

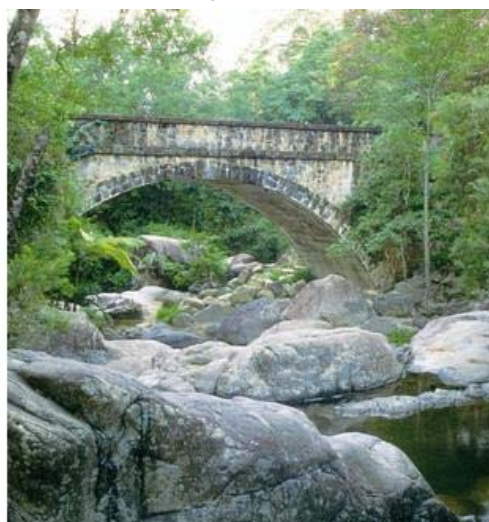


Safe Communities Foundation New Zealand

Certifying Centre for Safe Community Programs

On behalf of the WHO Collaborating Centre on Community Safety Promotion,
Department of Public Health Sciences Division of Social Medicine, Karolinska Institute, Sweden

Townsville Safe Community (TSC)



Country: **Australia, State of Queensland**

Number of inhabitants: **164,995**

Program started year: **2002**

International Safe Community Network Membership: Designation year: **2006**

Full application available: <http://www.safecommunities.org.nz/sc/TV/view>
www.townsville.qld.gov.au

For further information

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The programme covers the following safety activities

For the following age group

Children 0 14 years:

- Child injury prevention – Home Safety Checklist
- Child injury prevention – Information packs delivered by local chemist
- Child injury prevention - Articles in the print media
- Child vehicle restraint fittings
- Driveway run overs program
- Stronger Families and Communities Strategy (Townsville West)

- Child Service providers needs assessment
- Supportive of state and national child injury prevention strategies

Youth 15-24 years:

- Magnetic Island Schoolies Festival
- *Partying Safe in Townsville* kits for parents and teenagers
- *Skipper* pilot program
- Support to Shopping Centres managing youth issues
- *Never the Same Again DVD* for newly licensed young drivers
- Road safety presentations to Australian Army personnel
- Youth Week
- Community networks - The Youth Network; Townsville Youth Council; Same Sex Attracted Youth Support Group

Adults 25-64 years:

- Risk management workshops for sports clubs
- Alcohol awareness campaign at point of sale during holiday seasons

Older Adults 65+ years:

- Survey of Seniors Safety in Townsville
- Seniors safety audit of public places – training of seniors auditors
- Seniors safety audits of shopping centres and civic theatre
- Seniors Personal Safety Course
- Healthy and Active program
- Active Ageing program
- Seniors Week
- Stepping Out network and programs
- The Wheel of Misfortune - Intergenerational falls prevention and personal safety messages performance
- Seniors injury prevention - Articles in the print media
- Alcohol and medication awareness campaigns - The effect of age and falls prevention strategies
- Supporting state and national falls prevention strategies for older adults
- Community networks - Townsville Region Council Of The Ageing; Thuringowa Seniors Council



Seniors Shopping Audits

In the following environments

Home:

- Home injury prevention – Child Safe House
- Home injury prevention – Preventing Injury in your Home guide
- Prevention of household poisoning awareness campaign
- HomeFront - Falls and incident at home prevention program
- Healthy Home - Falls and incident at home prevention program

- Community network - Queensland Smart Housing

Traffic:

- Motorcycle Safety Taskforce
- Motorcycle Safety Awareness Week
- Road Safety is no Accident forum
- Road Sense fact sheets to schools
- Draft plans and community consultation for Traffic Training Centre's bike tracks
- Queensland Government Young Driver public consultation
- Supporting state and national road incidents prevention strategies

Occupational:

- CanBSafe occupational safety monthly newsletter

School:

- Bike Ed for students grade 1 to 10
- School Crossings programs
- Bike Ways program linking neighbourhoods to schools
- School Environment Road Guidelines to assist councils and government in road planning around schools
- Drugs and alcohol awareness support to school based nurses

Leisure:

- Road safety campaign at community social events (race days, rodeos, festivals, etc)
- Townsville Physical Activity Taskforce – Supportive Environment Working Group
- Supportive of state and national alcohol management strategies

Others:

- Townsville City Council Community Safety Advisory Committee
- Thuringowa Crime Prevention Partnership
- Building Stronger Community Action Team
- Australian Crime Prevention Institute North Queensland
- Neighbourhood Watch – 23 programs in Townsville
- Townsville City Council City Safe Safety and Crime Prevention Awards
- Townsville City Council multi lingual crime prevention & personal safety advice
- Townsville Council Pool Fencing programs
- Queensland Government Pool Fencing public consultation
- Community Network
- Drug and Alcohol Awareness Week
- Mental Health Week
- Community Safety Month



Speed Alert Mobile

Violence Prevention

- Anna Rina Rose Project – support to children living with domestic violence
- Townsville Anti-Violence Committee
- Domestic violence programs and advocacy
- Service providers needs assessment
- Supportive of state and national domestic and family violence prevention strategies
- Supportive of state and national crime prevention strategies

Suicide Prevention

- No Name Calling/No Put Down week - anti-bullying campaign in schools and workplaces
- Department of Communities, Queensland Suicide and Self-Harm Prevention Conference
- Service providers needs assessment
- Supporting state and national suicide prevention strategies

Programmes aiming at “high risk groups”

- Feasibility study of falls prevention project for Culturally And Linguistically Diverse communities and Aboriginal and Torres Strait Islander communities
- Survey of Gay, Lesbian, Bisexual, Transexual and Intersex Safety in Townsville
- Child protection programs
- Family CARE (Community-based Assistance, Resources and Education) – a home visiting program supporting more vulnerable families with newborn babies
- Mindmatters – whole of school approach to promoting mental health
- Changing Tracks in Schools – healthy transition from primary to secondary schools
- Helping Friends – secondary school-based resilience program for students and parents
- Resource for Adolescence program – secondary school-based resilience program for adolescents and parents
- St Luke’s Management of Public Intoxication Program, including Indigenous clients
- Townsville City Council Home Assist Secure program for frail older people and people with disabilities
- Lifeline Do Care program – a personal alarm service and a volunteer visitor service
- Townsville Council pool fencing programs

Surveillance of injuries

Since its inception in 2002, TSC has been proactive in sourcing quantitative and qualitative data to assess possible areas of needs, high risk/vulnerable groups and/or high risk environments, on which to base its programs. The initial needs assessment for TSC drew upon a combination of key informant interviews, government departmental data collections and local hospital morbidity and mortality data. Since then, TSC regularly accesses local hospital separation data derived from hospital admissions. This data provides information on the more serious injuries and identifies the priority causes of injury. TSC also has access to Accident and Emergency department data from 16 Queensland hospitals participating in the

Queensland Injury Surveillance Unit's injury data collection service. Participating hospitals include a combination of metropolitan (e.g. South Brisbane), regional (e.g. Mackay) and remote (e.g. Mt Isa), but do not include The Townsville Hospital. This data provides in-depth information on the circumstances of the injuries sustained, for example, time of injury, location where the injury took place and the activities that lead to the injury.

Other non-specific injury data, for example, local road crash data, local crime statistics, domestic violence figures and regional workers compensation information has also been used to help focus priorities for action. TSC has access to council's safety audits and program reports from member organisations, for example, Queensland Health and Queensland Transport program evaluation reports. Demographic and socio-economic data is sourced through local government and state government publications and the Australian Bureau of Statistics.

As a peer review process, working groups are encouraged to present their evidence of injury priorities to the Program Management Team early in the planning cycle, to ensure the highest priorities are those that proceed to the next stage.

A Tropical Population Health Unit report for TSC, covering 1998-2004, found that the main causes of death from injury among Townsville males are road transport accidents and suicide and for females the main cause is falls. More males are hospitalised as a result of road transport accidents, while for females most hospitalisations related to injury are those that are self-inflicted and from falls. Deaths of Queensland children less than 5 years of age from injury are lower than the state, with falls being the main reason for hospitalisation in this age group.

The population base for Townsville and Thuringowa Local Government Areas (LGA's) as of June 2006 was 164,955.

The annual average of all causes age standardised mortality rate ratios were of 114 females per 100,000 population per year, and 91 males per 100,000 population per year in Townsville, between 1998 and 2004.

The annual average of all causes of injury age standardised hospital separation rate were 81 females per 100,000 population per year, and 82 males per 100,000 population per year in Townsville, between 1998 and 2004.

Following a Queensland Local Government re-structure in March 2008, the LAG's of Townsville and Thuringowa have amalgamated into one city, Townsville. As a result, the Townsville Thuringowa Safe Communities (TTSC)' program has been re-named Townsville Safe Community (TSC).

Programs and documents named below refer to TTSC or TSC according to their date of delivery, either pre-amalgamation or post-amalgamation.

Publication (Scientific):

- Seniors Safety Survey and report, 2004
- Townsville Thuringowa Safe Communities – Application to the World Health Organisation for accreditation as a Safe Community

Produced information material, pamphlets, etc:

- Statement of Intent between BHP Billiton and TTSC founding member organisations
- TSC Mission, Vision, Values, Principles
- TSC Terms of Reference (Program Management Team and Working Groups)
- TSC Communication Plan
- TSC Promotional Plan
- TSC Sustainability Plan, December 2005 to December 2010
- TSC Framework Grid and Map
- TSC Partnership Analysis Tool
- TSC Power Point speakers kits
- TSC website: www.ttsafecommunities.com
- TSC promotional brochure
- “Child Safe House – Preventing Injury in your Home” Guide
- Series of pamphlets on “standard drinks” for general population and senior population
- Safety audit tool for public places
- Seniors Safety Audits of Shopping Centres - overall comparative report, and individual Centre reports.
- *CanBSafe*, monthly occupational newsletter produced since July 2004, distributed to 1,500 readers.
- Survey of Gay, Lesbian, Bisexual, Transexual and Intersex Safety in Townsville
- *Safe – Happy & Healthy*, quarterly TSC newsletter produced since 2003, distributed to 370 readers.
- Series of injury prevention articles in the print media



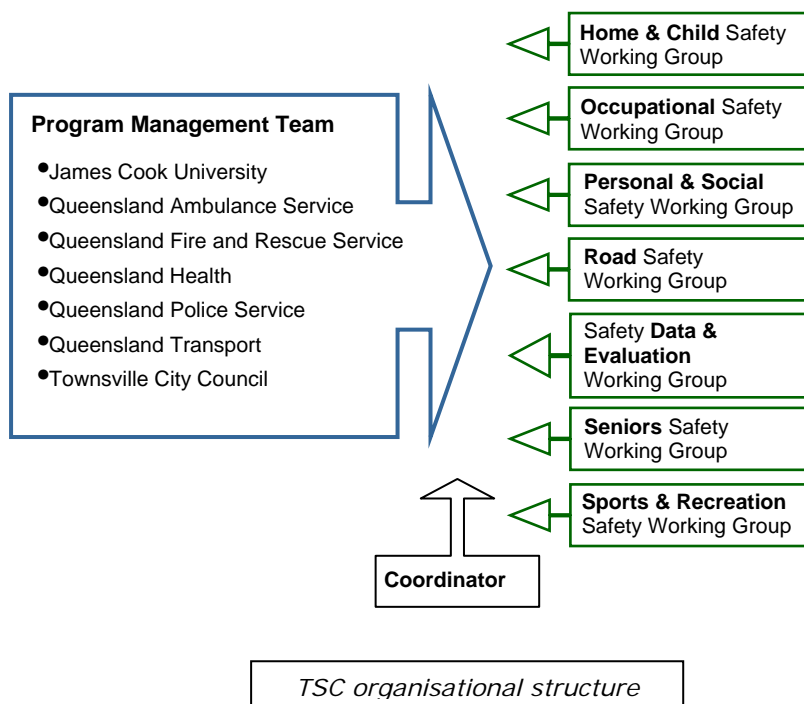
Child Safe House

Staff

Townsville Safe Community is a cross-sectional collaborative partnership, with a clear, mutually understood, shared vision for tackling the broad area of injury prevention and safety promotion. From the very beginning, TSC decided to develop a collaborative structure and not be specifically aligned to any one particular local council, department or organisation. As such, the program’s work is shared amongst members as part of their professional responsibilities. Ultimately TSC manages to maximise outcomes from finite resources by working effectively within a broader injury prevention constituency.

TSC Program Management Team is made of seven organizations represented by nine members, and provides support to the working groups and the co-ordinator. It makes strategic decisions for the overall program and supports the co-ordinator’s role. It is responsible for the promotion of TSC; the relationships with stakeholders; the sustainability of the program; and participation in Safe Community networks.

The program has seven working groups, each focusing on a particular demographic, environment or activity. They are: Home and Child Safety, Occupational Safety, Personal and Social Safety, Road Safety, Seniors Safety and Sports and Recreation Safety. In addition to these, the Safety Data and Evaluation Working Group provides research and evaluation expertise and advice. Working groups have a special interest in injury priorities that are not well supported at the local level, or where coordination between local service providers may be lacking.



Communication between the Program Management Team and the working groups is essential. Working group leaders must be members of the Program Management Team, so that they can report directly on working group activities. This process enables the Program Management Team to monitor progress and provide feedback and support. The co-ordinator supports the Program Management Team and the working groups. It is the role of the co-ordinator to explore ways forward; to build the capacity of members; to strengthen internal processes; to identify opportunities; and to alleviate possible threats. The co-ordinator is the only TSC full-time staff. The position is supported through a partnership with the Cannington operation of BHP Billiton, an international diversified resource corporation. It provides the co-ordinator's salary, as well as office space and administrative support. BHP Billiton is not represented on the Program Management Team, but links with TSC as a key stakeholder.



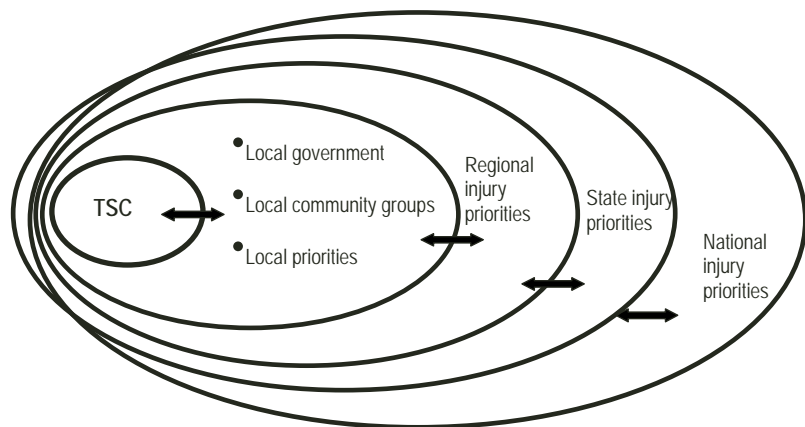
TSC network members

Diagram of TSC Structure

Networking is integral to the collaborative structure of TSC. The responsibility of participating in Safe Community or other networks is shared amongst TSC members, who are encouraged to participate in networks at all levels, whether local, regional, state, national or international. This broad system of networks minimises the risk of duplication of programs.

Diagram of TSC Network model

TSC has links with the Queensland Safe Community Support Centre, the Australian Safe Community Foundation, the Safe Community Foundation New Zealand, the Safe Community Foundation in Canada and the WHO Collaborating Centre on Community Safety Promotion.



It also has close links with several other Safe Community programs such as Mackay Safe Community, Mount Isa Safe Community and Cairns Safe Community, all in Queensland; Noarlunga Safe Community in South Australia; and the Palmerston Safe Community of the Northern Territory.

Commitments

International

- 1st Asian Regional Conference on Safe Community, Suwon, Korea, February 2002 – presentation of *The pros and cons of surveillance cameras to assist local authorities*, Adrienne Isnard, City Safe officer, Townsville City Council.
- 2nd Pacific Rim Safe Community Conference, Mackay, Australia, September 2004 – presentation of *Townsville GLBTI survey*, Adrienne Isnard, City Safe officer, Townsville City Council.
- 14th International Safe Community Conference, Bergen, Norway, June 2005 – presentation of *Application of the SC concept by 2 Australian regional communities*, Marie-Claude Brown, co-ordinator, TSC.

National / State

- 4th annual New South Wales Safe Community Symposium, Sydney, July 2004 – presentation of *Think globally, act locally – Corporate sponsorship support Safe Communities – case study*, Marie-Claude Brown, co-ordinator, TSC.
- Queensland Resource Council Health Safety Conference, Townsville, August 2004 – presentation of *Think globally, act locally – Corporate sponsorship support Safe Communities – case study*, Marie-Claude Brown, co-ordinator, TSC.
- Queensland Inaugural Safe Community conference, October 2005 – presentation of *The Role of Local Government in Safe Community*, Councillor Jenny Hill, chair of the Community Safety Committee, Townsville City Council.
- Queensland Inaugural Safe Community conference, October 2005 – presentation of *The benefits of business partnerships in safe communities – what they want and what we can give (The BHP Billiton Case Study)*, Adrienne Isnard, City Safe officer, Townsville City Council.
- Queensland Inaugural Safe Communities conference, October 2005 – presentation of *Tell Someone Who Cares - Safety Audits in Townsville 2002-2004*, Adrienne Isnard, City Safe officer, Townsville City Council.
- AIPN 8th Australian Injury Prevention Conference, Sydney, September 2006, presentation of *Shop but don't drop: Seniors creating Safe environments in shopping centres*, Alison Abbott, Tropical Population Health Unit – Townsville.
- TSC supported the Queensland Safe Community Support Centre annual state Safe Community Conference to Townsville in October 2006, which coincided with TSC designation ceremony.

Other

Townsville is located in regional Australia, 1,500 kilometres from Brisbane, the capital of Queensland, and further still from other major Australian cities. Travel to conferences and other network activities is extremely costly, and has only been possible through generous sponsorships and the support of member organisations. The 'virtual' media have been used by TSC to reduce the effect of geographic isolation. TSC links with other Safe Communities and other networks via electronic means such as e-mail, telephone, teleconferencing, and its TSC website. Through various means, TSC has increased its networks by 45% in 2004-2005 period.

Aside from sharing its experience at Safe Community, local government, health, and mining conferences, TSC actively supports the capacity building of local and regional organisations. For example, TSC members have learned techniques that enable them to better manage projects and meetings; the knowledge they learn as a TSC

member is applied to other areas of their professional lives, such as facilitating community meetings and mentoring other leaders in their facilitation skills; it supports the professional development of Townsville community workers through initiatives such as the Community Network, which meets regularly and provides guest speakers on relevant topics; and the TSC infrastructure framework model, the Framework Grid and TSC processes have been shared with many organisations.

TSC believes that through the application of a broad definition of injury prevention and safety promotion, the engagement of a wide cross-section of the community and the benefit of intersectoral partnerships, it can make its communities a safer place to live, work, learn, and play.