



**5 Jahre
Sicheres
Brandenburg**

Safe Region Land Brandenburg Presentation of the Safe Region Programmes

Name of the state: **Land Brandenburg**

Country: **Germany**

Number of inhabitants in the community: **2.5 million**

Safe Community Programme started year: **2001**

International Safe Communities Network Membership:

Designation year: **2009**, Recertification year: **2015**

Name of the Safe Community Support Centre: WHO Collaborating Centre on Community Safety Promotion (Karolinska Institutet, Sweden)

Name of Certifier : Guldbrand Skjönberg

Name of Co-certifier: Yoko Shiraishi

Info address on www for the Programme: **www.saferegion.brandenburg.de**

For further information contact

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The programme covers the following safety promotion activities:

Children 0-14 years

- Dissemination of findings through **subject-specific conferences** with a variety of stakeholders.
- The **Accident and Violence Prevention working group** ("Unfall- und Gewaltprävention") in the Alliance for Growing Up Healthy ("Bündnis Gesund Aufwachsen") deals specifically with the prevention of injuries in childhood and adolescence in all settings.

Home

- The **Healthy Children Network** ("Netzwerk Gesunde Kinder") = Family visitation and support-programme. Voluntary supporters advise young parents with children up to 3 years about typical hazards in the home and how to prevent them.
- **Touring exhibition** Children See Differently ("Kinder sehen anders"): On days of action, an oversized "giant kitchen" is used to illustrate how the world looks through the eyes of small children and how hazardous situations can arise.
- Shaken impact syndrome is the most common cause of unnatural death among babies. The Brandenburg **campaign Please DON'T shake!** ("Bitte NICHT Schütteln!") informs parents about alternative ways to behave if they are in a stressful situation.
- The **German Life Saving Association** (Deutsche Lebens-Rettungs-Gesellschaft Brandenburg - DLRG) emphasizes upon the parents of preschoolers the need to prevent drowning accidents in a domestic setting.
- The monitoring of product safety by means of **market observation** (State Office for Occupational Safety - Landesamt für Arbeitsschutz).
- The **Directory of Psychiatry** for the State of Brandenburg ("Wegweiser Psychiatrie für das Land Brandenburg") offers the opportunity to seek help and advice for psychological problems conveniently and quickly. This enables citizens to identify local organisations and supports services in their own districts.
- The **Brandenburg guide on the early detection of violence against children and adolescents** ("Brandenburger Leitfaden zur Früherkennung von Gewalt gegen Kinder und Jugendliche", 4th edition) provides guidance for different stakeholders working in healthcare, youth welfare, day care and schools on the early detection of signs of neglect, violence and sexual abuse.
- The **Crime Prevention Council** (Landespräventionsrat) is an initiative run by the state for many years. Public and private bodies work together in this partnership organisation with the aim of preventing crime and strengthening civil society. The idea is to encourage informed citizens to take responsibility for their environment. The Crime Prevention Council funds crime prevention projects and measures by clubs, institutions, associations and municipal or private agencies in the following areas:
 - Reduction of child and youth crime and youth violence
 - Prevention of drug-related crime
 - Networking of prevention activities at municipal and regional level

- Reduction of domestic violence/violence against women
- Victim protection and victim support
- The **Local Alliances for Families** ("Lokale Bündnisse für Familie") network's aim is to create local family-friendly environments. This incorporates a number of accident prevention schemes.
- The **Tolerant Brandenburg** ("Tolerantes Brandenburg") initiative. Its activities focus on the prevention of violence against migrants and racism.
- **Brandenburg Federal Addiction Conference** (Landessuchtkonferenz Brandenburg) includes the working party on Addiction Prevention ("Suchtprävention"), which takes measures to prevent substance abuse and the ensuing accidents and violence.

Traffic

- **Better safe than sorry** ("Lieber sicher. Lieber leben") is the federal government's central **road safety campaign** designed to raise people's understanding and awareness (in all age groups) for the risk of traffic accidents.
- Integrated **road safety programme** Safety on the Move in Brandenburg ("Sicher unterwegs in Brandenburg"): In 2014, the Landtag Brandenburg (Brandenburg parliament) approved the new integrated road safety programme.
- Safe Cycling 12+ ("Radfahrtsicherheit 12+"): The subject of **safe cycling** is covered in school by the Regional Road Safety Organisation (Landesverkehrswacht) in Brandenburg.
- In the Brandenburg **Road Safety Forum** ("Forum Verkehrssicherheit des Landes Brandenburg"), road safety experts from different institutions and associations draw up measures and recommendations and instigate projects.
- **Safety audit of roads** (local accident commissions); target modification of roads to tackle accident hotspots and reduction of dangers on level crossings.

School

- **Further Education for Teachers** ("Fortbildungen für Lehrkräfte"): Unfallkasse Brandenburg arranges an annual seminar and further education programme on accident prevention for teaching staff in schools and for teachers in nurseries.
- **Good Healthy School** (Gute Gesunde Schule): The Ministry of Education, the State Institute for School and Media Berlin-Brandenburg (Landesinstitut für Schule und Medien Berlin-Brandenburg - LISUM) and eleven partners have jointly supported 19 selected schools on their way to being healthy schools.
- Better to Think than Drink ("Lieber schlau als blau") – **Alcohol prevention programme** for young people: Teachers are trained to be trainers and supported in carrying out this programme. Young people are taught to deal responsibly with alcohol in a way that minimises the specific risks associated with alcohol consumption among their age group (alcohol poisoning, alcohol-related road accidents, violence, unprotected or unplanned sex).
- Concept WITH-ONE-ANOTHER in Kindergarten and School ("MIT-EIN-ANDER in KITA und Schule"): The aim of this network of local and national partners is to **teach children to get along with one another in day-care centres and schools from an early age**, thus equipping them to combat violence. The day-care centre EFFECT ("EFFEKT") programme and the school "Antibullying" programme are linked. Day-care centres, schools, district agencies and

supporters of various organisations work closely together in social networks.

- Landtag ruling 2011: Guard against violence in schools - develop a **state strategy for the prevention of violence** ("Gewalt an Schulen vorbeugen - landesweite Strategie für Gewaltprävention entwickeln") (DS 5/4242-B).
- „Way to school plans“ („Schulwegpläne“) for **safer ways to school**

Sports / Leisure

- In 2013 the first **Brandenburg Sports Conference** was held under the following slogan: Working To Make Physical Education Safe ("Sportunterricht aktiv und sicher gestalten"). The initiative was nationwide and came from accident insurance companies in Berlin and Brandenburg. Examples of good practice were presented to show how safety aspects could be incorporated into physical education.
- **Regional Sports Conferences:** Conditions for sportsmen/-women vary regionally in the state of Brandenburg. They highly depend on geographical location in urban and rural areas. Discussions and exchanges of experience on regional issues take place between the Ministry of Sport, the Regional Sports Federation and clubs since 2007.
- The German Life Saving Association (Deutsche Lebens-Rettungs-Gesellschaft Brandenburg - DLRG) emphasizes upon the parents of preschoolers the need to **prevent drowning accidents**.
- **Training seminars** „psychomotricity“ for educators, trainers and teachers.

Youth 15-24 years

- Dissemination of findings through **subject-specific conferences** with a variety of stakeholders
- The **Accident and Violence Prevention working group** ("Arbeitsgruppe Unfall- und Gewaltprävention") in the Alliance for Growing Up Healthy ("Bündnis Gesund Aufwachsen") deals specifically with the prevention of injuries in childhood and adolescence in all settings.

Home

See above, "Children 0-14 years/Home".

- **State action plan No Violence Against Women and Their Children** ("Keine Gewalt gegen Frauen und ihre Kinder"): Tackling violence against women and their children is a priority area for action in Brandenburg.

Traffic

See above, "Children 0-14 years/Traffic".

- Peer-Project for **novice drivers**
- „Regio Protect 21“ – Local **novice drivers preparations**
- **Training programme** „start to the motorcycle season“ („Start in die Motorradsaison“)

Occupational

- The State Office for Workplace Safety (Landesamt für Arbeitsschutz) in the state of Brandenburg is active in the **Joint German Occupational Safety and Health Strategy** (Gemeinsame Deutsche Arbeitsschutzstrategie - GDA). This formulates joint occupational safety targets, defines priority areas of action and lays the foundations for work programmes

and the implementation of the latter according to consistent principles. Between 2013 and 2018, GDA agencies are working together to achieve a variety of occupational safety targets, e.g. to "safeguard and improve health in cases of work-related emotional stress".

- Further education: Every year the Unfallkasse Brandenburg arranges a comprehensive seminar and further **education programme on safety in the workplace**.
- One component of the state's occupational safety strategy is **workplace healthcare management**, which is now implemented by many small companies as well (INNOPUNKT). Since 2011, the European Social Fund and the state of Brandenburg have been funding several model projects as part of the INNOPUNKT initiative for a "healthy working environment in Brandenburg – a stronger workplace health policy" ("Gesund arbeiten in Brandenburg – Betriebliche Gesundheitspolitik stärken") and the related social partner project SME Network - Healthcare Expertise for Companies in Brandenburg ("Netzwerk KMU – Gesundheitskompetenz für Unternehmen in Brandenburg") (responsible body: MASGF).
- **Working party for Work and Health** focuses on occupational health and safety, workplace healthcare management.
- The **sphere of activity Health Protection in the Working Environment** ("Gesundheitsschutz in der Arbeitswelt") implements the approaches of the national Joint German Occupational and Health Strategy ("Gemeinsame Deutsche Arbeitsschutzstrategie") as an ongoing and binding policy in the state of Brandenburg

School

See above, "Children 0-14 years/School".

Sports/Leisure

See above, "Children 0-14 years/Sport/Leisure".

Adults 25-64 years

- Dissemination of findings through **subject-specific conferences** with a variety of stakeholders

Home

- The monitoring of product safety by means of **market observation** (State Office for Occupational Safety - Landesamt für Arbeitsschutz).
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Elderly 65+ years

- Dissemination of findings through **subject-specific conferences** with a variety of stakeholders

Home

See above, "Adults 25-64 years/Home".

- The stated aim of the Healthy Ageing Alliance ("Bündnis Gesund Älter werden") is to **improve the conditions for a healthy old age** in Brandenburg. One area of emphasis is the promotion of physical exercise and mobility to help prevent downfalls: the **Get Moving With Age** ("Bewegt und mobil älter werden") campaign. Other partnerships have developed at municipal level, e.g. between the town of Nauen and AOK to improve fall prevention measures.
- Staying Safe and Active in Old Age ("Sicher- und Aktivsein im Alter") is the name of the programme run by AOK Nordost to **prevent falls among outpatients**. It includes special strength- and balance exercises, as well as advice on preventing falls in and around the home. To this end, the health insurance company cooperates with, among others, meeting places for senior citizens as well as multi-generational and neighbourhood homes.
- The working group for Health and Exercise Promotion ("Gesundheits- und Bewegungsförderung") works particularly hard in the field of **fall prevention**. The results

include the Information brochure "Gesund und aktiv älter werden in Brandenburg" (Healthy and active ageing in Brandenburg), which is aimed at the target group and at multipliers.

Traffic

See above, "Adults 25-64 years/Traffic".

- ADAC (German automobile club) **car training for senior citizens** („PKW-Senioren-Training“)
- ADAC (German automobile club) **driving fitness check** („FahrFitnessCheck“)
- „Safe mobile“ (Sicher mobil“) of the German Transport Safety Council: **Seminars for senior road users**

Sports/Leisure

See above, "adults 25-64 years/Sports/Leisure".

Natural Disaster

The plan to Safeguard the future of fire and disaster protection in the state of Brandenburg!

("Zukunft des Brand- und Katastrophenschutzes im Land Brandenburg absichern!") was presented in 2010 and runs until the year 2020. This is the state government's response to the emerging demographic challenges and introduces a series of measures. These include:

- Regional bodies to cooperate with each other and with the responsible state and federal authorities
- Boosting the recruitment of new staff, including those groups previously under-represented in the fire and disaster protection units (women, elderly people, people with a migrant background, jobless)
- Greater theoretical and practical recognition of the contribution made by volunteers in the integrated support system
- Improvement and expansion of training provision; examples include mobile training teams, weekend- and holiday-courses including childcare, and e-learning modules
- Provision of substantial financial resources for the expansion and operation of the statewide BOS digital radio network
- In addition to this, in October 2012 the Disaster Protection Ordinance (Katastrophenschutzverordnung) produced binding regulations on the minimum amount of personnel, technology and equipment, and on the training and deployment of the units.

Violence prevention (intentional injuries)

See age groups above.

Suicide prevention (self-inflicted injuries)

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Programs aiming at "High risk-groups"

Children 0-14 years, elderly people 65+ (see above)

Surveillance of injuries

The central strategy of "Safe Region Brandenburg" is based on a system of injury monitoring and targeted cross-sector collaboration designed to utilise synergies if resources are scarce. The prevention programmes encompass medium- and long-term strategies with clearly defined aims and measures.

Injury monitoring is based on national and regional data sources alike (see 5.1). The purposes of monitoring are:

- Identification of injury risks according to intention (unintentional and intentional), at-risk target groups (vulnerable groups), social conditions and living environments (settings),
- Assistance in reaching decisions on targeted preventative measures in the event of scarce human resources,
- Regular evaluation.

Publications

Scientific

- Älter werden, aber sicher! (2013). Ministerium für Umwelt, Gesundheit und Verbraucherschutz des Landes Brandenburg (Hrsg.).
- Ellsäßer G / Hohlfeld S / Koster D / Lüdecke K / Lang A (2013) Verletzungsmonitoring: Unfälle, Gewalt und Selbstverletzungen in Brandenburg. Landesamt für Umwelt Gesundheit und Verbraucherschutz (Hrsg.).
- Ellsäßer G (2013) Daten für Taten zur Prävention von thermischen Verletzungen: Säuglinge und kleine Kinder besonders schützen! Zeitschriftenreihe Paulinchen e. V. Initiative für brandverletzte Kinder (Hrsg.).
- Ellsäßer G / Albrecht M (2010) Verletzungsgeschehen im Kindes- und Jugendalter. Bundesgesundheitsblatt 53: 1104-1112. Springer-Verlag (Hrsg.).
- Ellsäßer G / Hohlfeld S / Koster D / Lüdecke K / Lang A (2012) Verletzungsmonitoring: Unfälle, Gewalt und Selbstverletzungen in Brandenburg. Landesamt für Umwelt Gesundheit und Verbraucherschutz (Hrsg.).
- Ellsäßer G / Erler T (2010) Die Gesichter der Opfer. Auswirkungen von Gewalt bei Kindern und Jugendlichen erkennen. Pädiat.prax.75: 387-395
- Früherkennung von Gewalt gegen Kinder und Jugendliche. Brandenburger Leitfaden 2013 (2013). Berufsverband der Kinder- und Jugendärzte e. V. (BVKJ) – Landesverband Brandenburg, Potsdam (Hrsg.)

Produced Information material

- Flyer / Website / Rollup / Publications (see above)

Structure and coordination of the state programme Safe Region

Safe Region Brandenburg is coordinated and chaired by the department of the state government in charge of health in cooperation with the Department of Health in the State Office of Environment, Health and Consumer Protection in Brandenburg. An interministerial steering group consisting of secretaries of state from the state government departments responsible for health, family, education, young people, sport, employment, infrastructure and internal affairs, as well as Unfallkasse Brandenburg and the district council (Landkreistag), manages the cross-sector measures taken by Safe Region.



Diana Golze,
Minister of Health for the German state of Brandenburg
(Photographer: Karoline Wolf)

International commitments

Organised Study visits for the following visiting communities

- Vorarlberg (Austria)
- Delmenhorst (Germany)

Participation in Safe Community conferences

- Island 2010, 2nd European Regional Safe Community Conference
- London 2010, Safety 2010 World Conference
- Vorarlberg/Dornbirn, Conference: Recertification as a Safe REGION (2012)
- Harstad 2014, 4th ESCON Conference

Hosting Safe Community Conferences

- Cottbus towards safe community („Cottbus auf dem Weg zur Safe Community“) (2011)
- Get older but safe! („Älterwerden, aber sicher!“) (2012)
- Grow up healthy and without violence („Gesund und gewaltfrei aufwachsen“) (2013)
- Safe from the beginning! („Von null an sicher!“) (2014)
- Recertification of the state of Brandenburg as Safe Region („Rezertifizierung des Landes Brandenburg als Safe Region“) (2015)