

MACKAY WHITSUNDAY SAFE COMMUNITIES PROGRESS UPDATE 2 – JUNE 2001

MACKAY / WHITSUNDAY SAFE COMMUNITIES PROJECT (MWSCP)

Progress Update 2 June 2001



M A C K A Y
W H I T S U N D A Y

This is the second of regular progress updates that will be released on a six monthly basis.

Background:

As a response to above average injury rates identified in the Mackay / Whitsunday area, 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 % over the next 4-5 years. It will be guided by the criteria and processes of the WHO's Safe Communities framework which has proven to be an effective means of reducing injury throughout the world, including Australia.

Telephone Survey

In July/August 2000, a random public perception telephone survey of 461 local residents was undertaken by a PhD student from James Cook University through sponsorship by the Tom and Dorothy Cook Fellowship. The major findings of this survey were as follows:

- Subjects overwhelmingly agreed that injuries can be prevented. However few were aware of specific accident prevention or safety programs. The majority of subjects perceived prevention to be the responsibility of the individual experiencing the injury.
- The street and the motor vehicle were perceived as the most likely locations for injury, whereas most injuries occur at home.
- The majority of subjects complied with three or more safety practices (eg smoke detector, handrails, hot water tempering valve). Increased compliance with household safety practices was associated with increasing age.
- The 16-29 year age group were correctly perceived as the most likely group to be injured.

For a complete copy of survey results please contact: Tony Carter, James Cook University PhD student on 4722 5749.

Collection of Injury Surveillance Data

Injury Surveillance Data is collected at the emergency departments of all public hospitals in the region (Clermont, Dysart, Mackay, Moranbah, Proserpine and Sarina) and now the Private Medical Service at the Mackay Mater (from September 2000). This surveillance data is analysed



at a state level by the Queensland Injury Surveillance Unit (QISU) and at a regional level by the School of Public Health and Tropical Medicine, James Cook University, in collaboration with Queensland Health and QISU. This provides a powerful tool to study the cause and impact of injury and evaluate the effectiveness of interventions.

Healthy Homes Plan Program

The Senior Safety Working Group in Mackay has established a Healthy Homes Plan Program to share information with older people about falls and their prevention in a fun and non-threatening way using a group setting. The program is facilitated by volunteers, with support from the Aged Care and Disability Unit of Mackay Community Health Centre. If you would like to know more about the program or refer older people to the educational session, please contact Jane Paine, Clinical Nurse Consultant Aged Care and Disability Unit, Mackay Community Health Centre, Queensland Health - phone 4968 3823.

Left to right: Sue Langmead (Community Health Nurse, Aged Care & Disability Unit, Mackay Community Health, Queensland Health) with Rube Stevens (a volunteer peer educator of Healthy Homes Plan Program).



Mackay City Council as an initiative of the Senior Safety Working Group launched a Safe



Shop Program in December 2000. Over 60 local businesses in the Mackay City Heart have joined the program, which aims to provide a safer shopping environment, particularly for older people. Participating retailers provide information services to shoppers, as well as offering to call emergency services if a customer is concerned about their personal safety. Shops are identified by a bright orange Safe Shop sticker. If you would like to know more about the Senior Safety Working Group and/or the Safe Shop Program, please contact Jan Kilbourne, Manager Community Development, Mackay City Council - phone 4968 4444.



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The Just Walk It Program began in Mackay in April 2000 to raise the profile of walking, particularly among older residents.



Just Walk It is a community based walking program developed and supported by the National Heart Foundation. Currently five walking groups in Mackay are operating, including two at local workplaces. If you would like to know more about the Just Walk It Program, be a walk organiser or just join a walking group, please contact Jan Kilbourne, Manager Community Development, Mackay City Council - phone 4968 4444.

Operation BikeSafe

Operation BikeSafe, an initiative of the Child Safety Working Group in Whitsunday, was conducted from July to December 2000. Operation BikeSafe was a proactive program that used positive reinforcement as its strategy, utilising police, schools and the media. During the program, 30 local Whitsunday children aged 9-13 years were nominated by local police for their safe bike riding on local roads. A special thankyou to police and local schools for their collaboration on this project, plus ESA-Alpha Epsilon, Proserpine Lions and Whitsunday Toyworld for providing the major prizes.

Members of Child Safety Working Group (L to R): Constable Jodie McSweeney (Proserpine Police); Sergeant Kevin Harrigan (Officer in Charge, Proserpine Police); Laura Brown (Co-ordinator, Whitsunday Community Health Centre, Queensland Health); Paul Vardon, Nicole O'Bryan and Neil Tynan (Technical Officer, Works, Whitsunday Shire Council) with Monique Jerram (first student in Whitsunday to be nominated by Police for her safe bike riding). Some members absent. Photo courtesy of Proserpine Guardian.



Cannonvale, Hamilton Island, Proserpine and Whitsunday Christian Community Schools have joined the MWSCP to reduce injury. These schools are using KidPower, a new injury prevention resource kit. KidPower uses an injury committee that includes students and other members of the school community as a means of identifying potentially dangerous areas and behaviours within the school, and developing strategies to prevent injuries occurring. For further details, contact Paul Vardon, Senior Health Promotion Officer, Tropical Public Health Unit - Mackay, Queensland Health - phone 4968 3858.



New Working Group

In June 2000, a road safety community meeting was conducted in Mackay by Queensland Transport. At this meeting, the decision was made to establish a Road Safety Working Group as a component of MWSCP. Membership of this newly formed working group includes representatives from Queensland Transport, Queensland Police Service, Queensland Health, Education Queensland, Mackay City Council,

industry/community members and Department of Main Roads. This working group has identified a number of key areas for strategic action, including driver fatigue, data collaboration and co-ordination, driver education, train crossings, target groups (especially young males), cyclists, alcohol, footpaths/bicycle paths and drug driving. For further information contact Nicole O'Bryan, Road Safety Consultant, Queensland Transport - phone 4951 8330.



Members of Road Safety Working Group (L to R): Dr Dale Hanson (Emergency Physician, Mackay Base Hospital, Queensland Health); Ian Single (Operator, Singles Transport); Nicole O'Bryan, Councillor Sel Payne (Mackay City Council); Gerhard Joubert (Manager Infrastructure Design Services, Mackay City Council) & Colleen Gunning. Some members absent.

A safe party kit has been developed by Queensland Transport, Queensland Health and the Queensland Police Service. The safe party kit 'Steps to a Smarter Party', provides tips for holding successful, enjoyable and safe parties specifically addressing antisocial behaviour, road safety and alcohol consumption issues. The kit will be available prior to peak party times from local councils, police, transport, community health offices and schools. For further information contact Colleen Gunning - Alcohol Tobacco and Other Drugs Prevention Officer, Mackay Community Health, Queensland Health - phone 4968 3858.



Planned future activities include:

- preparation of a baseline monograph of injury in the Mackay/Whitsunday region
- child safety working group for Mackay
- working group to address injuries related to alcohol in the region
- senior safety working group for Whitsunday
- community safety week in Mackay, Sept 3 - 9, 2001

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 facilitator: Mr Paul Vardon, Health Promotion Officer, Tropical Public Health Unit - Mackay, Queensland Health - phone 4968 3858 or Email: paul_vardon@health.qld.gov.au



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APPENDIX EIGHT

**MACKAY WHITSUNDAY SAFE COMMUNITIES
ANNUAL REPORT 2001 TO 2002**

**Mackay/Whitsunday Safe Communities Project
12 monthly report
February 2001 to February 2002**



SAFE
COMMUNITIES

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INTRODUCTION

As a response to above average injury rates identified in the Mackay/Whitsunday region, the Mackay/Whitsunday Safe Communities Project (MWSCP) was established to address this issue and help the region become Queensland's first internationally recognised safe community. In February 2000, the MWSCP was officially launched in both Mackay and Whitsunday.

This 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 over a five year period. 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.

While a number of single issue safety promotion projects have been conducted over recent years, this project aims to coordinate a systematic sustained response to injury in the region that is multi-sectorial in scope, collaborative in strategies and ecological in perspective.

This is the second annual report for the MWSCP and will focus on the achievements over the last year from February 2001 to February 2002.

OPERATING STRUCTURE

The Operating Structure of the MWSCP consists of a part-time Project Facilitator, Project Management Team and a number of Project Working Groups.

Part-time Project Facilitator

Tropical Public Health Unit Network, Queensland Health is providing funding for a part-time project officer to facilitate/coordinate the project. Kathryn McFarlane started in this position January 2002. Paul Verdon was previously in this position. Limited funding to support injury prevention interventions/strategies has also been made available by Queensland Health. This financial commitment by Queensland Health will be available for the next 2-4 years but in a reducing capacity.

Project Management Team

Jan Kilbourne: Manager Community Development, Mackay City Council
Peter Dey: Manager of Environmental Health, Whitsunday Shire Council
Peter Orimal: Environmental Health Officer, Whitsunday Shire Council
Bruce Green: Youth Development Officer, Whitsunday Shire Council
Kevn Harrigan: Officer in Charge, Proserpine Police
Dr Dale Hanson: Emergency Physician, Mackay Base Hospital - Queensland Health
Nicole Madam: Road Safety Consultant, Queensland Department of Transport
Bruce Smith: Area Director, Queensland Fire and Rescue Service
Jamie Cunningham: Queensland Ambulance Service
Kathryn McFarlane: Senior Health Promotion Officer, Tropical Public Health Unit Network - Queensland Health

The project management team (PMT) consists of representatives from Mackay City Council, Whitsunday Shire Council, Queensland Transport, Queensland Police Service, James Cook University, Queensland Health and more recently the Department of Emergency Services. Representatives of QES have been actively involved on the Project Management Team from January 2002.

Over the last 12 month period, the PMT have met regularly at 4-6 weekly intervals.

Project Working Groups

There are several project working groups currently involved in the MWSCP including a Senior Safety Working Group in Mackay; a Child Safety Working Group in Whitsunday; a Collaborative Injury Research Working Group; a Road Safety Working Group; and an Alcohol and Injury Working Group. Given that this is a long-term initiative, further project working groups are planned to target other areas of significant injury.

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WORKING GROUP UPDATES

Senior Safety Working Group

An inter-sectoral group made up of representatives from the Mackay City Council, Mackay Community Health Services, Tropical Public Health Unit, Mackay Division of General Practice and local community members aged 60 years and above. This working group has utilised a multi-strategic approach to address the issue of falls prevention, as well as address perceptions of safety for older persons. This working group is currently based in Mackay. Achievements include - ongoing Healthy Homes Party Program; promotion of physical activity through integration of Just Walk It and Sitting Dance Programs; Safe Shop Initiative; and GP Falls Prevention Resource.

Healthy Homes Plan

Volunteer based peer education falls prevention program supported by the Aged Care and Disability Unit of Mackay Community Health Centre. Three volunteer trained facilitators have conducted 8 parties. Parties were initially aimed at small peer groups but feedback revealed that using existing settings such as University for the Third Age (UTA) groups were less intrusive. With this setting change the group renamed the project from 'Healthy Homes Party' to 'Healthy Homes Plan'. An estimated 200 seniors have attended an information session.

Feedback from volunteer facilitators identified that they were able to use the knowledge gained from participation in the Healthy Homes Plan Program in their work areas (including: community options, home care and blue care respite). While feedback from those who attended stated that their knowledge of falls prevention had increased markedly following the program and some had actively taken suggested steps to prevent falls. In February 2002 the volunteers requested some revision of training in relation to new products available and also to coincide with the orientation of one new volunteer facilitator. The focus of the group over the next 12 months will be at targeting older persons who do not attend organised groups.

Just Walk It

The four community based walking groups established in 2000 continued during 2001, one in Slade Point (with approximately 10 walkers), two in Andargrove (with approximately 10 walkers each) and one workplace group (with approximately 8 walkers). Near the end of 2001 attendance dropped in all locations. Verbal feedback suggests this was due to other end of year commitments by the walk organisers and the heat of summer. No walks have resumed in 2002. However, Mackay Community Health is committed to starting walks up again in 2002.

Safe Shop Program

In December 2000, a pilot safe shop program (based on a concept developed and utilised effectively by a local Government authority in Victoria) was implemented in the Mackay Central Business District/City Heart to enhance perceptions of safety particularly for older persons. More than 60 local businesses are participating in this program. Participating retailers provide information services to shoppers, as well as offering to call emergency services if a customer is concerned about their personal safety.

Shops are identified by a bright orange 'Safe Shop' sticker. Evaluation in July 2001, revealed that the majority of businesses involved had a good understanding of the kit and thought it was a good strategy particularly in promoting customer relations. 30 percent of businesses had been utilised by customers as a 'Safe Shop'. It is difficult to evaluate the effectiveness of the campaign as persons using the Central Business District may feel safer knowing that 'Safe Shops' exist but never use the service. However, older people particularly have commented that they feel more safe and comfortable knowing that 'Safe Shops' are willing to give them assistance when required.



Medication Disposal

Given that medications can be a risk factor for falls, in July 2001, the Senior Safety Working Group surveyed local pharmacies regarding availability and use of the national safe medication disposal strategy OPAL/RUM. This survey revealed that all pharmacies in the area were interested in participating in an awareness raising campaign to remind community members of the medication disposal services available at pharmacies. OPAL/RUM posters and pamphlets were distributed to all pharmacies and the OPAL/RUM program was promoted during Community Safety Week 2001.

Sitting Dance

The Sitting Dance project aims at increasing physical activity in older people. The program focuses on gentle exercises and participants remain seated in chairs. The popularity of this group has increased during 2001 with approximately 60 people attending each session. An alternative venue to the Mackay Community Health Centre is currently being sort. As not all venues have appropriate seats, the Mackay City Council has offered to purchase suitable chairs to promote the use of their new Andargrove Community Hall.

GP Fall Prevention Resources

The Mackay Division of General Practice recently launched a Falls Desktop Guide for General Practitioners together with a Falls poster and patient information kit. These were developed in collaboration with other Divisions in response to the Enhanced Primary Care Falls Initiative. The main focus of the information contained in the guide relates to identifying the major risk factors for falls and disseminating relevant information to patients in an effort to provide intervention, management and support. Evaluation of this resource is planned.

Collaborative Injury Research Working Group

Membership includes representatives from Queensland Injury Surveillance Unit (QISU), Queensland Health and James Cook University (JCU). Surveillance data is collected at all public hospitals in the region (Clermont, Dysart, Mackay, Moranbah, Proserpine and Sarina) and the Private Medical Service at the Mackay Mater (from September 2000). The surveillance data is analysed at a state level by QISU and at a regional level by the School of Public Health and Tropical Medicine, JCU, in collaboration with Queensland Health and QISU. This provides a powerful epidemiological tool to study the causation and impact of injury and evaluate the effectiveness of interventions, while also providing an ongoing injury profile for the MWSCR.

The working group identifies potential focus areas for the MWSCR. Over the past 12 months, the data has been analysed to reveal that Mackay/Whitsunday has significant injury presentations in relation to: sports injuries; young males involved in motor vehicle accidents; bicycle injuries in children; and household injuries.

The group has been able to assist the other working groups with specific data requests, for example, the Alcohol and Injury Working Group requested data on the injury statistics that occurred at licensed premises in Mackay.

Over the last twelve months the working group has been preparing articles for an injury monograph for the Mackay/Whitsunday area planned for publishing in June 2002. The six papers currently in draft form are:

- 'Safe Communities: An ecological approach to safety promotion';
- 'Becoming Queensland's First Safe Community: Considering sustainability from the outset';
- 'Collection of NDSHS level 2 Injury Surveillance Data in Regional Queensland';
- 'Practices, Knowledge and Perceptions Towards Accident and Injury in the Mackay/Whitsunday community';
- 'Patterns and Causes of Injuries During Organised Sporting Activities in the Mackay/Whitsunday Region 1998/99';
- 'Non-Fatal Injury Presentations to the Mackay Base Hospital Emergency Department 1998/99'

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Since 2001 the Tom and Dorothy Cook Grant, JCU, specifically supporting research in the Meckay area has been promoted by highlighting the injury database available for research in partnership with the MWSCR. The grant is available at the time of this report.

'Health Indicators for Queensland: Northern Zone 2001' Queensland Health, report has been released. The data compiled will be used by the Collaborative Research Working Group and details the health differences between the Meckay area in comparison to the Northern Health Zone and to Queensland.

Child Safety Working Group

An inter-sectoral group made up of representatives from Whitsunday Community Health Centre, Education Queensland, Queensland Police Service, Queensland Transport, Whitsunday Neighbourhood Centre (Department of Family, Youth and Community Care), Tropical Public Health Unit and the Whitsunday Shire Council. This working group is currently based in Whitsunday and is addressing bicycling injuries. Initiatives include - Integration of Queensland Transport's Bike Ed Program into local schools; share the road campaign; development, implementation and evaluation of Operation BikeSafe; liaison with local Government to discuss supportive infrastructure/environments for safe bike riding and provision of seeding funding for local schools to implement KidPower.

Queensland Transport Bike Ed Program

The Queensland Transport Bike Ed Program is a comprehensive practical bicycle education program designed to give children aged 8 to 13 years (grades 4-5) the skills, practice and knowledge they need to survive on the roads. In this twelve month period, the Proserpine and Cannonvale State Primary Schools have both comprehensively implemented Bike Education to Grade Four students. This is expected to be an ongoing activity in the Grade Four curriculum in both schools.

Operation BikeSafe

Operation BikeSafe is a proactive program to promote safe bike riding behaviour to 9-13 year olds on the roads of the Whitsunday region. This project uses positive reinforcement rather than reactive enforcement as its strategy, utilising police, schools and the media. 2001 was the second time operation BikeSafe had occurred in the Whitsunday region. Police nominated children demonstrating safe bike riding. All students nominated were placed in a draw to win bicycles donated by two service clubs in the region, and these prizes were drawn prior to Christmas.

Share the Road

Locally produced Share the Road Resources were distributed to Driving Schools in the Whitsunday Region for dissemination to Learner Drivers. The resource outlines strategies for motorists, cyclists and pedestrians in safe use of the road.

KidPower

In 2001 the KidPower resource was implemented in 4 of the 6 local Whitsunday primary schools - Cannonvale, Hamilton Island, Proserpine and Whitsunday Christian Community Schools. KidPower is an innovative injury prevention resource aimed at significantly reducing the number of school based injuries in young people aged 10-14 years. KidPower uses a holistic approach based on the health promoting schools process.

An Injury committee is established that includes students and other members of the school community as a means of identifying potentially dangerous areas and behaviours within the school, and developing strategies to prevent injuries occurring. Schools involved reported that Kidpower had provided practical guidance for establishing sustainable action to address injury.

Alcohol and Injury Working Group

An inter-sectoral group made up of representatives from Meckay Health Service District, Liquor Licensing Division, Queensland Transport, Queensland Police Service, Whitsunday Shire Council and Tropical Public Health Unit. This working group is based in Meckay and is addressing injuries involving Meckay and the Whitsundays.



Safe Party Kit

The safe party kit (based on a concept developed and utilised effectively by a local Government authority in Victoria) was promoted for the second year leading up to the festive season (November to January). The safe party kit, 'Steps to a Smarter Party', provides tips for holding successful, enjoyable and safe parties specifically addressing antisocial behaviour, road safety and alcohol consumption issues. Party convenors were given the opportunity to register their party with the Police Service.

This was the second year the safe party kit had been promoted and was hugely successful. 44 parties were registered with the Police Service between the period of November 2001 to February 2002. The reasons for success is seen to be due to an incident widely publicised in the local media of an unsafe party in November 2001, from which there was much community concern and an effective response from the Police Service in promoting this resource. Parties are continuing in smaller numbers to be registered with the Police post the festive season. The Police are continuing with promoting the project throughout the year rather than just the festive season.

Drink Rites

3 Drink rites were conducted in licensed premises of the Mackay/Whitsunday region by Queensland Police Service, Queensland Transport and Queensland Health staff to promote the responsible drinking of alcohol. One of the Drink Rites was a 'special' Community Safety Week event involving 3 Mackay City Councillors and 3 executive Council staff.

Drawing the Line on Standard Drinks

Alcohol is a major contributor to road accidents, and anti-social behaviour. The Standard Drink measurement tool provides a mechanism for drinkers to monitor their consumption of alcohol. The Queensland Transport/Queensland Police Service recommendation is that men and women can monitor their alcohol consumption to stay below 0.05 Blood Alcohol Consumption. Of the alcohol beverages available, it is wine which is served in glasses of varying sizes, which generally hold in excess of the 100ml standard serve.

The Drawing the Line on Standard Drinks pilot project at Sorbello's restaurant was launched in November 2001. The pilot was conducted during the Christmas/New Year period, and aimed to encourage local diners to learn about standard drink measures, and so monitor their alcohol consumption in order to stay below the 0.05 Blood Alcohol Consumption level.

Specifically the project aimed to promote the safer consumption of wine. As part of the project, Sorbello's staff and management were trained about standard drinks and the responsible service of alcohol. Selected glasses at the restaurant had a line etched at 100ml and standard drink information cards were produced for the restaurant's tables.

Evaluation of the project revealed that overall the majority of customers interviewed were surprised by the size of a standard drink. Although customers interviewed did not have a good understanding of standard drink measures, they did have a good understanding of alcohol's effect on driving and many stated they would choose not to drink any alcohol if they were the designated driver. Sorbello's staff enjoyed their involvement in the project, and were perceived by their customers as being a responsible licensed restaurant for participating in the project.

Negotiations are currently under way to trial this project at Hog's Breath Cafe (a franchised restaurant). It is hoped that if the initial trial with the restaurant is successful then the project will be adopted into their other restaurants throughout Australia.

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Whitsunday Safe Schoolies Week 2001

Schoolies Week in the Whitsundays enhanced its reputation for being a safe schoolies week destination in 2001. A number of strategies were developed to maximise the fun and minimise the harm for young people celebrating the end of year twelve.

During schoolies week a Chill Out 'safe place' site operated into the early hours of each morning. Schoolies registered at the Chill Out site. Upon registration, schoolies received a wallet sized information card containing emergency numbers and a personal photo Whitsunday Schoolies ID Card. The ID card provided access to all of the planned schoolies-only events. All events were drug and alcohol free.

The new Airile Beach Lagoon was made available to schoolies, with arrangements made for two lifeguards to be on duty all night as well as the lagoon lights for the whole week.

2001 was the biggest schoolies week ever in the Whitsunday with around 1,500 young people celebrating. There were no arrests and no major incidents all week.

Choices

The Choices project won a Silver Commissioner's Lantern award from Queensland Police Service. The project specifically targets Year 12 students who are embarking on schoolies week activities and highlights the need to be safe while still having a good time. Choices revolves around a 45 minute production acted out by members of the Conservatorium of Music, Central Queensland University highlighting the risks associated with schoolies week such as drink-driving, excessive alcohol consumption, unsafe sex, first aid, and breaking the law.

The Choices project is affiliated with the Alcohol and Injury working Party but has been running within the Mackay district high schools for the past three years.

Road Safety Working Group

An inter-sectoral group made up of representatives from Queensland Transport, Queensland Police Service, Queensland Health, Mackay City Council, Education Queensland, Industry/community member and Department of Main Roads. This working group has identified the following areas for strategic action - driver fatigue, data collaboration and coordination, driver education, train crossings, target groups (especially young males), cyclists, alcohol, footpaths/bicycle paths and drug driving.

The Road Safety Working Group has assisted in the prioritisation of local road safety issues by reviewing local Hospital and Queensland Transport WebCrash 2 data. These have contributed to the design of the 2002 - 2003 Road Safety Action Plan for the Queensland Transport Central Region and in turn the State Road Safety Action Plan.

The purpose of this group (currently being discussed) is that of a reference group on road safety with smaller sub action groups forming including the existing Road Awareness Group and Bicycle Education Working Group.

Road Awareness Group

The Road Awareness Group formed in January 2002 and involves Central Queensland University, Queensland Transport, Main Roads, Local Authorities, Royal Automotive Club of Queensland, local industry and the Queensland Police Service to address the issue of fatigue on the Bruce Highway between Marlborough and Sarine. A number of actions to address this issue are currently being investigated.

Bicycle Education Working Group

The Bicycle Education Working Group includes representation from Queensland Transport, Queensland Police Service (Mackay Police Citizen Youth Club), Education Queensland and Queensland Health. The goal of the group is to establish within twelve months a sustainable means of providing a 10 hour Bike Ed program (six hours at the Mackay Police Citizen Youth Club and a four hour 'in class' component) to 50 percent of Mackay children in Year 4. To achieve this, the group has successfully applied for \$15 000 funding from the State Cycle Unit of Queensland Transport, to employ a Project Worker to facilitate this project, which will now commence in June 2002.



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Other Activities of the Mackay/Whitsunday Safe Communities Project

Andergrove Neighbourhood Watch Injury Project

The Department of Emergency Service (DES) and Queensland Police Service are working collaboratively on a pilot project in three communities across the state to broaden the focus of the existing Neighbourhood Watch crime prevention program, to incorporate the community safety initiatives of DES. Andergrove is one of the three pilot sites across the state. The project will be conducted over a three month period, from March to May 2002.

Representatives from Queensland Ambulance Service, Queensland Fire and Rescue Service, Counter Disaster and Rescue Service and the Queensland Police Service will work closely with the Andergrove Neighbourhood Watch. The safety issues identified by their community will be addressed as well as providing details of how to access free services such as basic first aid, cardio-pulmonary resuscitation training, home fire safety audit and home security information. A survey to determine the current level of safety awareness has been distributed to random residents in the Andergrove community, and these responses will assist DES and Police to review the current level of safety in their community.

Andergrove was chosen as one of the pilot locations to maximise the community safety focus created by the MWSCP.

Community Safety Week 2001

3-7 September was the inaugural Community Safety Week (instigated by the MWSCP, Mackay City Council and Mackay Crime Prevention Partnership). Community Safety Week is an initiative of the Victorian Safe Communities Network. Mackay's participation was one of two areas involved in the event outside of Victoria. The week of activities began with a 'Quest for Community Safety' Forum attended by approximately 100 people including community and agency representatives. Community safety awareness was heightened during the week by comprehensive information displays in key locations. Information available ranged from crime prevention and security issues through to falls prevention and cyclone and storm preparedness. Representatives of Domestic Violence Resource Service, Sports Medicine and Queensland Ambulance Service (who offered free child restraint safety checks) manned these displays.

Other activities during the week included free pool fence safety inspections by Mackay City Council a Drink Rite event conducted by Queensland Health, Queensland Police Service and Queensland Transport and the launches of Operation Stop Theft and GP Falls Prevention Resources.

Feedback from the services involved in community safety week revealed that they appreciated the opportunity to promote their resources and services to the community.

Both Mackay and Whitsunday are planning Community Safety Week events in 2002.

Distribution of CPR Wall Chart/Poster to new pool owners

Both Mackay and Whitsunday Councils continued providing a Cardio-Pulmonary Resuscitation (CPR) Wall Chart/Poster (provided by Queensland Health) with an accompanying letter from the MWSCP to all new pool owners. The letter congratulates the new pool owner on their acquisition, identifies ways to keep pools safe and provides local contacts for persons to access in regards to resuscitation training (as a chart is a guide only and not a substitute for essential training in resuscitation).

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Proposed Second Pacific Rim Safe Communities Conference

As a result of numerous funding applications submitted to seek seeding funding to establish a conference secretariat, some funding was secured from Department of Emergency Services, Queensland Health, and Mackay City Council, with Queensland Transport also offering support for conference requirements. A funding application with the Commonwealth Government's stronger families and communities strategy is still pending. Despite accessing some funding, short time frames and the lack of an overall auspice/host organisation precluded proceeding ahead with the conference this year. As there is already an Australian National Injury Prevention Conference and a New Zealand Injury Prevention Conference in 2003, it is hoped to stage a conference in 2004 possibly under the auspices of the Australian Injury Prevention Network. It is hoped instead that later this year a representative from the World Health Organisation will visit Mackay/Whitsunday and a local safe community event will be staged.

Planned future working groups in 2002/2003

Sports Safety Working Group
Home Safety Working Group
Child Safety Working Group in Mackay

COMMUNICATIONS PLAN

Each member of the Project Management Team and working groups has assumed the responsibility of providing ongoing communication of the projects' progress through their own networks and updating their own organisations and workplaces.

Active components of the communication plan include:

- Information resource kit to provide to interested service providers, community members etc.
- Progress update 2 released in June 2001, next progress update planned for March 2002.
- A media log identifying media coverage of the project each month is kept. A total of 44 positive known media "hits" were identified regarding the MWSCP or associated program over the last 12 months.
- A series of 8 media articles written by the MWSCP were printed in the Midweek newspaper. MWSCP now features on the World Health Organisation's Collaborating Centre on Community Safety Promotion website. <http://www.phs.ki.se/csp/safecom/mackay.htm>

EVALUATION OF PROJECT

Evaluation is a planned process of the project. The evaluation will be undertaken on an annual basis and includes an interview and survey to members of working groups and the project management team. The Senior Safety Working Group, Child Safety Working Group and the Project Management Team have undergone a 12 month evaluation of the effectiveness and overall motivation of the team/groups. The result from each evaluation area is aimed to be feedback to the Project Management Team and Working Groups in March 2002 to provide direction for the next 12 months.

Project Management Team

Evaluation of the Project Management Team (PMT) was conducted in February 2001 to review group function after 12 months of participation. The methodology used assessed members perceptions, expectations and satisfaction in order to determine the level of effectiveness of the PMT. Overall, all PMT members felt positive about this project, and seemed to enjoy the opportunity to adopt a collaborative approach in promoting a safe community within the Mackay/Whitsunday region. Most regretted that their personal contribution to the project was limited by time, however all indicated that they were committed to the group and positive about the outcome of the project.

Some members indicated concern about the sustainability of the project, and some are planning strategies to ensure the project continues in the future. From these concerns, and the dedication expressed by members it could be suggested that the PMT should review the project in terms of sustainability strategies.

At the time of this report the PMT is undergoing its second 12 month evaluation. The results from this review will again assess the PMT's effectiveness and will be compared to the results found February 2001.



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Senior Safety Working Group

Evaluation of the Senior Safety Working Group occurred in September/October 2001. In regards to group dynamics all respondents were positive as to how the group was going. Group morale was only hindered in the fact that the majority of respondents felt that the group was not sufficiently prepared for meetings. Members agreed with the roles and responsibilities of the group. Specifically it was felt that the type of tasks the group became involved in should be local, should alleviate the problems faced by seniors and should be inclusive of the greatest proportion of the senior population.

Overall, people generally felt positive about being a team member. The most common feelings about being involved were rewarding; committed; enthusiastic; hopeful; happy, and new skills learnt.

From participation in the group, members felt:

- an increased knowledge of the target group and their problems
- satisfaction with the achievement of the group
- an increase in their organisational skills
- an increased ability in their group skills
- an increase in capacity building skills
- a sense of being useful to the community

Some group members felt that the group had the potential to achieve a lot more than it had and that there should be more sharing of responsibilities within the group.

The majority of the group stated that they thought the group was very effective and were satisfied that the group was achieving its goals. Achievements of the group were an increased awareness in the community and in the group of the problems facing seniors, but the major achievement stated by most team members to date was the introduction and, in some instances, the integration of senior programs into the life of their community.

Child Safety Working Group

Evaluation of the Child Safety working Group occurred in September/October 2001. The majority of participants felt that the working group was effective in getting things done, and felt that their contribution to the group was valued.

The respondents agreed that the role of the group was to investigate the public safety of children with a view to reducing injury, with the majority of members emphasising bike safety. All respondents stated that they felt their responsibility was to actively participate in the group by attending meetings and carrying out allocated tasks. Nearly all stated that they felt that it was their responsibility to participate in the meetings by bringing their knowledge, opinions and views of the organisation they represented. The members also felt responsible for dividing of tasks so as to maximise the chance that the task would be completed.

All members stated that they felt the identification of child safety issues in their community was a role of the group. Several also stated that the response to issues identified should focus on being proactive rather than reactive.

In regards to the meetings, all stated that they enjoyed the dynamics of the group. Almost all members felt that the late circulation of minutes was a problem. More than half the group felt that there was too much information distributed. All members felt they were an equal member in discussions and decisions, and were overall happy with the group process.

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Overall members felt positive about being a team member. The most common feelings about being involved were committed; hopeful; rewarding; enthusiastic; excited and learning new skills.

The things the group felt they had gained from participating in the group were:

- knowledge about the extent of child cycling injuries
- a sense of satisfaction about the achievements of the group
- satisfaction from the response of children to the program
- creation of contacts with people from the community and other organisations within the community
- appreciated involvement with health promotion rather than just education

Members tended to agree that although they shared ideas with others outside the group, they did not do as much as they could.

The majority of the group felt that the group was effective in achieving its goals, however it was noted that momentum had decreased and there is a need to refocus the group. The group felt they had achieved: an increased awareness of bike safety within the 0-14 population; an increased community awareness of bike safety; and increased community involvement of child injury issues; cross-departmental cooperation; input into council planning; and a reduction in child cycling injury statistics.

Overall, members reported being very satisfied with their experiences as a group member and the accomplishments of the group. It was recognised that some members were more outwardly enthusiastic than others were but that everyone had a role.

Overall, group members appeared positive about their experiences and the nature of the group they had created. The majority felt the group had a role to play in future health promotion programs. While the slow pace frustrated some, they recognised that this was part and parcel of group decision making and discussion.

CONFERENCES

Attendance:

Paul Verdon (Project Facilitator) attended the NEW Safe Communities Symposium in October 2001. Paul also received a scholarship to attend a short course in injury prevention and epidemiology at Monash University Accident Research Centre July 2001.

Presentation:

Dele Henson (PMT member) presented 2 oral papers at the Warrnambool National Injury Prevention Conference September 2001. The papers were titled 'Addressing Bike Injuries in the Whitsundays' and 'An Ecological Approach to Injury Prevention'.

PLANNED FUTURE ACTIVITIES FOR THE MACKAY/WHITSUNDAY SAFE COMMUNITIES PROJECT

- Submit an application for accreditation as a Safe Community to the World Health Organization (WHO)
- Possible visit from a WHO representative October/November 2002
- Postponement of Pacific Rim Safe Communities Project to 2004
- Promote MWSCP to state/national stake holders

SAFE COMMUNITIES ACCREDITATION BY THE WORLD HEALTH ORGANISATION

A decision was made to pursue accreditation for the MWSCP to coincide with the planned 2nd Pacific Rim Safe Communities Conference. As the conference has been postponed the PMT has decided to continue proceeding with accreditation and will be submitting an application to WHO in March/April 2002. Negotiations are under way to link accreditation with a visit planned by a WHO representative to Australia in October/November 2002.



MACKAY WHITSUNDAY SAFE COMMUNITIES PROGRESS UPDATE 3 – MARCH 2002

MACKAY / WHITSUNDAY SAFE COMMUNITIES PROJECT (MWSCP)

Progress Update 3 March 2002



This is the third of regular progress updates 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 over the next 4-5 years. 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.

New Working Group

The *Alcohol and Injury Working Group* has met several times since August 2001, and consists of representation from Local Government (Whitsunday Shire Council), Queensland Transport, Queensland Police Service, the Liquor Licensing Division and Queensland Health (Alcohol Tobacco and Other Drugs Services). The Group seeks to raise awareness of alcohol and injury issues, and reduce the rate of alcohol-related injury, in the Mackay/ Whitsundays. It aims to provide a forum for meaningful discussion and mutual support between agencies/ individuals engaged in activities, which promote the responsible service and/or consumption of alcohol.

The Alcohol and Injury Working Group is facilitating the progress of a number of projects, including taking a lead role in the coordination of Schoolies Week and *Drawing the Line on Standard Drinks*.



Some members of the Alcohol & Injury Working Group: L to R: Kathryn McFarlane, Dave Ferrar, Nicole Madam, Colleen Gunning.

Drawing the Line on Standard Drinks

The *Drawing the Line on Standard Drinks* pilot project at Sorbello's Restaurant, an initiative of the Alcohol and Injury Working Group, was launched in November 2001. The pilot was conducted at Sorbello's Restaurant during the Christmas/ New Year period, and aimed to encourage local diners to learn about standard drink measures, and so monitor their alcohol consumption in order to stay below the 0.05 BAC level.

Specifically the project aimed to promote the safer consumption of wine through using specially marked wine glasses. As part of the project, Sorbello's staff and management were trained about standard drinks and the responsible service of alcohol.



Colleen Gunning

Selected glasses at the restaurant had a line etched at 100ml and standard drink information cards were produced for the restaurant's tables.

Whitsunday Safe Schoolies Week 2001

Schoolies Week in the Whitsundays enhanced its reputation for being a safe Schoolies Week destination in 2001. A number of strategies were developed to maximise the fun and minimise the harm for young people celebrating the end of year 12.

During Schoolies Week a Chill Out 'safe place' site operated into the early hours of each morning. Schoolies registered at the Chill Out site. Upon registration, schoolies received a wallet sized information card containing emergency numbers and a personal photo Whitsunday Schoolies ID Card. The ID card provided access to all of the planned schoolies-only events. All events were drug and alcohol free.

The new Airlie Beach Lagoon was made available to schoolies, with arrangements made for two lifeguards to be on duty all night and the lagoon lights to be switched on for the whole week.

2001 was the biggest Schoolies Week ever in the Whitsundays with around 1,500 young people celebrating. There were no arrests and no major incidents all week.



Schoolies enjoying the Airlie Beach Lagoon.

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'Choices' Project Wins Silver

The Choices project won a Silver Commisic award from Queensland Police Service.



The project specifically targets Year 12 stude embarking on Schoolies Week activities and need to be safe while still having a good time. Choices revolves around a 45 minute production acted out by members of the Conservatorium of Music, Central Queensland University highlighting the risks associated with Schoolies Week such as drink-driving, excessive alcohol consumption, unsafe sex and breaking the law, and provided them with some practical first aid strategies.

The Choices project is affiliated with the Alcohol and Injury Working Group but has been running within the Mackay district high schools for the past three years.

New Members

MWSCP welcomes Department of Emergency Services (DES) as new key partners. Representatives of DES are now actively involved on the Project Management Team.

DES and Queensland Police Service are currently working collaboratively on a safe communities project which will broaden the focus of the existing Neighbourhood Watch crime prevention program, to incorporate the community safety initiatives of DES. Andergrove is one of the pilot sites. The project will be conducted over a three month period, from March to May 2002.

Representatives from Queensland Ambulance Service, Queensland Fire and Rescue Service, Counter Disaster and Rescue Service and the Queensland Police Service will work closely with the Andergrove Neighbourhood Watch to address whatever safety issues that are identified in their community, and will provide details of how to access free services such as basic first aid, CPR training, home fire safety audit and home security information. A survey to determine the current level of safety awareness has been distributed to random residents in the Andergrove community, and these responses will assist DES and Police to review the current level of safety in their community.

Andergrove was chosen as one of the pilot locations to maximise the community safety focus created by the MWSCP.

GP Falls Prevention Resources

The Mackay Division of General Practice recently launched a Falls Desktop Guide for General Practitioners together with a Falls poster and patient information kit. These were developed in collaboration with other Divisions in response to the Enhanced Primary Care Falls initiative and overwhelming evidence that falls are now responsible for more hospitalisations each year than motor vehicle accidents. The main focus of the information contained in the guide relates to identifying the

major risk factors for falls and disseminating relevant information to patients in an effort to provide intervention, management and support.

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>



September 3-7 was the inaugural Community Safety Week (an initiative of Mackay/Whitsunday Safe Communities Project, Mackay City Council and Mackay Crime Prevention Partnership).

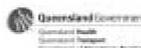
The week of activities began with a 'Quest for Community Safety' Forum attended by approximately 100 people including community and agency representatives. Community safety awareness was heightened during the week by comprehensive information displays in key locations. Information available ranged from crime prevention and security issues through to falls prevention and cyclone and storm preparedness. Representatives of Domestic Violence Resource Service, Sports Medicine and Queensland Ambulance Service (who offered free child restraint safety checks) staffed these displays.

Other activities during the week included free pool fence safety inspections by Mackay City Council a Drink-Rite event conducted by Queensland Health, Queensland Police Service and Queensland Transport and the launches of Operation Stop Theft and GP Falls Prevention Resources.

Planned future Safe Communities activities include:

- Possible visit by WHO in October/November 2002
- Mackay/Whitsunday to submit an application to become an accredited WHO Safe Community, thus stating ongoing commitment to injury prevention
- Community Safety Week September 2002
- PCYC and Queensland Transport coordination for bike safety in Mackay
- The Alcohol and Injury Working Group will be focussing on issues in the Mackay central business district.

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 facilitator: Ms Kathryn McFarlane, Health Promotion Officer, Tropical Public Health Unit – Mackay, Queensland Health phone: 4968 3858, or email: Kathryn_Mcfarlane@health.qld.gov.au



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APPENDIX TEN
DESIGNATION APPLICATION 2002

Application to the World
Health Organisation for
accreditation as a



Safe Community

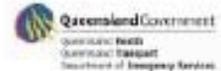




Acknowledgments

This application represents the work of numerous individuals, both staff members and community residents from many organisations and groups.

The enthusiasm, hard work and commitment to safety promotion of all people both past and present involved in the Mackay / Whitsunday Safe Communities Project is acknowledged and appreciated. Their effort has made this application possible.



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Information on Mackay / Whitsunday Safe Communities Project

Initiated in 1999 by the Tropical Public Health Unit Network, Queensland Health. Endorsed by Mackay City Council in November 1999 and Whitsunday Shire Council in February 2000. The Mackay / Whitsunday Safe Communities Project includes the region of Mackay City Council and Whitsunday Shire Council.



Overview of Region

Profile

This tropical sub-rainforest region is situated approximately 1000 kilometres north of Brisbane (capital of Queensland) and approximately 800 kilometres south of Cairns. The region supports diverse industry including tourism, sugar cane and other crops, grazing, and coal mining. This region is Australia's largest producer of sugar. As this region includes more than 70 islands and an extensive section of the Great Barrier Reef, the region is a popular tourist destination.



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Demographics

Population: 108,805 [estimated resident population 30 June 2000]

Age Distribution:

Age	District (numbers, %)	Queensland (%)
0-14 years	24,954 (22.9%)	21.1%
15-34 years	32,132 (29.5%)	29.5%
35-49 years	25,095 (23.0%)	22.3%
50-64 years	16,050 (14.8%)	15.6%
65-74 years	5,934 (5.5%)	6.3%
75+ years	4,040 (3.7%)	5.1%

Source: ABS cat.3217.3, Health Information Centre, August 2001

Ethnic Diversity

Within the Mackay Health Service District 3.1 per cent of the population identify as Indigenous persons (whole of Queensland 2.9 per cent). From the 1996 Census it is predicted that this amount is under represented as a significant proportion of the Mackay population identify as South Sea Islander which was not an Indigenous category on the census. The Mackay area has the largest population of South Sea Islanders outside of the Pacific Islands. People from a Culturally and Linguistically Diverse Background make up 3.0 per cent of the population (whole of Queensland 0.3 per cent).



Injury Profile

Australia

In Australia in 1999, injury was responsible for 6 per cent of all deaths, 7 per cent of all hospital separations / admissions and approximately 2 million Emergency Department presentations. The estimated direct cost to the health care system is \$2.6 billion per year with a total cost of \$13 billion per year (including indirect cost). Injury is one of six national health priority areas, the others being, Cardiovascular Health, Cancer Control, Mental Health, Diabetes and Asthma.

Queensland

Queensland's death rate for injuries from transport related accidents, falls, homicide and accidental drowning are higher than the national average. Justifiably, injury is an identified health priority area for Queensland.

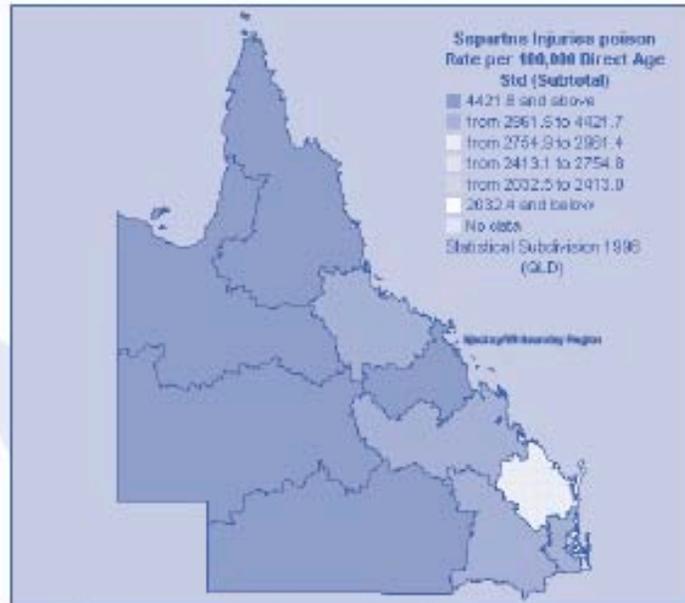
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Mackay / Whitsunday Region

In 1998 the Mackay Division of General Practice conducted a community needs analysis which identified that hospital separation / admission rates for Injury and poisoning in 1995 / 1996 were high in the Mackay region.

Subsequent review of Age Standardised Injury Separation Rates by the Tropical Public Health Unit Network of Queensland Health confirmed that injury separations were more than double those observed for other Queenslanders.



As Figure 1 shows, the Mackay Health Service District has a similar injury rate to more remote areas of Queensland and not other coastal urban areas (eg. Townsville, Rockhampton) as might be expected.

Breakdown of Injury in the Mackay / Whitsunday Region

Local data has empowered the project to identify strategic issues for intervention and provided some insight into the underlying situational and environmental factors that predispose to injury. Strategic Issues Identified include; falls - especially in children and older persons, pushbike injuries, injuries in young males, injuries in older females, injuries in the home, transport related injuries, sport injuries and workplace injuries.

Young males in 1999 are especially at risk of presenting with injury. 22,545 (68 per cent) injury presentations were reported in males compared with 10,441 (32 per cent) in females. Young males in the 10 to 29 year age group accounted for 34 per cent of all injury presentations. This is double the rate in comparison to the rest of Queensland.

In 1999, 9408 injury presentations were reported in children under 15 years of age (29 per cent of all injury presentations), 55 per cent of these injuries occurred in the home. For children under 5 years of age, 83 per cent of injuries occur in the home.

There were 1480 reports of injury for patients older than 60 years (5 per cent of all injury presentations), 45 per cent of injuries resulting from falls, with 62 per cent of falls occurring at home.



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Community Consultations

Community consultations were conducted by a James Cook University PhD student using a phone survey focussing on practices, knowledge and perceptions towards accident and injury in the Meckey / Whitsunday community.

Objective:

To assess household injury prevention practices, knowledge and perception of injury risk factors and safety in the Meckey / Whitsunday community as a basis for the implementation of a Safe Community project.

Methods:

A standardised telephone survey was developed by James Cook University and administered to a random sample of 1510 Meckey / Whitsunday phone numbers during July / August 2000.

Results:

A total of 451 completed questionnaires were obtained resulting in a second-stage response rate of 47.5 per cent.

The majority (54.7 per cent) of study subjects complied with three or more household safety practices. The street (29.5 per cent), the motor vehicle (47.9 per cent) and the 15 - 29 years age group (71.6 per cent) were perceived as the most likely locations and the most likely age group for injury in the region. The majority of participants (87.7 per cent) agreed that injuries resulting in people going to hospital are common, and 97.4 per cent agreed that injuries can be prevented. Household safety practices were independent of the perception of the home as the most likely location of injury ($p=0.39$), home structures and furnishings as the most likely cause of injury ($p=0.42$), and injury as the most likely cause of people going to hospital in Meckey ($p=0.30$).

Conclusions:

Household safety practices were independent of subjects' knowledge of injury risk factors and perception of safety. Consequently, any successful injury prevention strategy cannot be restricted to increasing the knowledge of injury risk, but has rather to focus on the development of injury prevention skills while controlling at the same time the cognitive, effective and environmental forces that influence injury prevention behaviour. These findings, in the context of the relatively high injury mortality and morbidity rates in the region, indicate that the Meckey / Whitsunday community will benefit from a specifically tailored concerted community based injury prevention project.



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page 4

The Development of Mackay / Whitsunday in becoming a Safe Community

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

1997	<ul style="list-style-type: none"> - Injury Data began collection at Hospital Emergency Departments within the Mackay Health Service District.
1998	<ul style="list-style-type: none"> - Mackay Division of General Practice report was released highlighting injury as a significant health issue in Mackay.
1999	<ul style="list-style-type: none"> - Visit by Leif Svenstrom from the World Health Organisation suggesting "Can Mackay Become a Safe Community?" to local key stakeholders. - Visit from representatives of other Australian accredited Safe Communities sharing their experiences of instigating and working to a Safe Communities framework. - Mackay City Council endorsed the Safe Communities Project. - Project Management Team formed involving (Mackay City Council, Whitsunday Shire Council, Queensland Transport, Queensland Police Service and Queensland Health). - Mackay Injury Research Collaboration Working Group established.
2000	<ul style="list-style-type: none"> - Whitsunday Shire Council endorsed Safe Communities Project. - Launch of Mackay / Whitsunday Safe Communities. - Working Groups established including Senior Safety Working Group in Mackay, Child Safety Working Group in Whitsunday, and the Road Safety Working Group. - Injury data collection commenced at the Mackay Mater Medical After Hours Service. - James Cook University community consultation on practices, knowledge and perceptions on injury was conducted.
2001	<ul style="list-style-type: none"> - Alcohol and Injury Working Group established.
2002	<ul style="list-style-type: none"> - Department of Emergency Services involved as new key stakeholders and represented on the Project Management Team.



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World Health Organisation Indicators for a Safe Community

Criteria 1: Formation of a cross sectoral group that is responsible for injury prevention.

The Mackay / Whitsunday Safe Communities Project was established to address above average injury rates identified in the Mackay / Whitsunday area. An Intersectoral Project Management Team has been established with local key stakeholders in injury prevention represented. The project involves a number of state and local government departments including Mackay City Council, Whitsunday Shire Council, Queensland Police Service, Queensland Transport, Department of Emergency Services and Queensland Health working in partnership with the local community to reduce injury and promote safety.

Other organisations that are represented on working groups include James Cook University, Queensland Injury Surveillance Unit, Liquor Licensing Division of Queensland, Department of Main Roads, Whitsunday Neighbourhood Centre, Education Queensland, Mackay Division of General Practice, plus community representatives.

Within Queensland Health areas represented and involved are: Tropical Public Health Unit Network and Mackay Health Services District including the Emergency Department of Mackay Base Hospital, and the following Community Health Services: Aged Care and Disability Unit, Child, Youth and Family Health Service, and Alcohol Tobacco and Other Drugs Service.

Criteria 2: Involvement of the local community network.

Many representatives of local organisations are participating in the Mackay / Whitsunday Safe Communities Project through membership on the Project Management Team and/or Project Working Groups (Refer to Flowchart Page 7).

CASE STUDY

Andergrove Neighbourhood Watch Injury Project

The Department of Emergency Service and Queensland Police Service are working collaboratively on a pilot project in three communities across the state to broaden the focus of the existing Neighbourhood Watch crime prevention program, to incorporate the community safety initiatives of the Department of Emergency Services. Andergrove, a suburb of Mackay, is one of the pilot sites. The project is being conducted over a three month period, from March to May 2002.

Representatives from Queensland Ambulance Service, Queensland Fire and Rescue Service, Counter Disaster and Rescue Service and the Queensland Police Service are working closely with the Andergrove Neighbourhood Watch community group. The safety issues identified by Andergrove are being addressed as well as providing details of how to access free services such as basic first aid, cardio-pulmonary resuscitation training, home fire safety audit and home security information. A random household survey to determine the current level of safety awareness has been distributed to residents in the Andergrove community, and these responses will assist Department of Emergency Services and Police to review the current level of safety in the community.

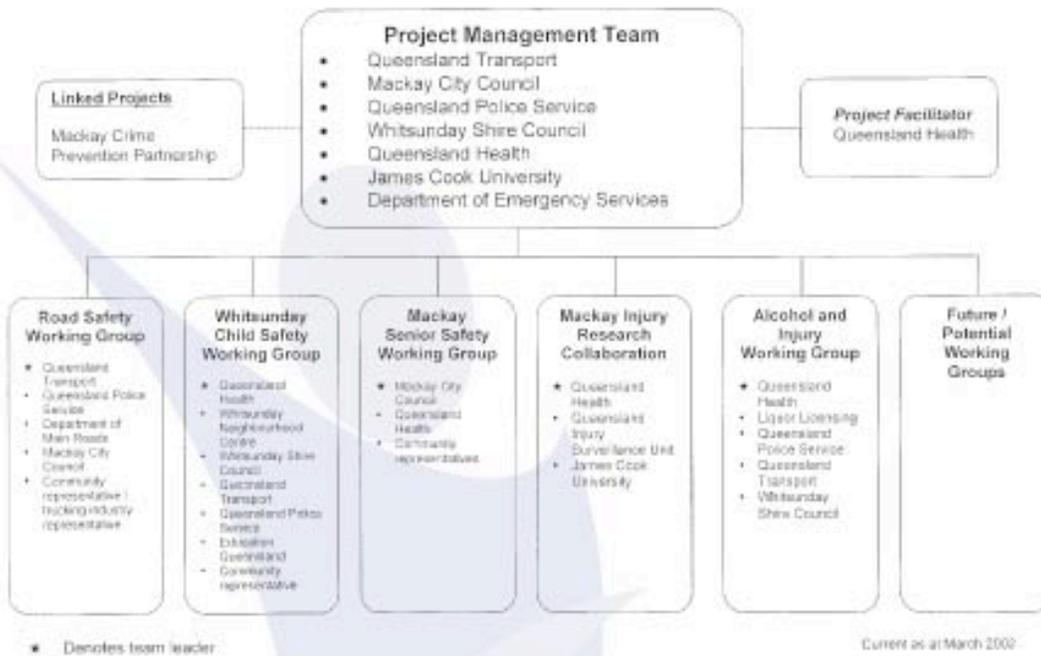
Andergrove was chosen as one of the pilot locations to maximise the community safety focus created by the Mackay / Whitsunday Safe Communities Project.

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OPERATING STRUCTURE OF MACKAY/WHITSUNDAY SAFE COMMUNITIES PROJECT



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Criteria 3: The program will address all ages, surroundings, and situations. Injury priorities for the region were identified through a process of community consultation and data analysis of the injuries presenting at the local hospitals within the region. The project aims to cover all ages, environments and situations. It has working groups in children's safety, road safety, alcohol safety and senior safety.

Whitsunday Child Safety Working Group

Goal: To reduce / control injury by promoting safety for children aged 0-14 years.

Road Safety Working Group

Goal: To reduce / control injury by promoting safety on the roads.

Alcohol and Injury Working Group

Goal: To reduce / control injury by promoting responsible alcohol consumption.

Mackay Senior Safety Working Group

Goal: To reduce / control injury by promoting safety for older adults aged 60 years and over.

Potential Working Groups

Working groups are based on priority areas of need for Mackay / Whitsunday, but are also dependent on opportunities and the existing capacity of current partners and stakeholders to work in safety promotion.

The Mackay Injury Research Collaboration continually identifies areas for future action from the data collected. Future working groups will include:

- Sports Safety Working Group
- Home Safety Working Group
- Senior Safety Working Group in Whitsunday
- Child Safety Working Group in Mackay
- Occupational Safety Working Group

Criteria 4: The program will address the concerns of high-risk groups (such as children and the elderly), high risk environments and aim to ensure equity for vulnerable groups. Project Working Groups have been formed in response to the injury data. Injury data analysis has included the identification of high risk situations and groups. Children and older people have been identified by the project because they are over represented in the injury data and are particularly vulnerable groups in the community. Older people and children need additional assistance to protect themselves and require a focus on environmental strategies that are not reliant on behaviour change.

Examples of Projects undertaken by the working Groups:

Whitsunday Child Safety Working Group

- Queensland Transport Bike Ed Program
- Share the Road
(See Appendix 1)
- KidPower



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CASE STUDY 1

• Operation BikeSafe

Operation BikeSafe, an initiative of the Child Safety Working Group in Whitsunday, was conducted from July to December 2000 and 2001. Operation BikeSafe was developed to be a pro-active program to promote safe bike riding behaviour to children 9 - 13 years of age on the roads of the Whitsunday region. This project used positive reinforcement rather than reactive enforcement as its strategy, utilising police, schools and the media. During the project, local police nominated 80 local Whitsunday children for their safe bike riding on local roads. All students nominated were placed in a draw to win bicycles donated in 2000, by two service clubs in the region (ESA-Alpha Epsilon and Proserpine Lions), and in 2001, by Queensland Transport and Whitsunday Toyworld.



Alcohol and Injury Working Group

- Safe Party Kit
(See Appendix 2)
- Drink Rite
- Drawing the Line on Standard Drinks



- Choices

CASE STUDY 2

• Whitsunday Safe Schoolies Week 2001

In Queensland at the end of each school year, young school leavers seek out party destinations in which to celebrate the completion of their final year of schooling. Schoolies Week in the Whitsundays enhanced its reputation for being a safe schoolies week destination in 2001. A number of strategies were developed to maximise the fun and minimise the harm for young people celebrating the end of 12 years of schooling.



During schoolies week a Chill Out 'safe place' site operated into the early hours of each morning. Schoolies registered at the Chill Out site and received a wallet sized information card containing emergency numbers and a personal photo Whitsunday Schoolies Identification (ID) card. The ID card provided access to all of the planned schoolies-only events. All events were drug and alcohol free.

The new Lagoon at Airie Beech was made available to schoolies, with arrangements made for two lifeguards to be on duty all night as well as the lagoon lights for the whole week.

2001 was the biggest schoolies week ever in the Whitsundays with around 1500 young people celebrating. There were no serious injuries, no major accidents and no arrests all week.



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Mackay Senior Safety Working Group

- Healthy Home Plan



- Just Walk It



- Medication Disposal
- Sitting Dance
- General Practitioner Falls Prevention Resources



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CASE STUDY 3

• Safe Shop Program

In December 2000, a pilot safe shop program (based on a concept developed and utilized effectively by a local Government authority in Victoria) was implemented in the Mackay Central Business District / City Heart to enhance perceptions of safety particularly for older persons. More than 60 local businesses are participating in this program. Participating retailers provide information services to shoppers, as well as offering to call emergency services if a customer is concerned about their personal safety. A bright orange 'Safe Shop' sticker identifies participating shops. Evaluation in July 2001, revealed that the majority of businesses involved had a good understanding of the project and thought it was a good strategy particularly for promoting customer relations. Thirty per cent of businesses had been utilized by customers as a 'Safe Shop'. Information on use patterns may not provide a comprehensive picture of the effectiveness of the campaign as persons using the Central Business District may feel safer knowing that 'Safe Shops' exist but never use the service. Older people particularly have commented that they feel safer and more comfortable knowing that 'Safe Shops' are willing to give them assistance when required.

Road Safety Working Group

- Road Awareness Group
- Bicycle Education Working Group

Criteria 5: The program should have a mechanism to document the frequency and causes of injuries.

Injury Surveillance data is collected at the Emergency Departments of all public hospitals in the region and the one major private health institution servicing the region. Injury data is analysed by collaboration of Queensland Health, Queensland Injury Surveillance Unit (QISU) and James Cook University (JCU). This information is provided to the Project Management Team and working groups.

Staff of the Emergency Departments of the Mackay Region, concerned at the apparent high injury rates established the Mackay Injury Surveillance Network (MISN), in collaboration with the QISU, in September 1997. All public Emergency Departments in the region collect injury surveillance data from all patients who present with an injury. The Mackay Mater Medical After-hours Service was added to the Network in September 2000. MISN forms a regional sample for the statewide injury surveillance system maintained by QISU.

The Mackay Injury Research Collaboration was established as part of the Mackay / Whitsunday Safe Communities Project in 1999. Partners include; the Mackay Health Service District, QISU, JCU School of Public Health and Tropical Medicine and the Tropical Public Health Unit Network. The collaboration aims to collect and interpret high quality Level 2 National Data Set - Injury Surveillance (NDS-IS) data from all public hospitals in the Mackay Region.

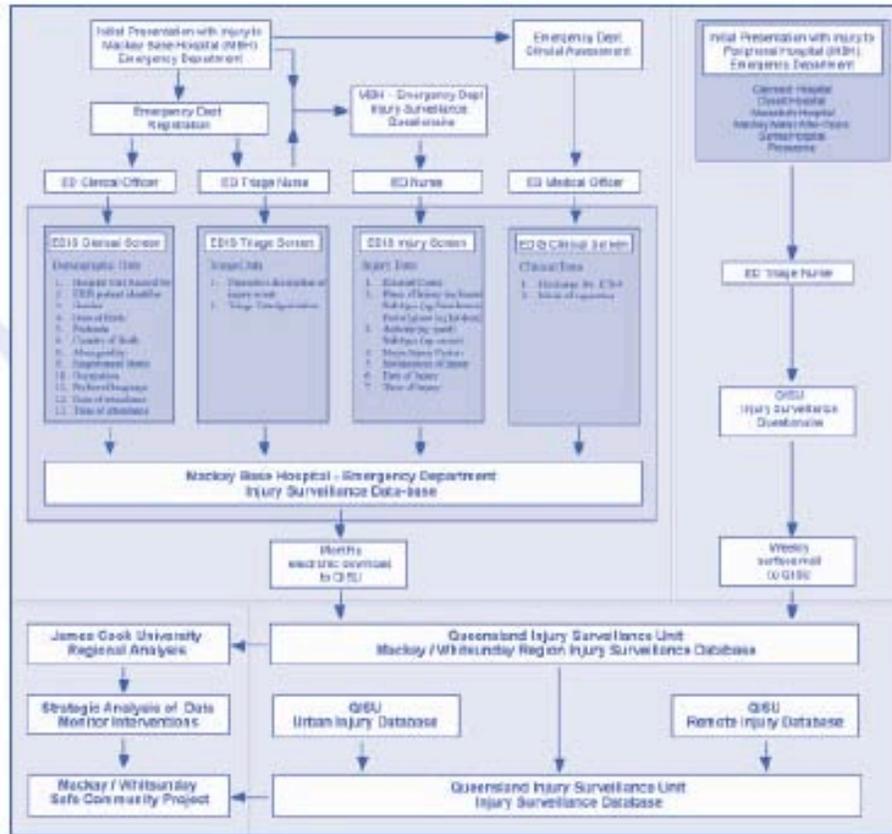
The Level 2 NDS-IS data is being used to study the impact of injury on a regional Queensland community, identify risk factors that predispose to injury, elucidate the chain of events culminating in an injury and highlight strategic areas for injury prevention programs.

All patients who present with an injury to an Emergency Department in the Mackay region are asked to complete a questionnaire to describe how their injury occurred. At the Mackay Base Hospital Emergency Department the IS data is coded directly into the Emergency Department Information System (EDIS), a computer based patients tracking and quality assurance system. Data is collected manually at all other hospitals in the region (Clermont, Dysart, Mater, Morebah, Proserpine, Sarina) and forwarded to the QISU for coding.



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Collection and processing of Injury Surveillance Data In the Mackay Region



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Criteria 6: Program must be a long-term approach, not one of brief duration.

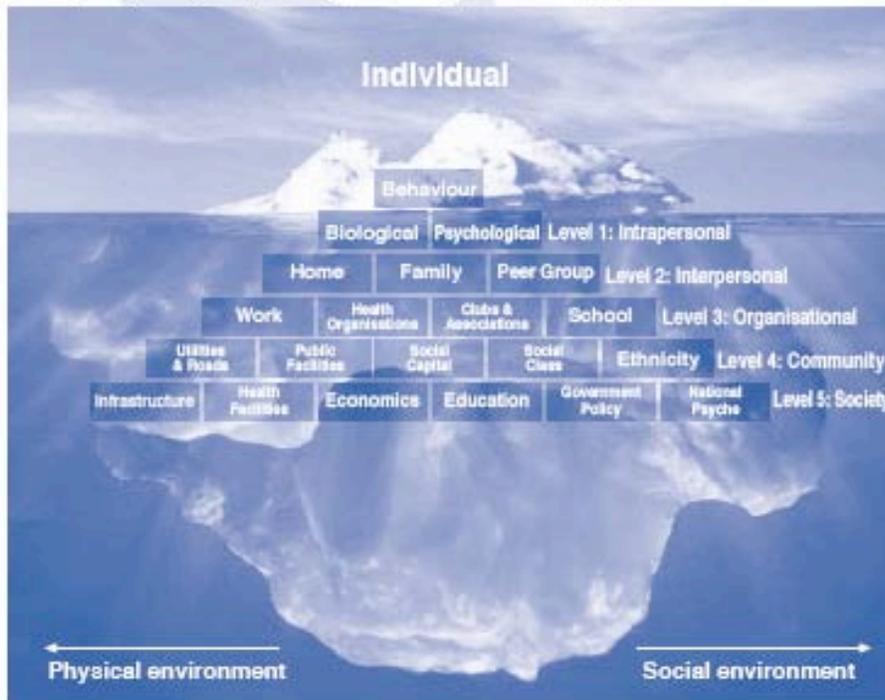
Sustainability is a foundation principle of the Meckey / Whitsunday Safe Communities Project and was incorporated into the framework from the outset. Apart from developing, implementing and evaluating injury prevention projects, the Meckey / Whitsunday Safe Communities Project is advocating for the integration of injury prevention into the core business / work practices of partner organisations, and also provides a framework for organisations to effectively address injury.

The Meckey / Whitsunday Safe Communities Project seeks to achieve this by being a catalyst for development of a sustained, systematic, inter-sectoral, community based safety promotion network utilising existing community based networks, resources and expertise.

The Project Management Team recognises that to improve health outcomes in the long term it is necessary to produce sustained change in the community system. The Meckey / Whitsunday Safe Communities Project has endeavoured to consider nine levels of sustainability:

1. Sustain improved lifestyle outcomes (community safety)
2. Sustain improved injury outcomes (injury prevention)
3. Sustain altered perception of safety
4. Sustain personal change
5. Sustain ecological change
6. Sustain change within member organisations through institutionalisation
7. Sustain change within community networks through capacity building
8. Sustain societal change through advocacy and empowerment
9. Sustain structural change through formalisation

A systematic ecological conceptualisation of sustainability, which aims to develop and maintain innovations at all levels of the community ecological system, is the key to delivering sustainable programs.



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Criteria 7: The program evaluation should include indicators which show effects and provide information on the process as it advances.

Evaluation of projects is a core component of the project management framework adopted by the Mackay / Whitsunday Safe Communities Project. Each Injury project has its own evaluation plan and indicators based on capacity building have been developed to evaluate the processes involved on an ongoing basis.

Twelve monthly evaluations of the working groups and the Project Management has been undertaken to monitor the effectiveness of team processes. The evaluation includes an interview and a survey. The Mackay Senior Safety Working Group, the Whitsunday Child Safety Working Group and the Project Management Team have undergone an initial 12 month evaluation of the effectiveness and overall motivation of the team / groups. The results from each evaluation will provide feedback and direction for the next 12 months.

CASE STUDY

Project Management Team

Evaluation of the Project Management Team (PMT) was first conducted in February 2001 to review group function after 12 months of participation. The methodology used assessed members perceptions, expectations and satisfaction in order to determine the level of effectiveness of the PMT. Overall, all PMT members felt positive about this project, and seemed to enjoy the opportunity to adopt a collaborative approach in promoting a safe community within the Mackay/Whitsunday region. Most regretted that their personal contribution to the project was limited by time, however all indicated that they were committed to the group and positive about the outcome of the project.

At the time of printing the PMT is undergoing its second 12 month evaluation. The results from this review will again assess the PMT's effectiveness and will be compared to the results found February 2001.

Criteria 8: Each community will analyse its organisations and their potential for participation in the program.

A limited community capacity audit was undertaken in the planning phase of the Mackay / Whitsunday Safe Communities Project. A deliberate effort has been made to enlist the support and resources of various community / service organisations so that the workload of injury prevention and safety promotion is spread across the community in an ongoing and sustainable way.

Regular presentations on the project are offered to key stakeholder organisations. This provides feedback and direction to the organisations particularly in their planning meetings. A community forum was held during Community Safety Week 2001 with over 100 community members attending. Presentations and forums such as these provide regular information to the general community and to representatives from organisations who may not currently be active in the project.

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Criteria 9: Participation of the health care community in both the registration of injuries and the injury prevention program is essential.

The Mackay / Whitsunday public health care community is involved in the registration of injuries as well as in the Mackay / Whitsunday Safe Communities Project being represented on the Project Management Team and all Working Groups. The Tropical Public Health Unit Network, Queensland Health has been heavily involved in the program including its initiation and provision of funding for staff and project resources.

Injury Surveillance data is collected at Emergency Departments of all public hospitals in the region and the major private health institution servicing the region. Injury data is analysed by collaboration of Queensland Health, Queensland Injury Surveillance Unit and James Cook University.

This information is provided to Project Management Team and working groups. Staff involved in collecting the data in the Emergency Departments are regularly updated as to what the major injury issues are in Mackay and Whitsunday and how the Safe Communities project is addressing those issues locally. A representative from the Mackay Health Service District Emergency Department is involved on the Project Management Team and the Mackay Injury Research Collaboration.

Within Queensland Health services represented on the Project Management Team and / or Working Groups are: Tropical Public Health Unit Network and Mackay Health Service District including the Emergency Department, and the following Community Health Services: Aged Care and Disability Unit, Child, Youth and Family Health Service, and Alcohol Tobacco and Other Drugs Service.

Criteria 10: Be prepared to involve all levels of the community in solving the injury problem.

Where possible, all levels of the community are involved in injury prevention. There are many organisations involved in the Mackay / Whitsunday Safe Communities Project. Community involvement is encouraged in the project and the Project Management Team and Working Groups to continually identify and invite the participation of relevant organisations and interested community volunteers.

(Refer to Flowchart Page 7)

Community promotion through events such as Community Safety Week and media updates are conducted promoting both safety strategies and the Mackay / Whitsunday Safe Communities Project itself.



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CASE STUDY

Community Safety Week 2001

3 - 7 September 2001 was the inaugural Community Safety Week (instigated by the Meckey / Whitsunday Safe Communities Project, Meckey City Council and Meckey Crime Prevention Partnership). Community Safety Week is an initiative of the Victorian State Government. Meckey was one of two areas involved in the event outside the State of Victoria.

The week of activities began with a 'Quest for Community Safety' Forum attended by approximately 100 people including community and agency representatives. Community safety awareness was heightened during the week by comprehensive information displays in key locations.

Information available ranged from crime prevention and security issues through to falls prevention and cyclone and storm preparedness. Representatives of Domestic Violence Resource Service, Sports Medicine and Queensland Ambulance Service (who offered free child restraint safety checks) staffed these displays.

Other activities during the week included free pool fence safety inspections by Meckey City Council, a Drink Rite event conducted by Queensland Health, Queensland Police Service and Queensland Transport and the launches of Operation Stop Theft and General Practitioner Falls Prevention Resources.

Feedback from the services involved in community safety week revealed that they appreciated the opportunity to promote their resources and services to the community.

Both Meckey and Whitsunday are planning Community Safety Week events in 2002.

Criteria 11: Disseminate information on the experience both nationally and internationally.

Every opportunity is taken to disseminate information on the Project and the concept of Safe Communities. The Meckey / Whitsunday Safe Communities Project is a member of the Australian Injury Prevention Network and the Victorian Safe Communities Network. Dr Dale Hanson (Project Management Team member) is on the executive for the Australian Injury Prevention Network as the State representative.

The experience of the Meckey / Whitsunday Safe Communities Project as a developing Safe Community has been shared at a national level through presentations at the National Injury Prevention Conferences in 2000 and 2001, and at an international level at the 11th International Conference of Safe Communities, Reiny River, Canada and the 6th World Conference on Injury Prevention and Control, Montreal, Canada in 2002.

The Meckey Injury Research Collaboration has drafted six monograph papers on Meckey / Whitsunday Safe Communities Project. The papers are planned for publication mid 2002.

- 'Safe Communities: An ecological approach to safety promotion';
- 'Becoming Queensland's First Safe Community: Considering sustainability from the outset';
- 'Collection of NDS-IS level 2 Injury Surveillance Data in Regional Queensland';
- 'Practices, Knowledge and Perceptions Towards Accident and Injury in the Meckey / Whitsunday community';
- 'Patterns and Causes of Injuries During Organised Sporting Activities in the Meckey / Whitsunday Region 1998 / 1999';
- 'Non-Fatal Injury Presentations to the Meckey Base Hospital Emergency Department 1998 / 1999'

The Meckey / Whitsunday Safe Community Project is planning to co-host the 2nd Pacific Rim Safe Communities Conference in collaboration with the Australian Injury Prevention Network's National Injury Conference in 2004. Negotiations are presently under way.

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Criteria 12: Be willing to contribute to the overall network of "Safe Communities".

Strong communication links have been established at the local, national and international levels. The Mackay / Whitsunday Safe Communities Project is committed to sharing its experiences and is keen to learn from the experiences of others. Support through information sharing has been given to other Queensland communities considering becoming a Safe Community including Toowoomba, Townsville and Mount Isa.

The Mackay / Whitsunday Safe Communities Project is also accessible on the World Health Organisation's Collaborating Centre on Community Safety Promotion website. <http://www.phs.ki.qld.gov.au/csp/safacom/mackay.htm>

Conference presentations

Five papers were presented at the National Injury Prevention Conference, Canberra (November 2000):

- 'Becoming Queensland's First Safe Community: Considering sustainability from the outset' (presentation by Dr Dale Henson - Project Management Team member, Mackay Health Service District)
- 'Non-fatal accident and injury in a north Queensland rural community (Mackay)' (poster presentation by Tony Carter, James Cook University)
- 'Injury experienced by women in Mackay (Queensland) in 1998' (presentation by Vicki Taylor);
- 'Intentional acts of self harm in 10-14 year olds in three Queensland regions' (Queensland Injury Surveillance Unit)
- 'Contribution of an emergency department to the Mackay / Whitsunday Safe Communities Project' (poster presentation by Dr Dale Henson).

Dr Dale Henson (Project Management Team member) presented two oral papers at the National Injury Prevention Conference, Warrnambool, (September 2001):

- 'Addressing Bike Injuries in the Whitsundays'
- 'An Ecological Approach to Injury Prevention'

Dr Dale Henson presented at the 11th International Conference of Safe Communities, Reiny River, Canada (May 2002):

- 'Safe Communities: An Ecological Approach to Safety Promotion'

Dr Dale Henson presented at the 6th World Conference on Injury Prevention and Control, Montreal, Canada (May 2002):

- 'Becoming Queensland's First Safe Community: Considering sustainability from the outset'
- 'The Injury Iceberg: An Ecological Approach to Safety Promotion' (poster presentation)



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App. 10: Designation Application



APPENDIX ELEVEN

MACKAY WHITSUNDAY SAFE COMMUNITIES PROGRESS UPDATE 4 – JUNE 2003

MACKAY / WHITSUNDAY SAFE COMMUNITIES PROJECT [MWSCP]

Progress Update 4 June 2003



This is the fourth of regular progress updates 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% over the next 4-5 years. 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.

PMT Planning Day

The Mackay/Whitsunday Safe Communities Project was launched in February, 2000 and since that time has developed and expanded to incorporate new stakeholders and working groups.



The object of the Planning Day was for the Project Management Team (PMT) to identify what the project had achieved since Feb. 2000, and what were the priorities for the future. The team members intensely discussed the

Strengths, Weaknesses, Opportunities and Threats in relation to the Project, Project Management Team and Working Groups. Priority areas/threats that the PMT need to focus on are:- Re-engage/motivate working groups; Focus on priorities; Organisational support; Reporting; Grants; Making a difference to injury; WHO accreditation; Wise resource management; Replication; Not moving forward; Political interests; Loss of government support; Evaluation; Financial contribution.

The PMT is extremely happy with what was achieved at the Planning Day and is enthusiastic about the future direction of the Mackay/Whitsunday Safe Communities Project.

New Member Profile:

Kelly Hart has worked as an Environmental Health Officer with the Mackay City Council for over five years and has recently joined the Mackay/Whitsunday Safe Communities Project Management Team as the Project Officer for the Child Injury Prevention Project. Kelly has enjoyed changing her focus from enforcement activities, which can often be perceived as negative, to the positive activities involved with health promotion. However this in itself creates a challenge as she can no longer simply tell people to 'just do it' but must encourage and support others in choosing the best option for themselves. Kelly has enjoyed living in the Mackay area for the last six years and when not working spends as much time as she can exploring its natural beauty. We warmly welcome Kelly to the Project Team.

National Award puts Dale in the Spotlight:

Dr Dale Hanson, founding member of the Project Management

Team, was awarded the '2002 Australian Injury Prevention Network Award for meritorious practice in injury prevention' at the recent National Injury Conference April 2003. In Perth one award is given to a researcher and one to a practitioner. This award recognised Dale's hard work and ongoing commitment to not only the Mackay/Whitsunday Safe Communities Project, but also his ongoing contribution to safety promotion Nationally and

Internationally.

This award really highlights how fortunate we are in having Dale's expertise and creative energy so passionately committed to the MWSCP.



Research Fellowship for Dr Dale Hanson:

In April, Dr Dale Hanson was appointed as the Tom and Dorothy Cook Research Fellow in Public Health at James Cook University. This Mackay based research fellowship will enable Dr Hanson to undertake full time research into the causation of injury in Mackay Whitsunday community and the effectiveness of the Mackay Whitsunday Safe Communities project in addressing this public health issue.

Moa Sundstrom's Visit

Moa Sundstrom, Coordinator of the World Health Organisation (WHO) Collaborating Centre on Safety Promotion, visited Mackay /Whitsunday November 2002. The Mackay/Whitsunday Safe Community applied for designation by the WHO as a Safe Community and Ms Sundstrom spent 2 days inspecting projects from each of the working groups and assessing our readiness to commit to be a Safe Community. The visit was very exciting for all involved, and the Project Management Team would especially like to thank all members of the project who assisted in reports, meetings, promotion of the project and everything else that made the visit very welcoming to Moa while also show casing our many achievements. Feedback from Moa, stated that she had an enjoyable time in Mackay and Whitsunday and she reflected that we had made many achievements on our way to setting up an infrastructure to become a Safe Community. The WHO felt that we were



yet to meet our International contribution however were impressed that the conference planned in September 2004 would be a significant international contribution.

Child Injury Prevention Project 0-4:

Project Officer Kelly Hart has recently attended a 5 day orientation program in Brisbane which included one and

MACKAY
WHITSUNDAY

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a half days of meeting with members of the Reference Group for the Project and one and a half days attending a short course on Injury Prevention and Control.

A project Workshop was conducted on June 24th 2003 at North Mackay Library.

The workshop included presentations from the following;

- Dr Dale Hanson and Dr Rob Pitt - epidemiology of the local child injury data, and
- Associate Professor Rod McClure - effective injury prevention.

Paul Harris from Qld Health conducted an audit on the Community capacity of the Mackay/Whitsunday stakeholders involved in the Project to establish a baseline for evaluation.

Road Accident Action Group - Fatigue Sucks Initiative

The Road Accident Action Group focus on initiatives and countermeasures in reducing road trauma where fatigue has been identified as a major contributing factor of accidents on the Bruce Highway between North Rockhampton and Proserpine in Central Queensland.

Fatigue Sucks initiative was identified in November 2002 as a novel, cost effective, yet simple way to relay to motorist fatigue messages.

Seniors Safety Working Group:

The activities of the Seniors Safety Working Group continue however there is shortly to be a big resurrection of the Just Walk It Program. With the opening of the Botanic Gardens and the construction of the River Boardwalk it has given some renewed enthusiasm and reason for introducing the program all over again. It is anticipated that we will be having a joint walk with Moranbah and Dysart at the beginning of spring at The Botanic Garden to promote the Program - "Step into Spring"

Alcohol and Injury Working Group

The Whitsunday Alcohol and Injury Working Group first met in January 2003, and identified a number of local issues which could be addressed. Representatives from Queensland Police Service, the Division of Liquor Licensing, Whitsunday Shire Council and



Queensland Health's Alcohol, Tobacco and Other Drugs Service have contributed to the Group. To date the Group has completed an "activity audit" of current and possible alcohol-related interventions, and is planning to contribute to Proserpine State High School's *Choices 2003* presentation, and that school's Health Promoting Schools Drug and Alcohol Committee.

Mackay and District Bike Ed. Trial

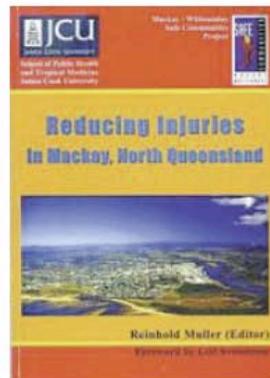
A Bike Ed. Trial is currently occurring in Mackay combining the Queensland Transport Bike Ed. (30 hour) course with the Police Citizens Youth Club Bike Ed. (1.5 hour) course to see if a 10 hour course can develop responsible behaviours, attitudes and decision making skills of children that will reduce bicycle related injury due to inappropriate use.

Year 4 students are the identified target group in response to the higher rates of emergency department presentations for bicycle related injury in Mackay.

Children who have permission to participate will receive an in-class four hour preliminary Bike Ed. instruction. These children will then attend a six (6) hour Bike Ed course at the Mackay Police Citizens Youth Club.

North Queensland Injury Research Collaboration:

The School of Public Health and Tropical Medicine of James Cook University, in collaboration with the Mackay/Whitsunday Safe

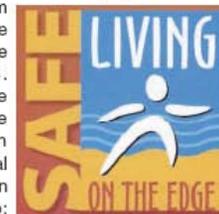


Communities Project, have recently published a monograph entitled "reducing Injuries in Mackay, North Queensland". This 116 page text is the culmination of years of research by the North Queensland Injury Research Collaboration, into causation of injury in the Mackay/Whitsunday communities and how to implement effective safety programs at a community level. The book is available in hard copy, but may also be accessed on the web at <http://www.wepi.org/rimnq> this

site has already been visited by over 890 national and international colleagues seeking information about our project.

7th Australian Injury Prevention Conference, Mackay, Australia, September 15th - 17th 2004:

The Mackay Whitsunday Safe Communities Project in collaboration with the Australian Injury Prevention Network, Mackay City Council, Queensland Health and the Department of Emergency Services has undertaken to stage the 7th Australian Injury Prevention



Conference and the 2nd Pacific Rim Safe Communities Conference at the Mackay Entertainment Centre from the 15th -17th of September 2004. The conference organising committee have been working hard to lay the foundation for what promises to be an outstanding national and international conference. Entitled "Safe Living on the Edge" the conference seeks to; pool expertise across professional and national boundaries, gain a richer understanding of what safety is and how it is achieved, discover new insights into the meaning of risk and the means of controlling risk, share interventions, research and policy that are cutting edge in safety promotion.

This is an excellent opportunity to showcase the considerable achievements of the Mackay Whitsunday Safe Communities Project and exchange expertise with national and international colleagues visiting Mackay for the conference.

Write the date in your diaries. Start thinking about what you could present about your contribution to our project.

Visit the conference web site at:

<http://www.nisu.flinders.edu.au/aipn/conference2004.html>



WORKING TOGETHER WITH YOU

APPENDIX TWELVE
**MACKAY WHITSUNDAY SAFE COMMUNITIES
ANNUAL REPORT 2002 TO 2003**

**Mackay/Whitsunday Safe Communities Project
Report
March 2002 to June 2003**



The Safe Community Approach

Safe Communities have:

1. An infrastructure based on partnership and collaborations, governed by a cross-sectional 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 their programs, processes and the effects of change;
6. Ongoing participation in national and international Safe Communities networks.

Stockholm May 2002

The following report outlines the progress to date of the Mackay/Whitsunday Safe Communities Project in relation to the WHO accreditation criteria.

INTRODUCTION

As a response to above average injury rates identified in the Mackay/Whitsunday region, the Mackay/Whitsunday Safe Communities Project (MWSCP) was established to address this issue and help the region become Queensland's first internationally recognised safe community. In February 2000, the MWSCP was officially launched in both Mackay and Whitsunday.

This 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.

While a number of single issue safety promotion projects have been conducted over recent years, this project aims to coordinate a systematic sustained response to injury in the region that is inter-sectoral in scope, collaborative in strategies and ecological in perspective.

This is the third annual report for the MWSCP and will focus on the achievements over the last year from March 2002 to June 2003. This report covers 16 months to move the annual report into a financial report cycle.

OPERATING STRUCTURE

The Operating Structure of the MWSCP consists of a part-time Project Facilitator, Project Management Team (PMT) and a number of Project Working Groups. All positions provide in-kind time to the project as it is seen as core business by their respective organisations represented.

Part-time Project Facilitator

Tropical Public Health Unit Network (TPHUN), Queensland Health is providing a Health Promotion Officer to facilitate the project on a part-time basis. This commitment by Queensland Health has been gradually reduced over a five year period and the PMT will be responsible for the facilitation of the project from July 2004.

Project Management Team

Over this period the PMT has farewelled four members and welcomed seven new members to the team. The PMT is:

Jan Kilbourne

Manager Community Development, Mackay City Council

Peter Day

Manager of Environmental Health, Whitsunday Shire Council

Bruce Green

Community and Youth Development Officer, Whitsunday Shire Council

Steve O'Connell (replacing Kevin Harrigen, January 2003)

Officer in Charge, Proserpine Police Service

Dr Dale Hanson

Tom and Dorothy Cook Research Fellow, James Cook University (JCU)

Jenny Hocken (replacing Nicole Madam, December 2002)

Road Safety Advisor, Queensland Transport

Ray Bohlsen (replacing Bruce Smith, March 2003)

Area Director, Queensland Fire and Rescue Service

Peter Warrener (replacing Jamie Cunington, May 2002)

Queensland Ambulance Service

Kathryn McFarlane

Senior Health Promotion Officer, TPHUN of Queensland Health

Rod Usher

Workplace Health and Safety Officer, Mackay Bulk Sugar Terminal

Colleen Gunning

Prevention Officer, Alcohol Tobacco and Other Drug Services (ATODS) of Queensland Health

Kelly Hart

Senior Project Officer, Child Injury Prevention Project, TPHUN of Queensland Health.

The PMT consists of representatives from Mackay City Council, Whitsunday Shire Council, Queensland Transport, Queensland Police Service, James Cook University, Queensland Health, Department of Emergency Services, and the Mackay Bulk Sugar Terminal.

Over this period, the PMT have met regularly at 4-6 weekly intervals, alternating between Mackay and Proserpine.

Project Working Groups

There are several project working groups currently involved in the MWSCP including a Senior Safety Working Group in Mackay; a Child Safety Working Group in Whitsunday; a North Queensland Injury Research Working Group; a Road Safety Working Group and an Alcohol and Injury Working Group. Given that this a long-term initiative, further project working groups are planned to target other areas of significant injury.

WORKING GROUP UPDATES

Senior Safety Working Group

An inter-sectoral group made up of representatives from the Mackay City Council, Mackay Health Service District, TPHUN, Mackay Division of General Practice and local community members aged 60 years and above. This working group has utilised a multi-strategic approach to address the issue of falls prevention, as well as address perceptions of safety for older persons. This working group is currently based in Mackay. Achievements include – ongoing Healthy Homes Party Program; promotion of physical activity through integration of Just Walk It and Sitting Dance Programs; and the ongoing Safe Shop initiative.

Healthy Homes Party

Volunteer based peer education falls prevention program supported by the Aged Care and Disability Unit of Mackay Health Service District.

Just Walk It

Just Walk It continues to operate during the winter months.

Sitting Dance

The Sitting Dance project aims at increasing physical activity in older people. The program focuses on gentle exercises and participants remain seated in chairs. The popularity of this group has continued attracting a high number of participants since 2001 with approximately 60 people attending each session.

North Queensland Injury Research Working Group

This working group was initially a working party of the MWSCP. In late 2002 the group decided to broaden its scope to work collaboratively with other Safe Communities in North Queensland.

The group draws its membership from a number of strategic partners with an interest in injury research in North Queensland including: MWSCP, Townsville/Thuringowa Safe Communities Project, Mt Isa Safe Community Project, Queensland Injury Surveillance Unit, Injury Prevention and Control Australia, School of Public Health and Tropical JCU and Queensland Health.

The group has set itself the following goals:

- To set priorities for epidemiological research into the cause of injury in North Queensland and the opportunities for intervention
- Co-ordinate research into Safe Communities projects
- Provide assistance to Safe Communities with evaluation of projects

In collaboration with the MWSCP, JCU published a 116 page monograph, "Reducing Injuries in Mackay, North Queensland" in November 2002. The monograph contains chapters describing the Emergency Department (ED) Surveillance System in the Mackay region, two literature reviews regarding the rationale of community based safety promotion programs, a base line community attitude survey, and two papers regarding the epidemiology of injury in the region as reported by the ED surveillance system. Approximately 100 hard copy versions have been distributed, however the text is also available on the net at: <http://www.wepi/rimnq> where the site has had 1,600 visits.

Queensland Injury Surveillance Unit in conjunction JCU, MWSCP and Mt Isa Safe Community Project have published two reports regarding childhood injury in the region.

In May 2003 Dr Dale Hanson was appointed as the Tom and Dorothy Cook Research Fellow of the School of Public Health and Tropical Medicine JCU. Dr Hanson will undertake action research into the utility of the WHO Safe Communities Model as applied in Mackay. His study proposal "Social Network Analysis – the MWSCP" has been provisionally approved by the ethics committee of JCU and should begin in November 2003. This study aims to document and formation and strength of relationships developed as part of the MWSCP.

The Childhood Injury Prevention Project (CHIPP) was launched in October 2002 and is jointly funded by the Department of Emergency Services and Queensland Health. Injury Prevention and Control Australia was awarded the contract to conduct the evaluation of the project. The evaluation methodology has been approved and will include:

- A qualitative assessment conducted by "a panel of experts" of a process log maintained by the Child Injury Prevention Officers working in Mt Isa and Mackay.
- Community Capacity audit at baseline and three years
- Telephone survey of home safety practices supported by a household safety audit at baseline and three years.
- Review of Emergency Department, Hospital Separation and Death data-bases for three years prior to and three years subsequent to initiation of the project.

Publications in 2002/2003

1. Muller R. (ed), *Reducing Injuries in Mackay North Queensland*, Warwick Educational Publishing, Brisbane, 2002

2. McClure R., *Injury Prevention in Children 0-4 years of age: A Discussion Paper for the Human Services CEOs Committee Child Injury Prevention Project*, Injury Prevention and Control Australia, Department of Emergency Services and Queensland Health, Queensland Government, October 2002
3. Hanson D., Hart K., McFarlane K., Carter T., Miles E., Hockey R., *Addressing Childhood Safety in Mackay: A Safe Communities Initiative*, *Injury Bulletin*, Queensland Injury Surveillance Unit, 2003, 77, 1-6.
4. Barker R., Hockey R., Hanson D., Pitt R., Carter T., Miles E., *Addressing Childhood Safety in Mt Isa: A Safe Communities Initiative*, *Injury Bulletin*, Queensland Injury Surveillance Unit, 2003, 78, 1-6.

Child Safety Working Group

An inter-sectoral group made up of representatives from Whitsunday Health Services, Education Queensland, Queensland Police Service, Queensland Transport, Whitsunday Neighbourhood Centre (Department of Family, Youth and Community Care), TPHUN and the Whitsunday Shire Council. This working group is currently based in Whitsunday and is addressing bicycling injuries. Initiatives include – integration of Queensland Transport's Bike Ed Program into local schools; bicycle crime prevention; and liaison with local Government to discuss supportive infrastructure/environments for safe bike riding.

Queensland Transport Bike Ed Program

The Queensland Transport Bike Ed Program is a comprehensive practical bicycle education program designed to give children aged eight to 13 years the skills, practice and knowledge they need to survive on the roads. In this 12 month period, the Proserpine and Cannonvale State Primary Schools have both comprehensively implemented Bike Education to Grade four students. This is the second year this project has been implemented in both schools and is planned to be an ongoing activity in the Grade four curriculum.

Bicycle Crime Prevention

To support the promotion of children riding to school, the local Police have been involved in engraving all students bicycles for identification purposes if stolen. Police attended all schools in the Proserpine and Cannonvale areas.

Alcohol and Injury Working Group

This Working Group includes representatives of Queensland Police Service, Queensland Transport, the Division of Liquor Licensing, and Queensland Health (ATODS and TPHUN) whose role involves the promotion of the responsible service and/or consumption of alcohol.

This working group exists to:

- a. promote, encourage and support the development of a local network of persons whose work involves the promotion of the responsible service and/or consumption of alcohol in order to reduce the rate of alcohol-related injury in Mackay.
- b. raise awareness of alcohol and injury issues in the wider community
- c. provide a forum for meaningful discussion and mutual support between agencies/ individuals engaged in activities which promote the responsible service and/or consumption of alcohol
- d. provide an opportunity for interaction between workers with a commitment to activities which are grounded in best practice

THE GROUP

A number of changes to the composition and working of the group marked the February 2002 to June 2003 period. Initially the Group had a Mackay and Whitsunday focus, but it became apparent that the alcohol-related safety issues, and responses to these issues, were not uniform across both communities. Consequently, a separate Whitsunday Group was formed.

In terms of personnel, the Mackay Group experienced a number of changes. Sgt. Jacinta Hodgetts from the Mackay Crime Prevention Unit was on leave during this period, and four different Officers filled her position on a rotating basis. Nicole Madam from Queensland Transport left the Group and Jenny Hocken has replaced Nicole. Paul Lahtinen replaced Dave Ferrar from the Division of Liquor Licensing. In May, Sgt. Richard Turner from the Traffic Branch joined the Group. Thank you to all who have contributed to the Group, especially during times of staff change-over.

DRAWING THE LINE ON STANDARD DRINKS

The evaluation report of this project was finalised. A number of outlets were approached to be involved in the replication of this project, but to date, another site has yet to be finalised.

CHOICES 2002

The show was delivered to schools in the Proserpine, Moranbah and Mackay areas, and the process and impact evaluation was extremely positive.

CHOICES 2003

Planning has been in progress since early 2003 for this year's production. It is to be presented to ten schools in the Proserpine, Moranbah and Mackay areas in late October and early November.

STEPS TO A SMARTER PARTY

Party registrations have been constant since this project was initiated. Document stands containing the resources and registration forms are now in bottleshops, and the resource has been reprinted. This will be the final reprint since the Police Drug and Alcohol Unit (Brisbane) has developed another safe party document for statewide distribution which will be utilised in a similar fashion to the Mackay resource.

DRINK RITE

Drink Rite events have been held across the Mackay and Moranbah Health Service Districts. Specifically these were held in Airlie Beach (August 2002, June 2003) Glenden (August 2002) Mackay (October 2002) and Farleigh (June 2003).

MACKAY ALCOHOL AND OTHER DRUGS COMMUNITY PARTNERSHIP

Best practice in drug education working group
With Education Queensland, a fridge magnet (postcard style) is in development. The resource is aimed at parents of pre-schoolers to remind them about the importance of role-modelling (alcohol) and the safe storage of medicines (drugs). It is anticipated the Child Injury Prevention Project Worker may be able to assist in the development of the resource.

Road Safety Working Group

An inter-sectoral group made up of representatives from Queensland Transport, Queensland Police Service, Queensland Health, Mackay City Council, Education Queensland; industry/community member and Department of Main Roads. This working group has identified the following areas for strategic action – driver fatigue, cyclists and footpaths/bicycle paths.

The purpose of this group is that of a reference group on road safety with smaller sub action groups forming including the existing Road Accident Action Group and Bicycle Ed Working Group.

Road Accident Action Group

The Road Accident Action Group formed in January 2002 and involves Central Queensland University, Queensland Police, Queensland Transport, Main Roads, Local Authorities, Royal Automotive Club of Queensland, local industry, heavy vehicle transport, and tourism. The Group focuses on initiatives and countermeasures in reducing road trauma where fatigue has been identified as a major contributing factor of accidents on the Bruce Highway between North Rockhampton and Proserpine in Central Queensland.

FATIGUE WEEK

Members of the Road Accident Action Group staffed a display one week before the Christmas holidays in the local shopping centre. The display included road safety information on fatigue and speed, children's activity pages on road safety, and maps for motorists listing all Driver Reviver sites in Queensland. Photographs of accidents were on display, with Police Officers available for the public to ask questions, and so on. During the week, the Police ran media releases in the local papers and sessions on the radio giving advice to motorists about staying safe on the roads over the holiday period.

FATIGUE SUCKS

The Fatigue Sucks initiative was identified in November 2002 as a novel, cost effective, yet simple way to relay to motorists fatigue messages. This initiative allowed group participation by way of the provision of:

- Sponsorship (\$2000)
- Maps
- Fatigue brochures

Local community involvement

5,000 bags of lollies, containing five lollies to each bag, with a fatigue message attached were required for the initiative. 25,000 lollies and 5,000 bags were purchased locally.

Endeavour Foundation, Mackay was given payment to package the lollies and staple the fatigue message to the bags. Their employees parcelled the lollies into boxes for distribution.

Implementation of Initiative

Police and Transport Inspectors spoke briefly to motorists and heavy vehicle operators on the Bruce Highway and Peak Downs Highway to discuss fatigue issues, such as the warning signs of fatigue, the requirement to stop, revive and survive - then giving the motorist the lollies, map and fatigue brochure.

The Waverley Creek Driver Reviver site was also involved in the distribution on lollies, maps and brochures.

Response from Motorist / Evaluation

Feedback received from motorists was very positive. The initiative created discussion between motorists and throughout the community. Children in the vehicles especially thought the lollies were great, and gave them a holiday experience to remember.

As many of the motorists approached with this initiative were from outside this region, it is difficult to evaluate the full effect of this initiative.

This approach was adopted by RACQ in March. The Road Accident Action Group is proud to see this initiative expanded to other methods of delivery across Queensland.

Bicycle Ed Working Group

Queensland Transport Bike Ed Program

The Bike Ed course is a national initiative produced by the federal Office of Road Safety (the forerunner of the Australian Transport and Safety Bureau) Vic Roads 1996. A Bike Ed Trial commenced in Mackay in September 2002, combining the Queensland Transport Bike Ed (30 hour) course with the Police Citizens Youth Club Bike Ed (1.5 hour) course to see if a 10 hour course could develop responsible behaviours, attitudes and decision making skills of children in order to reduce bicycle related injury due to inappropriate use.

Grade 4 students are the identified target group in response to the higher rates of ED presentations for bicycle related injury in Mackay (as measured by injury surveillance data collected at all ED in the Mackay Area). The Bike Ed project identified the need to empower children to be competent in riding safely and independently on the road.

Children who had permission to participate received an in-class four hour preliminary Bike Ed instruction. These children then attended a six hour Bike Ed course at the Mackay Police Citizens Youth Club conducted by the Project Coordinator.

The cost per student was \$10. It is anticipated that 1000 children will undertake the training in the first year, and that these funds will be used to re-employ the Project Coordinator to ensure sustainability.

Schools which have already participated in the project include Fitzgerald State School, North Mackay Primary State School, Andergrove State School, Dundula State School, and Bucasia State School. Terms 1, 2 and 3 of 2003 have been heavily booked, with bookings secured for 2004.

Queensland Transport provided \$15 000 to the Police Citizens Youth Club for the employment of the Project Coordinator for the duration of the trial. The Police Citizens Youth Club provided office space, and the use of a bus for the Project Coordinator to collect the children from their schools for the track component of the course.

The bitumen track at the Police Citizens Youth Club simulates on road situations, complete with traffic signals, give way signs, stop signs, roundabouts and a one-way street.

Mackay City Council provides in-kind support by way of maintenance to the track.

Main Roads provide in-kind support by way of provision of traffic signals and maintenance of the signals.

Funding of \$5000 was provided by Queensland Health to employ an assistant to assist with the thorough evaluation to determine the success of the trial of this project.

Child Injury Prevention Project

An inter-sectoral group made up of representatives from Mackay City Council, Education Queensland, Mackay Child Youth and Family Health Service, Queensland Police Service, Queensland Transport, Andergrove Neighbourhood Watch, Mackay Family Day Care Scheme, Good Beginning Home Based Family Support Program, James Cook University, Mackay Base Hospital, Mater Misericordiae Hospital, Queensland Ambulance Service, Queensland Fire Service and Queensland Health. This group is currently based in Mackay and is addressing injuries caused by falls, burns/scalds, drowning/immersions, poisoning and transport issues with a focus on children aged 0-4 years.

The Human Services (CEO) Child Injury Prevention Project is a three year project jointly sponsored by the Department of Emergency Services and Queensland Health.

A consultation meeting for the Project was held in May 2002 and presented an opportunity to provide community representatives from a large cross section of Mackay's community with information regarding the proposed project and to seek support and participation in the Project. The PMT of the MWSCP and other organisational representatives agreed that it would be beneficial for the project to fit within the Safe Communities model.

A following meeting was held in June 2002 with representatives of the evaluation team who consulted with the community to develop a broad project plan for Mackay. This project plan was incorporated into the final discussion paper produced by Injury Prevention and Control Australia (IPCA). IPCA also completed the project evaluation plan.

The Project was officially launched on 25th October 2002 by Tim Mullherin (on behalf of Hon. Wendy Edmonds), and the Hon. Mike Reynolds (Minister for Emergency Services). Rob Pitt (Queensland Injury Surveillance Unit) and Cr. Julie Boyd (Mayor) also spoke at the launch. The launch was well attended (40 people) and it was acknowledged that the MWSCP provided a structure for the Child Injury Project to occur.

In April 2003 Queensland Health appointed a Project Officer to facilitate the community based Project. Following this appointment a local key stakeholder planning day was held in June 2003. Stakeholders were provided with thorough information on the extent of childhood injury in Mackay. The planning day has formed the basis for the current working group who is initially focusing on fall related injuries in the 0-4 age group.

Other Activities of the Mackay/Whitsunday Safe Communities Project

Andergrove Neighbourhood Watch Injury Project

In 2002, in partnership with the Queensland Police Service, Department of Emergency Services (DES) piloted a Community Safety Project in three Neighbourhood Watch (NHW) communities in Queensland. The aim of the project was to broaden the current crime prevention focus of the Neighbourhood Watch program by incorporating the home and community safety initiatives of DES.

The Andergrove NHW community in Mackay was chosen as one of the three pilot communities to ascertain the impact of the combined "top-down/bottom-up" approach to community capacity building by positioning a small, Government sponsored project in a community currently operating under the WHO Safe Communities model.

The Andergrove NHW is a community of approximately 700 homes, and has had an established NHW program for approximately three years.

The local managers of the project in Mackay were DES representatives on the Mackay/Whitsunday PMT.

The project benefited from the community engagement processes already developed through the Safe Communities model, and the Andergrove pilot was the most successful of the three communities incorporating a range of community safety initiatives into their NHW community.

Some of the significant achievements of the three month implementation of the trial project in Andergrove were:

- “Adopt an Ambo” at the local primary school. This program provides a basic introduction to first aid and injury prevention, recognition of an emergency situation, and training in the use of the 000 number targeted at lower primary school children.
- Visits to the local pre school by ‘Blazer the Bear’, the Queensland Fire and Rescue Services’ mascot designed to teach fire safety and awareness to young children.
- Presentation of the Fight Fire Fascination (FFF) program to staff of the local public and private primary schools. The program is based on education and personal development, targeted at child fire setters and their families, conducted by specially trained firefighters to promote awareness of fire safety. FFF was also presented to the staff/families of the local Day Care Centre.
- Kerbside numbering project. The local community identified a need to ensure their neighbourhood was kerbside numbered to assist with the accurate location of homes by emergency services vehicles. The stencils and paint were provided by the local Council, and students from the local State High School have taken on the task. The whole of the Andergrove area was kerbside numbered by the end of 2002. The local Rotary Club also assisted in this project.
- 700 cyclone preparation booklets were letterboxed. Mackay is in a cyclone and storm surge prone area, and the survey results indicated that many residents were unaware of information available to help protect themselves and their property against natural disasters.
- 9 NHW Block Coordinators are being trained in cardiopulmonary resuscitation (CPR) by the Local Ambulance Committee and a further four were trained as Peer Trainers.
- 700 CPR pamphlets and wallet size CPR charts were delivered to the Andergrove community.

The project was so successful that the Andergrove NHW community is committed to continuing to work with DES and other MWSCP partners in addressing injury prevention initiatives within their community.

Whitsunday Safe Schoolies Week 2002

Once again, Schoolies Week was a success in the Whitsundays, with well planned strategies developed to maximise the fun and minimise the harm for young people celebrating the end of year 12.

During Schoolies Week a Chill Out 'safe place' site operated into the early hours of each morning. Schoolies registered at the Chill Out site. Upon registration, schoolies received a wallet sized information card containing emergency numbers and a personal photo Whitsunday Schoolies ID Card. The ID card provided access to all of the planned schoolies-only events. All events were drug and alcohol free.

Community Safety Week 2002

20-26 October was the inaugural Community Safety Week (instigated by the MWSCP and the Mackay City Council). Community Safety Week is an initiative of the Victorian Safe Communities Network. Mackay's participation was one of two areas involved in the event outside of Victoria.

Community safety awareness was heightened during the week by various displays throughout the community. A Safe Driving forum targeting seniors in the Mackay community was conducted by RACQ and was very well attended.

7th Australian Injury Prevention/ 2nd Pacific Rim Safe Communities Conference 15-17 September 2004

The Australian Injury Prevention Network (AIPN) accepted the PMT's request to co-host the National Injury Prevention Conference with a Safe Communities conference to assist the MWSCP in achieving the hosting of a national/international conference. Mackay City Council, Queensland Health and the Department of Emergency Services contributed seeding funding. A Conference Organising Committee was established August 2002 and involves representatives from the MWSCP (Queensland Health, JCU, Mackay City Council and the Whitsunday Shire Council), the DES, Queensland Health and the AIPN.

A conference organiser and Chair for the Scientific Committee have been appointed. The Organising Committee is progressing well with promotion of the conference material distributed at numerous injury prevention and safe communities conferences nationally and internationally.

It is planned that during the conference event the MWSCP will be designated a WHO Safe Community.

Planned future working groups in 2003/2004

- Occupational Safety Working Group

COMMUNICATIONS PLAN

Each member of the PMT and working groups has assumed the responsibility of providing ongoing communication of the projects' progress through their own networks and updating their own organisations and workplaces.

Active components of the communication plan include:

- Information resource kit to provide to interested service providers, community members etc.
- Progress Update 3 released in March 2002.
- A media log is kept identifying media coverage of the project each month.

MWSCP features on the World Health Organisation's Collaborating Centre on Community Safety Promotion website and includes many files of reports and resources developed by the MWSCP. These include: MWSCP application for designation; Progress Updates 1-3; 'Steps to a Smarter Party' resource; 'Share the Road' pamphlet; 'Reducing injuries in Mackay, North Queensland' monograph.

EVALUATION OF PROJECT

Evaluation is a planned process of the project. The evaluation will be undertaken on an annual basis. The PMT underwent their second evaluation in March 2002.

In 2003, the PMT decided to measure the capacity created by the project using the Community Capacity Index. This was administered late June 2003 and is currently being compiled at the time of this report. A Social Needs Analysis will be conducted with all members of the PMT and working groups in 2003/2004.

Project Management Team

Evaluation of the PMT was conducted in March 2002 to review group function after two years of participation. The methodology used assessed members perceptions, expectations and satisfaction in order to determine the level of effectiveness of the PMT.

The majority of PMT members saw their role as keeping an eye on the big picture and keeping the project on course. The members of the team saw themselves doing this by sharing information with various groups and coordinating and directing working party activity. One member stressed that such coordination and direction should be proactive as well as reactive.

In 2002, all team members rated the setting up of working groups and gaining commitment by the working group members as one of the management teams greatest achievements. The increase in community awareness of safety issues and the coordinating role played by the management team were also mentioned. Most respondents stated that they felt the team was effective in achieving its goals. All team members reported being satisfied with the groups achievements.

Working Groups

No working groups have undergone group evaluation during this period. Most working group membership has changed over this period, and the PMT and working group representatives felt that working group evaluation should occur once membership has stabilised and is consistent for a 12 month evaluation. Also, the PMT is aware that the Social Network Analysis will evaluate the working group members planned 2003/2004.

Planning Day 2003

The PMT conducted a planning Day in May 2003. The role of this planning day was to orientate new members to the PMT, to review the progress of the MWSCP both internally and externally since it began in 2000, and to set priorities for the future. The PMT intensely discussed the strengths, weaknesses, opportunities and threats in relation to the Project, PMT and Working Groups. Priority areas/ threats that the PMT identified to focus on over the next 12 months were: to re-engage and motivate working groups; re-cement organisational support; work effectively with the resources we have (not spreading ourselves too thinly); address financial needs through community grants; and ensure evaluation of projects continues.

The PMT was extremely happy with what was achieved at the Planning day and is enthusiastic about the future direction of the MWSCP.

CONFERENCES

Attendance:

Kathryn McFarlane (PMT member) attended a short course in injury prevention and epidemiology at Monash University Accident Research Centre July 2002.

Presentation:

Dale Hanson (PMT member) presented at the 11th International Conference of Safe Communities, Rainy River, Canada (May 2002):

- 'Safe Communities: An Ecological Approach to Safety Promotion'

Dale Hanson (PMT member) presented at the 6th World Conference on Injury Prevention and Control, Montreal, Canada (May 2002):

- 'Becoming Queensland's First Safe Community: Considering sustainability from the outset'
- 'The Injury Iceberg: An Ecological Approach to Safety Promotion' (poster presentation)

Award:

Dr Dale Hanson, a founding member of the MWSCP PMT, was awarded the '2002 Australian Injury Prevention Network Award for meritorious practice in injury prevention' at the National Injury Conference held in Perth in April 2003. The AIPN recognises one researcher and one practitioner in this category. This award acknowledges Dale's hard work and ongoing commitment to not only the MWSCP, but also his contribution to safety promotion nationally and internationally.

PLANNED FUTURE ACTIVITIES FOR THE MACKAY/WHITSUNDAY SAFE COMMUNITIES PROJECT

- 7th Australian Injury Prevention/ 2nd Pacific Rim Safe Communities Conference. 15-17 September 2004.

SAFE COMMUNITIES ACCREDITATION BY THE WORLD HEALTH ORGANISATION

In 2002 the PMT decided to submit an application to the World Health Organisation (WHO) to pursue designation of the MWSCP as a recognised Safe Community. An application was compiled and submitted to the WHO Collaborating Centre on Safety Promotion in June 2002, addressing the then 12 criteria.

Moa Sundstrom, Coordinator of the WHO Collaborating Centre on Safety Promotion, visited Mackay /Whitsunday November 2002 for a site inspection of the MWSCP. Moa spent two days inspecting projects from each of the working groups and assessing our readiness to commit to be a Safe Community. At least one project was show cased from each of the working groups this included: Senior Safety - Sitting Dance and Safe Shop Program; Road Safety – Fatigue presentation, Bike Ed Project; Alcohol and Injury – Drawing the Line on Standard Drinks; Whitsunday Child Safety – Bike Paths. Moa also attended a pre school fire safety talk and the schoolies ‘Chill Out’ site.

Moa met with the Mayors of both the Mackay City Council and the Whitsunday Shire Council. A presentation of the history of the MWSCP was given by the PMT, and Moa was able to ask questions in relation to her inspection at this meeting with the PMT and throughout the two days.

An enjoyable dinner function was held in Moa’s honour, with static displays from all projects undertaken by the MWSCP. The visit was very exciting for all involved.

Moa, stated that she had an enjoyable time in Mackay and Whitsunday and she reflected that we had made many achievements on our way to setting up an infrastructure to become a Safe Community. The WHO felt that we were yet to meet our international contribution however were impressed that the conference planned in September 2004 would be a significant international contribution.