
Hua-Mu International Safe Community

Annual Report (1 January—31 December,2009)

Demographics:

Name of ISC: Hua-Mu International Safe Community

Country: People's Republic of China

Submission date of this annual report: January 2010

Name, position and email contact details of person completing this annual report:

Mr. Jiang Wei-zhong deputy director of Hua-Mu International Safe Community jwzbest@126.com

Criteria 1 — Partnerships:

1: Over the past 12 months have there been any significant changes to your ISC community coalition/network/group?

Yes

No

2: Please provide details of your current coalition membership list. Include name, email address and position/organization for each coalition member.

政府组织：

Governmental Organizations and Associations:

上海市安全生产监督管理局

Shanghai Work Safety Promotion and Surveillance Administration

联系人：水蕴海 职务：市安全监管局监管二处

Contact: Shui yunhai

Position: the Second Department Director of Shanghai Work Safety Promotion and Surveillance Administration

E-mail: shuiyh@shsafety.gov.cn

上海市疾病预防控制中心

Shanghai Municipal Center for Disease Control & Prevention

联系人：李延红

Contact: Li Yanhong

E-mail:yanhonglisa@hotmail.com

浦东新区安全生产管理局

Pudong Work Safety Promotion and Surveillance Administration

联系人：王建中 职务：监察员

Contact: Wang Jianzhong

Position: Supervisor

E-mail: wjz1953@vip.sina.com

浦东新区社会发展局第三教育署

the Third Education Department of Pudong New Area Social Development Bureau

联系人：童自强 职务：副署长

Contact: Tong Ziqiang

Position: Assistant Director

E-mail : tongziqiang22@yahoo.com.cn

浦东新区陆家嘴功能区管理委员会

Lu Jiazui Functional Zone Regulatory Commission of the Pudong New Area

联系人：刘克喜 职务：经发处副处长

Contact: Liu Kexi

Position: Deputy Director of Economic Development Department

E-mail: ljzservice@yahoo.com.cn

浦东新区交警支队五大队

The fifth brigade of the Traffic Police in Pudong New Area

联系人：刘 国 职务：警员

Contact person: Liu Guo Position: Police Officer

E-mail: jxj.wud@gaj.pdq.sh

浦东消防支队一大队

The first brigade of Fire Control in Pudong New Area

联系人：吴益飞 职务：参谋

Contact person: Wu Yifei Position: staff officer

email: wuyifei119@126.com

花木社区文化中心

the Cultural Center of Huamu Community

联系人：金 晶 职务：主任助理

Contact: Jinjing

Position: Director Assistant

E-mail:jinjing1102@live.cn

非政府组织：

Non-governmental Organizations and associations:

全球儿童安全网络

the Safe Kids Worldwide

联系人：王 琳 职务：协调员

Contact: Wang Lin

Position: Coordinator

E-mail:fwang@safekidschina.org

花木社区老年骑游队

Huamu Community bicycle team consisting of senior citizens' volunteers

联系人：黄永竞 职务：街道文明办科员

Contact: Huang Yongjing

Position: Member of Huamu Sub-district Civilization Office

E-mail:jinger008@hotmail.com

中国职业安全健康协会

China Association of Occupational Safety &Health

联系人：刘 岩

Contact: Liu Yan

E-mail: safecpc@sina.com

上海市安全生产协会

Shanghai Safe Production Association

联系人：王国祥 职务：秘书长

Contact: Wang Guoxiang

Position: Secretary-general

E-mail: shaws191@163.com

浦东新区安全协会

Pudong New Area Safety Association

联系人：张越佳

Contact: Zhang Yuejia

E-mail: zhangyuejia@gmail.com

中华医学会预防学会伤害分会

Chinese Medical Association Injury Prevention Academic Society

联系人：王声湧 职务：主任委员

Contact: Wang Shengyong

Position: Director

E-mail: wangshengyong@163.net

山东大学公共卫生学院

School of Public Health of Shandong University

联系人：赵忠堂 职务：院长

Contact: Zhao Zhongtang

Position: Dean of the School

E-mail: ztzhao@sdu.edu.cn

复旦大学公共卫生学院

School of Public Health of Fudan University

联系人：王书梅

Contact: Wang Shumei

E-mail: smwang@fudan.edu.cn

上海海事大学

Shanghai Maritime University

联系人：吴建国 职务：外国语学院老师

Contact: Wu Jianguo

Position: Teacher from School of Foreign Language of SMU

E-mail: ckwu007@hotmail.com

社区单位：

Community Units

浦东新区六一幼儿园

Liuyi Kindergarten of Pudong New Area

联系人：蒋耀琴 职务：园长

Contact: Jiang Yaoqing

Position: Head of the kindergarten

E-mail:jiangyaoqin@hotmail.com

浦东新区华林幼儿园

Hualin Kindergarten of Pudong New Area

联系人：钱珍宝 职务：园长

Contact: Qian Zhenbao

Position: Head of the kindergarten

E-mail:qianzhenbao@163.com

海桐小学

Haitong Primary School

联系人：王巨成 职务：德育老师

Contact person: Wang Jucheng

Position: instructor of moral education

E-mail:wangjuc@hotmail.com

由由中学

Youyou Middle School

联系人：励翔 职务：校长助理

Contact person: Li Xiang

Position: principle assisstant

E-mail:lixiang1967@126.com

联洋青少年彩虹中心

Teenagers' Rainbow Center of Lianyang Community

联系人：王 卉 职务：彩虹心理咨询中心负责人

Contact: Wang Hui

Position: Principle of Psychology Consultation Center

E-mail:lychzx@hotmail.com

花木老年人协会

Associations of the Elderly of Huamu Community

联系人：蒋海娟 街道老龄办科员

Contact: Jiang Haijuan

Position: Member of Huamu Sub-district Office of the Elderly

E-mail:juanjuan_317@hotmail.com

花木老年志愿者协会

Huamu Community Volunteer Association of the Elderly

联系人：蒋海娟 职务：街道老龄办科员

Contact: Jiang Haijuan

Position: Member of Huamu Sub-district Office of the Elderly

E-mail:juanjuan_317@hotmail.com

上海羚羊企业策划公司

Shanghai Lingyang Enterprise Planning Co. Ltd.

联系人：羊国荣 职务：总经理

Contact: Yang Guorong

Position: General Manager

E-mail:shly99999@163.com

上海新国际博览中心

Shanghai New International Expo Centre

联系人：屠明 职务：经理助理

Contact: Tu Ming

Position: General Manager Assistant

E-mail: lvyou136@live.cn

上海东方网股份有限公司

Shanghai Oriental Net Corporation Ltd.

联系人：刘永明 职务：经理

Contact: Liu Yongming

Position: General Manager

E-mail: muling100@126.com

3a: How often has your community coalition met during the past 12 months? Attach any relevant meeting agenda, minutes, annual report and any other relevant documents that demonstrate the operation of your intersectoral leadership group over the past year.

3a. During the past twelve years, Hua-Mu International Safety Community Promotion Commission summoned a conference once a month, with several cross-sectional workers joining in and discussing the performance and fulfillment of special work. The regular meeting on Safe Community Construction was held once a week, with relevant people from Hua-Mu International Safety Community Promotion Commission taking part in and talking over specific work of Hua-Mu Safe Community

Construction.

I. Conference Title: the Release of the Educational Film on “Prevention Against Contingency Falls for Senior Citizens”

Conference Agenda:

1、 Time: From 9:30 pm to 10:30 pm on April 4, 2009

2、 Place: Conference Room 523 of Hua-Mu Community Cultural Center

3、 Theme: The release of the educational film on “Prevention Against Contingency Falls for Senior Citizens” and the show of the elderly’s balance gymnastics

4、 Conference Leader: Mr. Guo Chen, Secretary of the Communist Youth League Committee of Hua-Mu Sub-District

5、 Courses:

① The inauguration of the educational film on “Prevention Against Contingency Falls for Senior Citizens”

—— Mr. Zhang Xiaoming, Director of PuDong Work Safety Promotion and Surveillance Administration

—— Mr. Jiang Weizhong, Deputy Director of Hua-Mu Sub-District

② Awarding the honorary certificates to the whole group of voluntary actors and actresses

—— Mr. Yang Yiming, Deputy Director of the Administrative Office of Aging Population Work Commission of the Pudong New Area

—— Mr. Yang Liming, Deputy Director of Disease Prevention and Control Center

③ Representative of the film’s special consultants group delivering a speech.

— — Professor Wang Shengyong, Director of China Injury Prevention and Control Commission

④ Mr. Li Denghua, deputy secretary of the Party Committee and Director of Hua-Mu Sub-District, making a speech.

⑤ Watching the educational film on “Prevention Against Contingency Falls for Senior Citizens”

⑥ The show of balance gymnastics, including Yangge (a popular rural folk dance), Taijiquan (shadow boxing), kinetic exercises and so on.

6、 Meeting Record

On the morning of April 1, centering around the theme of “Meeting World Expo·Caring about the Senior Citizens’ Lives to Promote Harmony”, the release of the educational film on “Prevention Against Contingency Falls for Senior Citizens” and the show of the elderly’s balance gymnastics magnificently commenced in the Cultural Center of Hua-Mu Community. More than 300 people attended the ceremony, including the representatives from all the sub-communities in Hua-Mu Sub-district, representatives of the senior residents, as well as personalities from all the neighborhoods that are involved in the safe community construction campaign in Pudong New Area.

The ceremony was presided over by Mr. Guo Chen, secretary of the Communist Youth League Committee of Hua-Mu Sub-District. Mr. Zhang Xiaoming, Director of PuDong Work Safety Promotion and

Surveillance Administration and Mr. Jiang Weizhong, Deputy Director of Hua-Mu Sub-District co-inaugurated the release of the educational film on “Prevention Against Contingency Falls for Senior Citizens”. Then, Mr. Yang Yiming, Deputy Director of the Administrative Office of Aging Population Work Commission of the Pudong New Area, and Mr. Yang Liming, Deputy Director of Disease Prevention and Control Center jointly awarded the honorary certificates to the whole group of voluntary actors and actresses for their wonderful performance and their selfless dedication to the film. Professor Wang Shengyong, Director of China Injury Prevention and Control Commission, on behalf of the film’s special consultants group, delivered a warm congratulating speech. Following that, Mr. Li Denghua, deputy secretary of the Party Committee and Director of Hua-Mu Sub-District, made an impressive speech, in which he not only affirmed the contributions Hua-Mu Community has made to the senior citizens’ prevention against contingency falls but also envisioned the community’s splendid future. It is generally believed that Hua-Mu International Safety Community will become better and better.

Another important aspect of this significant event is the show of the balance gymnastics performed by the team of the elderly people. To popularize the elderly people’s balance gymnastics has always been one of the major tasks in the campaign of promoting the Elderly’s Safety in Hua-Mu Community. The balance gymnastics performed on the ceremony were of various forms, including Yangge (a popular rural folk dance), Taijiquan (shadow boxing), and kinetic exercises and so on. The

performance was so wonderful that it won bursts of warm applauses from among the audiences. With a suitable intensity, these activities can not only enrich senior citizens' life in their leisure time, but also effectively practice their sense of balance so that the occurrence of contingency falls can be reduced. Besides, these gymnastics vividly reflected the positive and wholesome lifestyle and the vigorous spirit of the senior residents in Hua-Mu Community.

The release of the educational film on "Prevention Against Contingency Falls for Senior Citizens" is not only an appraisal and a consummation of the Safety Promotion Project for the elderly in Hua-Mu, but also a new start line for the project of injury prevention among the elderly in the community.

II. Conference title: The Promotional Conference of Adding Pilot Units of Using Reflective Stripes in School Uniforms among Middle Schools and Primary Schools in Hua-Mu Community

Conference agenda:

Time: at 3:30 p. m. 29 June, 2009

Place: Shanghai East Experimental School (No. 251 Heisong Road)

Schedule:

1) opening speech: Mr. Jiang Weizhong, deputy director of Hua-Mu Sub-district Office

2) speech delivered by sponsored company: Ms. Zhong Yupin, managing director of International Operation Department of Fedex

Express in the region of Eastern China

3) experts' opinion

---- the usage of reflective stripes in strengthening the visibility at night so as to safeguard children's safe walking

4) the opinions of the pilot units

---- The principle of Youyou Middle School, Ms. Zhang Yafang, and parents talked about their related experience in the pilot units

---- Representatives of parents made a statement

5) the commencement of the promotion

---- The principles from various schools went onto the platform to accept the accessories of reflective.

---- Mr. Wang Weihang, principle of Shanghai East Experimental School, made a brief speech on his experience.

6) students' fashion show

---- styles of the pilot units (six students from Youyou Middle School + volunteers of Fedex Express)

---- promotional styles (six students from Shanghai East Experimental School + volunteers of Fedex Express)

7) closing speech: Mr. Guo Rong, assistant chief of Social Development Bureau in Pudong New Area

4. Meeting Record

On the afternoon of June 29, 2009, the promotional conference of adding pilot units of using reflective stripes in school uniforms among middle schools and primary schools in Hua-Mu Community was held in

Shanghai East Experimental School. Hua-Mu International Safe Community, Safe Kids Worldwide and FedEx, for the first time, released the pilot units of adding reflective stripes in middle and primary school uniforms and the promotional styles. Mr. Guo Rong, assistant chief of Social Development Bureau of Pudong New Area, Ms. Luo Chunyan, director of the School Hygiene Section of Shanghai Municipal Center for Disease Control & Prevention, Mr. Wang Jianzhong from Work Safety Promotion and Surveillance Administration of Pudong New Area, Mr. Qiao Zhiyong, chief of car publicizing section of the branch brigade of the Pudong Traffic Police, and the leaders from Pudong New Area Center for Disease Control & Prevention, some related education departments and schools attended the conference. Mr. Jiang Weizhong, deputy director of Hua-Mu Sub-district Office, presented in the meeting and delivered a speech.

In the conference, Ms. Wang Lin, director of the Chinese Projects of Safe Kids Worldwide elaborated the usage of reflective stripes in strengthening the visibility at night so as to safeguard children's safe walking. According to investigation, road traffic accidents involved in by children are high at dusk. Under the circumstances of inadequate lighting and the vehicle speed at 60 kilometers per hour, if kids don't wear reflective materials, it will be too late for drivers to notice the kids. Wearing reflective materials, kids will be seen as far as 152.4 meters. This means drivers may have enough time to react and put on the brakes.

Mr. Jiang Weizhong made an opening speech. He said, Hua-Mu

International Safe Community is willing to establish a platform for the continual promotion of schools and police hand in hand, families and schools hand in hand, the elderly and the young hand in hand, the government and companies hand in hand, Chinese and foreigners hand in hand. The mutual support and cooperation among different units to form a joint effort so that children in the community can gain protection from multiple dimensions.

Mr. Guo Rong, assistant chief of Social Development Bureau of Pudong New Area, presented a speech in the conference. He said that it's meaningful to add pilot units of "using reflective stripes in students' school uniforms". This little investment will produce great profits, which has really showed great concern to kids safety. This project can be popularized in all of the middle and primary schools under the jurisdiction of Hua-Mu Sub-district. When the conditions permit, it will be popularized in the whole of Pudong New Area.

□. Conference title: Facilitation project seminar of children's safe walking in Hua-Mu community

Conference agenda:

Time: on the afternoon of 24 Nov., 2009

Place: conference room 2604 of the Sub-district Office

Schedule:

1) Mr. Zhou Weiguo, director of children's safety project, introduced "Welcome the World Expo, Join Hands with Different Units to

promote Safe Walking" -- children's safe walking project in Hua-Mu International Safe Community.

2) Teacher Wang Jucheng from Haitong Primary School introduced the preparation of the project in Haitong Primary School, including the mobilizing of volunteers, taking the measure of dismissing classes at various time, and so forth.

3) discussing on the investigation of children's safe walking project

4. Meeting Record

On 13 Nov., we invited Mr. Jin Mingxing, captain of the fifth brigade of the Pudong Traffic Police, Ms. Wang Lin, project manager of Safe Kids Worldwide, Mr. Wang Jucheng, instructor of moral education in Haitong Primary School, and other leaders from different units to have a discussion on the revised draft of "Welcome the World Expo, Join Hands with Different Units to promote Safe Walking" -- children's safe walking project in Hua-Mu International Safe Community. At the beginning, Mr. Zhou Weiguo made a brief introduction of this project.

Then, Ms. Wang Lin made an elaborated explanation of "JOINING HANDS TO MAKE A DIFFERENCE". She believes that children's safe walking project in the community needs the support and joint effort from the whole community, and our work should make some change and improvement to the project, for example, we can change students' knowledge, behaviors, and appearances, and make an assessment before and after the intervention. Meanwhile, we can also change the

surroundings:1. changing the traffic environment; 2.standardizing the modes of escorting students for the sake of promotion; 3. changing the community atmosphere; 4. promoting among different schools; 5. taking the great opportunity of the World Expo.

3b: Over the past 12 months have there been any changes to the way your ISC is funded?

Yes

No

Criteria 2 — Sustainable programs:

4: Over the past 12 months have there been any changes to your working groups/ priority areas?

Yes

No

5: Please list at least three success stories from your program over the past 12 months? Provide details (e.g. what was the nature of the success, did it advance partnerships/ relationships, ability to attract funds and what outcomes were achieved):

Some success stories from Hua-Mu International Safe Community

I. Children Safety Intervention

With preschoolers of Liuyi Kindergarten and Hualin Kindergarten as research object, the subject study on “Preschoolers Injury Intervention

Methods Study” went well. Kindergarten kids’ injury initiative monitoring quality control has been implemented 6 times with teachers’ training 4 times. In October, 2009, Hua-Mu Community accepted intermediate subject evaluation from Pudong New Area.

In January this year, Hua-Mu Safe Internatioanl Community renewed four-year object cooperation agreement with Liuyi Kindergarten. Thus, Liuyi Kindergarten will continue to assist Hua-Mu Safe Internatioanl Community’s Children Safety Projects to perform the subject study on children (from 0-6 year old) injury intervention and safety promotion. As a demonstration kindergarten of Hua-Mu Safe Internatioanl Community , Liuyi Kindergarten will lead other kindergartens of the community to carry out injury intervention and aid in relevant work of International Safe Community Revaluation of 2012.

The Safe Kids Worldwide has launched a series of children’s injury prevention intervention projects. (1)、From January to February this year, the selection contest of “Best Safety Celebrity Mothers” was developed in Liuyi kindergarten. Mothers recurred the situation on which their children had been injured in the form of photographs and shared with other mothers those photographs illustrated with injury cause as well as intervention methods. (2)、On March 15, 2009, the Moveable Parenthood Class on Safety Education, with the theme of “Safe Acts, Healthy Kids”, opened on the Haitong Campus of Shanghai Liuyi kindergarten. This is a Safety Education Campaign designed jointly by the Safe Kids Worldwide,

Hua-Mu Safe Community Construction Office and Liuyi kindergarten. 300 families from Hua-Mu Community and 57 Chinese and foreign volunteers from the Johnson Corporation took part in this activity. (3)、On June 25, the release conference on promotion of experimental units where reflective stripes were added to school uniforms at middle and primary schools in Hua-Mu Community were held in Shanghai East Experimental School. Hua-Mu Safe Community Construction Office , the Safe Kids Worldwide and Federal Express initially released experimental units where reflective stripes were added to school uniforms at middle and primary school as well as promotion pattern samples. (4)、 The month-review meeting on Children’s Walking Safety this year and a photographic exhibition which centered on the theme of worldwide children’s road traffic problems were held in the Cultural Center of Hua-Mu Community on October 27. This activity was sponsored jointly by Shanghai Municipal Education Commission, Shanghai Traffic Police Brigade and Hua-Mu International Safe Community. On the photographic exhibition, the intervention photographs taken in Children Safety Projects of Hua-Mu Safe Community were showed to associate organizations from the whole city. (5)、 “Developing Expo Spirit, Joining Our Hands, Building Safer Community”, an intervention campaign focused on “Children’s Safe Walking” was due to start in February 2010. Undertaking various intervention projects to promote Children’s Walking

Safety, this was a Children's Safe Walking project jointed by Hua-Mu International Safe Community , the Safe Kids Worldwide (China), the third Education Department of the Pudong New Area, the Fifth Brigade of Traffic Police of the Pudong New Area and Hua-Mu Community Medical Service Center.

1. Cooperation with Safe Kids Worldwide is the significant changes to Hua-Mu International Safe Community during the past 12 month.

Safe Kids Worldwide is a global network of coalitions of community partners dedicated to preventing accidental injuries to children ages 14 and under by stimulating changes in attitudes, behavior and the environment.

Hua-Mu International Safe Community started the cooperation with Safe Kids China which is the branch of the Safe Kids Worldwide since 2006. "Safe Kids Walk This Way" is the name of children safe intervention. During this year we organized serious activities and conducted many training programs.

Organize the activity——Photo-voice: Children's Perspectives on Road Traffic Safety".

Photography is an universal method of communication and a valuable educational tool to document circumstances, raise awareness, communicate to policy-makers and work toward the outcome of creating safer walking environment for children.

To better understand pedestrian safety in major cities across the globe and how it affects children, Hua-Mu International Safe Community

Safe Kids Walk This Way program worked with more than 5,000 students from 8 primary schools and middle schools participant in this activity to capture on film the environments children face while walking.

Students ages 9-14 took part in education sessions about pedestrian safety and photography before digital cameras were provided to capture 1,300 photographs of the pedestrian environments in Hua-Mu Community.

Children, parents, teachers, and community members were invited to identify pedestrian-related issues in their community and explore solutions.

Children communicated their perspective on the policy, environment and behaviors of individuals with the purpose of raising awareness and enacting change to create a safer environment for pedestrians through government endeavors. Reconstruction for the small bridge, Moving the firer hydrate which block in the sidewalk, Fixing uneven road, and so on.

[General Coach Li of the China Badminton Team named Ambassador of Child Pedestrian Safety.](#)

Mr. Yongbo Li is the famous General Coach of the China Badminton Team. He and his team members are the Ambassador of Hua-Mu Child Pedestrian Safety Program.

Whenever Hua-Mu organized activities Li and his team came to join us.

Last winter, Coach Li and his team attended the educational activity on “Safe Kids Walking This Way” in Hua-Mu Central Primary School.

They presented the students representatives with T-shirts. Mr. Lin Dan, champion of badminton men's singles in Beijing Olympic Games signed autographs for children. Ms Zhang Ning, champion of badminton women's singles in Beijing Olympic Games hanged the name plate with "the Time When School Is Over" at Hua-Mu Central Primary School. Also at that activity, the interactions on the scene were organized.

II. Elderly Safety Intervention

At the beginning of this year, the educational film on Prevention Against Contingency Falls for Senior Citizens was successfully completed and a news release conference was organized which received unanimous recognition from professional leaders. On the morning of April 1, Meeting World Expo·Caring about the Senior Citizens' lives to promote harmony·the release of the educational film on Prevention Against Contingency Falls for Senior Citizens and the show displayed by the balance gymnastics team consisting of the elderly were solemnly started in the Cultural Center of Hua-Mu Community. More than 300 in all, representatives and some senior citizens from Hua-Mu sub-communities as well as delegates from Safety Construction Neighborhoods of the Pudong New Area attended the conference. The release evoked such a great social repercussion that 7333 disks have been produced, of which 300 has been presented to other organizations and sections besides neighborhoods such as China Association of Work Safety, the Elderly Commission of the Pudong New Area and units from other provinces and cities, 5000 has been handed out to Hua-Mu Sub-district

Residential Committee and senior citizens elder than 60 years old. The number of people get training will reach to 17000.

To proceed with promoting the establishment of the International Safe Community Pilot Sites for the prevention against senior citizens' contingency falls in No.4 Neighborhood of Youyou Sub-Community on schedule, the prophase's training, gross-root survey and questionnaire survey on awareness, trust and action have been achieved. The materials have already been collected, classified and analyzed. By the end of 2009, the plan of Pilot Sites for the prevention against senior citizens' contingency falls Construction has been signed with five Communities, seven Neighborhood Committees and geracomiums of Hua-Mu Community. With all the intervention measures moving on smoothly on schedule, each community management center contains one to two Pilot Sites except Lianyang Community.

To continue to popularize the elderly balance gymnastics project, in the first half of the Year, each Neighborhood Committee was requested to develop a gymnastics project consisting of more than 15 members. By the end of the year, more than 800 senior citizens have taken part in various kinds of balance practicing activities.

To go on with publicizing Safe Family hand in hand project, senior citizens who suffered from contingency falls in 2007 were followed up and distributed educational film on Prevention Against Contingency Falls for Senior Citizens and fall-related injuries' materials. Meanwhile, 156 senior citizens who suffered from contingency falls and got fracture were

taken KAP and household environmental risk factors evaluation on. The situations were analyzed, classified and intervened.

III. Methods of Publicity

(1) Constantly popularizing Hua-Mu Safe Community to raise its public awareness through various medium. Several media reports, such as Shanghai Morning Post, Pudong Times, Oriental Urban-rural News and Pudong Safety Production News, have made special reports for the construction of Hua-Mu Community, which accounted up to 14 times. Seven brief articles in English and one subject report have been contributed to WHO Collaborating Centre on Safe Community Promotion. 12 reports have been delivered to Pudong New Area and other 15 ones have been sent to Hua-Mu Sub-district Office Platform.

(2) Taking full advantage of Hua-Mu Safe Community Website to enable more residents to engage in community activities in a faster, more convenient and comprehensive way. 49 slogans have been collected for the campaign “Interaction between Traffic Police and School Students” in March via Hua-Mu Safe Community Website and Seeking House Web.

(3) A series of publicity have been made including pictorial booklets, brochures, bibs, posters, badges and so on. The second edition of Hua-Mu Safe Community pictorial booklet was completed in the middle of October with 1010 copies published. As an important part of Hua-Mu Safe Community Construction, this booklet is a significant material which not only describes the journey to Hua-Mu Community’s transforming into an International Safe Community (after denomination),

but also gives an overall display of the achievements made in the construction campaign and contributes a lot to strengthening external exchanges. Besides, it clearly reflects Safe Community's working processes, program highlights and intervention effects. What's more? In Traffic Safety Projects, 8500 copies of Traffic Safety Warning of Anti-drunk Driving brochures as well as 300 pieces of posters were placed in propaganda windows or distributed to residents of the community. In Children Safety Projects, 5000 copies of brochures in both Chinese and English were completed. In the Elderly Safety Projects ,1200 waterproof bibs painted cartoons and slogans around the theme of "Caring about Senior Citizens' lives·Prevention Against Contingency Falls for them" were presented to senior citizens of the community. 2000 brochures of Prevention Against Contingency Falls for Senior Citizens were distributed in the community to proceed with enhancing Senior Citizens' knowledge with, trust in and action on contingency falls prevention.

Criteria3 — High risk group & environments:

6: Over the past 12 months, please specify what high risk groups/ environments has your ISC focused on and details of outcomes achieved?

I. Traffic Safety Intervention

(1)、Active data collection for Traffic Safety Projects has been proceeded with. From January to October, 2009, there have been 924 cases of traffic injury data collected, in which 9 persons were killed, 10

badly hurt and others slightly injured. Violation against road traffic rules was proved to be the main cause of road traffic injury accidents. A Hua-Mu traffic safety cooperation agreement has been signed with the Fifth Brigade of Traffic Police that they will collect, calculate and analyze traffic injury accidents happened in Hua-Mu Community, formulate relevant intervention projects and constantly make evaluation to perfect them so as to prevent injury accidents in Hua-Mu Community together.

(2)、 A wholesome long-term traffic safety administrative mechanism has been established and the traffic safety net control system has been strengthened. The accounting job of Community Committee has been well done with 44 account books handed out. The record was checked every season and refreshed each year. (3)、 Assisting a branch-team of Work Safety Promotion and Surveillance Administration to held 5·25 Traffic Safety Propaganda Day, a large scale exhibition activity. (4)、 The administration of bicycle team consisting of senior citizens' volunteers has been strengthened with 20 new members jointed and distributed bicycle helmets. (5)、 A series of traffic safety training and education activities have been performed. Traffic safety knowledge popularization class was carried out once a month in each sub-community and its residential committees. (6)、 A drunk driving imitation experiencing activity was developed in Lianyang New Community which received a broad participation of the community's residents with 100 joiners in all.

II. Vocational Safety Intervention

At the beginning of this year, cooperating with mobile company,

Hua-Mu Community Construction Office established a cell phone safety message platform for migrant workers. Messages and information about safety knowledge were sent to construction managers and workers on the construction sites within Hua-Mu Community each month to intensify their awareness of safety and self-protection when doing construction job.

Aiming at publicizing safety knowledge on the construction sites, intensifying the construction workers' awareness of self-protection, and preventing the serious injuries of falls from high places on the construction sites, on June 14, Hua-Mu International Safe Community Construction Office signed an agreement on project cooperation with KaiBite Co. Ltd. Thus an international professional company of prevention against falls from high places was invited to join in Hua-Mu Community cross-sectional organization, being one of the organization's member units, so as to increase technical merit of prevention against falls from high places in every construction site. On the same day, with the theme of "Caring about Lives and Safe Development", National Safe Production Month Propaganda Activity in 2009 and migrants' mobile phone message platform opening ceremony in Hua-Mu Sub-district were held at Jiali Central Construction Site.

III. Occupational Safety Project

On the "Occupational Safety Project", Hua-Mu centering on the prevention of contingency falling injuries from high construction sites, we have established an occupational safety message platform to heighten migrant workers' awareness of self-protection, and to gradually establish

a construction site injury data acquisition system.

As the mobile-phone is popular in the citizen and even the migrant workers, the Hua-Mu International Safe Community invented a convenient and effective way to prevent the injury which is “Regularly Send The Safe Information”. The Short Message Information is including about weather such as gale, rainstorm, thunder, and the knowledge on prevention of contingency falling from high construction sites.

On 14th June 2009, Hua-Mu held the opening ceremony of migrant workers oriented message platform in the region of Construction site. Meanwhile, signed the project cooperative agreements with professional institutions of High-altitude Crash Prevention. After the ceremony, more than 200 migrant workers have the training lessons about how to prevent contingency falling from high construction sites.

In summer, Hua-Mu International Safe Community designed some safety publicizing T-shirts and presented to workers on the construction site as a gift.

IV. Fire Safety Project

On the “Fire Safety Project”, Hua-Mu International Safe Community taking Fire Safety School of Hua-Mu Community as a position, we regularly hold activities to publicize fire safety knowledge and organize many trainings among the residents and students about how to put out the fire, how to escape, and how to immediately evacuate the people from tall buildings in particular.

On 9th November 2009, Hua-Mu organized some publicizing

activities such as “ Nov.9 Fire Control Safety Day”, “Teaching how to use fire fighting equipments”, “Teaching how to use fire extinguishers”, “Showing how to break and dismantle barriers”, “ Organizing the practice of immediately evacuating the people from tall buildings” and “The college students are visiting Fire Safety School”.

Criteria 4—Injury data

7: Over the past 12 months, have you analyzed any injury /crime data?

Yes

No

If yes, where was this data sourced from and outline how this has changed your ISC priorities:

I. The resource of kids injury data:

The positive injury monitor built in three model kindergartens (five campuses).

Effects: to comprehend the trend of pre-school kids injury in Hua-Mu community, to guide the injury intervention aiming at different ages, genders and various types of injuries in the kindergarten and to offer relevant theme education.

II. The resource of Traffic injury data:

The traffic data comes from the fifth brigade of the traffic police in Pudong New Area, Shanghai. Each month there are specially-assigned people making the summarization and statistics of the data. The traffic injury data of the community has authentically represented the situation

of traffic injury within the community, which has provided evidence for the traffic safety project.

III. The resource of the elderly injury data:

the data comes from the construction office

The elderly project group in 2009 has made an assessment for the elderly contingency falls KAP and the danger of household injury environment in preventing contingency falls among the 156 over 60 years old residents in our community considered as high risk group who happened to fall down and had fracture from 2008 to 2009 (Jan. to June). The result of this assessment has found out that the elderly has not yet mastered the knowledge of preventing contingency falls, not formed a good habitual behaviours, and seemed not willing to take part in the training of the community. The dangerous factors of the household environment are mainly the uneven or antiskid floor, room with a mess, and stairs without hand rails and so forth. The assessment provides fine scientific evidence for intervention, and offer a guide for the continual improvement of the intervention plan of hand in hand project. For instance, in terms of training the knowledge, belief and practice of preventing the elderly contingency fall, we should consider the publicizing the knowledge among the group of people who have poor sense and is unwilling to participate the activities in the community, should ask the volunteers to offer the propaganda and education door to door, and should take greater and faster intervention in improving the household environment among the high risk group.

Criteria 5—Evaluation

8: Please list up to three examples of evaluations of local community safety programs that have been undertaken. Provide a brief summary of the outcomes and how evaluation findings have been incorporated into your ongoing ISC planning. Include copies of any relevant reports. Please indicate if no evaluations have been undertaken during the past 12 months.

The assessment of kids safety project:

By analyzing the data of positive injury monitor from 2007 to 2008 collected from three model kindergartens, there's zero injury incident in the kindergarten which has installed anti-clip canvas door stripes. Exclusive interviews were made for the heads of the other two kindergartens (three campuses) to look back the incidents of kids injury from September of 2008 to August of 2009: there are in all two cases of kids' fingers caught in the crack of the door in these two kindergartens. Both of the heads of the two kindergartens were quite willing to install the anti-clip door stripes. According to the data of injury monitor and the interviews carried out among the heads of the kindergartens, the kids project of Hua-Mu International Safe Community has installed 429 anti-clip canvas door stripes in those two kindergartens which have been mentioned above.

Criteria 6-Networks

9: Over the past 12 months, have members of your ISC participated in;

a) International Network meetings Yes No

b) National Network meetings Yes No

c) Local Network meetings Yes No

If yes, please provide a brief outline of what networks your ISC have participated in. Remember to list any contributions your ISC has made to the promotion of safe communities beyond your local community.

Conference issues in detail are as follows:

1. On 25 March, 2009, we attended the work conference of Shanghai Municipal safe community construction, that is the naming ceremony of the first municipal safety communities.
2. In April, 2009, we attended the first session of the fifth executive council of China Occupational Safety and Health Association in Kunming.
3. On 3 June, 2009, we attended in Beijing the 10th anniversary of Safe Kids Worldwide's hosting children safety activities in China.
4. On 25 August, 2009, we attended the first work conference of establishing safety community working committee held by China Occupational Safety and Health Association in Beijing.
5. From 18 Oct. to 20 Oct., 2009, we attended in Beijing the fifth Asian Safety Community Conference, that is the national safety community work conference.
6. On 28 Oct., 2009, we attended the experience exchanging conference of Shanghai municipal safety work month activities, that is the safety culture construction seminar. Mr. Jiang Weizhong, deputy director of Hua-Mu Sub-district Office, delivered a speech entitled "making great

endeavor to safety culture construction and structuring safe and harmonious community”.

7. From 28 Oct. to 31 Oct., 2009, we attended the fifth network annual conference of Hong Kong safe and healthy communities.

In addition, the project of “the application and research of comprehensive prevention and control modes of injury and disease burden in Shanghai communities” carried out by the joint effort of Hua-Mu Sub-district Office and Shanghai Municipal Disease Prevention and Control Center, through the modes of international safety community and COD, is able to systematically evaluate the injury and disease burden and the features of epidemiology among the community residents so as to adopt effective methods of comprehensive community intervention according to the features of Chinese communities and work out an economic and highly efficient managerial methods for injury high-risk group which is appropriate to Chinese community. This project has had great effectiveness in decreasing community injury and disease burden to make residents’ life safer and healthier, has largely promoted the development of China’s injury prevention and control, and the development of safety community in Shanghai.

(1)At present, by the application of this mode, Zhangjiang Town and Pudong Jinqiao Town has formed a practical prevention and control framework and technological method in the community.

(2) This project has been listed as a typical successful case of community injury prevention and control in two books: a. China and

Global Health in the 21st Century. Peking University Medical Press, PP:39-50: Oct. 2008. ISBN 978-7-81116-286-8

b. Methods of Field Study on Injury Epidemiology: Safe Community. Beijing ,People’s Medical Publishing House, first version, May,2007: ISBN 978-7-117-08688-2: 245-310

Final Comments:

I. Over the past 12 months, we have the biggest opportunities to improve Hua-Mu Safety Culture.

We continue to take newspapers and periodicals, magazines, electronic screens and bulletin boards in the community as media to publicize safety culture of “Safe, Harmony and Invaluable Life” and to increase the status of awareness of and participation in safety community construction.

We organized Injury Prevention Consultancy Services” Activities when major festivals during the whole year. We called on every kindergarten to present the “Safety Knowledge Trainings” for the teachers and children.

II. Honors Received

Through consistent effort in 2009, the achievements Hua-Mu Community received were obvious to all, which got highly appreciation from superiors. As a reward, Hua-Mu Community won the titles of “Shanghai Safety Community” and “New Long March Commando” of the Pudong New Area in succession. In June, the community won “Best Partner Award” issued by the Safe Kids Worldwide.