



職業安全健康局
Occupational Safety and
Health Council

Occupational Safety & Health Council, Hong Kong SAR, China

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

Sham Shui Po Safe Community



Name of the Community: Sham Shui Po
Country: Hong Kong, China
Number of inhabitants: 366,800 people
Programme started year: 2007
International Safe Community Membership – Designation Year: 2006 &
Redesignation Year: 2011

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Programs for Different Age Groups

Children (0-14 years)

Fire Prevention & Road Safety

Coloring Competitions and Poster Design Competitions were organized to increase fire prevention and road safety knowledge of kids and their family members.

First Aid Training Program was also launched for children to equip them with first aid skills and enhance their safety awareness in schools.



Youth (15-24 years)

Anti- Drugs Abuse

The year-round program against Drug Abuse for youth was launched in Sham Shui Po. To widely publicize the slogan “SAY NO TO DRUGS”, different beat-drugs events were organized by different district organizations. For example, the District Outreach Service Team held various activities, such as Short film Production Workshop and Life Saving Training, to engage the youth-at-risks (who were drug addicts or dropped-out from school) to regain their confidence and worth of life.



Adults (25-64 years)

Occupational Safety & Public Obligations

To enhance workers' awareness on occupational safety, promotional activities were launched at industrial and commercial buildings of the district (for details, please refer to the section of **Occupational Safety**). Moreover, Outstanding Award Presentation Ceremony was held to give recognition to the Security Guards and Policemen who had excellent performance in providing security and crime prevention service in the community.



Elderly (65 years or above)

Fall prevention & Health Care

From the Injury Statistic from AED of Caritas Medical Center, it was found that elderly is easier to fall down than other age groups. Therefore, Community Fall Prevention Programs were organized frequently and years after years to increase their awareness of fall risk. Besides, various district organizations jointly organize Hypertension Awareness Program for the public to check blood pressure regularly and also provide healthy dining advice to them at the same time. An accumulated number of more than 509,000 times was recorded for public using the service. It demonstrates that people’s Awareness of their health condition was raised.



Programs for Different Environments:

Home Safety

Building Maintenance

Management Companies and Owners Corporations (OCs) of old residential buildings were encouraged to attend the Co-coordinated Maintenance of Buildings Scheme. Management courses and talks were arranged for them to enhance their knowledge on monitoring the contractors’ works.



Traffic Safety

Anti-Drink Driving

Several Anti-Drink Driving Campaigns such as Carnivals, Street Propaganda and talks were organized by the Police and Sham Shui Po Road Safety Committee. Also, a large-warning sign was displayed at a traffic black spot to remind drivers of the serious consequence of drink-drive thus the message “If You Drink, Don’t Drive!”



Road Safety for Elderly

“Elderly Road Safety Bus” was designed specifically for the elderly people. The Bus parade helped to clearly spread the road safety message to the elderly.



Occupational Safety

Over 1,500 workers had participated in Occupational Safety Campaigns which were held inside the commercial and industrial buildings of the district targeting the busy working people. Free blood pressure checking service and professional health advice were offered to the participants. It served to enhance their awareness of Occupational Safety. Moreover, Seminars and Courses were also arranged for the workers regarding illnesses and injuries prevention.



School Safety

Crime Prevention & Beat Drugs

School is the most effective channel to deliver safety message for children and youngster. For the promotional events of Beat Drugs and Crime Prevention, Comic Drawing and Slogan Competitions were organized to remind the students “Not Now, Not Ever, Stand Firm! Knock Drugs Out”, they were called to stay away from drugs. On the other hand, students were encouraged to join the Mentorship Scheme which helped them developing a positive concept of life.



Anti-Flu

Clean Hong Kong Campaign

Residents were appealed to maintain good environmental hygiene during the peak season of H1N1 flu. Free Anti-Flu Gift Packs were distributed to the residents to remind keeping their environment clean and encourage them to assist their neighbors who are in need of help.



Violence Prevention (Intentional Injuries)

Family Violence

Different programs on Prevention of Family Violence were organized in previous years. Training courses were designed specifically for social workers and teachers to enhance their counseling skills in resolving family violence cases. On the other hand, talks, large-scale variety shows and competitions were organized for the community so as to bring out the message “Love Yourself, Love Your Family” and encouraged family members to establish a mutual supporting relationship.



Prevention of objects falling from height

To stop objects falling from height and arrest the suspects, district residents were encouraged to enhance security measures of their buildings to block the strangers entering the buildings. Also, they were appealed to provide information to the police for further investigation.



Suicide Prevention (Self Infected Injuries)

Mental Health

“Sham Shui Po Well-Being Movement” was a large scale project comprising a series of events and courses carried out throughout the years in Sham Shui Po. The project aims at promoting positive values among the residents through a series of activities centering the theme of “Expressing your Gratitude” and “Hope” etc. A total of 60 activities were launched and over 44,500 participants took part in the project.



Programs for Different High Risk Groups

High Risk Elderly

Some of the elderly, who are lacking social network and family care, were hidden from the community. Volunteer teams from several district organizations have visited those elderly living alone and gift packs containing daily necessities and food were given to them. Household cleansing and maintenance of electrical appliances were also offered to them. Besides, social activities were launched for the elderly to increase their social interaction with others.



Vulnerable Group & Poverty

Poverty is one of the major issues in Sham Shui Po Community. The project was targeted for women of grassroots families to provide them with Household Cleansing Training Courses and thus job opportunities. Afterwards, they would provide household service to the elderly people living alone. Their children could also join the Elderly's Home Visit Program and share the historical memory of the elderly.



New Arrivals and Ethnic Minorities

A series of district programs for the new arrivals and minorities were carried out to help them to adopt their new living environments. Carnivals and variety shows with different cultural characteristics (e.g. food culture, dance) were organized for the ethnic minorities to integrate with the local people and help them to understand each other's cultural characteristics.



Tutorial Classes were provided by different district organizations to help the new arrival children to overcome their learning problems. In addition, their parents could also apply Computer Training Courses to learn basic IT skills in order to enhance their abilities and thus increase their opportunities to find jobs.



Barrier-Free Community

It has been a long term project in Sham Shui Po District which was organized by the District Council and The Hong Kong Physically Handicapped and Able-Bodied (PHAB) Association. Its aim was to eliminate physical barriers and increase the mobility and accessibility of people with disabilities. Professionals were invited to make assessment on the barrier-free facilities in public and private sectors such as community halls, restaurants and shopping malls in estates. After making improvement to the facilities, they become more accessible and more convenient to the disabled. Besides, the public and private sectors were openly appreciated for their support and contribution to the improvements made for a barrier-free community.

Exhibitions and games were also organized for the public to increase their awareness of the importance of a barrier-free community. In the game sessions, the participants had a chance to go out with wheelchairs and they could experience the hardship faced by people with disabilities.

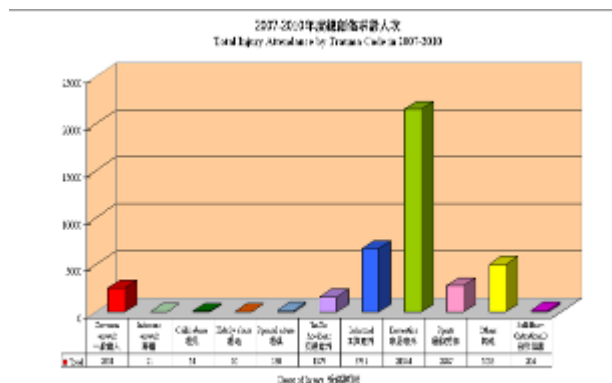
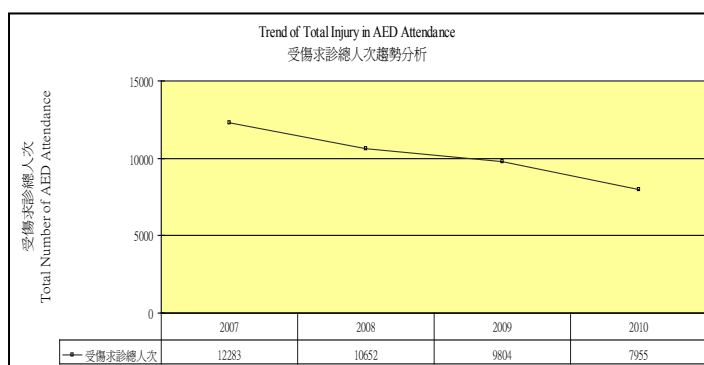


Injury Statistics

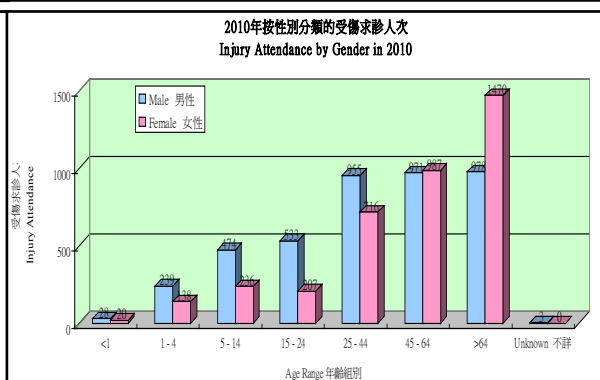
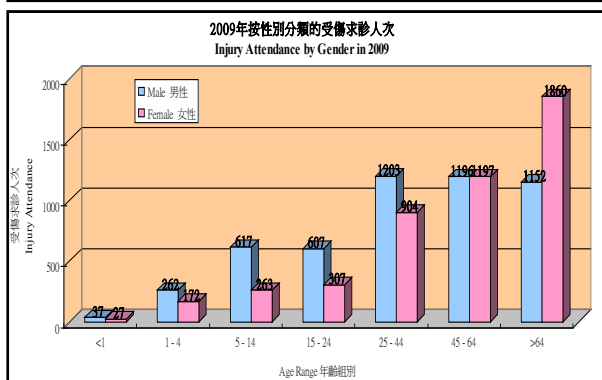
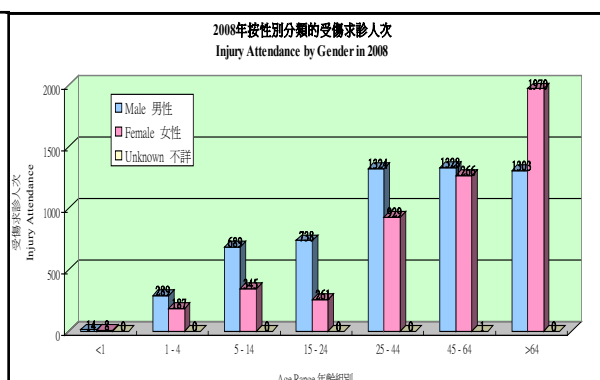
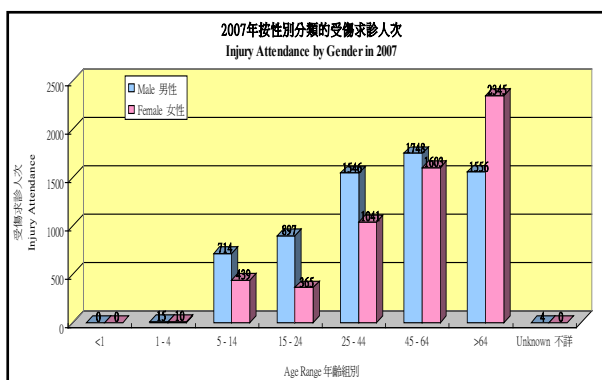
Injury Attendance at the AED of Caritas Medical Centre

Started year: 2002
Durations for analysis: 2007-2010
Total Injury Cases (Base): 40,694
Population Base: 366,800

Injury Attendance from 2007 to 2010 was recorded by the Accident and Emergency Department (AED) of Caritas Medical Centre in Sham Shui Po. There was a decrease in the total number of injury cases by 50% while the number of home accident was ranked the highest in the injury statistics.



It was also found that female aged 65 or above was a high risk group of injury within the study years. Also, older people were prone to have more injuries and needed more medical treatment.



International Commitment

2008

- April** Healthy Community Forum for 18 Districts of HK
- June** Steering Committee Meeting China Hong Kong Chapter, Alliance for Healthy Cities in Hong Kong, China
- July** Health Promotion Seminar by Department of Health in Hong Kong
- October** Shen Zhen & Hong Kong International Safe Community Discussions Conference and 4th China Hong Kong Safe & Healthy Community Network Annual Conference
- December** 16th Hong Kong & Macau Academic Conference - Occupational Safety & Safe Community



2009

- July** Charter Signing Event for Anti-flu & Occupational Safety by Occupational Safety and Health Council
- October** Annual Conference of the 5th China Hong Kong Safe and Healthy Community Network
- December** Sharing Forum on Prevention and Control of Non- communicable Diseases in Hong Kong & World Health Day by Centre for Health Protection



2010

- January** Healthy Community Network Conference in Hong Kong, China
- July** Healthy Community Network Conference in Hong Kong, China
- August** Kick-off Ceremony of "Supporting Healthy Dining Habit" by Department of Health in Hong Kong



2011

- January** Healthy Community Forum for 18 Districts of Hong Kong.
- May** Safe Community Advisory Committee Meeting Occupational Safety and Health of Safe Community