially established in 2000 to address the areas of Seniors Safety, Childhood Safety in the Whitsundays, Injury Research and Road Safety.

The Project has since undergone considerable expansion and the PMT now also includes representatives from Education Queensland, Department of Emergency Services, Department of Main Roads, James Cook University and Mackay Bulk Sugar Terminal. The PMT now oversees 11 working groups and maintains close ties with three linked projects (See *Appendix One: Operating Structure*).



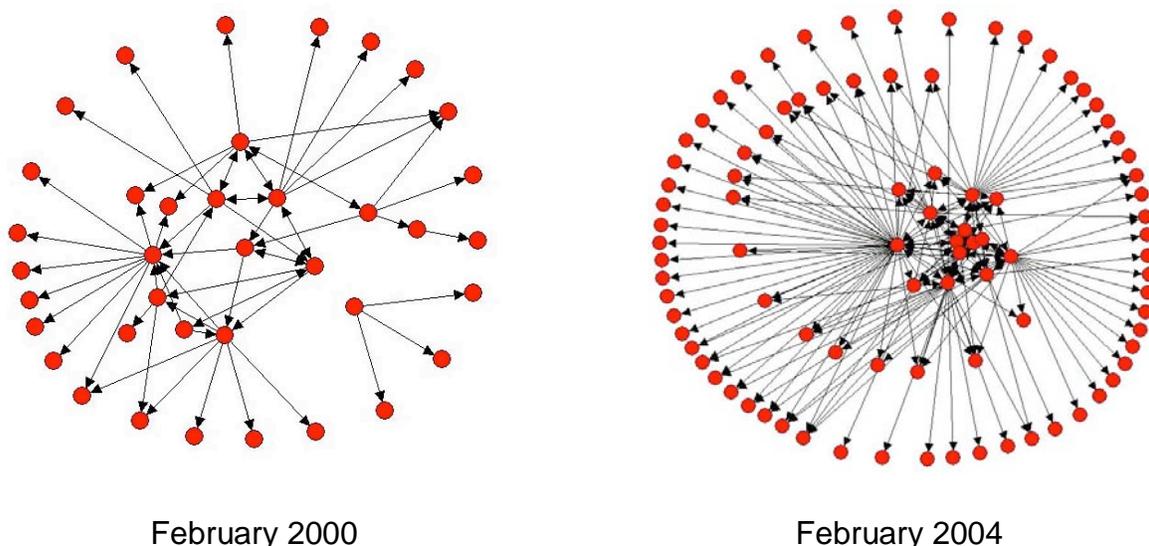
James Cook University in collaboration with the PMT is conducting an analysis of the growth and functional structure of the MWSCP.

The initial network of 34 people, largely drew its membership from three sub groups: Local Government, Police and Emergency Services. The network has now expanded to include over 100 members, representing 47 Government, business and community organisations.

Members of the PMT undertake an important bridging role, not only linking network members to the PMT but also to each other. Two leaders with expertise in population health occupy central positions in the network, each with different but complementary leadership styles. A champion, agenda setting, leader maintains the largest number of relationships within the network. A coalition-

building leader maintains the strongest reciprocating relationships within the network. Their authority is informal rather than organisational. It is interesting to reflect that the growth and structure of the network indicates a shift from a focus on crime prevention and emergency response, towards population health, with an emphasis on community development.

Fig One: Social Network Analysis Mackay / Whitsunday Safe Communities Project February 2000 (Project launch) compared to February 2004



CRITERION TWO: Long term sustainable programs covering both genders and all ages, environments and situations.

The MWSCP has attempted to design sustainability into the project by building on a foundation of community resources to support its interventions. These interventions aim not only to produce sustained change in the behaviour of individuals, but also to create a social and physical environment more conducive to safe behavioural choices.

The Project has developed a suite of interventions targeting both genders, all ages, environments and situations, managed by a number of working groups:

- Senior Safety Working Group
- Road Safety Reference Group overseeing three subcommittees, the Bike Education Group, a Fatigue Group and a Young Driver Group
- Mackay Alcohol and Injury Working Group
- Whitsunday Child Safety Working Group
- Andergrove Neighbourhood Watch
- Injury Research Working Group

Priorities have been set based on injury surveillance data collected from all Emergency Departments (ED's) in the region since 1998. Accordingly the Project launched three new working groups in 2003:

- Child Injury Prevention Project (ChIPP) Mackay. Every year one in 10 children under 15 years of age will present to an ED with an injury, accounting for 29% of all ED injury reports in the region.
- Workplace Health and Safety Working group. Occupational Injury accounts for 29% of ED injury presentations in those aged 25 to 65 years.
- Young Drivers Group. Queensland Transport reports 26 deaths and 355 hospitalisations resulting from 1549 road traffic accidents involving drivers in the 17 to 24 year age group over the five year period from 1998 to 2002. This age group accounts for 43% of all road accidents reported in the region.

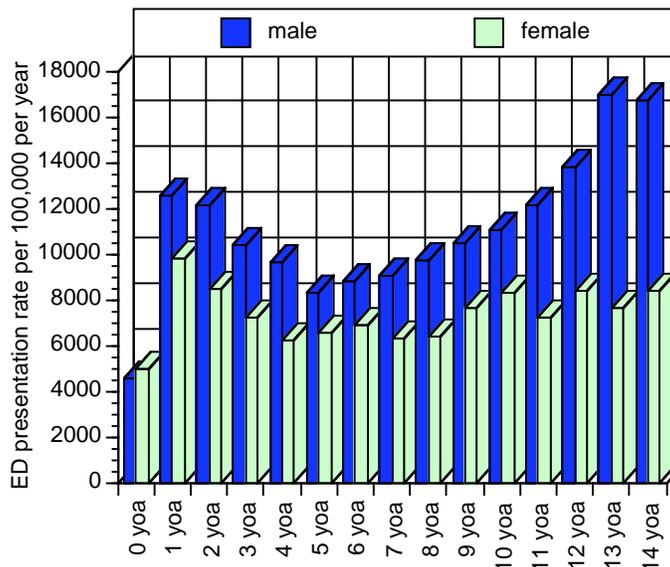
CRITERION THREE: Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups.

ChIPP - Childhood Injury Prevention Project

ChIPP is a three-year project jointly sponsored by the Department of Emergency Services and Queensland Health.

Analysis of ED presentations within the Mackay and Moranbah Health Service Districts revealed that there were 16,715 injury presentations to regional EDs involving children over a 5 year period from 1998- 2002, 5007 (30%) of which occurred in children aged zero to four years. Every year one in nine toddlers (one to two years) presented to an ED after sustaining an injury. Over 80% of these injuries occurred within a home environment.

Figure Two: Emergency Department Childhood Injury Presentation Rates by Age – Mackay and Moranbah Health Service Districts 1998 to 2002



The Project aims to develop inter-sectoral injury prevention strategies focussed on specific injury priority areas for zero to fours in the Mackay and Moranbah Health Service Districts, by targeting physical and social environments, especially the home environment.



Local ownership of the injury problem is fostered by involving key stakeholders as part of a working group, in developing and actioning strategies associated with the reduction of injuries related to drowning, immersion, falls, poisoning, burns, scalds and transportation, in children aged zero to four years age group.

The Project further aims to:

- Increase the awareness and adoption of efficient, effective and sustainable action for the prevention of priority injury areas, by key stakeholders.
- Increase awareness about issues relating to injury in the zero to four years age group among retailers of nursery furniture, builders, building designers, local governments, health care providers, pharmacists, community groups and childcare workers.
- Increase community awareness of unintentional childhood injury in the zero to four years age group as a preventable health issue.
- Ensure credible information regarding the prevention of specific categories of injury is continually available and can be easily and opportunistically accessed by parents and carers of children
- Support and promote State initiatives that relate to the prevention of priority area injuries as they apply locally.
- To develop or modify, where applicable, policy and infrastructure to support the prevention of unintentional injury in children aged zero to four years.

Occupational Health and Safety Working Group

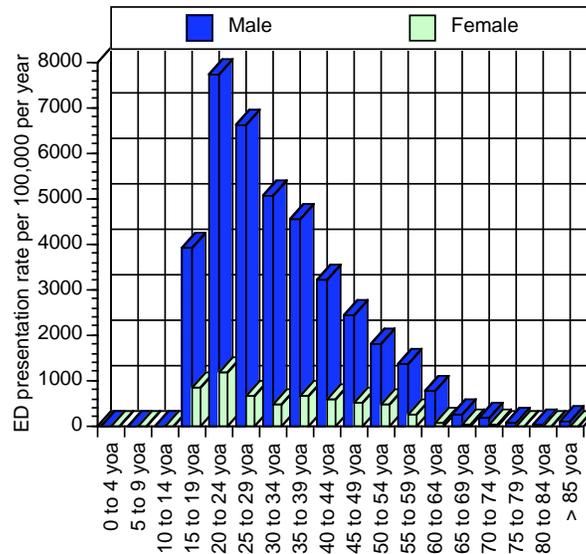
Over the five year period from 1998 to 2002, 9821 ED injury presentations due to occupational injury were reported in the Mackay and Moranbah Health Service Districts. Occupational Injury accounted for 29% of ED injury presentations in those aged 25 to 65 years.

Young males are especially vulnerable. Males aged 15 to 29 years have an ED injury presentation rate of 6,033 per 100,000 per year due to occupational injury (one in 17 males per year).

The four industries with the highest rates of workplace injury are:

- Construction industry: 22% of work related ED presentations
- Agriculture: 12% of work related ED presentations
- Mining industries: 11% of work related ED presentations
- Engineering: 11% of work related ED presentations

Fig Three: Emergency Department Workplace Injury Presentation Rates by age Mackay and Moranbah Health Service Districts, 1998 to 2002



In November 2003, the Occupational Health and Safety Working Group was established. The group is targeting a number of vulnerable groups, including: young workers, the self-employed and those working in small business. By linking expertise held by some of our bigger companies with schools, the Central Queensland Institute of TAFE (Technical and Further Education) and local business associations, the group hopes to “work together, so we can work smarter and work safer” in the Mackay/ Whitsunday region



Young Drivers Group

Young adult road users (17 to 24 years) are our most vulnerable road users. For every 100,000 young adults in Queensland, 20 die in a road crash annually. This rate is three times higher than for other age groups. Young adult road users in rural areas are even more at risk.

Queensland Transport reports 26 deaths and 355 hospitalisations resulting from 1549 road traffic accidents involving drivers in the 17 to 24 year age group in the Mackay/ Whitsunday Region over the five-year period from 1998 to 2002. This



age group accounts for 43% of all road accidents in the region. Sixty-three per cent of road accidents in this age group involve young males. Eighty-six per cent occur on flat level roads. Thirty-five per cent are single vehicle crashes. Major contributors to accidents in young drivers include alcohol, speed and fatigue.

The Road Accident Action Group held a Road Safety Expo targeting young drivers in November 2003 to raise awareness of road safety issues. The expo provided an excellent vehicle for Police, Queensland Transport and Emergency Services to establish contact with young drivers. A number of youths identified themselves as being interested in forming an alliance with the Road Accident Action Group. This network is now known as the 17 – 24 Young Drivers Group and initially focussed on breaking down the barriers between youth and the authorities. This has resulted in improved communication and has opened up excellent opportunities to engage young drivers in promoting safe driving behaviours and compliance with vehicle safety standards.

Think Drive Project

Mackay Police data indicated that one in 37 Mackay drivers stopped for Random Breath Testing (RBT) were over the 0.05 Blood Alcohol Concentration (BAC) legal driving limit, compared to a state average of one per 100. Furthermore, a significant number of these “over the limit” drivers were leaving the CBD between midnight and 4.00 a.m. on weekends.

The purpose of the Think Drive project was to provide local countermeasures to this identified drink driving problem. The project was conducted during September/ October 2003 and evaluated during November and December 2003 and January 2004.

Key strategies of the project were:

1. local media campaign (print, radio, television)
2. enhanced RBT activities, promoted by flyer distribution by Mackay Police
3. implementation of Designated Driver program in a local licensed premises.



A key indicator was the number of drink drivers intercepted during random breath testing operations during the Think Drive campaign.

Drink Drivers intercepted (Mackay Division) 2003

August	66
September	56
October	48
November	61

Drink Drivers detected in target area (City Heart)

September 2003:	30
October 2003:	13
Total for campaign:	43

The Media Perspective

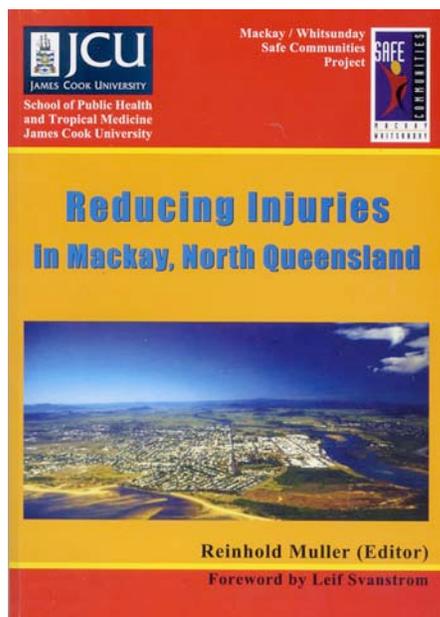
A brief questionnaire was distributed to participating media outlets. Media representatives from the five participating outlets responded, either by self-completing (by e-mail) or interviewer administration (by telephone). All responded positively to the initiative.

Licensees and Patrons (Designated Drivers)

A convenience sample of nominated designated drivers was contacted and the participating licensees were interviewed after the completion of the project. Valuable feedback was received regarding the acceptability of the resources used and the promotion of the project

CRITERION FOUR: Programs that document the frequency and causes of injuries.

• **James Cook University Injury Monograph**



In December 2002, James Cook University in Collaboration with the Mackay/ Whitsunday Safe Communities Project, published a 116 page monograph describing the rationale of the Project, the regional surveillance system and the results of three baseline epidemiological studies¹.

The foreword was written by Professor Leif Svanstrom, Head of the WHO Collaborating Centre on Community Safety Promotion, Karolinska Institute.

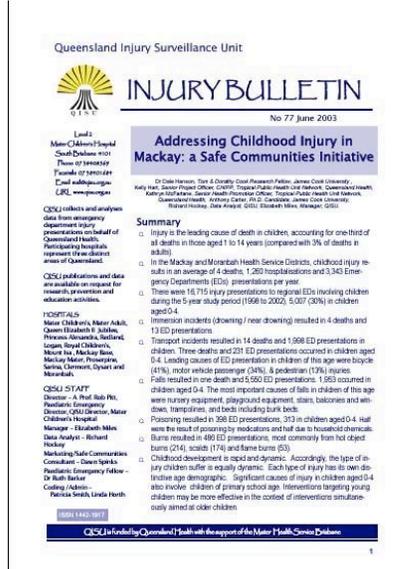
Over 150 copies of the Monograph have been distributed and an electronic version is available for download at www.wepi.org/rimng/index.html This web site has had over 3000 visitors since publication.

The monograph includes six original research papers:

1. **Collection of NDS-IS Level 2 Injury Surveillance Data in Regional Queensland.** This paper describes the implementation of the regional ED injury surveillance system and discusses the utility of this system to support local community safety promotion initiatives.

2. **Safe Communities: An Ecological Approach to Safety Promotion.** This literature review discusses the evolution of the paradigm “Accident Prevention” through “Injury Prevention” into “Safety Promotion”, and describes the rationale for Safe Communities, a whole of system ecological approach to community safety promotion.
3. **Becoming Queensland's First Safe Community: Considering Sustainability from the Outset.** While sustainability is a mandatory element of safety promotion rhetoric, it is less frequently achieved. This literature review proposes a systematic rationale for designing sustainability into community based safety promotion projects and describes the application of these principles in formulating the Mackay/ Whitsunday Safe Communities Project.
4. **Practices, Knowledge and Perceptions Influencing Accident and Injury in the Mackay/ Whitsunday Community.** 461 people agreed to participate in a baseline telephone survey, conducted by James Cook University in 2000. It was found that household safety practices were independent of respondents' knowledge of injury risk factors and their perception of safety. Thus a successful injury prevention strategy must encompass more than just increasing injury risk knowledge.
5. **Non-Fatal Injury Presentations to the Mackay Base Hospital Emergency Department 1998-2000.** A baseline review of 26,104 ED presentations to Mackay Base Hospital between 1998 and 2000. Results reveal a direct standardised injury presentation rate of 8,218 per 100,000 person years (every year one in 12 Mackay residents). Males are twice as likely to present than females. Young males are particularly at risk, with an injury presentation rate of 20,317 per 100,000 per person year (every year one in five males aged 15 to 29). Forty-one per cent of injuries occur in the home. Children under four years of age and those over 55 years are especially likely to be injured at home. Working for income is the most likely injury activity for males aged 15 to 29 years.
6. **Patterns and Causes of Injuries during Organised Sporting Activities in the Mackay Region (North Queensland) 1998-2000.** There were 2,849 presentations to Mackay Base Hospital ED as a result of injuries occurring during organised sporting activities between 1998 and 2000, accounting for 11% of all injury ED injury presentation. More than half of these injuries occurred in those aged 19 years or less. Males were 3.5 times more likely than women to sustain a sporting injury. Football (Rugby, Australian Rules and soccer) are responsible for 58% of sporting injuries and over two-thirds (68%) of male sporting injuries. Netball and basketball (31%) are the most common sports for women.

• **Childhood Injury Prevention Program**



James Cook University in collaboration with the Queensland Injury Surveillance Unit and the Mackay/ Whitsunday Safe Communities Project undertook a five year review of childhood ED injury presentations within the Mackay and Moranbah Health Service Districts.

Results were published² in June 2003 by the Queensland Injury Surveillance Unit in their “Injury Bulletin” No 77 available on line at: www.qisu.org.au.

Childhood injury results in an average of four deaths, 1260 hospitalisations and 3343 ED presentations per year in the region.

There were 16,715 injury presentations to regional EDs involving children during the five year study period, 5,007 (30%) in children aged zero to four years¹. ED injury presentations initially peaked in the toddler age group, and after a slight reduction in early primary school children, rose again in adolescence.²

A number of priority areas were identified for intervention including drowning, falls, poisoning, burns and scalds and transport related injuries.

Falls were found to be the leading cause of documented unintentional injury in children and accounted for 33% of all ED presentations.²

CRITERION FIVE: Evaluation measures to assess their programs, processes and the effects of change.

Community Capacity Assessment – Project Management Team

The MWSCP has attempted to design sustainability into the Project by building on a foundation of community resources to support its interventions.

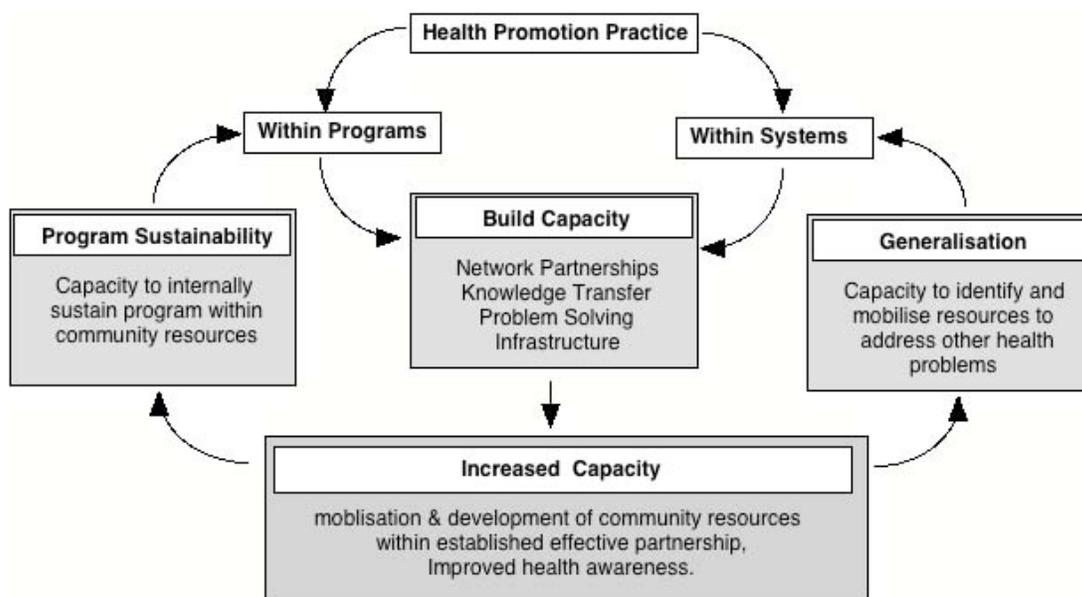
Capacity building seeks to empower a community to identify, mobilise, coordinate and develop local resources to solve local issues and build social capital.

Bush et al³ defines community capacity as “a collection of characteristics and resources which, when combined, improve the ability of a community to recognise, evaluate and address key problems”. While at face value a project may mobilise local resources to promote safety, it can also be a vehicle by which community leaders can seek to develop sustainable safety promoting qualities (capacity) within the community itself.

Bush et al³ identify four domains of capacity:

1. **Network partnerships.** The formal and informal relationships between key players in an ecological system. The identification of mutual benefit by network partners increases commitment. As relationships become stronger and more reliable, they become embedded or “institutionalised” within the normal business of the network.
2. **Knowledge transfer.** Dissemination of knowledge is an important tool to mobilise and develop a network. The strategic sharing of expertise and information around the network results in the development of mutually agreeable, locally relevant solutions. A combination of academic “best practice” with local “street knowledge” is necessary.
3. **Problem solving** concerns the development of adaptive skills that enable network partners to plan, implement, sustain and evaluate a health promotion program, mediate conflict between partners and maximise the resourcefulness of the network.
4. **Infrastructure development.** A project needs to identify, mobilise and invest in the development of local physical, financial, human and social resources.

Figure Four: Capacity building - enhancing the health & safety promoting characteristics of community systems

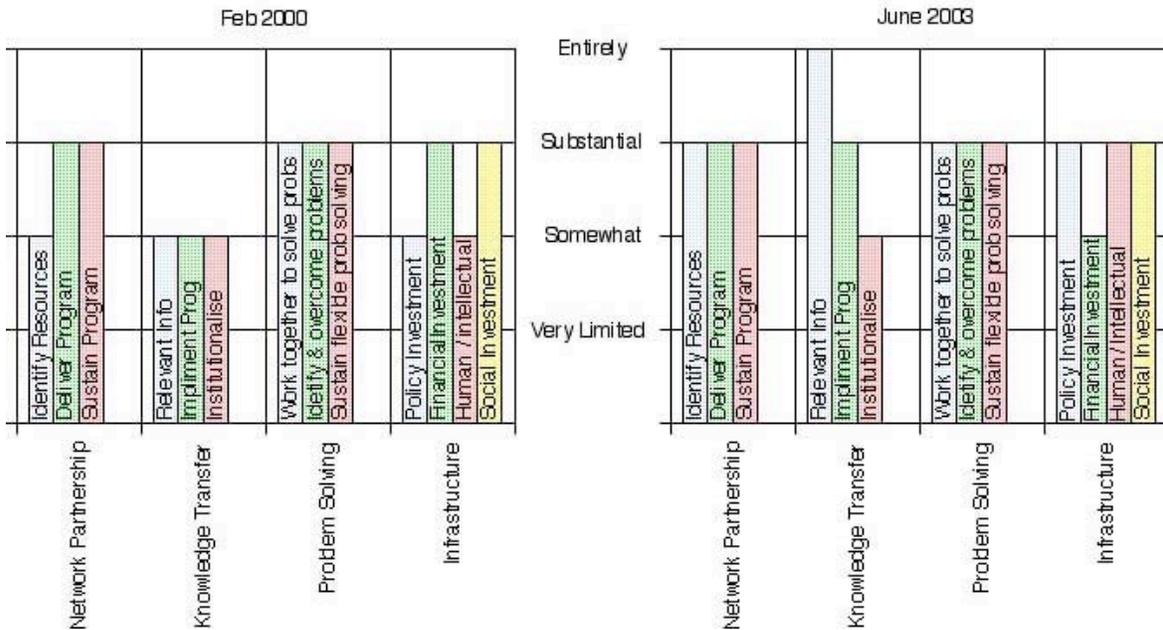


The PMT has conducted two capacity audits to assess whether it has succeeded in its aim to develop community resources to promote safety in the Mackay/Whitsunday region.

- An audit of current capacity conducted in June 2003.
- A retrospective audit of capacity at the time of Project launch conducted by members of the initial PMT, held in August 2003.

The PMT scored itself in each capacity domain after facilitated discussion around on a series of questions posed in an audit tool designed by Bush et al³. The study confirmed that the Project has succeeded in its aim to develop community safety promotion capacity (Figure Five).

Figure Five: Community Capacity Audit - Project Management Team of the Mackay/ Whitsunday Safe Communities Project, February 2000 vs June 2003.



The apparent “decrease” in financial capacity within the infrastructure domain is interesting. This paradoxical result reflects the perceived financial challenges the PMT faces in staging the Second Pacific Rim Safe Communities Conference. While the Project is now mobilising comparatively large sums of money compared with the time of the Project launch, the PMT also has higher expectations of what it can reasonably expect to achieve.

While community capacity audits are excellent formative assessment tools, many authors now emphasise that because community capacity is a quality of a specific social context, it is not valid to compare capacity between communities. Our study further suggests that even within a project, changing perceptions of what is achievable affect perception of community capacity. It may not be valid to compare capacity over time within a single project.

ChIPP– Childhood Injury Prevention Project

Evaluation of the ChIPP is being undertaken by Injury Prevention and Control Australia, a nation wide coalition of injury researchers established in 2002. Specific injury priority areas were chosen after baseline child injury rates were established using data collected from ED presentations, hospital separations and coroners’ reports⁴.

A process log documenting the development of the Project and each of the steps involved in its establishment and function is updated daily by the Project Officer. Baseline data indicates that the majority (almost 60%) of the Project activities in this early stage of the Project relates to coalition building. Reported activities⁵ during the first seven months in Mackay also indicate:

- support for the Project from the local media,
- information and training sessions provided to community members and community workers as a result of the Project,
- resources generated for the community to increase awareness of the Project,
- action initiated by local council,
- positive changes to planned funded projects, and
- action initiated by hospital-based health professionals associated with the Project and subsequent changes incorporated into their clinical practice.

A Community Capacity Index administered to the strategic partners within the Project's working group has been used to assess initial community capacity in regard to the prevention of childhood injuries. This tool will be administered again at years three and five of the Project as a means of documenting underlying community changes.

A baseline household survey has been administered in the initial stages of the Project to quantify home-based hazards specific to the injury priority areas. In addition, the instrument was used to gather information on home safety management practices, risk acceptance and social factors. The survey was administered using three methodologies: telephone, mail and interviewer-administered. Direct interviews were conducted primarily to ascertain community views on the Project and validate the self-report forms of the safety surveys⁵. Where possible this information was also obtained from the control community. This survey will be administered again in the third and fifth years of the Project. The ultimate goal of this Project is expressed in terms of measurable changes in the injury-related health of the children aged zero to four years in the community⁵.

Bike Ed program evaluation

A quasi-experimental research study was conducted from April 2002 to June 2003 to evaluate the impact of the Bike Ed program on the bike road safety skills and bike use habits of Year Four (eight years old) schoolchildren in Mackay attending a one-day road safety education program conducted at the Police Citizens Youth Club (PCYC) in Mackay⁶.

The Bike Ed program was delivered to twelve classes from four schools in the first school term of 2003. The program consisted of four hours of classroom based instruction delivered by school teachers and a six-hour practical skills training session delivered by the Project Officer with assistance from the teachers. Standardised self-administered questionnaires for participants and their parents detailed bicycle use and behaviours prior to the commencement,

and three months after completion of the Bike Ed program. The bicycle skills of participants were graded immediately before and after the practical bicycle skills session. Self-administered questionnaires to participants and their class teachers assessed the content and delivery of the skills session.

A total of 261 participants attended the Bike Ed education and skill sessions between 11th February 2003 and 8th April 2003. The response rates for the pre-Bike Ed questionnaires were approximately two-thirds for participants (59.0%; n=154) and their parents (60.5%; n=158). The response rate for the post-Bike Ed questionnaire was 14.2% (n=37) for both participants and their parents. Following a practical skills based bike safety session, significant improvements from pre-test scores in all road safety skills, with the exception of riding straight across an intersection, were observed in this study. Almost half (48%; n=126) of the participants improved their straight line riding, while one-third or more improved their starting (33%; n=86), slow riding (33%; n=85), scanning (34%; n=89), and braking and dismounting (31%; n=90). Feedback from both participants and their teachers on the content and implementation of the Bike Ed program was overwhelmingly positive.

The results of the study demonstrated that a program combining skill training and education strategies was well received by participants, and resulted in rapid improvements in safety skills of children. Following dissemination of results, the Bike Ed program format used in the Mackay trial will now be rolled out throughout the State by Queensland Transport.

CRITERION SIX: Ongoing participation in national and international Safe Communities Networks

The MWSCP was the first Safe Communities Project established in Queensland and had a critical role in laying the foundation for the rapidly growing Safe Communities movement in Queensland. The last two years have seen the establishment of Safe Communities Projects in Townsville/ Thuringowa, Toowoomba and Mt Isa. Strong interest is being shown in establishing Projects in West Moreton and Cairns.

Queensland has for some years experienced comparatively high injury mortality and morbidity rates compared with the rest of Australia. There was therefore a huge potential to realise significant improvements in Queensland's injury mortality and morbidity using a community-based approach to safety promotion.

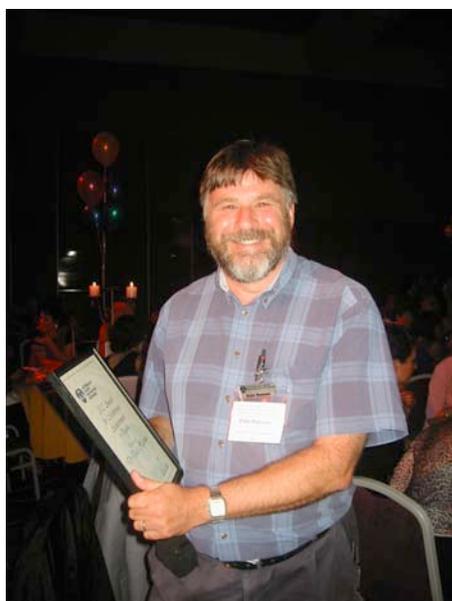
The MWSCP has actively pursued opportunities to mobilise support for the Safe Communities movement in Queensland not only to realise its own objectives in Mackay/ Whitsunday, but also to assist in the establishment of an energetic and effective Safe Communities movement in Queensland.



Members of our PMT have been invited as keynote speakers to the launch of every new Safe Communities Project in Queensland. Our organisational, process, and designation documentation has been widely disseminated to health workers working in community safety around Queensland and some communities have used these as templates to assist in the development of their formal processes and documentation.

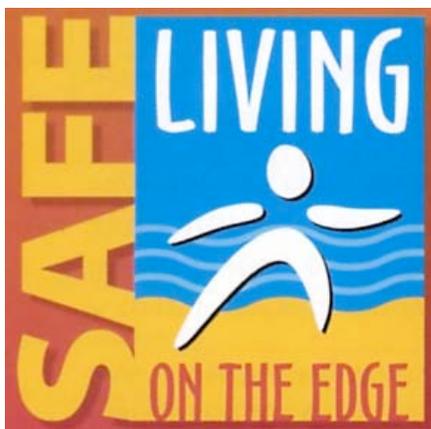
Current and past members of our PMT currently occupy senior positions on the National Executive of the Australian Injury Prevention Network (Paul Vardon- National Secretary, Dale Hanson- Queensland Representative/ Conference Officer).

Jan Kilbourne, a founding member of the PMT was fortunate to attend the Fifth Nordic Safe Communities Conference held in Helsinki, Finland in August 2003. Jan presented a paper on the Mackay/ Whitsunday Safe Community Model which discussed how effective partnerships can promote project sustainability through the transfer of knowledge, skills and practice within partner organisations, thereby enhancing the capacity for safety promotion within member organisations.



Dale Hanson, one of the founding members of the PMT was awarded the “2002 Australian Injury Prevention Network Award for Meritorious Practice in Injury Prevention” at the Sixth Australian Injury Prevention Conference held in Perth in April 2003. The presentation of this award highlights the nation-wide interest and esteem the MWSCP has been able to generate.

In 2002 the Mackay/ Whitsunday Safe Communities Project entered into a coalition with the Australian Injury Prevention Network, the Queensland Department of Emergency Services and Queensland Health to stage the Second Pacific Rim Safe Communities Conference and the Seventh Australian Injury Prevention Conference in Mackay from 15th to 17th September 2004.



Over three days, we will explore the theme *Safe Living on the Edge* using a combination of plenary sessions, concurrent sessions, workshops and forums. The conference will bring together safe communities, injury prevention researchers, practitioners, policy makers and advocates from Australasia and the Indo Asian Pacific. It is hoped that combining the Pacific Rim Safe Communities Conference with the Australian Injury Prevention Conference will facilitate cross fertilisation of current best practice between researchers and practitioners working in the field injury prevention and safety promotion.

References:

1. Muller R., *Reducing Injuries in Mackay North Queensland*, Warwick Educational Publishing, Brisbane 2002, www.wepi.org/rimng/index.html
2. Hanson D., Hart K., McFarlane K., Carter A., Hockey R., Miles E., *Addressing Childhood Injury in Mackay: a Safe Communities Initiative*, Injury Bulletin, Queensland Injury Surveillance Unit, 2003, 77,1-6, www.qisu.org.au
3. Bush R., Mutch A., *The Community Capacity Health Development Index, Information and Data Collection Workbook*, Centre for Primary Health Care, The University of Queensland, 1995.
4. McClure R., *Injury Prevention in Children 0-4 years of age – A Discussion Paper for the Human Services CEO's Committee Child Injury Project*, October 2002, University of Queensland.
5. Yorkston E, Turner C, McClure R, *Mount Isa/ Mackay CHIPP Preliminary Report*, February 2004, University of Queensland.
6. Carter A., Muller R., *Process and impact evaluation of the Bike Ed program in Mackay, North Queensland, Report to Queensland Transport*, James Cook University, School of Public Health and Tropical Medicine, Oct 2003.

APPENDIX FIFTEEN

MACKAY WHITSUNDAY SAFE COMMUNITIES PROGRESS UPDATE 6 – JULY 2005

MACKAY / WHITSUNDAY WHO SAFE COMMUNITIES

Progress Update 6 July 2005

This is the sixth regular progress update that will be released on a six monthly basis.



Background

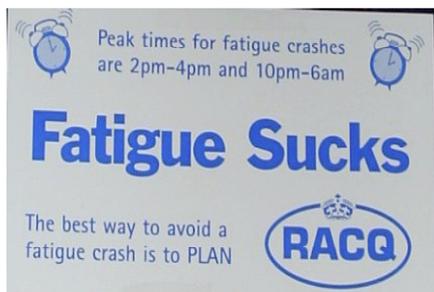
As a response to above average injury rates identified in the Mackay / Whitsunday region, the MWSCP was established to address this issue and help the region become Queensland's first internationally recognised safe community.

This long-term Project is a World Health Organisation (WHO) supported approach to community injury control that aims to reduce injury in the Mackay / Whitsunday region by 30 per cent.

It will be guided by the criteria and processes of the WHO's safe communities framework which has been proven to be an effective means of reducing injury throughout the world, including Australia.

Fatigue Sucks

The Fatigue Sucks initiative was identified in November 2002 by the Road Accident Action Group (RAAG) as a novel, cost effective, yet simple way to relay to motorist fatigue messages. The initiative was so successful in drawing public attention to the dangers of driving while tired, it has been conducted on a state-wide basis for the past 2 years by the Royal Automobile Club of Queensland (RACQ). In May 2005, the initiative was adopted by The Huntsville O.P.P. and the Huntsville Lioness Club Canada, who announced that they are pleased to work together and with their road safety partners "down under" on this life saving initiative.



WHO Website

Mackay/Whitsunday Safe Communities Project now features on the World Health Organisation's website- <http://www.phs.ki.se/csp/safecom/mackay.htm>

Drawing the line on standard drinks



Mackay City Councillors and Sonya Parris at the launch of Drawing the line on standard drinks. (Front: Cr. Kevin Casey, Mayor Cr. Julie Boyd, Sonya Parris, Cr. Alison Jones, Cr. Joan Williamson Back: Cr. Don Rolls, Cr. Dave Perkins)

The 2004/05 festive season saw the launch of the *Drawing the line on standard drinks* project by the Mackay Alcohol and Injury Working Group at the Foodspace. Thanks to Sonya Parris and her team of friendly and efficient staff, patrons at the Foodspace were able to learn more about standard drinks in the relaxed dining atmosphere of the Artspace eatery.

The National Alcohol Action plan reflects the experience of many workers in the drug and alcohol field: there is a need for community education about what constitutes a standard drink, the measurement tool which provides a mechanism for drinkers to monitor their consumption of alcohol. Because different alcoholic drinks have different strengths, the size of a standard serve depends on the type of alcohol being measured. A standard drink contains ten grams of alcohol, that is, for example, 30ml of spirits, a 375 ml. bottle of mid-strength beer, or 100 ml of wine. Since different venues serve wine in different sized glasses, it's no wonder patrons get confused!

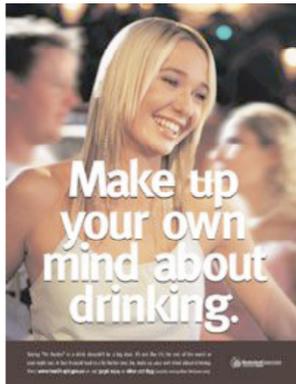
For example, a woman who has **two glasses** of wine may consider herself to be “safe to drive”. However, she may have consumed **three or more standard drinks**, since many wine glasses have a capacity of at least 150 ml.

This confusion is especially problematic for patrons who wish to monitor their alcohol consumption for driving purposes. Guidelines to stay under 0.05 suggest that women should drink no more than one standard drink an hour and that men should consume no more than two standard drinks in the first hour, then one every hour after that.

However these are GUIDELINES only, and, if planning to drive, the safest way to stay under 0.05 is not to drink at all.

The evaluation of the project demonstrated its effectiveness with staff and patrons learning more about standard drinks and safer drinking levels through being involved in the project.

Girlfriends



The Alcohol and Injury Working Group is collaborating with the Community Crime Prevention Action Team to enhance and promote safety in licensed premises.

The *Girlfriends* project is based around a number of strategies, most of which are being implemented through the Barlink licensees forum, and builds on the messages of Queensland Health's Women and Alcohol Campaign. This Campaign is founded on a national study highlighting that more Queensland women aged 18-22 years consume alcohol at risky levels than their counterparts in other states.

"This Campaign is founded on a national study highlighting that more Queensland women aged 18-22 years consume alcohol at risky levels than their counterparts in other states.

However, the news is not all bad. Whilst young Queensland women may be drinking dangerously, some of them are considering changing their habits. Research conducted by Queensland Health found that some young women in Queensland are reluctantly still stuck in a state of risky drinking because of social pressures.

The Women and Alcohol campaign has been designed to encourage young women in Queensland to make up their own minds about alcohol, and the Girlfriends project has a strong focus on making drinking environments safer. Strategies include signage in City Centre venues, television advertising and the development of resources which highlight safety initiatives in place (e.g. taxi marshals and safety audits).

7th Australian Injury Prevention Conference & 2nd Pacific Rim Safe Communities Conference

Nearly 200 delegates from as far afield as the United Kingdom, Egypt, Canada, USA, Hong Kong, Vietnam and New Zealand along with practitioners and researchers from all around Australia attended the 7th Australian Injury Prevention Conference and the 2nd Pacific Rim Safe Communities Conference held recently in Mackay.

Entitled “Safe Living on the Edge” the conference aimed explore the impact of risk on our lives and how we can work together to effectively manage risk in our communities.



The scientific program was complemented by an energetic social program with strong local flavour. There was hardly a dry eye during the opening ceremony featuring a performance by the Northview Primary School Signing Choir after which keynote speaker Paul Kells set the scene for the conference during a brief discussion with choir members in which he clearly demonstrated the impact of injury on our most precious social resource - our children.



Keynote speakers included; Carolyn Coggan from the Injury Prevention Research Centre of Auckland University, Paul Kells from the Canadian Safe Communities Foundation, David Sleet from the Centre for Disease Control USA, and Rob Lee Director of the Bureau of Air Safety Investigation.

Over 100 papers were presented along with eight workshops exploring topics as diverse as research methods, working with the media and using musical drama to convey safety messages to teenagers with live performances by the Central Queensland University's Conservatorium of Music.



The conference had a strong media impact, with ABC Radio Tropic North broadcasting live from the conference foyer. Delegates were often seen sitting in the corner conducting interviews with print, radio & TV media from around the nation. The conference achieved the front two pages in the Courier Mail and an item on Trampoline Safety on Channel 9's A Current Affair.



Playgrounds not safe enough

Loanne Edmondson
HEALTH REPORTER

CITIZENS were still being hurt in playground despite national playground surfacing standards, a standards committee member said yesterday.

Dr David Eager said there were more than 100,000 children admitted to emergency departments every year for playground injuries, despite the introduction of the Australian and New Zealand Playground standard in 1996.

Dr Eager, a senior engineering lecturer at Sydney University of Technology, said the injury does not reflect the expected decline in frequency or severity of playground injuries, which ranged from concussion to broken bones.

He said more stringent testing procedures were needed to prevent injuries and deaths, and compliance in the past to be better.

"I find standards were only designed to stop deaths. What we want to do is lower the 100,000 admissions a year," Dr Eager said.

"We want kids to go and have fun but we want them to do it in a playground that is safe. We've come a long way from asphalt and concrete, but we need to go further."

Dr Eager will present his research at the 7th Australian Injury Prevention Network Conference in Mackay tomorrow.

He said the common rubber surfacing caused more long-term injury than sand because of its rebound, where the impact of the fall was mostly absorbed by the rubber, that bounced back through the hole, often several times, causing the bone to break.

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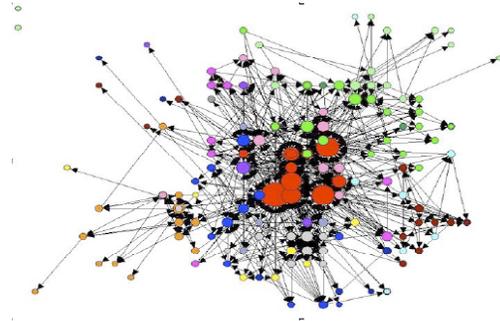
Kathryn McFarlane receives National Award

Kathryn McFarlane's outstanding work in community safety promotion received national recognition when she accepted the biennial Australian Injury Prevention Network award for Excellence in Safety Promotion. Kathryn is now working with the Tropical Public Health Unit of Queensland Health in Cairns where she assists the Cairns Safe Community coalition. Congratulations Kathryn.



Social Network Analysis

James Cook University recently undertook a Social Network Analysis of the Mackay Whitsunday Safe Communities.



The study documented significant growth in the coalitions sphere of influence the cohesion of its members. In February 2000, the seven founding members of the Mackay Whitsunday Safe Communities Co-ordination Team had a direct sphere of influence of 78 actors. By 2004 this had increased to include a network of 168 members representing 47 government, business and community organizations. More importantly, the network has become more cohesive, with the average number of relationships between network members increasing from five to nine and a doubling in the density of relationships contained within the network.

Thank you to all who contributed to this study.

Mackay Whitsunday Safe Communities receive WHO recognition



Associate Professor Carolyn Coggan, the Director of the Injury Prevention Research Centre at Auckland University represented the WHO award to Mackay Mayor Julie Boyd and Whitsunday Mayor Mario Demartini on behalf of the coalition.

In recognition of a four year campaign to reduce injury in our region, the World Health Organization designated Mackay and Whitsunday "WHO Safe Communities" at a ceremony held during the Local Government Association of Queensland Conference in Mackay on the 31st of August 2004. Associate Professor Carolyn Coggan, the Director of the Injury Prevention Research Centre at Auckland University represented the WHO. The award was proudly accepted by Mackay Mayor Julie Boyd and Whitsunday Mayor Mario Demartini on behalf of the coalition.

Mackay Whitsunday were the first communities to achieve WHO designation in Queensland and the first in Australia for four years. We should not overlook the importance of what is this achievement. International recognition of the Mackay Whitsunday Safe Communities by the WHO indicates we are on the right track. But safety is an ongoing process. WHO Designation make us all the more determined to go on doing all we can to make Mackay Whitsunday Region a safer place to live.



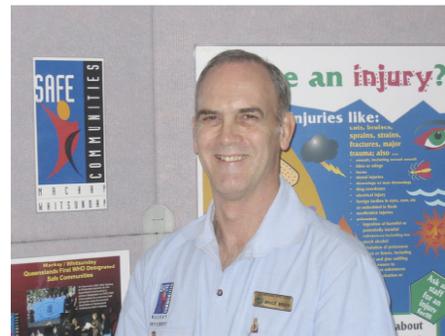
New Members

MWSCP welcomes Adrienne Burke as a new member of the Management Team.

Currently Adrienne is A/Principle Service Officer at the Planning, Engagement & Coordination Unit of the Department of Communities. Formerly, she was the Regional Engagement Officer at the Department of the Premier and Cabinet. She has also worked with the Ministerial Regional Community Forum program since its inception in Mackay/Whitsunday in 1999.



To find out more, to be involved, or to let the project management team know of existing local injury prevention and safety promotion activities please contact the project chair: Bruce Green 49450215, 0407965827 or email bruce.green@whitsunday.qld.gov.au



To find out more about the Mackay Whitsunday Safe Communities visit: <http://www.safecommunitiesqld.org/modcore/HomePage/frontend/index.asp>