

# Application for renewed certification as a WHO Safe Community



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November 2010

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## ***Motala municipality***

Number of inhabitants 2010-12-31:	41 955
Number of gainfully employed (16+) 2008:	18 604 (night population)16 364 (day population)
Employment intensity (20-64 years) 2008:	78,8 % for men, 71,1 % for women
Number of commuters, in and out 2008:	2 772 in, 5 012 out
Number of politicians:	57 in municipal council

Motala municipality is a medium-sized Swedish municipality situated in the county of Östergötland where Lake Vättern and the Göta Canal meet. The municipality is 968 square kilometres in area, of which roughly a quarter is water, and there are 150 lakes larger than a hectare. In the population centre of Motala itself, there are 50 km of waterfront and a third of the residents, about 10,000 people, live less than 500 metres from the water. In addition the municipality's inhabitants have access to a variety of green open spaces – woods and forests, parks, pastureland, meadowland, etc. – for recreation.

Motala is the third largest municipality in the county with approx. 42,000 inhabitants. Most of the municipality's inhabitants live in the population centres of Motala and Borensberg, 32,800 of them in Motala. The remainder live in the countryside, the other population centres and small communities. Approximately 15% of the municipality's inhabitants, 6,400 people, have a non-Swedish background. A third originate from Finland, and about one tenth from Bosnia-Herzegovina.

Of Motala's inhabitants 75% of working age are gainfully employed. The 3,000 workplaces in the municipality employ 16,400 people. Most companies in Motala are small to medium-sized, and 25% of them have 10 or less employees. About a quarter of jobs in the municipality are in the health and care sectors. The local authority is the largest employer, engaging 31% of all gainfully employed people in the municipality. Approximately one in ten of Motala's residents are county council employees.

A total of 5 000 inhabitants, or every fourth gainfully employed, have their workplace situated outside the municipality. Half of these work in Linköping. About 2 700 people from Vadstena, Mjölby, Linköping and other places commute to work in Motala.

There are three major routes running through the central parts of Motala. Most heavily charged is national highway 50 where 1 500 heavy vehicles pass every day. During 2010 the construction of a new route for national highway 50, outside the city centre and with a new bridge over Motalaviken, was initiated.

The bicycle city of Motala offers 89 km of roads for walking and biking and approximately 98 km of walkways. This is to compare with approximately 240 km of roads. Outside of the population centres access to roads for biking is scarce though.

## **Background**

The County Council of Östergötland initiated the project "Motala - An accident-free community" in 1983. The project was based on the registration of accidents requiring medical attention and its objective was to find methods of reducing accident injuries through preventive action. Motala municipality joined the project in 1986.

When Motala, after several years of preparation, was designated a WHO Safe Community, we were one of the first municipalities in Sweden to be certified according to WHO's criteria. There is today an understanding of the importance of working to prevent injuries and many years' experience of doing so. In 2004 Motala was re-designated. The municipality is now applying for renewed certification to maintain its status, and needs to review current work forms, both internal and external.

The municipality of Motala works actively with security and safety issues and in 2010 Motala was selected as one of three nominees to compete for the title *Årets säkraste kommun* (Safest community of the year) in the competition *Security Awards*.

The injury prevention work according to the 6 WHO criteria carried on in the municipality is detailed below.

## ***Injury prevention in Motala***

### **1. An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community**

**The safety and security team** is the internal team for safety and security. It consists of representatives from all the administrations within the municipal organisation. The municipal director is head of the team which coordinates the work for safety and security within the municipality. An acting representative of the municipality's insurance broker is also part of the team. The safety and security team assembles four or five times a year.

The technical committee handles **The traffic safety council** under *Motala – Safe Community*. The council consists of politicians from the technical committee, civil servants from the technical office, representatives from the police, the motor vehicle inspection company, the local hospital, driving schools, the National Road Safety Organization, and several voluntary organisations such as road users, senior citizens, disabled persons and parents. The chairman of the council is the chairman of the technical committee. The council is a venue for the exchange of ideas and it implements campaigns. The traffic safety council assembles four times a year.

**The senior citizens' council** is an agency of reference to the municipal council and the social welfare board as well as an agency of cooperation between the senior citizens' organizations and the municipality. It is also a forum where the senior citizens can convey their observations and ideas. The council can submit statements in issues that especially concern the municipality's senior citizens and it partakes in information campaigns directed towards senior citizens. The senior citizens' council handles issues concerning for example service and health care but also issues concerning safety and security for senior citizens. The council

consists of representatives of the municipality and senior citizens' organizations within the municipality. The senior citizens' council assembles at least four times a year.

Motala municipality, together with the municipalities in the western part of Östergötland, cooperates with the Civil Defence Association in the field of emergency response and safety. For instance the Civil Defence Association, on behalf of the municipalities, carry out classes in home security for senior citizens, groups of immigrants and young people. They also educate young parents about child safety. The Civil Defence Association and the municipalities also cooperates actively to enhance the number of defibrillators in the county and to train people how to use them.

Motala is part of the county's injury team, a cooperation between the county's municipalities, the Linköping University and the county council. The team handles issues concerning injury registration and statistics as well as injury prevention. Motala is also part of the task force that assembles at least four times a year.

## **2. Long-term, sustainable programs covering both genders and all ages, environments and situations**

It is the ambition of Motala municipality that the municipality's *Action plan for accident prevention* should gradually cover all the municipality's work in the field of accident prevention. Injury prevention on a broad basis has for many years been an important undertaking for the municipality. Before the completion of the latest action plan a special analysis for accidents has been carried out. The analysis is founded on the county council's accident registration. The analysis describes who is afflicted, where they are afflicted and under what circumstances.

The municipal council of Motala, together with the council and the county's other local authorities has adopted a Public Health Policy programme for Östergötland for 2001-2010. The programme has 3 main objectives; good conditions for children and young people to grow up in, good health and quality of life for adults, and good health and quality of life in life's later years. The programme will be given concrete form in action plans.

## **3. Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups**

When statistics is compiled it can be observed that the assessment shows a heightened risk concerning the following age groups and behaviours:

- Senior citizens falling in their homes
- Children/youths falling during training at sport stadiums
- Children/youths who are involved in accidents with bicycles or mopeds in residential areas

Of course there are also other groups in the community with a high risk of accidents. But since the above-mentioned groups might need particular support it is the municipality's aim to focus the preventive work on these.

Preventive work in Motala municipality is currently focused on the following areas:

### **Safety for senior citizens**

Major efforts have been focused on safety for senior citizens, mainly to prevent falls. Staff working in geriatric care have been trained in safety for senior citizens. As part of the preventive work a so called handy man service has been set up to. Through this all senior citizens, 70 +, can receive complimentary assistance with certain household chores e.g. changing curtains or light bulbs. That way they won't have to climb ladders or chairs with the risk of falling. A post as communications officer for the elderly has been established. The communications officer visits the senior citizens and gives advise about how to improve home safety. A class in safety for senior citizens is arranged in cooperation with the Civil Defence Association.

During the autumn of 2010 senior citizens (80+ years), who only have limited contact with the home-help service, have received visits and a pamphlet about safety and a check list for the home has been handed out. Pamphlets about the services provided by the municipality have been distributed with an invitation to a meeting, those who can't attend have been offered visits in their homes. Participants at the meeting have received information about services provided by the municipality and preventive health care including gymnastics for senior citizens. This will continue annually as people turn 80.

Every other year there is a local Senior citizens fair that among other things focus on safety for senior citizens. At the fair 2010 the municipality informed about safety together with the Civil Defence Agency and the Police.

### **Safety for children**

Motala has 59 playgrounds all-round the municipality. The oldest and largest playground is located in a park close to the town centre. It was built as early as 1938. Today the municipality develops and cares for its playgrounds on the basis of Swedish standard EN 1176-1177 and with a wish to produce creative environments for youths. A good environment for children includes the right to play, live and develop under safe conditions. Playgrounds are checked regularly during the season, and the personnel responsible for parks are trained to inspect and maintain playgrounds according to applicable EU standards. Once a year the playgrounds are checked by an outside surveyor.

Regular safety inspections are made at pre-schools and schools. The fire and rescue service arranges lessons for all 6-year-olds in pre-school, and for all pupils in the 7th grade at all schools, including private schools. The schools are recommended to use the safety-training package provided by the fire and rescue service in grades two and five.

The Civil Defence Agency, with support by the municipality, conducts classes in child safety for parents at the child health centres.

### **Safety in the home**

The fire and rescue service holds a complimentary class about home safety for individuals and associations. The aim is to prevent fires and accidents among all age groups. About 3 000 citizens, or 7% of the inhabitants in Motala municipality, are trained by the fire and rescue service every year.

To reach out to those whose native language is not Swedish an interpreter is hired for these classes when necessary.

To enhance safety in housing residents in Motala can get an inspection of their home by a fireman who surveys possible risks of fire and accidents (e.g. falls, child safety etc.).

At Motala's website you can find advice about how to make your every day life safer. During the spring of 2009 a pamphlet was distributed to all households in the municipality. The pamphlet contains information about safety in every day life as well as in crisis. It can also be found on the website.

### **Traffic**

The promotion of road safety is a collaboration between the local authority, the health care services, the police and the Swedish Transport Administration. The traffic safety council was formed in 1994 and consists of politicians from the technical committee, municipal officers from the technical office, representatives from the police, the motor vehicle inspection company, the hospital, driving schools, the National Road Safety Organization, and several voluntary organisations such as road users, pensioners, disabled persons and parents. The chairman of the technical committee is also the chairman of the traffic safety council.

The traffic safety council runs a number of campaigns every year, including a Road Safety Day in the spring.

The work with traffic safety is continuously and includes both physical measures and campaigns aiming to change peoples' attitudes towards traffic safety. In Motala the number of people killed in traffic accidents is somewhat lower than in Sweden in general. Pedestrian crossings in the city centre have been rebuilt, secured and adapted for the disabled. Reflectors are distributed to pedestrians and cyclists at campaigns. During the autumn of 2010 bicycle lights were also distributed. The Voluntary Motor Transport Corps arrange driving in the dark for pupils and their parents to show the importance of using reflectors. Don't Drink and Drive campaigns have been carried out in high schools and in one of the population centres. The Police runs a moped class for pupils at junior high school. Bicycle helmets are subsidized to all five-year-old children in the municipality.

2009 Motala was designated as the bicycle city of the year. In Östergötland the amount of people seriously injured in bicycling accidents is considerably lower than average in Swedish counties.

The construction of the new highway 50, that today passes through Motala city centre, has been initialized and the road will be redirected through the outskirts of Motala. This will have a major effect on traffic in Motala, not least for traffic safety.

### **Domestic violence**

A survey of the work with women in an exposed situation has been carried out in order to improve treatment and results. Today women with experiences of domestic violence have the opportunity to see a social worker to get advice and support. When it has brought to the social services' attention, through the police or otherwise, that a woman has been abused the social services contacts her with the offer to see a social worker.

### **Safe and Secure in the city**

In Motala municipality there are local groups for crime prevention where the police, the school, the social services, the housing foundation Platen and individuals cooperates to prevent crime. The aim is to enhance safety and reduce crime. They also aim to reduce the

consequences of crime, e.g. to reduce physical and psychological injuries and economical losses.

Security and experienced safety outdoors in the city have been studied through safety tours and the results are used as reference for changes in the urban environment. Both politicians and civil servants have been invited to safety tours together with representatives from the local trade and industry, residents and the police. A safety tour with special focus on women has been carried out in one of the parks in the city centre. The tour, and the result of it, has contributed to the park's restoration with a focus on enhanced safety. A second tour has been made to follow up the result of the first and today the park is viewed as a safer and more pleasant environment.

Two safety tours with focus on youths have been made in areas which have been identified as unsafe by the youths themselves. Tours have also been made in one of the smaller population centres in the municipality and in a recreational area with weekend cottages.

In connection with a campaign in the city centre a safety study was carried out. The public were asked to point out places in Motala where they felt unsafe. This study can be the base for further safety tours.

#### **Safe and secure in residential areas**

The housing foundation Platen has over the years strived to enhance safety and security in their residential areas. This has been brought about through renovating and repairing houses but also through the creation of gathering places and activities, for example the construction of sports grounds in the residential areas.

The fire and rescue service often participates in meetings at tenant's and tenant-owner's associations to enhance fire safety and reduce injuries in the homes. If needed an interpreter can be provided at these meetings.

#### **Crime prevention**

In the autumn of 2010 the municipality and the Police signed an agreement of collaboration for a safer Motala and reduced juvenile crime. A common image of the well-being of youths and the occurrence of problems e.g. bullying will be produced. The new collaboration aims to make it easier to discover troubled youths and to provide help at an early stage.

#### **Alcohol and drug prevention for youths**

Motala has been successful working with alcohol and drug prevention directed at teenagers, knowledge based methods are incorporated into schools and support to parents is increased. This aims to enhance a positive and favourable development of children and youths which will in its turn mean reduced crime, reduced risk of alcohol and drug abuse and thereby a safer existence for all citizens.

On public holidays, during Lucia celebrations in mid-December, and when school breaks up, all resources are mobilised to arrange drug-free activities for young people in grades 7-9. Here the commitment and participation of the youths are utilised as well as their interest in decreased drug use and reduced crime. These activities gather generally speaking all youngsters in the municipality in the age group 13-16 years. According to the police, the social services and others, the drug-free activities arranged on such occasions have eliminated many of the problems observed in previous years, when many really young people had to be taken into temporary custody in an inebriated state.

In September 2010 *Hallen*, a youth centre for high school students, was opened. *Hallen* will offer activities but also function as a drug-free gathering place for those that are too old for the youth recreation centres.

#### **Decrease in crime related to pubs and night life**

Motala also shows great improvement when it comes to violence related to pubs and night life. Through a widespread collaboration between municipality, police, restaurateurs, bouncers and restaurant staff the number of reports has diminished by over 35% since 2008. Amongst the contributing factors are an enhanced police attendance and the fact that a road through the central part of town has been closed for traffic at night. Also the municipality has reinforced its supervisions and a campaign for responsibility in the serving of alcohol has been implemented. One of the success factors has been the long term crime prevention carried out by the municipality and the police.

#### **4. Programs that document the frequency and causes of injuries**

Incidents where a patient has been seriously injured or exposed to risk of serious injury while in the care of the health service, for example through a fall or from falling while being moved, are reported continuously by the health service to the local authority's responsible medical officer. The local authority also registers injuries occurring in pre-schools and schools. To reduce accident injuries accurate statistics on who was affected, where the accident occurred, and why is required. A brief summary of the statistics for accidents among pupils is published every month. Furthermore every school and preschool have the possibility to get and follow up on their own statistics.

The municipality has access to the accident statistics registered by the county council at the emergency rooms, e.g. at Motala hospital, and is an active participant in the team working for further development of this registration. A time-consuming development effort for injury registration has been going on in the county since 1998. Motala has been an important discussion partner and trial municipality in this respect. Injury registration is done using a special form that contains questions about when, where and under what circumstances the injury occurred. The aim of the form is to enhance the quality of injury statistics in Motala and Östergötland. Statistics from the county council is received and followed up once a year. Since march 2009 the county council registers traffic injuries in STRADA (Swedish Traffic Accident Data Acquisition). Thereby Motala gets access to additional statistics of traffic injuries that occur within the municipality.

Dental injuries are registered at all national dental care clinics in the county. The age and gender of the patient, the type of injury, which tooth was injured, any activity at the time of the injury, and where the accident happened, are registered. However, dental injury statistics is still scarce and the county's injury team intends to enhance registration.

All injuries in schools and pre-schools are registered in a IT-based system with possibility to extract statistics. This facilitates injury prevention since it gives a better overview of what kind of injuries are most frequent and when and where they occur.

Crime statistics from the police is followed up every month. Crime statistics from BRÅ (the Swedish National Council for Crime Prevention) is also gathered and analysed.

## **5. Evaluation measures to assess their programs, processes and the effects of change**

All the municipal administrations make an annual revision of the *Action plan for accident prevention* where the Safe Community-work is an integrated part. The revisions monitor the fulfilment of the internal goals. The current *Action plan for accident prevention* is in effect during the period 2008-2010 and will only be evaluated in full by the time a new action plan will be compiled for the upcoming term of office (2011-2014).

Road safety work has been evaluated and shows that the number of people killed in traffic accidents is somewhat lower in Motala (1,8 persons/year) than Sweden in general (two persons/year). The collective statistics from all accident registrations is the basis for trends and changes over time.

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

Motala has participated regularly in the Swedish network's "Action Group" meetings and working teams. Motala has participated in, and contributed with lectures, exhibitions or other information, a number of national conferences and network conferences, including:

### **National conferences**

- 2nd National Conference, Västerås, 1990
- Conference on Helmets, Götene 1995
- Injury and Accident Conference, Falkenberg, 1995
- 5th National Conference, Östersund, 1996
- Conference on Helmets, Götene, 1997
- Public Health Conference, Uddevalla, 1998
- Mariestad/Lidköping, 1999
- 7th National Conference, Nacka, 2000
- 8th National Conference, Borås, 2008
- 9th National Conference, Lund, 2010

### **International conferences**

- 1<sup>st</sup> International Conference on Safe Communities, Falköping, Sweden 1991
- 4<sup>th</sup> International Conference on Safe Communities., Kanada 1995
- SafeCom Nord I conferece, Skövde 1996
- 3<sup>rd</sup> Scandinavian Congress of Sports Medicine i Linköping 1996
- SafeComm-7, Rotterdam, Holland 1998
- Information and lectures in Hyvinge and for the network Finland's Safest Community, Helsinki, 2000
- 4<sup>th</sup> Nordic Safe Community Conference, Danmark 2001
- 2<sup>nd</sup> European Regional Safe Community Conference, Reykjavík, Island 2010

## **Other**

- Regional public health conference, Borgholm, 1997
- Risk hotline conference, Tidaholm, 1998
- Information and lecture on Motala Safe Community at the Emergency Services' Conference, Karlstad, 1999
- Information and lecture on Motala Safe Community during the Scandinavian twin towns' visit to Motala in 2000
- Children's and young people's safety and security, Falköping, 2001
- Theme Day on Nazism among young people, Motala, 2001
- Conference "Why does Agda fall?", 2001.
- How do we become a Safe Community? Emergency Services' Conference, Revinge, 2003
- Regional seminar on injury prevention 2005
- Seminar on suicide prevention, Motala 2007
- Regional injury assembly 2008
- Seminar on suicide prevention, Motala 2009
- Regional injury assembly, Linköping 2010
- Regional juvenile delinquency conference, Motala 2010

In 1991 Motala municipality was host to an international travel seminar with delegates from 16 different countries, including Australia, China, Argentina and Thailand.

Motala has both participated in and organised various seminars and conferences on injury prevention. Such events have mainly had a regional thrust. Over the years, the municipality has been visited by other local authorities, county councils, and authorities in Sweden and by foreign delegations and organisations. The highest number of visits was in 1995, with a total of 7 visits and some 90 delegates.

## **Further work**

For the continued injury prevention in Motala we will incorporate the six ISC-indicators in the *Action plan for accident prevention*. This is to clearly emphasize that prevention should be a naturally integrated part of the municipal work.

The municipality of Motala has adopted new directional goals mutual for all agencies in the municipal organisation. These are separated into performance goals including, amongst other, increased experienced security amongst the public and decreased injury and crime rates.

The present preventive work will continue and expand with new areas and efforts. In the near future we want to focus more on children and youngsters in schools and wish to introduce the *Safe school* concept in Motala. We also want to continue work with violence prevention, for example by continued prevention of bullying in schools.

Research shows that youths in Motala are more dejected than average. Therefore we wish to prioritize work with mental health and suicide prevention, especially amongst youths.

We also wish to expand the collaboration with other organisations and with the public, for example through continued work with safety tours.