Name of the Community: Busan Metropolitan City

Country: South Korea

Number of inhabitants: 3,563,578 (as of December 30, 2013)

Programme started year: 2009

International Safe Communities Network Membership: Designation year: 2014

Name of the Certifying Centre: Center for Community Safety Promotion, Ajou University Medical Center, Suwon, Korea

Info address on www for the Programme: http://www.busan.go.kr/
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The program covers the following safety promotion activities:
Infant/ Elementary School Student 0-12 years:

Home:
- Parent education for infant/toddler safety
- Provide counseling service to parents with infant/toddlers
- Operate a childbirth safety class for pregnant women
- Inspection and maintenance of a children’s park
- Safety management project for a children’s playground
- Establish a local social safety network for a child protection
- Manage a community group for a child protection

Traffic:
- Traffic safety education for children
- Safety accident Prevention education and hands-on training for children
- Safety education for child care teachers in school bus
- Children protection zone improvement project
- Create a safe biking traffic culture
School:
- School bus safety education
- Traffic safety education
- Daily life safety education
- Produce a safety video for children
- Health and nutrition and safety education for teachers at kindergarten
- Fire safety education for childcare teachers
- School safety education
- Customized sexual violence prevention education
- Children’s safety journal writing
- Dispatch school guards
- Dispatch children’s safety guards
- Produce a children’s safety map and award an outstanding school
- Work in digital for making a children’s safety map
- Keeping children’s safety campaign
- Children’s walking safety instruction project within school zone
- Hold a children’s safety song singing contest
- Produce a safety video for children
- Operate a children’s daily life civil defense training
- Operate a children’s CCTV control center experience center
- Investigate a safety condition on streets around elementary school
- Build a safe kindergarten environment
- Free safety inspection for day care center facility
- Provide facility improvement support funds to national public day care centers
- Create safe street environments around school area
- Create a safe school environment (Improve a dangerous area within school environment)
- Strengthen a regulation for a safe environment for kindergarten
- Manage a CCTV integrated control center experience center
- Manage a synthesis center for children protection
- Manage an internet addiction prevention support center

Teenager 13-18 years:

Home:
- Safety accident prevention and first aid education
- Disappearance, kidnapping, and sexual abuse prevention education
- Sexual/domestic violence prevention education
- Counseling for internet addiction prevention
• Counseling for sexual/domestic violence prevention
• Manage an internet addiction prevention support center
Traffic:
• Traffic safety education for students preparing university entrance exam
• Bicycle safety education
• Helmet supply project
School:
• School violence prevention program
• Youth sexual violence prevention camp
• Education for student perpetrator and victim support program
• School violence SOS support group project
• Investigate the human rights condition of school athletes
• Train teachers for internet addiction prevention
• Control harmful environment for youths
• Observe law and order campaign
• Perform a school violence prevention psychodrama
• Assign a psychotherapist and student safety instructor

**Adults 19-64 years:**

Home:
• Distribute a guidebook about home safety management
• Home safety education
• Sexual/domestic violence prevention education
Traffic:
• Create a safe driving culture
• Safe driving education for commercial vehicle drivers
• Traffic safety campaign
• Drinking and driving prevention education
• Operate an auto repair class
Occupational:
• Worksite safety and health education
• Education for those who are vulnerable to an industrial disaster
• Safety experience education
• Manage a safety and health program for CEOs
• Develop a safety and health media by types of occupation
• Develop safety and health media by target group
• Safety and health media online service
• Safety inspection for hazardous facilities · Build ‘Clean worksite’
• Safety inspection and maintenance of a worksite
• Edu-Call Service
• Safety and health education and training competition
• Establish the safety and health network for smartphones
• Expand the industrial disaster prevention culture
• Loan support for industrial disaster prevention facility funds
• Risk assessment consulting
• Support a disaster prevention program
• Support and strengthen competencies
• Establish the infrastructure for disaster prevention
• Systematic management of the infrastructure of industrial health institution
• Build and manage a health center for workers
• Manage a consultative group of safety and health keepers

**Elderly 65+ years:**

Home:
• Falls prevention campaign at a Senior community center
• Strengthen the competency of elderly with poor health condition
• Provide a support fund for purchasing a walking assistance device
• A visiting health service at senior community center
• Distribute falls prevention campaign leaflets

Traffic:
• Door-to-door traffic safety education for senior walkers
• Safe driving education for senior drivers
• Distribution of safety equipment for seniors
• Dispatch a traffic safety guard for senior walkers
• Senior protection zone improvement project

**Tourism/marine safety:**
• Customized education for students and adult users
• Safety education for an event facility users
• Water safety education and rescue operation
• CPR and first aid training program
• CPR training for a tour guide
• Life guard education
• Busan Metropolitan beach’s emergency medical officer training
• Water safety accident awareness campaign
• Water safety management demonstration, safety management officer contest
• Make a safety guide announcement, broadcast a safety message on an electronic billboard in an indoor ice link
• Prevent a water safety accident of local festival visitors
• Safe Chuseok (Korean Thanksgiving Day) culture campaign
• Campaign for creating a safe event environment
• Manage a water safety accident during the summertime
• Manage a vulnerable site of frequent water safety accidents
• Pre-check the safety management condition of aquatic recreation facility
• Create a safe marine sports environment
• Install a rescue kit at beaches and other aquatic recreation environments
• Identify and improve a site of frequent ocean/sports safety accidents
• Inspect and strengthen regulations for tourist attraction and stadium environments
• Operate the SOS ocean safety patrol
• Dispatch the 119 ocean rescue team
• Inspect the safety condition of tourist sites
• Promote the strengthening of a water safety management
• Operate a free life jacket rental center
• Provide life jackets to fishery inspection boats
• Establish the emergency medical service system on board of the ship
• Support the events of the Busan International Film Festival
• Water safety management demonstration, safety management officer contest

**Natural Disaster:**
• Fire safety education
• Safety education for fire manager and other workers
• Disaster prevention and safety culture campaign
• Urban highway snow removal mock exercise
• Distribute booklets about disaster preparedness response
• CPR and first aid training
• Winter disaster preparedness training
• “Gas Safety Inspection Day” event
• Operate a special emergency medical service during the heat wave
• Korea disaster safety response training
• Disaster electricity safety preparedness training
• 119 safety experience tour for citizens
• Family safety 119 experience during the Family Month
• Publish and distribute disaster prevention promotional materials
• Conduct seminars on the local disaster reduction by experts
• Operate the “Safety Inspection Day”
• Operate rest areas and rest hour system during the heat wave
• Manage an assistant program for vulnerable social groups during the heat wave
• Safety inspection of dangerous disaster-prone facilities
• Safety inspection and maintenance of disaster-prone housings
• Operate a CCTV control center
• Safety inspection and maintenance of disaster-prone devices
• Fire prevention safety inspection of houses/day care centers/senior community centers
• Operate the Busan Metropolitan Disaster Psychology Support Center
• Manage a safety monitoring volunteer group
• Establish the electronic disaster map system
• Manage the disaster safety network
• Provide temporary shelters with insulation for disaster victims
• Establish and manage the U disaster prevention infrastructure system
• Operate the disaster prevention facility experience center

Violence prevention:
• Sexual violence customized education
• Disappearance, kidnap, and sexual abuse prevention puppet show
• Elderly abuse prevention education and counseling
• Sexual and domestic violence prevention
• School violence prevention campaign
• Perform a school violence prevention psychodrama
• Operate a local children’s center
• Children’s safety guards
• Hire a psychotherapist and student safety director
• Operate 1389 elderly abuse prevention emergency hotline
• Operate Sunflower Children Sexual Violence Counseling Center
• Operate 1366 hotline center for women
• Operate Busan Metropolitan Healthy Family Support Center
• Operate a synthesis center for child protection
• Operate BusanDongbu Elderly Abuse Prevention Center
• Operate BusanDongbu Child Abuse Prevention Center
Suicide prevention:
- Operate and promote the 1577-0199 suicide prevention hotline
- Mental health and suicide prevention campaign
- “Respect for life” themed poster contest
- “Busan citizen’s Mind Care Day” event (Mental health counseling)
- Distribute suicide prevention promotional posters and stickers
- Open a life safety experience park
- Support project for a family of the deceased
- Suicide crisis intervention and counseling activity for suicide prevention
- Enhance the social education and promotion by holding suicide prevention lecture, etc.
- Cyber suicide counseling
- Improve a site environment where frequent suicide attempts occur
- Operate the Busan Metropolitan City’s suicide prevention expert committee
- Establish a network for the suicide prevention safety in Busan Metropolitan City
- Build a suicide prevention center
- Operate a 24 Hour suicide prevention counseling office
- Police field training in response of suicide attempt

Programs aiming at “High-risk groups”:
- Low-income groups
  - An old LP gas stove facility change service for the National Basic Living Security System beneficiary
  - Distribute basic house fire safety facility to low-income families
  - Safety inspection of social welfare facilities
  - House inspection of low income citizens
  - Promote a purchase of home fire insurance for low-income families

- Minority in the community
  - Traffic safety education for transportation workers and companies
  - A promotional project for a safe working environment to decrease industrial accidents of shipbuilding industry
  - “Gas Safety Inspection Day” event at Dongnae Marketplace
  - Firefighting officer’s post-traumatic stress disorder prevention and psychology support activities

- Intentional injury including victims of crime and self-harm
  - Operate the 1577-0199 suicide prevention and mental health counseling hotline
  - Depression and suicide prevention education
  - Cyber suicide counseling
  - “Busan citizen’s Mind Care Day” event (Mental health counseling)
• mental health education for local citizens
• Establish “Friendship call” and hold events
• Suicide prevention campaign
• suicide prevention hotline promotion
• Distribute suicide prevention promotional posters and stickers
• Operate a local suicide prevention network
• Operate an elderly suicide prevention network
• Organize a suicide prevention expert committee
• Establish a safety network
• Install security CCTV
• Organize a community volunteer patrol
• A night patrol of a crime-ridden area within the jurisdiction by community patrol volunteers
• Support project for a family of the deceased
• Open a life safety experience center

*People participating in unsafe sports and recreation settings*
• Conduct bicycle traffic safety education issue a biking license
• Conduct water safety education and first aid and CPR training
• Make automatic safety accident prevention announcements when athletes enter and leave
• On board experience and water safety education
• Beach emergency medical officer education
• CPR training for tour guides
• Lifeguard education
• Safe aquatic recreation program
• aquatic recreation safety accident prevention
• Promote recreational fishing support project
• Minimize aquatic recreation accidents/ SOS ocean safety patrol
• Establish the emergency medical service on board of a ship
• Pre-check the safety management condition of aquatic recreation facility
• Operate a free life jacket rental center
• Install a rescue kit at beaches and other aquatic recreation environments
• Identify high risk sports and conduct high risk sports facilities improvement project
• Strengthen and regularly inspect a large stadium and concert hall facilities

*Homeless*
• Operate free shelters for homeless

*People with mental illness, developmental delays or other disabilities*
• Operate an affiliated sexual violence solidarity counseling center for women with
disabilities

**People at risk due to religion and ethnicity**
- 119 citizen safety experience tour for foreign students and multicultural families
- Firefighting safety education for multicultural families
- Provide multicultural family support service and strengthen competencies of foreigners who immigrated through international marriage
- Operate a multicultural family support center
- customized support for independent settlement of North Korean defectors

**Surveillance of injuries:**
Primary data sources:
1. Statistics on causes of deaths (Korea Statistics)
2. Annual report on unnatural deaths (Busan Metropolitan)
3. Injury data of emergency medical centers (4 emergency medical centers)
4. 119 rescue activity daily records of fire department (Busan Fire Department)
5. Injury data of educational institutions (School Safety and Insurance Federation)
6. Traffic accident data of Police Agency (Busan Metropolitan Police Agency)
7. Injury data on industrial worker accidents (Korea Occupational Safety & Health Agency)
8. Marine accident data (Busan Coast Guard)
9. Subway safety accident data (Busan Transportation Corporation)
10. Press and media release data (Broadcasting station, newspaper, internet)
11. Door-to-door household survey, Investigation of safety consciousness and behavior of Busan citizens, Investigation of high-risk environments (Safety promotion research center of Busan Metropolitan)
12. Health survey within local community (Ministry of Health and Welfare)

Numbers per year: Every year since 2009
Population base: 3,563,578
Started year: 2009
The Trends in the injury death rates in Busan(2002-2011)

The trends in the injury death rates by causes in Busan(2002-2011)
Publication:
• Busan International Safe Community project casebook

Injury statistics collection of Busan Metropolitan in 2009
Injury statistics collection of Busan Metropolitan in 2010
Injury statistics collection of Busan Metropolitan in 2011
Injury statistics collection of Busan Metropolitan in 2012

Staff:

Leader: HUR Namsik
Number: full-time 4
Professions: full-time 4
Permanent: 4
Temporary: 4
Organization: Busan Safe Community Commission
Specific cross-sectoral leadership group for safety promotion
General public health/health promotion group:

• Busan Metropolitan City
• Busan Metropolitan Council
• District Offices and Public Health Centers
• Hospitals and Emergency Medical Centers
• Busan Safety Promotion Research Centers
• Media
• Schools (Education District)
• Fire Department
• Police Department
• Safety-related institutions
International commitments
Participation in Safe Community conferences:

2009
- the 5th Asian Regional Safe Community Conference in Beijing

2010
- the 19th International Safe Community Conference in Suwon

2011
- the 20th International Safe Community Conference in Falun

2012
- The 11th World Conference on Injury Prevention and Safety Promotion in Wellington
- the 6th Asian Regional Safe Community Conference in Japan

2013
- The 1th Pan-Pacific Trauma Congress

Domestic commitments
Participation in Safe Community conferences:

2009
- The designation ceremony and the symposium of Wonju

2010
- The 6th Workshop for National Safe Community Network in Jeju
- The 7th Workshop for National Safe Community Network in Ajou University in May

2011
- The 8th Workshop for National Safe Community Network in Wonju

2012
- The 9th Workshop for National Safe Community Network in Jeju
- The Re-designation Ceremony and the symposium of Jeju
- The 10th Workshop for National Safe Community Network in Cheonan

2013
- The 11th Workshop for National Safe Community Network in Songpa&Gangbuk
- The Re-designation Ceremony of Songpa
- The Designation Ceremony of Gangbuk
- The 12th Workshop for National Safe Community Network in Busan Metropolitan City