

Power in community safety promotion networks: If you want something done ask someone who is already busy



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The Daily Mercury

LOCAL KNOWLEDGE

Two hurt as cars crash into

Death of tourist raises concerns

By JESSICA WALL

AN Arle Beach man has questioned the circumstances surrounding the death of a British tourist in the Whitundays on Friday.

Alice Cole, 46, the station director for Gordon, said he believed the man, who had been visiting Whitundays Beach, where he was being given CPR, rather than being flown to the mainland.

He said he was concerned that ambulance officers had apparently been travelling from Abel Point Marina by volunteer Marine Service (VMS) boat and were just arriving from Whitundays Beach when the man was flown to the mainland.

Mr Gordon arrived at a station in the UK between the Queensland Ambulance Service (QAS), VMS and the Whitundays Patrol Patrol during the rescue attempt.

The 46-year-old tourist, who got into difficulties attempting to swim about 200m in the beach, was flown by a four plane to Whitundays airport on State Harbour Road, but he was pronounced dead on arrival.

Mackay and Townsville remain being given CPR, rather than being flown to the mainland.

He said he was concerned that ambulance officers had apparently been travelling from Abel Point Marina by volunteer Marine Service (VMS) boat and were just arriving from Whitundays Beach when the man was flown to the mainland.

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The 46-year-old tourist, who got into difficulties attempting to swim about 200m in the beach, was flown by a four plane to Whitundays airport on State Harbour Road, but he was pronounced dead on arrival.

Mackay and Townsville remain



REARVIEW: Rescue workers stabilize Alice Jensen, who was trapped when ground underneath her tractor collapsed. Contributed picture by [unreadable]

Lucky escape

Husband leaves wife

By JESSICA WALL and LOUIS HALL

THE actions of a Pomona Valley man saved his wife after she was trapped underneath tractor on their Ozevo property on Saturday.

Alice Jensen was pinned by the tractor after it flipped on the property on the Ozevo Creek Road, near from Gorgeville, about 11.30am.

Her 40-year-old husband, Doug, found the tractor on its side and tried to get her out.

"When you see a tractor upside down

... it's not for up underneath the back wheel.

"The gear threshold is above anyone else."

Mr Jensen said his wife was trapped for 15 minutes.

"She did stop breathing once just before I lifted the tractor."

"I was concerned from the moment I saw her lying there."

It took a further 15 minutes for emergency crews to arrive.

Mr Jensen was taken to Mackay Base Hospital and was later diagnosed with a cracked pelvis.

Last night she was in a stable condition.

Frank Haines police Sergeant Ian Galpin said Mr Jensen's quick thinking undoubtedly prevented Mrs Jensen's injuries from being worse.

"Anybody would have done it. It's just a reaction," Mr Jensen said.

Sgt Galpin said a Flack Station Ambulance stabilised the woman who was taken to Mackay Base Hospital by the RAQC Q&D helicopter about 1pm.

S&S personnel, Wakerston Police and Mackay Fire and Rescue Service also attended.

Stitches needed

By JESSICA WALL

A 10-YEAR-OLD boy was on his back after his truck failed to stop after colliding with a car on Saturday.

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RESCUE: Rescue workers transport Alice Jensen, injured in a tractor rollover on Saturday, to the Mackay Base Hospital. Photo: JENNIFER GARDNER

Man dies, five injured in crash

By JESSICA WALL

A 10-YEAR-OLD boy was on his back after his truck failed to stop after colliding with a car on Saturday.

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Smile, baby, you're a star

FORGET baby of luxury. Aged seven, soon-month-old Ashley Reed is a baby of luxury. She's laugh recently returned from Sydney with her mother and father, where she has been enjoying her weeks for the judge of the Children's Fashion Model and Baby Search For A Cover Star. Ashley was among five babies chosen from 9,000 across to contest the crown. Unfortunately, Ms Turner is based in country and cannot reveal the winner until the next issue of Mother and Baby goes on sale from July 30.

Vol. 131

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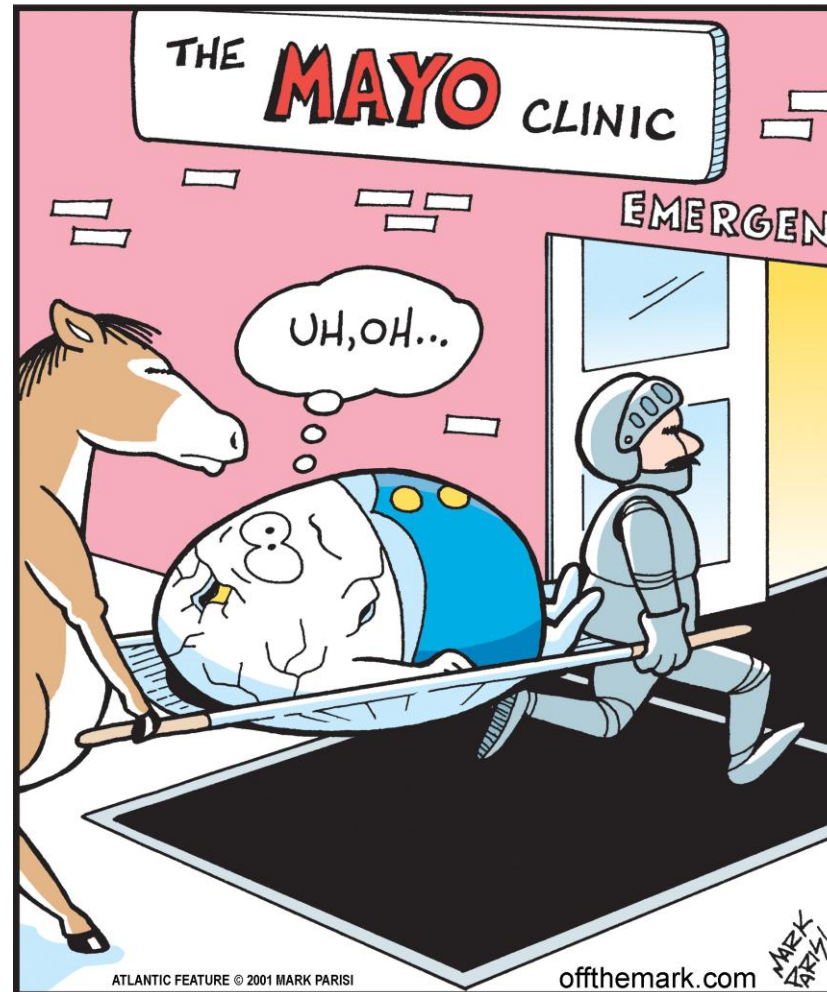
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23	26	30	39	40
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36	6	1	0	

Full correct sets available on lot right

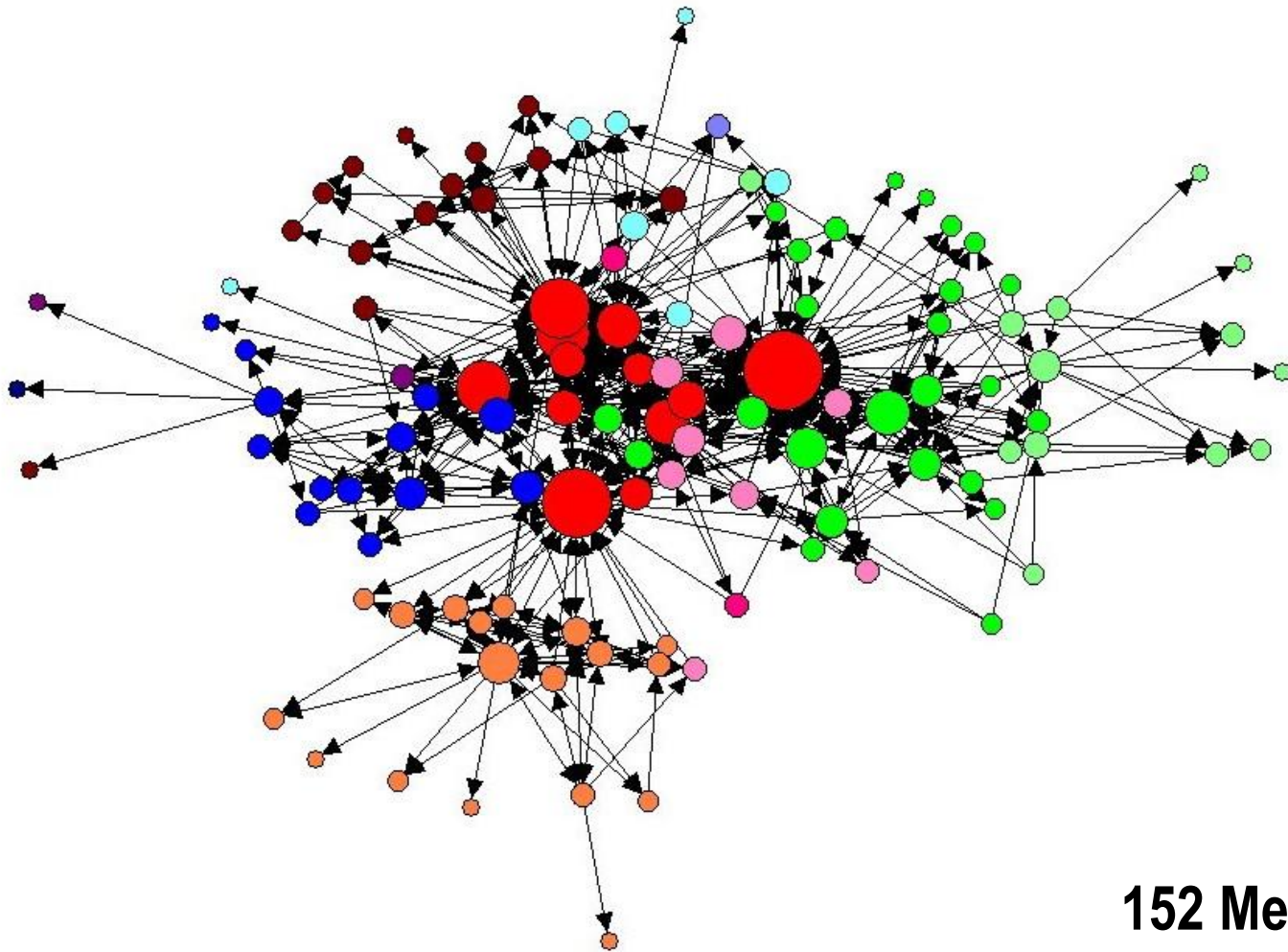
There has to be a better way!





Mackay Whitsunday Safe Communities

Established February 2000

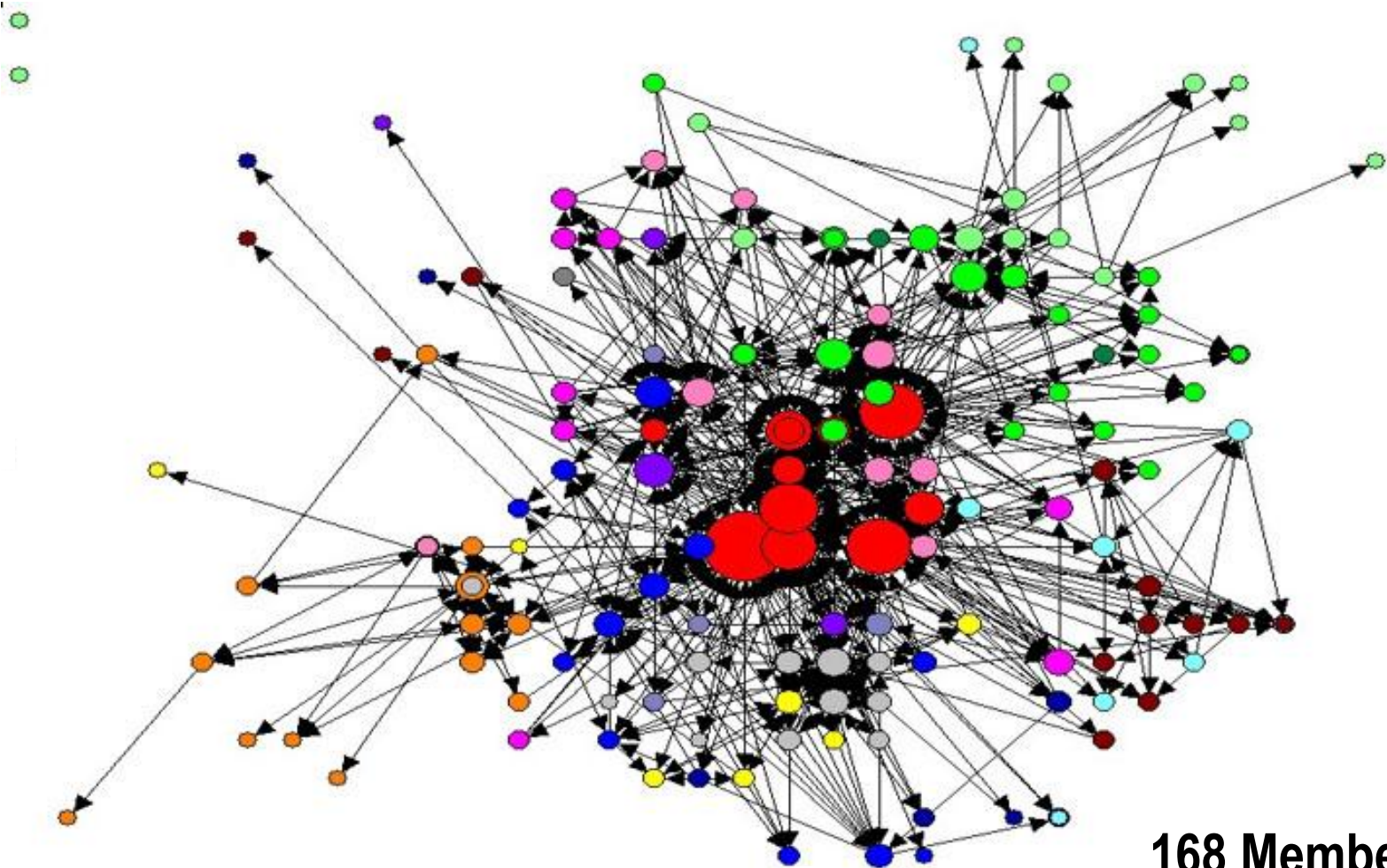


152 Members
500 Relationships



Mackay Whitsunday Safe Communities

Designated August 31st 2000

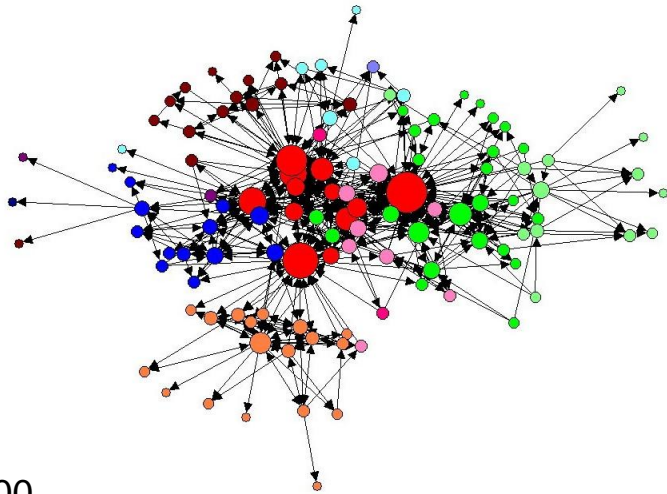


168 Members
1002 Relationships

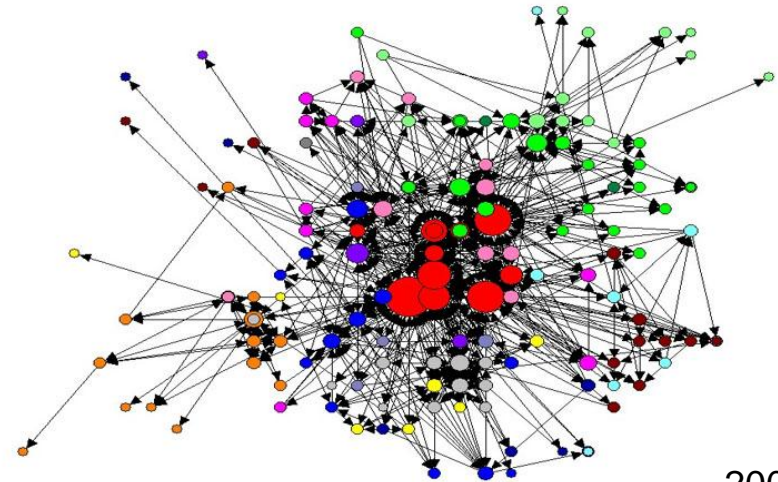


Mackay Whitsunday Safe Communities

More Cohesive



2000

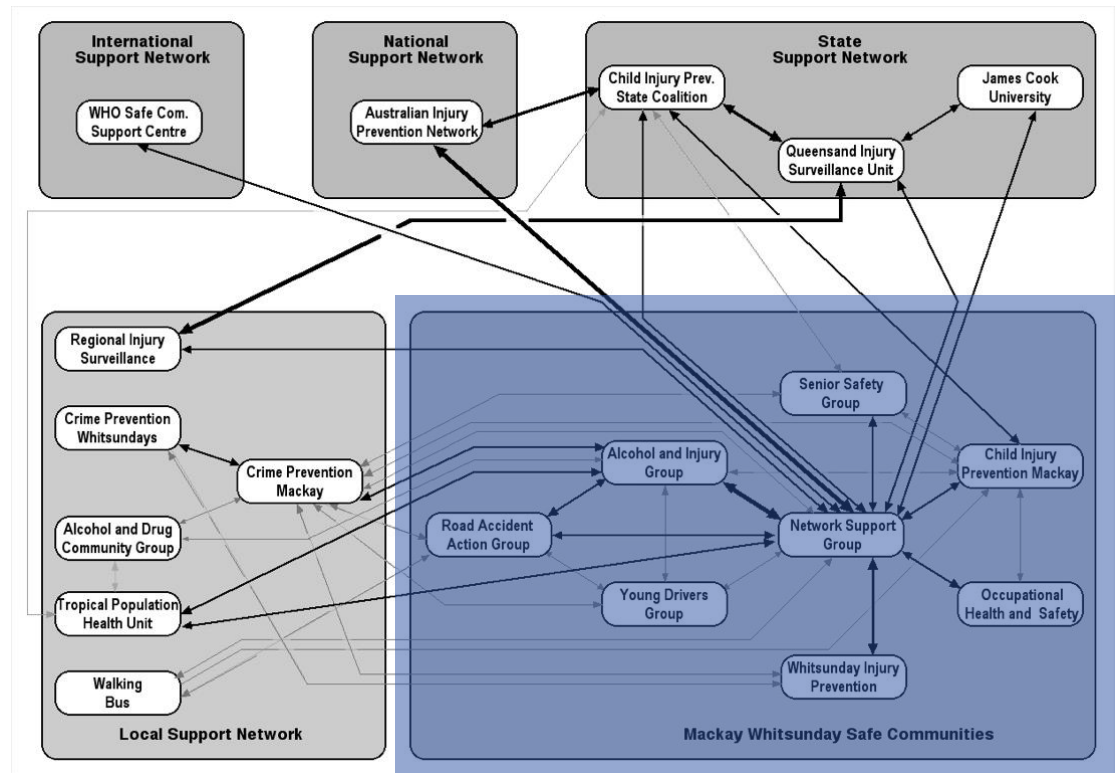


2004

	2000	2004
Members	152	168
Total relationships	500	1002
Av. relationships / member	3.3	5.9 (p < 0.0005)
Density	0.022	0.036 (p , 0.0002)
Centralization	18%	43%
Clustering Co-efficient	0.30	0.50

Mackay Whitsunday Safe Communities

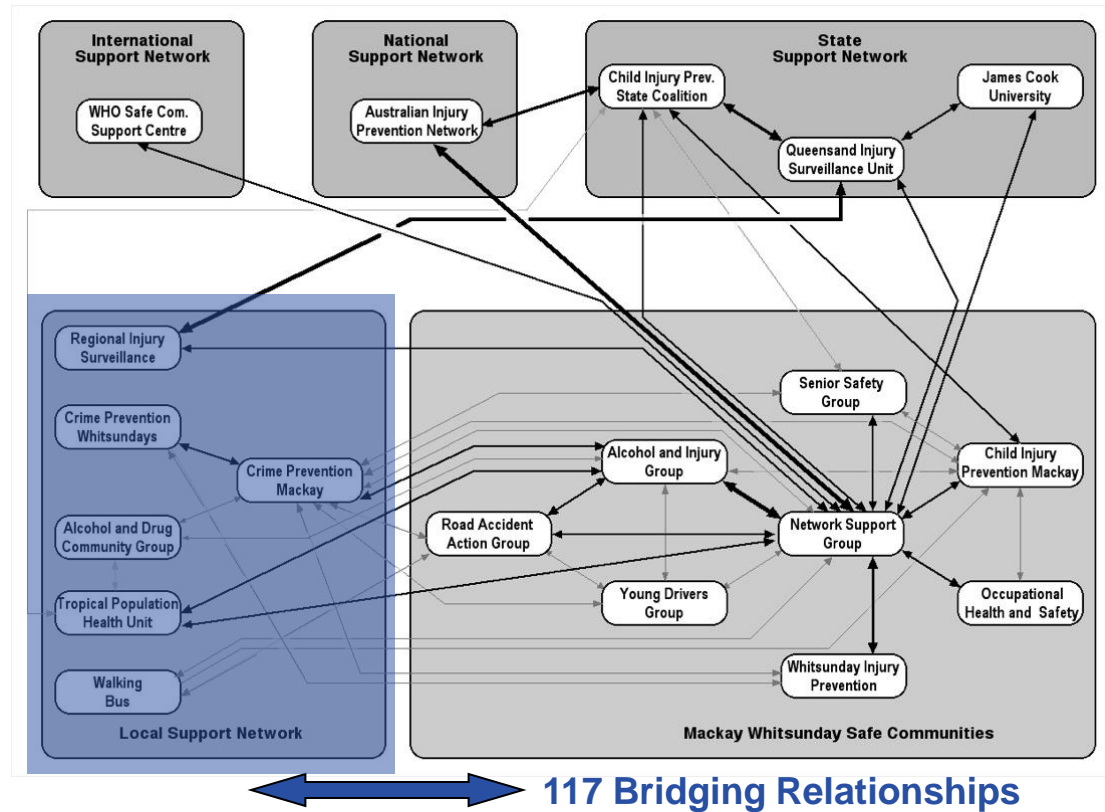
Better Connected



	2000	2004
Bonding Relationships (Internal)	307	615
Bridging Relationships (to local support network)	72	117
Linking Relationships (to state / national support network)	56	156

Mackay Whitsunday Safe Communities

Better Connected



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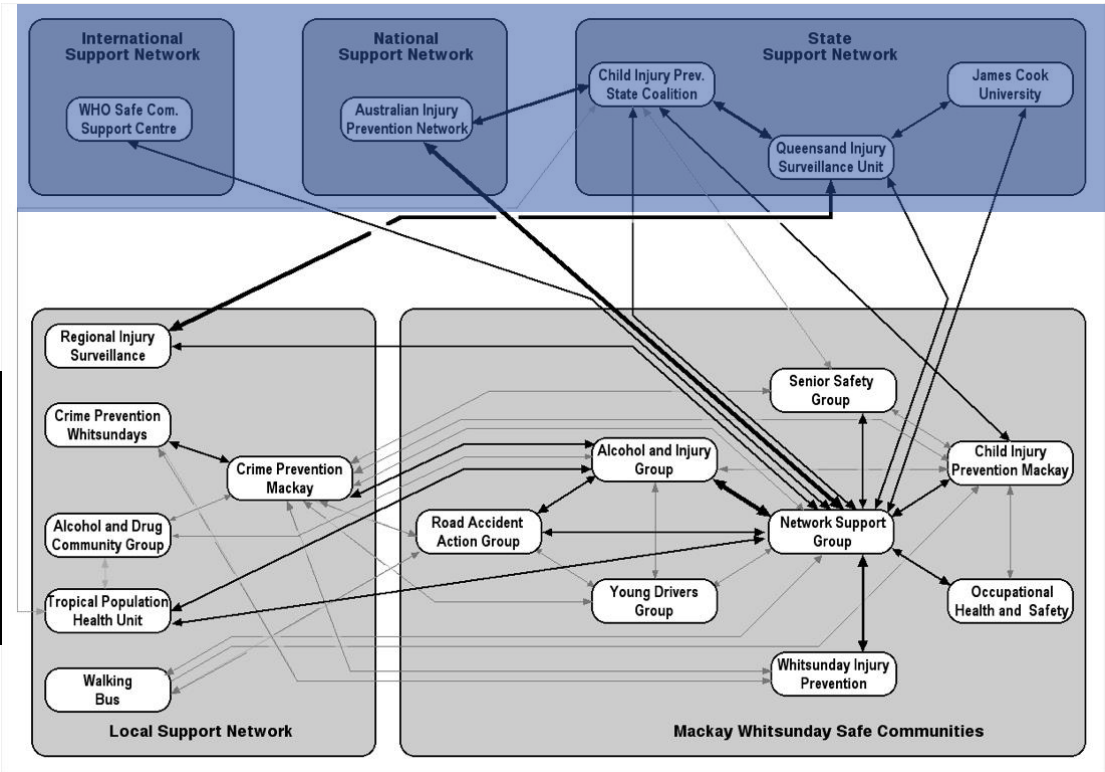


Mackay Whitsunday Safe Communities

Better Connected

Bridging & linking relationships deliver resources:

- 6.5 FTE
- \$ 0.9 Million (Aus)



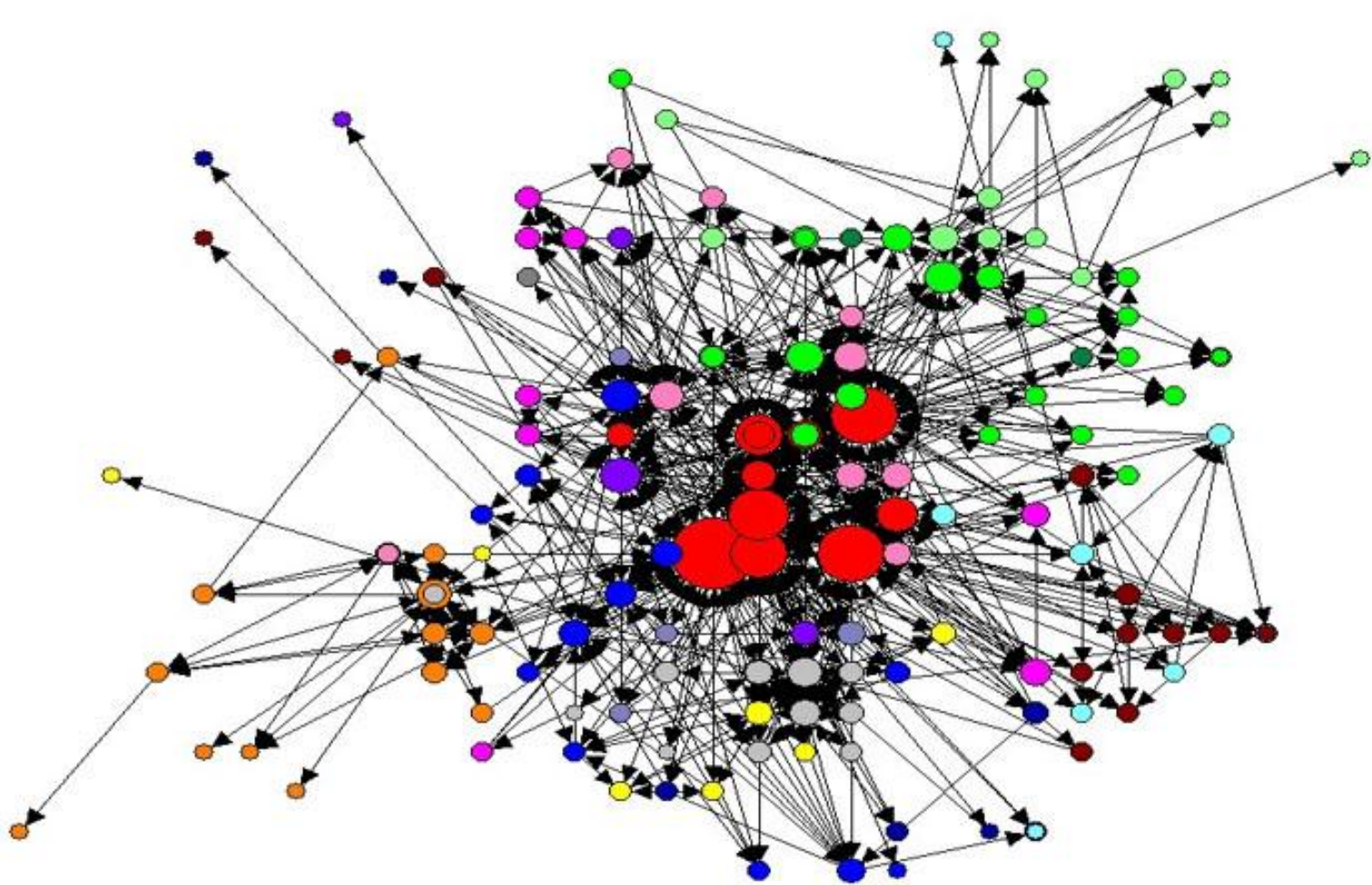
156 Linking Relationships

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Bonding Relationships (Internal)	307	615
Bridging Relationships (to local support network)	72	117
Linking Relationships (to state / national support network)	56	156



Mackay Whitsunday Safe Communities

Power is not evenly distributed



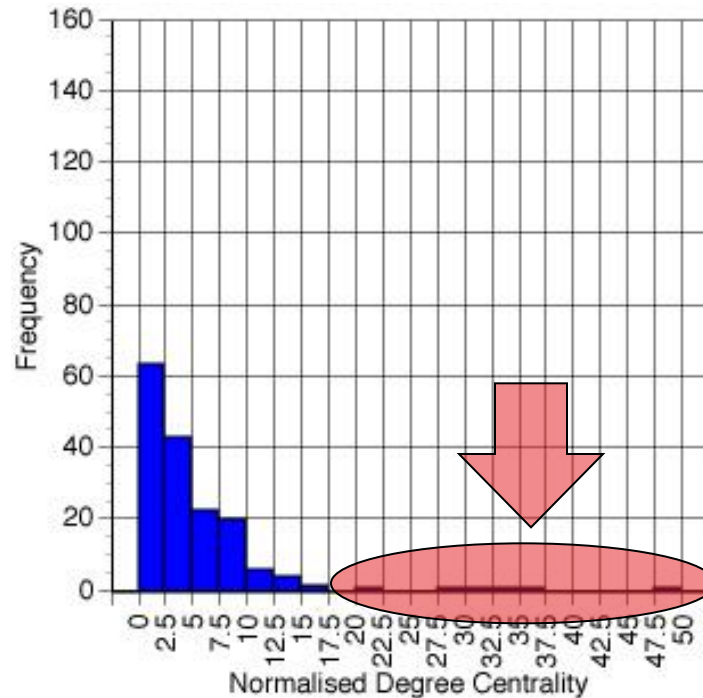
NB. The size of the circle is proportional to the number of relationships maintained by that network member



Mackay Whitsunday Safe Communities

Power is not evenly distributed

Degree Centrality



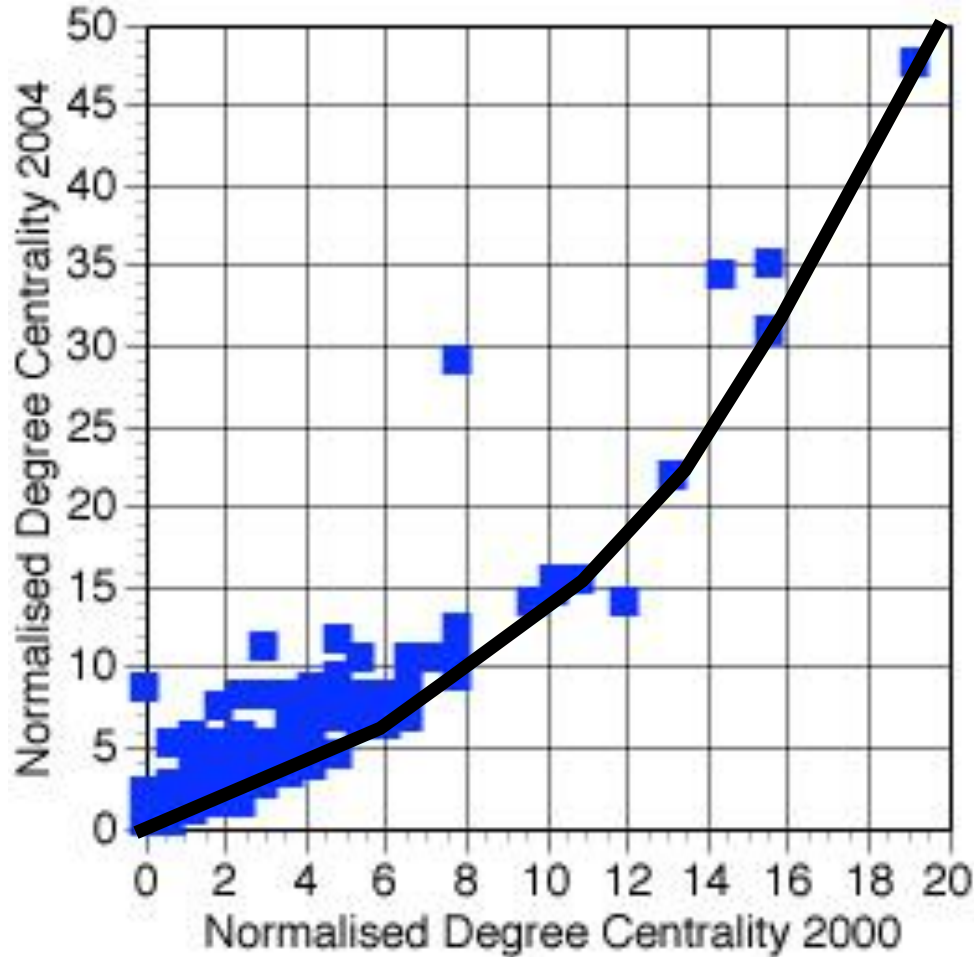
Six network facilitators maintained

- 44% of all relationships
- 60% of brokering relationships



Mackay Whitsunday Safe Communities

Power is not evenly distributed

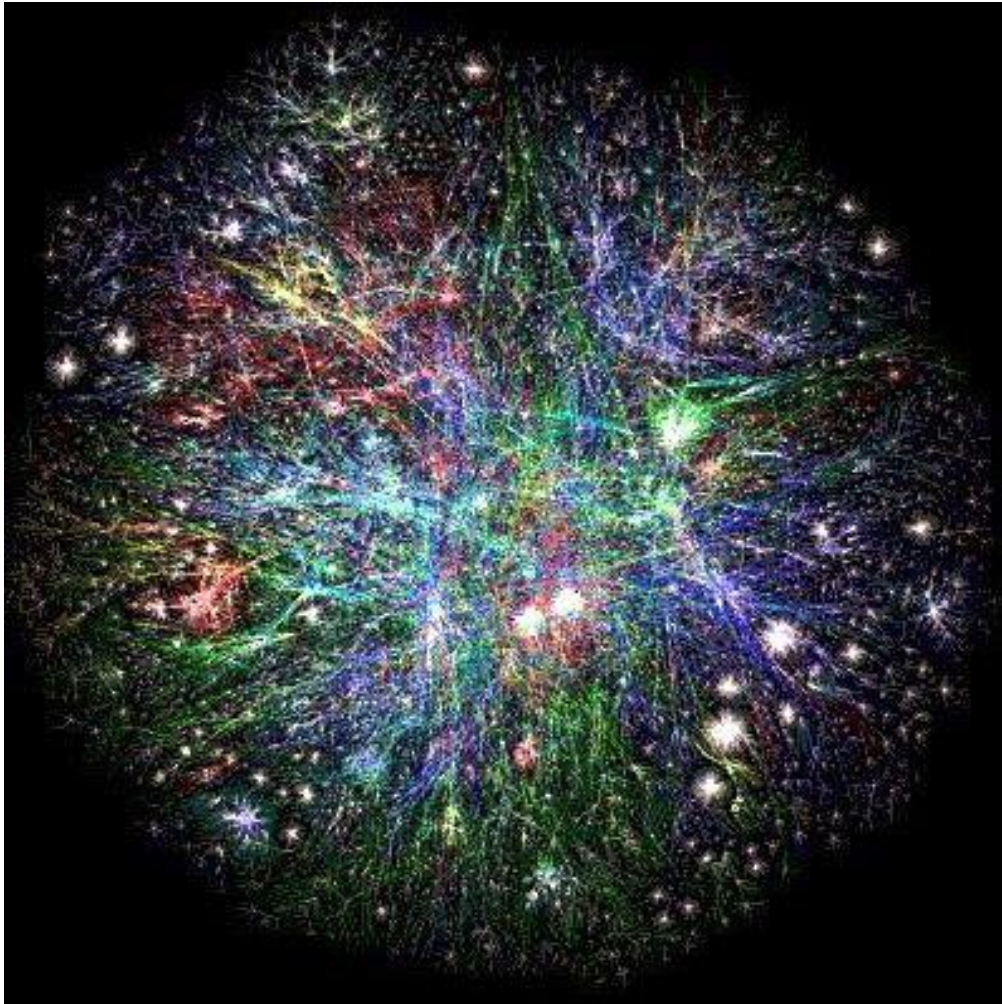


**Power
Law**



The meaning of

Life the universe & everything



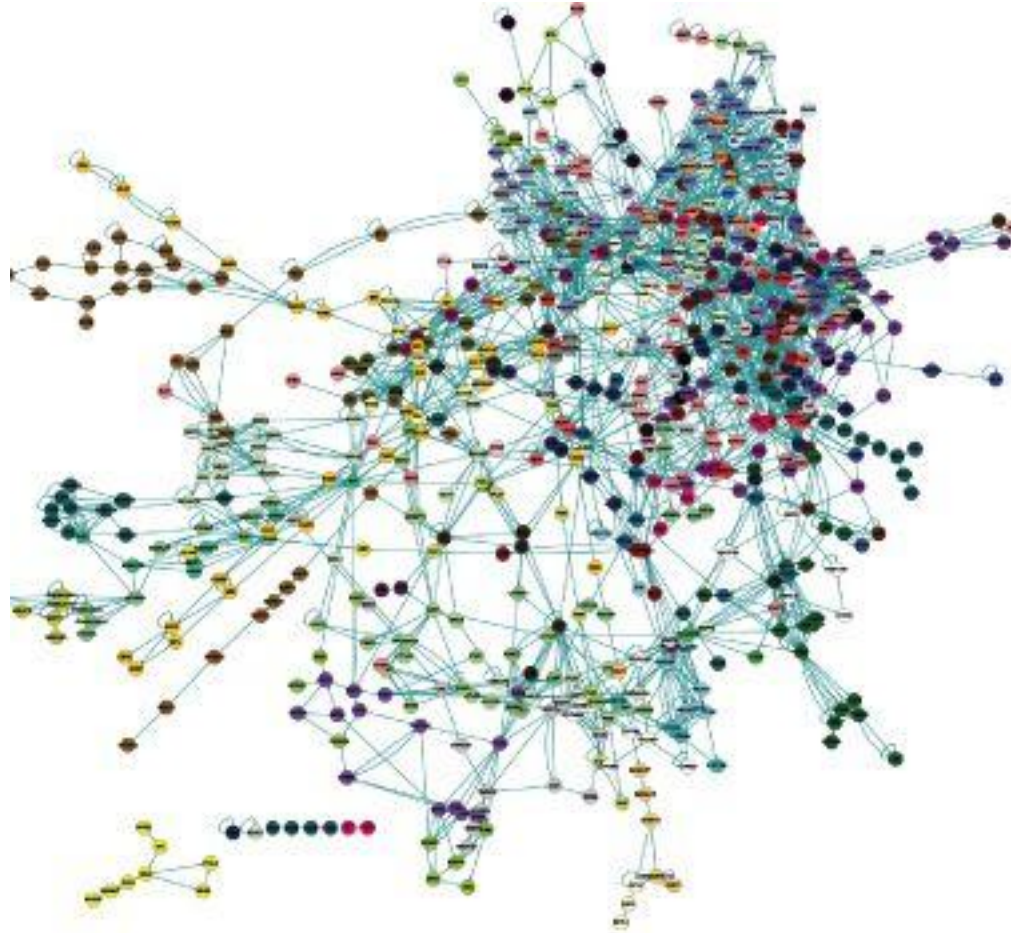
**Power
Law**

The world wide web



The meaning of

Life the universe & everything



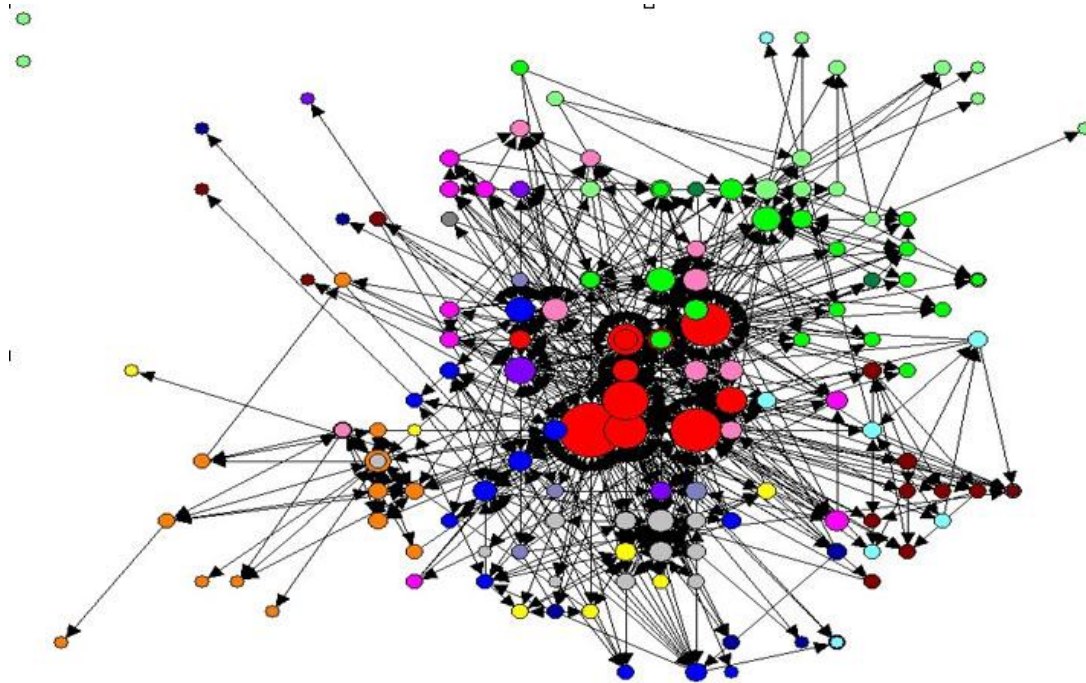
**Power
Law**

The cellular network of human beings



The meaning of

Life the universe & everything



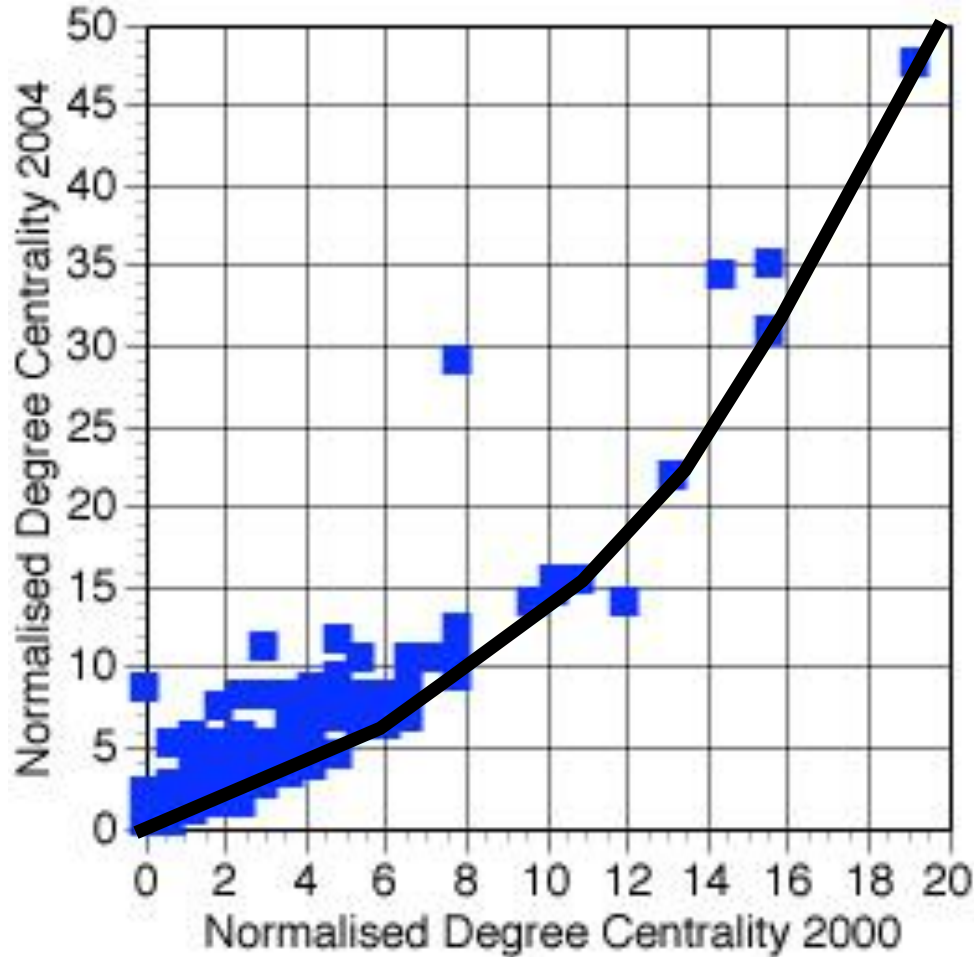
**Power
Law**

Human social network



Mackay Whitsunday Safe Communities

Power is not evenly distributed

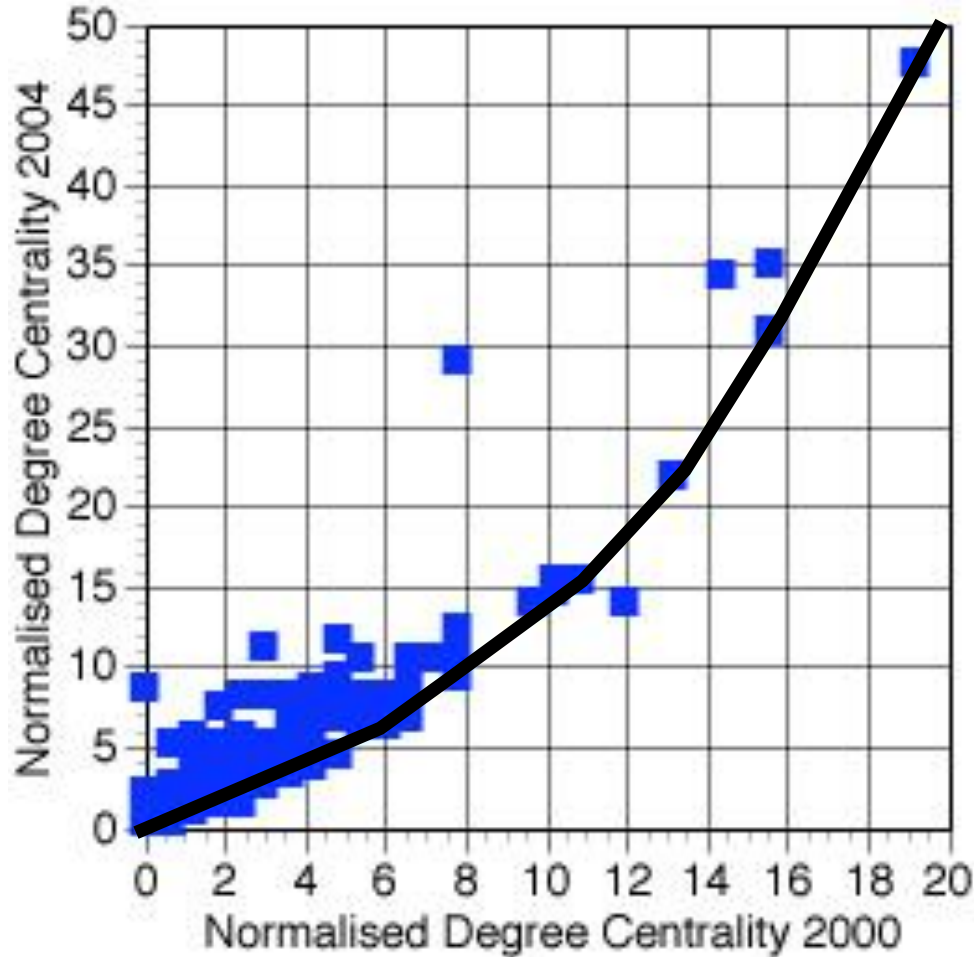


STP
Phenomenon
“Same ten people”



Mackay Whitsunday Safe Communities

Power is not evenly distributed



**80 / 20
Rule**



Mackay Whitsunday Safe Communities

Power is not evenly distributed

Why?

were opportunity and
responsibility so asymmetric?



Mackay Whitsunday Safe Communities

Why is it so?



Three possible explanations:

1. The facilitators were unwilling to share responsibility
2. The facilitators were unable to share responsibility - the network expected them to lead
3. The facilitators had more opportunity to establish new relationships





Mackay Whitsunday Safe Communities

Why is it so?

Three possible explanations:

X

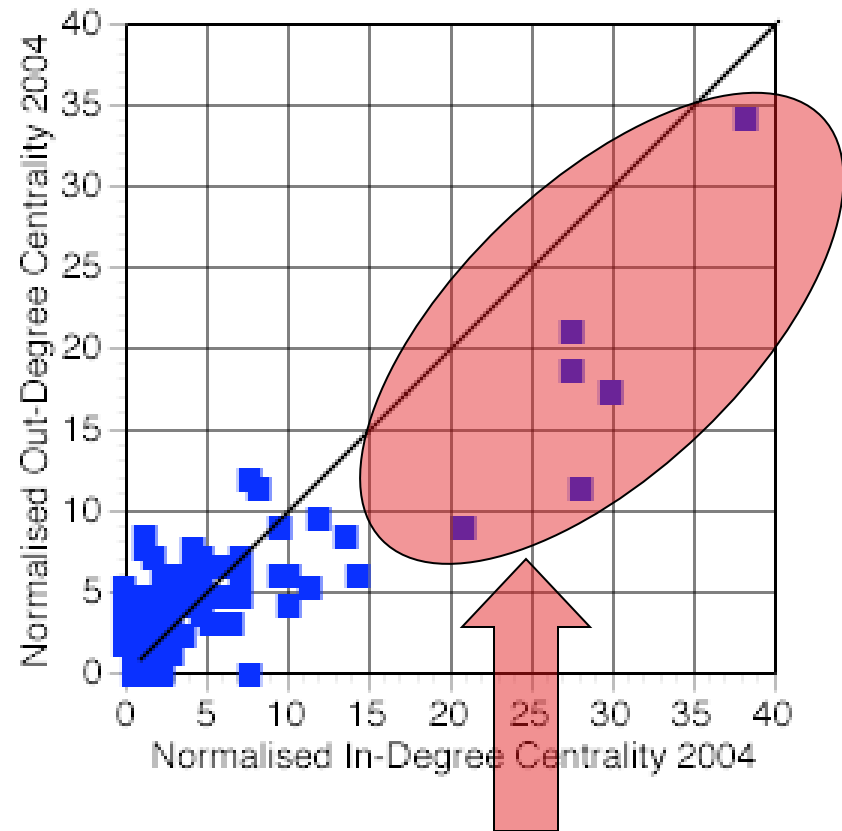
The facilitators were unwilling to share responsibility

✓

The facilitators were unable to share responsibility - the network expected them to lead

?

The facilitators had more opportunity to establish new relationships



Leaders underestimate their importance



Melbourne University: Social Networks Laboratory

It's complex!

Everything is interrelated!

- the defining characteristic of social interaction is that we effect one another

However, most statistical models are built on the assumption that all observations are independent

P* models

- Exponential random graph (p^*) models for social networks
- An attempt to statistically model this potpourri of inter-related social determinants



Prof. Philippa Pattison



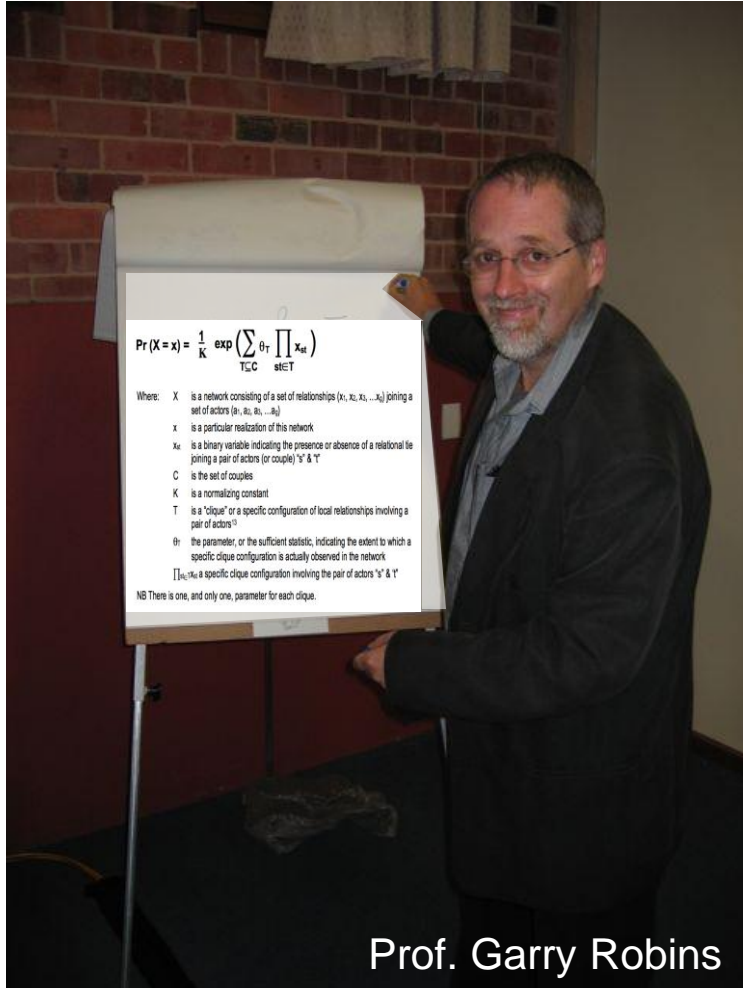
“The past must exist for the present to create the future”

Ephraim Bani (1944-2004)



Melbourne University: Social Networks Laboratory

It's complex!

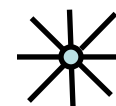


Prof. Garry Robins

- Markov chain Monte Carlo maximum likelihood estimation
- Hammersley- Clifford Theorem

$$\Pr(X=x) = \frac{1}{K} \exp \left(\sum_{T \subseteq C} \theta_T \prod_{st \in T} x_{st} \right)$$

- A computer algorithm to do the estimation (P-net)
- Try and explain the overall social structure in terms of interpersonal forces



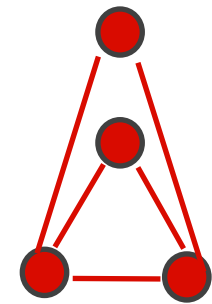
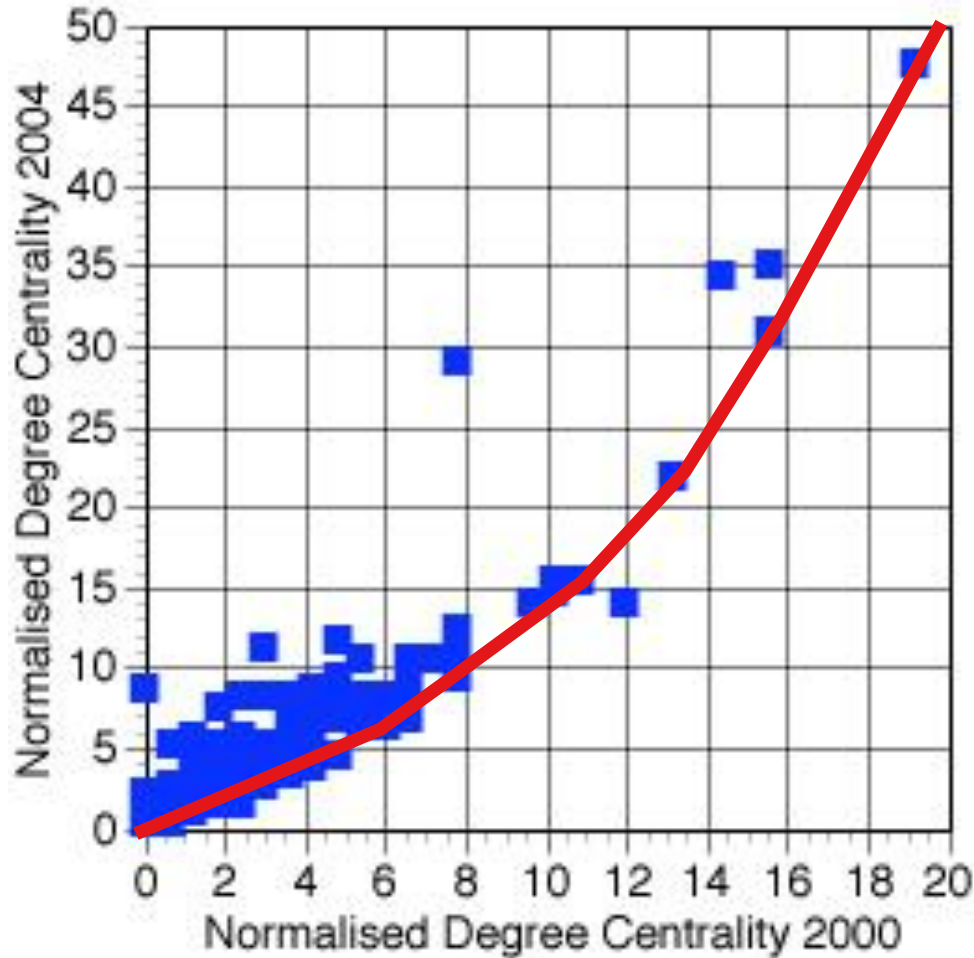
Star



Group



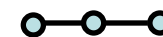
A statistical model



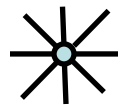
K-cycle
+1.34



Density
-6.54



K-path
-0.004



K-star
+0.31

Mackay Whitsunday Safe Communities

Why is it so?



Three possible explanations:

The facilitators were unwilling to share responsibility

The facilitators were unable to share responsibility - the network expected them to lead

The facilitators had more opportunity to establish new relationships





Mackay Whitsunday Safe Communities

Why is it so?

Three possible explanations:

x

The facilitators were unwilling to share responsibility

✓

The facilitators were unable to share responsibility - the network expected them to lead (+0.31)

✓✓

The facilitators had more opportunity to establish new relationships (+1.34)





Mackay Whitsunday Safe Communities

Why is it so?

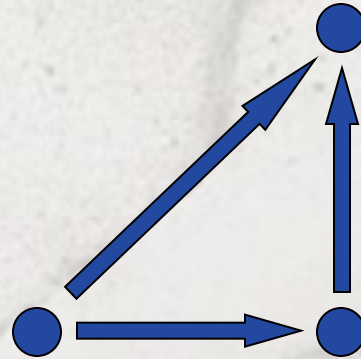
***How do
you meet
new people?***



Mackay Whitsunday Safe Communities

Why is it so?

Introduction was the dominant social force in Mackay Whitsunday Safe Communities



But to get introduced you have to have a mutual acquaintance

⇒ The more people you know, the more opportunity you have to get introduced

⇒ ***The more people you know, the more people you will get to know!***



Mackay Whitsunday 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 Whitsunday Safe Communities

But beware their Achilles Heal

- 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**



Power in community safety promotion networks:
If you want something done ask someone who is already busy



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.

Dale Hanson
Jan Hanson
Paul Vardon
Kathryn McFarlane
David Durheim
Rick Speare

Health Promotion Journal of Australia
August 2008, p 144

Available for download at the WHO
Collaborating Centre for Community
Safety Promotion (Karolinska) web site

Evaluation and Planning Methods

Documenting the development of social capital in a community Safety Promotion Network: It's not what you know but who you know

Dale Hanson, Jan Hanson, Paul Vardon, Kathryn McFarlane, Rick Speare and David Dürheim

Introduction

Injury is the fourth leading cause of death in Australia, and the leading cause of death in those under 45 years of age.¹ Every year approximately 7,800 Australians die¹ and 330,000 are hospitalised² due to injury. Regional and rural communities experience greater morbidity and mortality due to injury.^{1,2} Injury has a complex aetiology caused by an intricate tapestry of behavioural, physical, environmental and social determinants.^{3,4} No single profession, organisation, community group or government sector possesses the expertise or resources necessary to design or implement a comprehensive multi-level and multi-sector solution.⁵ Stone et al. observe, "The main concern is how to bring about enough co-operation among disparate community elements to get things done. This is a 'power to' that, under many conditions of ultracomplexity, characterises the situation better than 'power over' (p354)".⁶

Mackay Whitsunday Safe Communities

Mackay is a major regional centre in north Queensland, 1,200 km north of Brisbane and 300 km north of the Tropic of Capricorn. In 2001 it had a population of 128,000.

In 1999, Mackay Base Hospital (MBH) reported age standardised Emergency Department (ED) injury presentation rates were double those observed in South Brisbane, the major urban centre in the same State.⁷

The Mackay community had attempted to respond, but a needs analysis concluded, "Injury control activities in Mackay have been extensive but largely unco-ordinated. ... With many of the programs based on similar principles and strategies, a co-operative, systematic and inter-sectorial approach would be more productive."⁸

Abstract

Issue addressed: The Mackay Whitsunday Safe Communities (MWSC) was established in February 2000 in response to high rates of injury observed in the region. A key objective was to consolidate and better co-ordinate a network of community groups already working in community safety promotion.

Methods: This study used Social Network Analysis (SNA) to document and analyse the social resources, or social capital, mobilised by the network. Using a snowballing methodology, the chain of relationships that constitute MWSC and its Support Network (SN) was elucidated and quantified.

Results: Since it was launched in February 2000, MWSC and its SN almost doubled its bonding social capital, while bridging social capital increased 160% and linking social capital increased 280%. Relationships were not evenly distributed. Forty-four per cent of relationships were maintained by six actors who also maintained 60% of the network's brokerage potential.

Conclusion: SNA proved a powerful tool for describing and analysing relationships within the MWSC and its SN. It provided diagrammatic representation of the social structure and quantified important aspects of its structure and function. It highlighted the asymmetric distribution of relationships, resources and power that had a profound impact on how the network functioned.

Keywords: social capital, social network analysis, safe communities, safety promotion, injury prevention

Health Promotion Journal of Australia 2008; 19:144-51

So what?

There is more than one type of social capital. Bonding social capital (an attribute of cohesive groups) enhanced cooperation, while bridging and linking social capital (an attribute of strategically connected individuals) accessed the resources necessary to maintain MWSC activities.

More Information?

Measuring the sustainability of a community safety promotion network: working from the inside out

Dale Hanson
Jan Hanson
Paul Vardon
Kathryn McFarlane
David Durheim
Rick Speare

International Journal for Injury Control and
Safety Promotion
September 2012, 19(3), p 297

International Journal of Injury Control and Safety Promotion
2012, 1-9, 1First article



Measuring the sustainability of a community safety promotion network: working from the inside out

D. Hanson^{a*}, K. McFarlane^b, P. Vardon^c, J. Lloyd^d, D. Dürheim^e and R. Speare^f

^aAnton Breidl Centre for Public Health and Tropical Medicine, James Cook University, Mackay Medical Campus, c/o Mackay Health Service District, PO Box 5580, Mackay Mail Centre, Queensland 4741, Australia; ^bTropical Regional Services, Division of the Chief Health Officer, Queensland Health, PO Box 1103, Cairns, Queensland 4870, Australia; ^cHealth Issues Team, Healthy Living Branch, Preventative Health Directorate, Division of the Chief Health Officer, Queensland Health, PO Box 2368, Fortitude Valley, BC, Queensland 4006, Australia; ^dTropical Regional Services, Division of Chief Health Officer, Queensland Health, LMB 4016, Townsville, Queensland 4870, Australia; ^eHunter New England Health and James Cook University, Private Bag 10, Wallend, NSW 2287, Australia; ^fAnton Breidl Centre for Public Health and Tropical Medicine, James Cook University, Townsville, Queensland 4811, Australia

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Mackay Whitsunday Safe Communities (MWSC) was developed using a capacity building model that consciously attempted to design sustainability into the network. Our aim was to quantify the flow of resources used by MWSC to implement and sustain its injury control activities. Resource exchange among network members was quantified and analysed using social network analysis. In 2004, MWSC accessed an estimated 6.5 full-time staff equivalents and \$0.9 million. However, these resources were largely accessed externally. The linking relationships that connected MWSC to its external support network, more than half of which were maintained by six broker network facilitators, were the critical social asset used to access resources and sustain network productivity. The sustainability of this network and arguably similar safety promotion networks is vulnerable to the changing priorities of external sponsoring agents and highly dependent on its leaders who facilitated access to the resources it required to remain productive.

Keywords: safety promotion; injury control; safe communities; sustainability; ecological health promotion; social capital; social network analysis

Mackay Whitsunday Safe Communities

Mackay Whitsunday Safe Communities (MWSC) was launched in February 2000 in response to perceived excess injury morbidity in the region (Carter & Muller, 2002; Vardon, Hanson, Muller, & Miles, 2000). The programme targeted two local government areas in Queensland, Australia: Mackay City Council with an estimated population of 98,957 and Whitsunday Shire Council with an estimated population of 39,781 on 30 June 2004.

The MWSC attempted to catalyse structural, social and political change that empowered the community and ultimately, individuals within the community, to change their environment and behaviours to reduce the risk of injury (Hanson et al., 2005). It was made up of six working groups, supported and coordinated by a Network Support Group (NSG) (Figure 1).

Information on the range of programmes delivered as part of the MWSC is detailed elsewhere (Hanson, 2007) and included a suite of interventions targeting a number of issues including child safety, senior safety,

occupational health and safety, road trauma, alcohol harm and violence prevention in the Mackay entertainment precinct. The programme adopted a multi-strategic approach, which encompassed improving awareness of the local injury burden, targeted campaigns to educate at risk groups concerning local injury determinants as well as policy and environmental changes.

Sustainable injury control and safety promotion

Sustainable injury control and safety promotion programmes deliver lasting health status improvements (Olsen, 1998; Shediac-Rizkallah & Bone, 1998). A sustained reduction in injury of a target population has two complementary components: long-term outcomes attributable to the injury control programme itself, and the maintenance of the social process required to implement and sustain this programme (Nilsen, Timpka, Nordenfält, & Lindqvist, 2005). Given that nearly half of all community

*Corresponding author. Email: dale.hanson@jcu.edu.au

More Information?



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/>



Power in community safety promotion networks: If you want something done ask someone who is already busy

