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 motorists 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 Lions 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. Alian Janco, 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**

![Girlfriends Image]

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.

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.

![Conference Image]

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 Koo 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 been 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.

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 Coordination 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, 0407902527 or email bruce.green@whitsunday.qld.gov.au

To find out more about the Mackay Whitsunday Safe Communities visit: http://www.safecommunitiesqld.org/modcore/HomeP ages/frontend/index.asp
APPENDIX SIXTEEN

MACKAY WHITSUNDAY SAFE COMMUNITIES

PROGRESS UPDATE 7 – DECEMBER 2005

MACKAY / WHITSUNDAY
WHO SAFE COMMUNITIES

Progress Update 7: December 2005

This is the seventh 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.

‘Hot Water BURNS Like Fire’
To help reduce the incidence of scalds in young children within the Mackay and Whitsunday Districts, the Childhood Injury Prevention Project (ChiPP) launched the ‘Hot Water BURNS Like Fire’ campaign in Mackay on 21 July 2005. The campaign has been developed to alert parents and carers to the dangers of hot liquids in the home.

Between 1998 and 2002 more than 170 young children were treated in emergency departments in the Mackay, Sarina, Whitsunday and Moranbah areas after being scalded by hot liquid. On average over 600 children are treated in Queensland emergency departments each year for scald related injuries and a third of these are admitted to hospital for further treatment.

Many of the children hospitalised require skin grafts, long stays in hospital and years of treatment. The pain and suffering to the victim and the cost and disruption to families can be devastating for this type of injury.

Most scalds occur in the home and can be prevented by taking certain precautions. As part of the ‘Hot Water BURNS Like Fire’ campaign, local real estate agents, hardware stores and plumbers, in conjunction with the ChiPP, are distributing resources to homeowners and parents and carers of young children. These resources have been designed to help people to identify and remove or reduce the risks associated with scald hazards, which exist in their own home.

Did You Know?

• Mackay Whitsunday was the first Safe Communities project established in Queensland and the first to achieve WHO designation.

• Since the coalition was established in February 2000 Emergency Department injury presentations have reduced by 18%.

• Since Barlink was established in 2004, street assaults in the city heart have reduced by 31%.

• Social Network Analysis indicates that our coalition is now twice as cohesive, more closely connected and three times more coordinated than it was when the project began.

• The coalition mobilised 6.5 full time equivalents (FTE) and 0.9 million dollars though its network to address local safety issues in Mackay Whitsunday Region in 2004.

• The “Fatigue Sucks Campaign” designed by the Road Accident Action Group to address the issue of driver fatigue has been replicated in Canada.
Poisonous Plants Resource

To help raise awareness about the dangers of common plants in Mackay, the Childhood Injury Prevention Project (ChiPP), in conjunction with the Mackay Regional Botanic Gardens, have launched a new Poisonous Plants Resource developed by Queensland Health and the Environmental Protection Agency.

The ‘Plants and fungi poisonous to people in Queensland’ resource has been developed to help the public identify which plants are dangerous and shouldn’t be planted in the garden.

This resource includes full colour photographs identifying potentially poisonous plants, flowers and mushrooms common to Queensland, and provides information on the symptoms that people and children can experience after ingesting, or coming into contact with each specimen.

In support of the new resource, the Mackay Regional Botanic Gardens will incorporate poisonous plants demonstration gardens into Stage 2. These display gardens will provide people with an opportunity to view a life-size sample of potentially poisonous plants common to Mackay.

To access a copy of ‘Plants and fungi poisonous to people in Queensland’ contact Mackay City Council, the Mackay Regional Botanic Gardens or visit www.health.qld.gov.au/PoisonsInformationCentre.

“Choices” drama project took place during late October and early November delivering an interactive theatre production with a harm minimisation message for the seventh consecutive year. As anticipated, the show received great reviews from the ten participating secondary schools.

Once again the performers demonstrated their creativity and versatility to remind students about the risks associated with Schoolies Week and presented a variety of strategies to stay safe.

In line with a number of key strategy documents including the National Drug Strategy and Queensland Health’s and Education Queensland’s Drug Education Policies, the intersectoral project conveyed a number of important issues around safer alcohol consumption.

Thank you to the participating schools for allowing us to stage Choices and to those agencies who gave of their time and energy, in particular, Queensland Police Service, Queensland Ambulance Service, Division of Liquor Licensing and Queensland Health.

Finally, a very special thank you must go to the students of the CQU Central Queensland Conservatorium of Music without whose talents this project would be impossible.
NEW CAMPAIGN TO KEEP YOUNG WOMEN “SAFE IN THE CITY”

A new campaign to encourage safer drinking among young women in Mackay was launched on Friday October 21 2005 as a direct response to a national study indicating that more Queensland women aged 19-22 years consumed alcohol at risky levels than their counterparts in other states.

Girlfriends: Safe in the City is the latest venture of the Mackay / Whitsunday Safe Communities Alcohol and Injury Working Group and has been developed in partnership with the Barlink licensees’ forum.

The Girlfriends: Safe in the City project aims to:

- make drinking environments in Mackay safer for young women by providing signage to identify staff female patrons can go to if they feel vulnerable.
- give recognition to venues which undertake comprehensive safety audits of factors such as lighting and security.
- educate young women on the safer use of alcohol, through targeted distribution of brochures and local screenings of the Young women and Alcohol television advertisement.

The project also included the launch of a new brochure developed in collaboration with Shaping Mackay, showcasing the work being done to make the Mackay city centre a safer and more pleasant entertainment precinct for residents and visitors.

Funded by Queensland Health, the Girlfriends project has brought together a diverse group of Mackay agencies and businesses to develop an initiative to promote safety in Mackay city centre’s licensed premises, and educate young women about their drinking choices.

It is to be hoped that by communicating with young women, and by working with the staff and proprietors of licensed premises, we can make Mackay an even safer place for young women who choose to consume alcohol.

Congratulations to all the working group members and associated agencies for their commitment to this valuable new initiative.

INAUGURAL QUEENSLAND SAFE COMMUNITIES CONFERENCE

Organised by the Queensland safe communities support centre, this conference was held in Brisbane on 24-25 October 2005. The conference aimed to support the growth of existing and new Safe Communities in Queensland, support networking opportunities, raise the profile of the WHO Safe Communities Program, and identify synergies between government, non-government and Queensland businesses. The six themes of the conference were crime prevention, media engagement, environmental design, product safety, sustainability/partnerships and interface between ASCF and territory networks.
The conference was very successful providing delegates with a forum for sharing ideas, experiences and safety strategies. Keynote speakers included Dr. Carolyn Coggan, Director, Safe Communities Foundation, New Zealand; Rick Draper, Director, Amfac Professional Services; David Fagan, Chief Editor, The Courier Mail and Henk Harberts, Chairman Australian Safe Communities Foundation, Community Safety Promotion Practitioner.

Dr. David Campbell, Director for Dept. of Local Government and Planning officially opened the conference on behalf of Hon. Desley Boyle MP. Dr. Campbell implored Council’s to be more diligent stating that backyard pools need to be properly fenced. He offered his department’s support to Council’s wishing to address this important safety issue.

Dr. Carolyn Coggan talked about the work of Safe Communities in New Zealand. Dr. Coggan also spoke of the challenge of safety promotion including establishing a credible identity, obtaining sustainable funding, and government support and finally being recognised and accredited by the World Health Organisation.

Mr. Rick Draper addressed the conference in respect to the real and perceived environment of safety. He raised the important issue of Crime Prevention Through Environmental Design (CPTED) and making sure new infrastructure considers safety issues such as visibility, lighting, access and aesthetics.

Mr. David Fagan encouraged delegates to note the power of the media eg: CMC enquiry into the Dept. of Families, asbestos in schools, etc. He also revealed that the internet is changing the ways newspaper editors and reporters think as the community are now able to have more of a say by responding directly to the writers. Henk Harberts advised that legislation is not enough to establish a safe community. Improving safety starts with talking to your neighbour/friend and then encouraging them to pass the message around. He stated that there is no such thing as accidents but predictable preventable events. The cost of injuries to the Australian community is over $34 billion.

There were a number of concurrent sessions and a media panel during the conference, which all proved, very interesting and very informative. In all, some 70 delegates from all over Australia thoroughly enjoyed the two full days, building valuable partnerships and discovering new ways to improve community safety.

Bruce Green, Chair, Mackay Whitsunday Safe Communities Coordination Team

WHO Website
Mackay/Whitsunday Safe Communities Project now featured on the World Health Organisation’s website: http://www.phs.ki.se/csp/safecom/mackay

Passport to Safety
Australia

The Occupational Health and Safety Group in collaboration with Thiess Pty Ltd are proud to announce the implementation of Passport to Safety in Mackay in 2006.

Approximately 50% of senior high school students are already in the workforce. Unfortunately, school age workers are twice as likely to get injured at work! This situation is totally unacceptable.

Passport to Safety is a web based Occupational Health and Safety (O H & S) training resource aimed at teenagers. Originally developed in Canada, content has been Australianised by Workcover South Australia in collaboration with the Australian Safe Communities Foundation.

Thanks to the generous support of Thiess we will be able to offer Passport to Safety free to an estimated 600 senior students at Pioneer High, Mackay High and North Mackay High in 2006.

Passport to Safety is one part of a suite of O H & S educational resources that will be offered to schools along with a half-day workshop facilitated by O H & S professionals from the region.

Students who successfully complete the program will be given a Passport to Safety certificate to include in their CV and thereby hopefully increase their prospects of safe employment.

Like to find out more?

DATE CLAIMER:
3 FEBRUARY 2006
DOLPHIN HEADS RESORT
Sixth Birthday
Mackay Whitsunday
WHO Safe Communities Strategic Planning Day

Come and join us as we celebrate the past and plan for the future. Six years ago to the day we launched the Mackay Whitsunday Safe Communities Project. Much has been achieved, but our best years are still ahead.

Please put this important day in your diary and plan to come along and share you expertise, enthusiasm and vision as we set our goals for the future.

All welcome.
RSVP 28/1/06: ROD FRYAN PH 4958 4451

FOR MORE INFORMATION
To find out more about the Queensland Safe Communities Support Centre or to download conference powerpoint presentations visit: http://www.safecommunities.qld.gov.au/locations/homepage/centers/index.asp
Or contact
Bruce Green 49150215, 0403701627 or email [bruce.green@whitsunday.qld.gov.au]
MACKAY WHITSUNDAY SAFE COMMUNITIES
Progress Report - March 2006

This is the first in a series of quarterly reports to update the Mackay Whitsunday communities of the Safe Communities project.

Background
In August 2004 the Local Government Areas of Mackay and Whitsunday became Queensland’s first World Health Organisation (WHO) designated Safe Communities. The Mackay Whitsunday WHO Safe Communities Project was established in 2000 as a response to above average injury rates identified in the region. The WHO Safe Communities framework has proven to be an effective means of reducing injury throughout the world, and the criteria and processes of this framework have guided the activities of a number of Working Groups which have addressed specific injury issues in our region.

By continuing to utilize these criteria the Mackay Whitsunday WHO Safe Communities plan to continue their work on local injury reduction.

1. An infrastructure based on partnership and collaborations, governed by a cross-sectoral group that is responsible for safety promotion in their community.
2. Long-term, sustainable programs covering both genders and all ages, environments, and situations.
3. Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups.
4. Programs that document the frequency and causes of injuries.
5. Evaluation measures to assess programs, processes and effects of changes.
6. Ongoing participation in national and international Safe Communities networks.

Planning Day
The World Health Organisation (WHO) Safe Communities of Mackay and Whitsunday celebrated their sixth birthday on the 3rd February by acknowledging the activities of their diverse Working Groups.

Thank you to facilitator, Dawn Spinke, of the Queensland Safe Communities Support Centre, who guided us through a day of reflection and prepared us to focus on the work required to maintain and enhance our community safety initiatives.

Working Group representatives and partners from linked projects (Community Crime Prevention and Staying Safe Communities Action Teams and the Mackay Alcohol and Other Drugs Community Partnership) sat the scene for later discussion by delivering brief but engaging presentations about their specific areas of focus in injury prevention.

Later activities encouraged the Safe Communities participants to consider what could be improved in 2006 to build on the foundations established since the coalition’s inception in 2000. Finally, members were encouraged to consider what their personal commitment to community safety would be in the coming twelve months.

Since this Strategic Planning Day the WHO Safe Communities Coordination Group has reviewed its purpose and relationship to the industrious Working Groups. Expect to see some changes in 2006 as the WHO Safe Communities focuses on “spreading the word” about community safety. The Coordination Group plans to keep the Working Groups “connected”, raise the profile of injury and the Safe Communities approach to reducing injury, encourage ALL who are working to make our community safer to consider integrating the designation criteria into their practices and celebrate the work of ALL who are working to make our community safer.

Passport to Safety
Young people are especially vulnerable to workplace injury. Every year approximately one in ten male workers aged 20 to 24 years in the Mackay Region will present to an Emergency Department after sustaining an injury at work. The situation is even more concerning for school aged workers. Fifty percent of senior school students are already in the workforce and the Queensland Injury Surveillance Unit estimates that these workers are injured at twice the rate of other workers.

Passport to Safety (Mackay) is an Occupational Health and Safety (O H & S) Promotion program targeting senior school students. The program is offered by the Occupational Health and Safety Working Group of Mackay Whitsunday WHO Safe Communities in collaboration with Thiess Australia Pty Ltd.

The project will be officially launched at Mackay North High School on 3rd April.

Senior secondary school students at the three state high schools will undertake the program:

- Mackay State High School – 200 year 10 students
- Mackay North State High School – 65 year 12 students undertaking Vocational Studies
- Pioneer State High School – 200 year 10 students

Passport to Safety is also based at O H & S training program designed to raise the awareness of teenagers of the personal importance of safe work practice, to teach hazard identification and the basic rights and responsibilities of employees to ensure a safe working environment.
Schools are also being offered a 70 minute OH&S workshop designed and conducted by members of the OH&S Working Group of Mackay Whitsunday WHO Safe Communities. Local OH&S educators and professionals in conjunction with Thredo OH&S interns and Year 0 JCU medical students will deliver the workshop. The seminars will hopefully include a strong element of peer education.

Child Injury Prevention Project (ChiPP) Working Group
Judy Hase commenced work as the new Project Officer for ChiPP in February. Kelly Hart has moved on to Breast Boroomi Boroomi in Nambour and we thank her for all her hard work in bringing the project to its current stage and creating a solid foundation for further development.

The ChiPP Working Group met in March to review progress and to begin planning for 2006. The focus for this year will be on falls prevention and group members have the task of examining evidence-based strategies and making recommendations for action in the five priority action areas outlined in the Ottawa Charter for health promotion.

Dale Hanson reported to the group that preliminary analysis of data indicates that hospital admissions for injury in children aged under five in Mackay have fallen by 16.5% in females and by 25.1% in males since the project’s implementation. This is an extremely promising outcome.

Alcohol and Injury Working Group
The first months of 2006 have seen the Alcohol and Injury Working Group devoting their energies to finalising projects undertaken in 2005. The Working Group is currently finalising the evaluation report for Choices 2005, and has developed the evaluation framework for the Girlsfriends project. Choices 2005 was a pre-Schoolies Week drama presentation designed to encourage safer behaviours during the celebratory period, and the Girlsfriends project encompassed a number of strategies to enhance safety in licensed premises.

After the planning and implementation stages of the project cycle, where practical, the Group evaluates at two levels: process and impact.

Process evaluation assesses a program’s quality, the way the program was run, and whether the target group was reached.

Process evaluation usually focuses on the following key areas:
- Is the program reaching the target group?
- Are participants satisfied with the program?
- Are the activities of the program being implemented as planned?
- Are the materials and components of the activity of good quality?

For example, when evaluating Choices 2005 two survey instruments were used by the Alcohol and Injury Working Group to answer these process evaluation questions. This enables feedback to be gathered from teachers and students in participating schools, and so can inform the future development of the project.

If feasible, impact evaluation is also undertaken. This level of evaluation measures the short term effects of a program and is concerned with whether the objectives were met. Impact evaluation measures changes in behaviour, environments, knowledge, lifestyle or risk factors.

Although not possible in 2005, in previous years interviewing Year 12 school-leavers at Athel Beach during Schoolies Week has formed the Choices project’s impact evaluation and has demonstrated the high level of recall of the program’s key messages.

The Alcohol and Injury Working Group has also been instrumental in developing the evaluation framework to be used by the Barminic licensees forum to assess the maintenance of this network.

Senior Safety Working Group
The Senior Safety Working Group has met a number of times since its initial meeting on 6th September 2005, the first meeting since 2003.

Membership consists of representatives of Mackay City Council, the Department of Communities, Queensland Police Service, Diversicare and a community representative. Two members of the Group (Department of Communities and Queensland Health representatives) were fortunate to be able to attend the Active Ageing Conference held in Hervey Bay in November 2005 and have identified potential projects which could be replicated here.

In late 2006, the Senior Safety Working Group produced a falls prevention calendar which has been distributed by Mackay City Council and at Mackay Community Health Centre.

The first meeting for 2005 will explore the possibility of incorporating crime prevention initiatives into its falls prevention activities.

A scan of other activities undertaken by Senior Safety Working Groups around the world has also highlighted potential areas of activity for 2006.

FOR MORE INFORMATION
To find out more about the Mackay Whitsunday Safe Communities visit: 
http://www.safecommunityaust.com/locations/HomePage/whqindex.aspx Or contact
Bruce Green 49400210, 0407990627 or email
bruce.green@whitsunday.qld.gov.au

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APPENDIX EIGHTEEN

MACKAY WHITSUNDAY SAFE COMMUNITIES
PROGRESS REPORT – JUNE 2006

MACKAY / WHITSUNDAY WHO SAFE COMMUNITIES
Progress Report - June 2006

This is the second in a series of quarterly reports to update the Mackay Whitsunday communities on the Safe Communities project.

Background
In August 2004 the Local Government Areas of Mackay and Whitsunday became Queensland’s first World Health Organisation (WHO) designated Safe Communities. The Mackay Whitsunday WHO Safe Communities Project was established in 2004 as a response to show average injury rates identified in the region. The WHO Safe Communities framework has proven to be an effective means of reducing injury throughout the world, and the criteria and processes of this framework have guided the activities of a number of Working Groups which have addressed specific injury issues in our region. By continuing to observe these criteria the Mackay Whitsunday WHO Safe Communities plan to continue their work on local injury reduction.

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6. Ongoing participation in national and international Safe Communities networks.

Occupation Health and Safety Working Group
Passport to Safety – School Seminars
Young people are especially vulnerable to workplace injury. Fifty per cent of senior school students are already in the workforce and the Queensland Injury Surveillance Unit estimates that these workers are injured at twice the rate of other workers.

Passport to Safety (Mackay) is an Occupational Health and Safety (O H & S) Promotion program targeting senior school students. The program is offered by the Occupational Health and Safety Working Group of Mackay Whitsunday WHO Safe Communities in collaboration with WHSS Australia Pty Ltd.

The project was launched in April with members of the Occupational Health and Safety Group and Medical Students from James Cook University facilitating Workplace Safety Workshops at Mackay North State High School and Mackay State High School. A multimedia presentation combined with student role playing of the ripple down effects of a workplace injury enlivened the students. Teacher in-services on the Passport to Safety Website have also been conducted. Students started the web page training module in early May and we look forward to the first group of graduates of the program in early June.

South African Safari
Dr Dale Hanson represented Mackay Whitsunday WHO Safe Communities at two International Safety Promotion Conferences which were held on the African Continent in April.

Dr Hanson said that “South Africa faces huge challenges in ensuring the safety of its citizens, with very high rates of intentional and non intentional injury. However, one advantage of these problems being so ‘in your face’ is that Government, communities and citizens all acknowledge the problem and there is a high level of commitment to address the issues. It is very pleasing to report that ten years post apartheid, substantial progress has been made. In particular, rates of crime and intentional injury are falling. This is no small achievement. However, significant challenges remain with unintentional injury, particularly road traffic injuries”.

The conferences were a great opportunity for Dr Hanson to network with colleagues from Norway, Sweden, USA, New Zealand and Australia. “We all face the same challenges in trying to build commitment, mobilise resources and maintain momentum. While we are proud to be the first WHO designated Safe Community in Queensland, the ongoing process of becoming a safe community takes long term commitment and tenacity”.

“Professor Leif Svanstrom (father of the International World Health Organisation Safe Communities Network) personally congratulated us on our efforts locally, nationally and internationally, promoting community safety. Well done, Mackay Whitsunday!”
Senior Safety Working Group

Update on Projects

The Senior Safety Working Group has ratified its Terms of Reference, identifying its potential to develop existing safety promotion activities for older persons. The group will also seek to increase community awareness of safer behaviours and environments for seniors.

The Working Group has been updated on local projects funded through the Queensland Health Active Ageing Grants which include a number of initiatives, the focus of which is on helping seniors to stay physically active. (Physical activity increases bone strength, flexibility and balance, and so reduces the risk of a fall injury).

Future activities for the Senior Safety Working Group include exploring opportunities to:

- undertake an audit of local shopping centres (thank you to Townsville Thuringowa Safe Communities for sharing your survey);
- work with Council to enhance footpath safety; and
- collaborate with local builders in the establishment of display homes which incorporates safety features.

Alcohol and Injury Working Group

Current Projects

The Group has three current projects.

- ‘Choices’ is an interactive drama presentation by the Mackay Conservatorium of Music to prepare year 12 students for Schoolies Week. The cast, crew, and other stakeholders of ‘Choices’ began work in May on the 2006 production, in order to be ready for end of school year.

- ‘Think Drive’, is a project to address the issue of drink driving and its ‘designated driver’ component shows signs of having become an established custom in many Mackay City Centre licensed premises.

- ‘Girlfriends’ is a multistrategic pilot project to enhance the safety of young female drinkers in the Mackay City Centre. The trial was competed in 2005 and is awaiting finalisation of a number of evaluation processes and production of a final report.

5 Ways to Safety Workshop

Congratulations to facilitators Pam Longland, from the Department of Emergency Services and Sergeant Rodney Bell, the State Neighbourhood Watch Coordinator who organised a very successful community safety workshop in Mackay on the 12th May.

The team of presenters, who included local representatives from the Department of Emergency Services and the Queensland Police Service, provided an overview of the programs which are available to enhance community safety.

These programs are:
1. CPR for Life
2. Safehome
3. Disaster Preparedness
4. Personal Safety Strategies Training
5. Home Security Assessment

Later there was the opportunity for the audience, many of whom were community members involved in local Neighbourhood Watches, to learn more about safety networks which exist in the Mackay and Whitsunday areas.

Bruce Green, Chair of the Mackay Whitsunday Safe Communities Network Support Group, provided an overview of this WHO injury-prevention program, and John Mallott updated all on the Building Safer Communities Action Teams, which are implementing the Strategic Framework for Community Crime Prevention.

The Regional Managers Coordination Network presentation from Adrienne Burke enabled the audience to learn more about how Government departments work together to improve community safety.

For more information contact your local DES or QPS Crime Prevention Unit.

Childhood Injury Prevention (ChIPP) Working Group

Working Towards Sustainability

The ChIPP Working Group continues to work on its falls prevention project. To date the group has examined data on Emergency Department presentations and consulted with its client group to identify the following objectives:

- Increase community awareness of situations in which serious injury can result from a fall.
- Ensure appropriate choice of toys for children in this age group.
- Increase community awareness of, and compliance with, Australian Standards for nursery furniture and equipment.
- Skill primary carers and care providers in choosing and correctly using safe nursery furniture and equipment.
- Promote “Smart House” design and increase use of safety devices and practices.
- Advocate for the installation and maintenance of safe playgrounds.

Sustainability is a key consideration in program development and the Working Group is to be congratulated on their forward thinking in developing a five-year plan to reduce falls related injuries in children aged under five years in Mackay.

Sustainability is also the focus of the ChIPP Mid-term Evaluation Report which will be produced by Injury Prevention and Control Australia Ltd. and made available in June.

FOR MORE INFORMATION
To find out more about the Mackay Whitsunday Safe Communities visit:
http://www.safecommunities.qld.modcore/HomePage/triumph/index.asp UK contact
Bruce Green 49450215, 0407965827 or email
bruce.green@whitsunday.qld.gov.au
Councillor J Boyd, Mayor
Mackay City Council
Civic Centre Gordon Street
Mackay, Qld
Australia

2004-06-23

Karolinska Institutet, Department of Public Health Sciences, Division of Social Medicine, WHO Collaborating Centre on Community Safety Promotion has decided to appoint Mackay City / Whitsunday Shire as a “Safe Community”.

The appointment will take effect in connection to the signing of the agreement during the 108th Queensland Local Government Association (LGAQ) Conference in Mackay 31 August 2004.

Named representatives from Mackay City and Whitsunday Shire are assumed to be present, signing the agreement.

The accreditation will be performed by Associate Professor, Carolyn Coggon, Director, Injury Prevention Research Centre, The University of Auckland, New Zealand in it’s capacity as an Affiliate Safe Community Support Centre to the WHO Collaborating Centre on Community Safety Promotion at the Karolinska Institute, Stockholm, Sweden.

Leif Svanstrom
Professor, Chairman
WHO Collaborating Centre on Community Safety Promotion

CC: Honourable Peter Beattie MP
Premier Queensland & Minister for Trade
Her Worship Julie Boyd
Mayor, Mackay City Council
His Worship Mario Demartini
Mayor, Whitsunday Shire
Associate Professor Carolyn Coggon,
Director, Injury Prevention Research Centre, The University of Auckland, New Zealand
Dale Hanson, Dr. Staff Emergency Physician, Emergency Dept. Mackay Base Hospital

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Org. no.
01 202100 2973 01

Memos/FT no.
SE202100297301
APPENDIX TWENTY

ADDRESSING CHILDHOOD INJURY IN MACKAY: A SAFE COMMUNITIES INITIATIVE

The Queensland Government Human Services CEO’s Committee established the Child Injury Prevention Project (ChIPP) in 2002. Project Officers were appointed in Mackay and Mt Isa in 2003. This project exemplified the utility of the QISU Injury Surveillance Network to local interventions. The data set has been used extensively to profile childhood injury patterns in the Mackay and Moranbah Health Service Districts and to enable the Mackay ChIPP project to identify priorities, develop solutions and evaluate outcomes.

In 2003 I conducted a epidemiological analysis of all ED injury presentations in children under 15 years of age over a five year period from 1998 to 2002 in the Mackay and Moranbah Health Service Districts using the Mackay ED Injury Surveillance Data Set. This analysis was published by QISU in June 2003 in collaboration with Kelly Hart the newly appointed ChIPP project officer and Kathryn McFarlane, Senior Health Promotion Office with the Tropical Population Health Unit in Mackay to ensure that the local facilitators of the project had an intimate knowledge of the underlying epidemiology but just as importantly to ensure that the report was drafted in a way that made it accessible and understandable to non health professionals engaged in the ChIPP action group, the local media, and the general Mackay Community (Hanson et al., 2003).

Publications:


Addressing Childhood Injury in Mackay: a Safe Communities Initiative

Dr Dale Harbour, Trans & Dorothy Cook Research Fellow, James Cook University
Kelly Hart, Senior Project Officer, CHIPP, Tropical Public Health Unit Network, Queensland Health
Kathryn McFarlane, Senior Health Promotion Officer, Tropical Public Health Unit Network, Queensland Health, Anthony Carter, PhD Candidate, James Cook University, Richard Hockey, Data Analyst, QISU, Elizabeth Miles, Manager, QISU

Summary
- Injury is the leading cause of death in children, accounting for one-third of all deaths in those aged 1 to 14 years (compared with 3% of deaths in adults).
- In the Mackay and Moranbah Health Service Districts, childhood injury results in an average of 4 deaths, 1,260 hospitalisations and 3,343 Emergency Departments (EDs) presentations per year.
- There were 16,715 injury presentations to regional EDs involving children during the 5-year study period (1998 to 2002), 5,007 (30%) in children aged 0-4
- Immersion incidents (drowning / near drowning) resulted in 4 deaths and 13 ED presentations.
- Transport incidents resulted in 14 deaths and 1,998 ED presentations in children. Three deaths and 231 ED presentations occurred in children aged 0-4. Leading causes of ED presentation in children of this age were bicycle (41%), motor vehicle passenger (34%), & pedestrian (13%) injuries.
- Falls resulted in one death and 5,550 ED presentations. 1,953 occurred in children aged 0-4. The most important causes of falls in children of this age were nursery equipment, playground equipment, stairs, balconies and windows, trampolines, and beds including bunk beds.
- Poisoning resulted in 398 ED presentations, 313 in children aged 0-4. Half were the result of poisoning by medications and half due to household chemicals.
- Burns resulted in 486 ED presentations, most commonly from hot object burns (214), scalds (174) and flame burns (53).
- Childhood development is rapid and dynamic. Accordingly, the type of injury children suffer is equally dynamic. Each type of injury has its own distinctive age demographic. Significant causes of injury in children aged 0-4 also involve children of primary school age. Interventions targeting young children may be more effective in the context of interventions simultaneously aimed at older children.
Introduction

Injury is the leading cause of death in children (persons under the age of 15)\(^1\). It is responsible for one third of childhood deaths in Queensland, half of these occurring in children aged 0-4\(^1\). Childhood injury death rates in Queensland are higher than all other Australian states with the exception of the Northern Territory\(^1\).

Children aged 0-4 years are at greater risk of being hospitalised due to injury than any other age group\(^2\).

Three of the four priority injury prevention issues endorsed in the National Injury Prevention Plan\(^4\) are concerned with injury prevention in childhood:

- falls in children,
- drowning in children,
- poisoning in children.

The Queensland Government's Human Services CEO's Committee Child Injury Prevention Project (CHIPP)\(^3\) jointly sponsored by the Department of Emergency Services and Queensland Health is establishing two demonstration child injury prevention projects in Mackay and Mt Isa using the WHO Safe Communities model. This project provides an excellent opportunity to reduce harm through injury to children living in the Mackay and Moranbah Health Service Districts (MMHSD).

The Mackay Whitsunday Safe Communities Project\(^6\) is a community based safety promotion project established in February 2000. The project aims to co ordinate a systematic, inter-sectoral, sustained response to injury in the region. Queensland Injury Surveillance Unit (QISU) is assisting by profiling injury patterns in the MMHSD so that the community can identify priorities and develop solutions.

This report reviews the patterns of childhood injury in the MMHSD. It seeks to identify strategic opportunities to reduce childhood injury in the region, with a particular focus on injury affecting children aged 0-4.

Results

The MMHSD reported 26 childhood deaths due to injury during the period from 1994 to 2000, an average of 4 deaths per year. In children aged 0-4 the leading causes of death were drowning (4) followed by transport (3) and falls (1).

In the 4 year period from July 1998 until June 2002 there were 5,040 hospitalisations in the MMHSD due to injury in children (an average of 1260 hospitalisations per year). 1,331 (26%) were in children less than 5 years of age.

The Mackay Injury Surveillance Network was established in September 1997 as part of the QISU's network\(^5\). This population based network collects surveillance data from all Emergency Departments (EDs) in the MMHSD. The network reported 57,532 injury presentations to the region in the five year study period (January 1998 to December 2002). 16,715 (29%) were in children less than 15 years old (an average of 3,343 presentations per year). Childhood ED injury presentation rates in the MMHSD are high compared with a similar surveillance network in South Brisbane (Figure 1).

In the MMHSD ED injury presentations initially peak in the toddler age group, and after a slight reduction in early primary school children, rise again in adolescence (Figure 2).

Drowning

Four deaths due to drowning were reported in the MMHSD in the 5 year period from 1994 to 2000; all were children aged 0-4 years. Three of these incidents occurred in domestic swimming pools while one occurred in the bath.

There have been 13 presentations to regional EDs due to near drowning between 1998 and 2002, 10 occurring in children less than 5 years of age (Table 1).

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Figure 1: QISU ED injury presentation rates by region and age group (1998 - 2002)

Figure 2: QISU ED injury presentation rates MMHSD by age (1998 - 2002)

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No 77 June 2003 QISU
App 20: Addressing Childhood Injury in Mackay: A Safe Communities Initiative

<table>
<thead>
<tr>
<th>ED presentations</th>
<th>0-4 years</th>
<th>0-14 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic swimming pool</td>
<td>5 (45.5%)</td>
<td>5 (38%)</td>
</tr>
<tr>
<td>Public / resort pool</td>
<td>1 (9%)</td>
<td>3 (25%)</td>
</tr>
<tr>
<td>Bath</td>
<td>4 (36.5%)</td>
<td>4 (31%)</td>
</tr>
<tr>
<td>Garden Pond</td>
<td>1 (9%)</td>
<td>1 (8%)</td>
</tr>
</tbody>
</table>

Table 1: QISU near drowning ED presentations for 0-4 years and 0-14 years by place (1998 - 2002)

A number of interventions have been shown to reduce pool drownings\(^1, 4\):
1. Review state legislation to improve standards for domestic swimming pool fencing and enforce these standards,
2. Obtain local government support for regular pool fence inspections,
3. Develop and distribute information regarding fencing requirements to pool builders and real estate associations,
4. Promote CPR training and the installation of CPR instruction charts around all domestic pools.

The occurrence of a drowning death and three ED presentations from near drowning in the bath is of concern. Awareness of the need for adequate supervision of any small child in the bath needs emphasis along with the dangers of baby bath seats.

**Transport**

The region reported 14 transport related deaths in children between 1994 and 2000. Three occurred in children aged 0-4 (2 motor vehicle passengers, 1 go-kart). In this period there were 1,998 ED presentations of childhood transport injury (12% of childhood ED injury presentations). Of these 1,273 (7.8% of all childhood injury presentations) and 2 deaths were due to bicycle injuries. 655 (51%) occurred on a public road, of these 40 (3%) involved a collision with a motor vehicle.

231 ED presentations occurred in children aged 0-1 (5% of ED presentations in this age group). The leading causes of transport related injury in children in this age group were:
- Motor vehicle passengers – 2 deaths and 77 (34%) ED presentations,
- Bicycles – 94 (41%) ED presentations,
- Pedestrian – 30 (13%) ED presentations, including 11 low speed driveway runovers.

While children aged 0-4 are more likely to experience a bicycle injury at home (56%) than on the road (32%), it is of concern that similar to older children 2% of injuries occur after a collision with a motor vehicle on a public road.

Strategies to reduce bicycle related injury include:\(^2\):

1. Bike Education programs (currently offered to primary school children in the region through the Police Citizens Youth Club),
2. Lobby for the provision of bike paths and safe riding areas,
3. Encourage parents to stop children under 5 years of age from riding bicycles on roads,
4. Promote the use of bike helmets.

The best opportunity for reducing harm from motor vehicle crashes is to increase the effective use of child restraints\(^6\):

1. Promote use of Queensland Ambulance Service program for the correct fitting of baby capsules and child restraints,
2. Encourage the disposal of old capsules and restraints and educate target groups of the dangers of using equipment that has been involved in an impact.

Strategies aimed at reducing pedestrian injury include:\(^6\):

1. Education programs teaching safe road use for pedestrians,
2. “Walking bus” programs, providing adult supervised walking from home to school,
3. Promotion of the new Department of Housing ‘Smart House’ design for all new dwellings which recommends driveways and garages be situated separately from child accessible areas,
4. Encourage installation of fencing between driveways and play and living areas in houses.

**Falls**

Falls are the leading cause of ED injury presentations in children. There were 5,550 ED presentations due to Falls in the region over the study period which accounted for 33% of all ED injury presentations. 1,953 of these occurred in children aged 0-4 (36% of ED injury presentations in this age group).

High falls (> 1 metre) are more likely to result in hospitalisation and occur in younger children at a rate almost double that of older children (367.7 vs 668.3 per 100,000 per year). Examination of the causes of high falls provides a strategic focus for initial analysis and planning of interventions. Table 3 (page 4) lists the major injury factors associated with high falls by age group.

<table>
<thead>
<tr>
<th>ED Presentations</th>
<th>Hospitalisations</th>
</tr>
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<tbody>
<tr>
<td>Low Falls</td>
<td>4496</td>
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<tr>
<td>High Falls</td>
<td>1054</td>
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</table>

Table 2: QISU ED presentations and hospitalisations, children (0-14 years) by type of fall (1998 - 2002)

No 77 June 2003  QISU
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<thead>
<tr>
<th>Major injury factor</th>
<th>All ages</th>
<th>&lt; 1 yea</th>
<th>1-4 yea</th>
<th>5-11 yea</th>
<th>12-14 yea</th>
</tr>
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<tbody>
<tr>
<td>Nursery Product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>3</td>
<td>0.3</td>
<td>0.2</td>
<td>0.4</td>
<td>0.3</td>
</tr>
<tr>
<td>Toy walker</td>
<td>18</td>
<td>1.7</td>
<td>10.6</td>
<td>8.3</td>
<td>7.7</td>
</tr>
<tr>
<td>High Chair</td>
<td>8</td>
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<td>0.4</td>
<td>0.2</td>
<td>0.2</td>
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<td>0.5</td>
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<td>u.u.</td>
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<td>u.u.</td>
<td>u.u.</td>
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<tr>
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<td>Toy / Playground Equip.</td>
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<tr>
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<td>Monster Bars</td>
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</tr>
<tr>
<td>Natural Object / animal</td>
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</tr>
<tr>
<td>Tree / Plant</td>
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<td>14.8</td>
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<td>3.5</td>
<td>20.6</td>
<td>1.5</td>
<td>8.9</td>
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<td>Roof</td>
<td>20</td>
<td>1.9</td>
<td>11.1</td>
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<td>Other structure</td>
<td>21</td>
<td>2.2</td>
<td>11.7</td>
<td>1.5</td>
<td>8.9</td>
</tr>
<tr>
<td>Total</td>
<td>231</td>
<td>21.9</td>
<td>128.7</td>
<td>16.9</td>
<td>22.0</td>
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<tr>
<td>Material</td>
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<tr>
<td>Total</td>
<td>8</td>
<td>0.8</td>
<td>4.4</td>
<td>0.0</td>
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<td>Miscellaneous</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>17</td>
<td>1.6</td>
<td>9.4</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1054</td>
<td>95</td>
<td>500</td>
<td>302</td>
<td>500</td>
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</table>

No 77 June 2003  QISU

A132
Six strategic areas for intervention are evident. In order of priority, they are:

1. Falls involving nursery equipment – 45% of high falls in children under 1 year old. Of particular importance were falls from baby walkers (20%), change tables (12%) and high chairs (5%). Falls from prams and strollers account for 11% of low falls in children under 1 year old.

2. Falls from stairs – 25% of high falls in children less than 1 year old, 18% of high falls in children aged 0-4.

3. Falls from playground equipment - 15% of high falls in children aged 0-4. Leading causes include slides (6%), monkey bars (5%) and swings (3%).

4. Falls from trampolines – 14% of high falls in children aged 0-4.

5. Falls from balconies and windows – 1 death, 9% of high falls in children aged 0-4.

6. Falls from beds – bunk beds account for 7% of high falls in children 0-4. Falls from beds account for 22% of low falls in children less than 1 year old and 7% of low falls in children aged 0-4.

Effective interventions to prevent falls include:

1. Nursery furniture
   - Promote the removal of baby walkers and unsafe nursery equipment.
   - Educate and motivate local retailers and second-hand dealers to supply goods which are compliant with current Australian Standards.
   - Devise checklists for consumers to assist in the identification of unsafe nursery products.

2. Playground equipment
   - Obtain support from Local Government and State and Private Schools for the installation and maintenance of safer playgrounds.
   - Conduct an audit of playgrounds situated in public parks, schools, preschool and childcare centres.
   - Devise a playground safety checklist to be distributed to all child care centres and home carers.

3. Stairs
   - Promote the use of stair guards.

4. Trampolines
   - Encourage supervision of children aged 0-4.
   - Clarify and promote rules for using trampolines.
   - Promote the use of protective padding.
   - Provide advice on appropriate positioning of trampolines including safe fall zone.

5. Balconies & windows
   - Encourage builders and property owners to comply with Australian standards for balcony rails and window guards.

6. Bunk Beds
   - Encourage retailers and second hand dealers to comply with Australian standards and provide point of sale advice.
   - Discourage use by children aged less than 6 years.

Poisonings

There were 398 ED presentations due to poisoning over the 5 year study period. 313 occurred in children aged 0-4 (6.3% of all ED injury presentations in this age group). Half were the result of poisoning by medications and half due to household chemicals. Fifty four percent of ED poisoning presentations were admitted to hospital. Poisoning accounted for 11.9% of all ED injury admissions in children.

Interventions useful in reducing unintentional poisonings include:

1. Extend the use of child resistant closures to include essential oils and all household chemicals.
2. Promote the installation of and use of child resistant poison cabinets in all homes.
3. Promote use of non toxic household chemicals for cleaning, pest control and personal hygiene.
4. Encourage the effective disposal of unwanted household chemicals and medications.
5. Provide poisons centre information and contact numbers to households.

Burns

There were 486 ED presentations due to burns (Table 4). Of the 441 thermal burns, 219 were in children aged 0-4 (4.3% of injury presentations in that age group). 81.1% of ED thermal burn presentations required admission to hospital.

A disproportionate number of hot object burns (eg irons, vehicle exhausts) presented to the non-urban hospitals in the MMHSD (Table 5).

<table>
<thead>
<tr>
<th>ED presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot object burns</td>
</tr>
<tr>
<td>Scalds</td>
</tr>
<tr>
<td>Flamc burns</td>
</tr>
<tr>
<td>Chemical burns</td>
</tr>
<tr>
<td>Sunburn</td>
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<tr>
<td>Friction burns</td>
</tr>
</tbody>
</table>

Table 3: QISU child (0-14 years) ED presentations for high falls (> 1 metre) by major injury factor (1990 - 2002)
* Rates per 100,000 per year

Table 4: QISU child (0-14 years) ED presentations by type of burn (1998-2002)

No 77 June 2003  QISU
App 20: Addressing Childhood Injury in Mackay: A Safe Communities Initiative

<table>
<thead>
<tr>
<th>Hospitals</th>
<th>ED presentations</th>
<th>ED presentation rate (per 100,000 per year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mackay city</td>
<td>94</td>
<td>200.4</td>
</tr>
<tr>
<td>Non-urban</td>
<td>119</td>
<td>702.9</td>
</tr>
</tbody>
</table>

Table 5: QISU (0-14 years) ED presentations for hot object burns, Mackay city and non-urban hospitals (1998 - 2002)

Effective interventions to reduce the occurrence of burns include:
1. Promote installation of smoke alarms and safety switches in rental properties and older dwellings,
2. Increase number of homes with hot water temperature regulation (thermostat reduction / tempering valves),
3. Educate and engage support of local plumbers and electricians to promote safety devices,
4. Encourage local retailers/suppliers to stock and promote safety products (eg. stove guards),
5. Encourage installation of stove top rail guards,
6. Promote and provide samples of spill proof mugs for use around young children.

Discussion

In the MMHSD injury resulted in an average of 4 deaths, 1260 hospitalisations and 3343 ED presentations per year.

This paper identifies strategic opportunities to reduce harm from injury to children living in the MMHSD, particularly injury affecting children aged 0-4.

While the predominance of this analysis has been on children aged 0-4, it is clear that many significant causes of injury in children in this age group also affect children of primary school age. Childhood development is rapid and dynamic, the patterns of injury observed in this study reflect this dynamism. Each injury type has a unique demographic footprint. It is unhelpful to analyse injury causation and plan interventions based on 5 year age groups in a phase of human development that is so rapidly evolving.

Some interventions targeting children aged 0-4 may be more effective in the context of interventions simultaneously aimed at older children.

Mass media campaigns and targeted education programs work best in the context of a broad integrated approach. Effective interventions seek to develop and strengthen community self-sufficiency while at the same time producing social and environmental changes that reduce the risk of injury.

The Mackay Whitsunday Safe Communities Project is a community based safety promotion project established in February 2000. The project aims to co-ordinate a systematic, inter-sectoral, sustained response to injury in the region. By involving the community in finding their own solutions, it hopes to be a catalyst for structural, sociological and political change that empowers the community, to change their environment and their behaviour to reduce the risk of injury.

In Mackay a unique combination of: QISU population based local surveillance system to inform strategic planning, the expertise of two tertiary universities (James Cook University and University of Queensland), an established credible community based action group, state government commitment and a full time local project co-ordinator, provide our community with its best opportunity to work together to reduce the incidence of childhood injury in our community.

Conclusion

Injury is an important cause of morbidity for children living in the Mackay and Moranbah Health Service District. The Human Services CEO’s Committee Child Injury Prevention Project provides an excellent opportunity to reduce harm through injury to children in the Mackay community.

References


No 77 June 2003 QISU