

**Title of Intervention:** Safe Community Program

**Website:** <http://www.phs.ki.se/csp/safecom/motala3.htm>

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To reduce traffic-related injuries

**Population:** Residents of Sweden

**Setting:** Health care centers and annex hospitals in Motala and Mjölby, Sweden; health care facility-based

**Partners:** National Road Safety Office, the Swedish Road and Traffic Institute, the National Road Administration, the local police department, the Traffic Safety Council

**Intervention Description:**

- Campaigns and Promotions: The intervention addressed aspects of the community in relation to driving safety. The Safe Way to School program identified trouble spots and made adjustments with help of primary schools and the area's planning department. The Cut your Garden Hedges campaign promoted increased driveway visibility in residential areas. Voluntary organizations and police went to primary and secondary schools to perform traffic safety education. Helmet and child safety seat campaigns were promoted to help subsidize the cost of purchasing helmets and child safety seats.

**Theory:** Participatory Action Research

**Resources Required:**

- Staff/Volunteers: Volunteers to conduct traffic safety education
- Training: Not mentioned
- Technology: Not mentioned
- Space: Office space
- Budget: Not mentioned
- Intervention: Promotional materials
- Evaluation: Traffic injury pattern data

**Evaluation:**

- Design: Quasi-experimental
- Methods and Measures: Pre- and post-implementation injury data was examined to determine the effects of the intervention.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: Evaluation findings indicated a decrease in the number of injuries observed among young boys and low-speed vehicles drivers.

**Maintenance:** An executive committee was set to coordinate and develop Motala Safe Community.

**Lessons Learned:** Since Sweden is known for collectivism and its broad participation in popular movements, this intervention may not work in a community that is characterized by individualistic culture. Community-based injury prevention can be a complement to national safety programs.

**Citation(s):**

Lindqvist, K., T. Timpka, et al. (2001). "Evaluation of inter-organizational traffic injury prevention in a WHO safe community." *Accid Anal Prev* 33(5): 599-607.

Lindqvist, K., T. Timpka, et al. (1996). "Ten years of experiences from a participatory community-based injury prevention program in Motala, Sweden." *Public Health* 110(6): 339-46.