1 BASIC COMMON VALUES

Discuss and establish a common set of values, i.e. a common approach to future work. Start from the values that might already exist within the municipality. And firmly establish this foundation within larger groups. Also, make contact with other municipalities and stakeholders to obtain advice and tips.

2 POLITICAL DECISION

When the common set of values has been discussed and established, a political decision needs to be taken regarding systematic safety promotion work within the municipality. A decision on long-term and lasting safety promotion work should be taken by the municipal council. To gain participation and support for future work, the political decision should be made known and firmly established amongst all those concerned (the public, municipal administrations and other important stakeholders). A management group and a working group for all safety promotion programmes should be appointed. Try to find simple working methods and an organisational set up that is durable in the long term.

3 MUNICIPAL RISK TOPOGRAPHY

Statistics and other data should be collected from municipalities and county councils as a foundation for future work, and for the correct allocation of resources. This collected information will provide a picture of an individual municipality, its inhabitants, and a risk and injury status report. In which environments do injuries occur? Which groups of people are most at risk? What are the most common types of injuries? It might be wise to make an inventory of the injury prevention work that is already on-going or being planned. Take heed of and build on the work and collaboration that already exists. What personnel and financial resources are available locally within the various municipal administrations, the county council, authorities, the private sector, associations, and organisations?

4 OBJECTIVES

The information obtained from the municipal risk topography will assist in the choice of objectives, which can be established in various ways. The important thing is that objectives are tangible, realistic, possible to follow up, and long-term. A good start could be to establish objectives for subjects that require urgent attention; and then firmly establish them with all the relevant parties.

Allocate financial and personnel resources based on the problems and needs identified in the municipal risk topography. Consider what level of competence is required to run the work. For the right conditions to exist for the work to be long-term and durable it is important that resources and activities suit the objectives.

5 COOPERATION AND PARTICIPATION

Cooperation can't be stressed enough. Form groups containing a wide spectrum of representatives from the local community. Groups can include politicians, civil servants, police officers, members of the clergy, county council and health service staff, members of the public, private sector business representatives, sports clubs, pensioners groups etc.

Are there any easily accessible meeting places that could promote cooperation?

6 EXECUTION OF ACTIVITIES

Start off on a small scale in order to identify practical working methods. Then gradually develop the work as part of a continuous process. Start off from the established objectives and choose activities based on them. Look for reliable experiences and knowledge, both locally and outside your own municipality.

7 FOLLOW UP AND EVALUATE

Carry out continuous follow-ups and document the work and change activities when necessary. You can by the use of an evaluation, aided by statistics and other facts, determine whether or not injuries have been reduced. You can also measure any other effects of the actions that have been taken. This can range from alterations in attitudes and behaviour, increased awareness about injury risks, and interest in safety promotion work.

8 PROVIDE FEEDBACK ON RESULTS AND EXPERIENCES

Understanding which activities have had the desired effect is a requirement for continuous improvement. To create participation, remember to give feedback on results to all stakeholders. It is vital that results are made known so that the process becomes reliable, long-term and lasting. Through feedback a foundation is laid for learning and the gradual growth of experience.

GOOD LUCK!

Swedish studies show that the total cost of accidents and emergencies in a municipality amounts to 50 million SEK per 10,000 inhabitants.

Injuries entail major financial costs for society, which are equivalent to approximately 4 % of the GNP in Sweden.

Studies from several municipalities show that safety promotion measures can reduce injuries by 30-50 % within a relatively short period of time.

Injuries are one of the biggest public health problems. Every year, injuries as a result of accidents or violence cause great suffering. Municipalities, county councils, and not least, the economy are affected by huge costs for medical treatment, care and rehabilitation. An effective way to prevent injuries is to work with safety promotion and injury prevention on a wide scale at a local level.

The idea behind this documents is to provide advice and tips about how to set up systematic safety promotion work step by step. *"Of course injuries can be prevented – designing a municipal plan of action"* is the premise on which the text is based. It is also based on observations from the WHO appointed Safe Communities in Sweden.

If you want to find more information about Safe Community, see www.ki.se You can also call the Swedish Safety Promotion Programme, telephone +46 54 13 50 00.

A Safe Community
For municipalities that work in a systematic manner with safety promotion there is the option to apply to become one of the WHO appointed Safe Communities. Municipalities that apply should in writing detail how they match up to the following six indicators.

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.

ADVICE AND TIPS
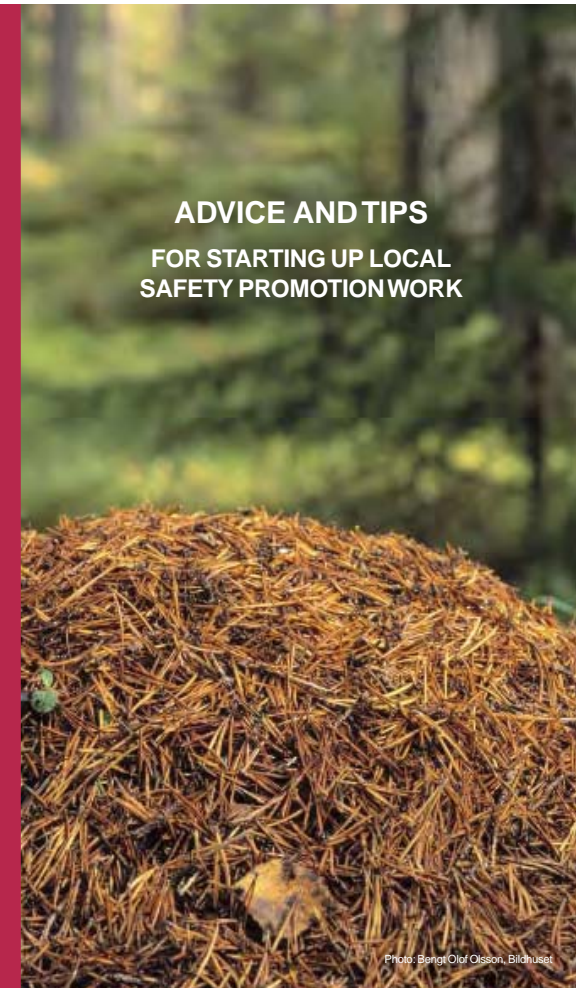
FOR STARTING UP LOCAL SAFETY PROMOTION WORK

Photo: Bengt Olof Olsson, Bildhuset