Working from the Inside Out
A Case Study of Mackay Safe Community

Dr Dale Hanson
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Greetings from the Emergency Department
Mackay Base Hospital

Dr Dale Hanson
Staff Emergency Physician
Director of Clinical Training
Mackay Base Hospital

Where we get to see it all

There has to be a better way!
The Injury Iceberg

Strong Networks that Build Community Capacity
- Coordinated
- Comprehensive & sustainable
- Networking

The Coca Cola Approach
- Good Public Health Practice
- Interventions informed by good evidence
- Strategic
- Good surveillance

The Ivory Tower Approach
**Good community safety promotion practice (7 signposts)**

1. Comprehensive & Sustainable
2. Coordinated Network Participation
3. Strategic & Evidence Based Programs
4. Evaluate Outcomes
5. Good Goodsurveillance
6. Strategic & Evidence Based Programs
7. Evaluate Outcomes

**WHO International Safe Community Designation Criteria**

1. An infrastructure based on partnerships and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community.
2. Long-term, sustainable programs covering both genders and all ages, environments and situations.
3. Programs that target high-risk groups and environments and programs that promote safety for vulnerable groups.
4. Programs that are based on available evidence
5. Programs that document the frequency and causes of injury.

**Three different types of experts are required**

1. **Content experts (researchers)**
   - Why & what to do? - best methods
2. **Process experts (practitioners & policy makers)**
   - How to do it? - best practice
3. **Context experts (the target community)**
   - Who, where & when to do it? - best fit

**Mackay Safe Communities**

Launched in February 2000

**Mackay Safe Community Comprehensive Suite of Injury Prevention Programs**
Bonding Social Capital
Mackay Safe Communities

Working from the inside out
Bonding social capital builds the consensus necessary to act

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<th>2000</th>
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Bridging Social Capital
Mackay Safe Communities

Working from the inside out
Bridging & linking social capital access the resources necessary to act

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Linking Social Capital
Mackay Safe Communities

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Financial Capital 2004
Mackay Safe Communities

98% of financial resources was accessed externally
34% by members, 66% by facilitators

Mackay Safe Community
Two types of relationships

- Bonding Social Capital relationships within a group (Preserve social norms)
- Bridging Social Capital relationships connecting different groups (Transmit ideas)

Network Dynamics

- Distegrated group characterized by diverse perspectives, skills and resources
- High Cohesive Social Capital relationships
- Minimum performance
- "Group Think" Cohesive group containing only one perspective, skill or resource
- Low Cohesive Social Capital
- High Cohesive Social Capital

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**Diffusion of Innovation Theory**

- New norm
- Old norm
- "Tipping Point" (Phase Transition)

- Bridging & linking social capital drive change
- Bonding social capital enforces new norm
- Bonding social capital enforces old norm

**Driving Social Change**

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has!"

-Margaret Mead

**Mackay Safe Communities**

**Injury Mortality Rates Reduced by 1/3rd**

- Age Standardised Injury Mortality Rate Mackay Hospital and Health Service, 2002 to 2010

- Mackay Safe Communities Networks are very powerful

- Doubling of bonding social capital (which attracted resources)
- Tripling of linking social capital (which accessed resources)
  - 6.5 FTE
  - $0.9 Million (Aus)
- 12% reduction in Emergency Department injury presentations
- Network facilitators provided the glue that held the network together and accessed most of the resources

**Mackay Safe Communities**

- But beware the Achilles Heal

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**12 years later and we are still going strong**

-Mackay Safe & Healthy Community

Redesignated an International Safe Community
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Social Network Analysis
Mackay Whitsunday Safe Communities
Doctoral Thesis: Dr Dale Hanson
Community Safety Promotion Networks: From Metaphor to Methodology
http://eprints.jcu.edu.au/1751/

More Information?
Closing the Gap Between Injury Prevention Research and Safety Promotion Practice
Revisiting the Public Health Model
Public Health Reports, 2012
Volume 127
Issue 2
http://www.publichealthreports.org/

More Information?
Research alone is not sufficient to prevent sports injury
British Journal of Sports Medicine, 2012
Volume 45
Issue 16
p1253

More Information?
Documenting the Development of Social Capital in a Community Safety Promotion Network: It’s not just what you know but who you know.
Health Promotion Journal of Australia, August 2008, p 144

More Information?
Measuring the sustainability of a community safety promotion network: working from the inside out
Hanson et al., Int J of Injury Control & Safety Promotion, Sept 2012, p 293
More Information?

The injury iceberg: an ecological approach to planning sustainable community safety interventions

Dale Hanson
Jan Hanson
Paul Vetton
Kathryn McFarlane
Jacqui Lloyd
Reinhold Muller
David Durheim

Health Promotion Journal of Australia

More Information?

Ecological approaches to the prevention of unintentional injuries

John P Allegrante
Dale W Hanson
David A. Sleet
Ray Marks

Italian Journal of Public Health
February 2010, p24.

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