

# Koriyama City Safe Community Steering Committee

## Child Safety Task Force

### Activity Report



Presenter: Toshio Azuma, Chair

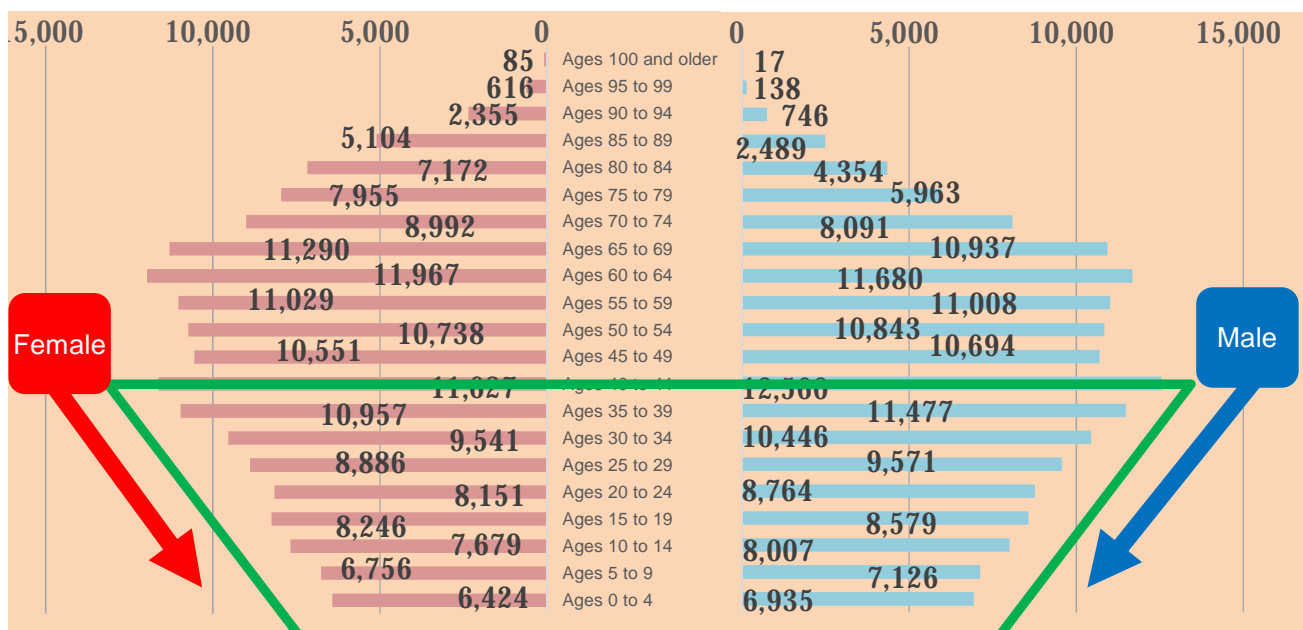
## Background of creating Child Safety Task Force

Background 1 The number of children is declining each year.

Fig. 1 Population in Koriyama City by age group

Population 326,546 people (Female: 166,121 people, Male: 160,425 people)

As of Apr. 30, 2015



Source: Koriyama City Basic Residents Register

## Background 2 Emergency transports due to external factors for infants/toddlers aged 0 to 6 are high following the elderly.

Fig. 2 Number of emergency transports in Koriyama City by age group  
\* Excluding illness

Age group	No. of cases	Composition ratio of cases	Population (people)	No. of cases per population of 1,000
Infants/toddlers (ages 0-6)	222 cases	5%	18,641 people	12 cases
Youth (ages 7-17)	321 cases	8%	34,718 people	9 cases
Working age (ages 18-64)	1,933 cases	45%	198,471 people	10 cases
Elderly (ages 65 and older)	1,796 cases	42%	72,544 people	25 cases
Total	4,272 cases	100%	324,374 people	56 cases

(Koriyama Fire Department "2014 Emergency Transport Data")

2

## Background 3 Emergency transports for general injuries lead newborns to infants/toddlers (ages 0 to 6), and for traffic accidents lead youth (ages 7 to 17).

Fig. 3 Ranking of emergency transport causes in Koriyama City  
\* Excluding illness

Unit: person

	1st		2nd		3rd		4th		5th	
Infant to toddler (ages 0 to 6)	General injury	669	Traffic accident	208	Assault Water accident	3				
Youth (ages 7 to 17)	Traffic accident	833	General injury	369	Sports competition	283				
Adult (ages 18 to 64)	Traffic accident	4,714	General injury	2,222	Self-inflicted injury	508	Workplace accident	408	Assault	276
Senior (ages 65 and older)	General injury	4,395	Traffic accident	1,303	Self-inflicted injury	84	Workplace accident	38	Assault	35
Total	General injury	7,655	Traffic accident	7,058	Self-inflicted injury	617	Sports competition	483	Workplace accident	443

Source: Koriyama Fire Department "FY2010-2014 Emergency Transport Data (national table)"

3

# Members of Child Safety Task Force

## [Citizen groups, etc. 6 members]

Council of Social Welfare and Child Welfare Officers (1 member)  
 PTA Federation (1 member)  
 Council for Promotion of Healthy Development of Youth (1 member)  
 Federation for Development of Children's Associations (1 member)  
 Bureau of Tourism and Exchange Promotion (1 member)  
 Association of Koriyama City Child and Childcare Supporting Companies (1 member)

**Total 15 members**

## [Governmental agencies 4 members]

Child Support Section (1 member)  
 Child Education Section (1 member)  
 Board of Education, General Affairs Section (1 member)  
 School Education Promotion Section (1 member)

## [Childcare and Education related agencies 5 members]

Association of Approved Nursery School Directors (1 member)  
 Private Approved Nursery School Liaison Council (1 member)  
 Private Nursery School Liaison Council (1 member)  
 Federation of Private Kindergartens and Approved Childcare Facilities (1 member)  
 Association of Elementary School Principals (1 member)

4

# History of past activities

Session	Date	Purpose	Outline of activities
1	July 8	Seminar, confirmation of data	<ul style="list-style-type: none"> <li>Safe Community seminar</li> <li>Confirmation of data from Community Diagnosis FY2014, etc.</li> </ul>
2	August 4	Study of subjective challenges	<ul style="list-style-type: none"> <li>Study of subjective challenges from each member</li> </ul>
3	September 15	Study of objective challenges	<ul style="list-style-type: none"> <li>Understanding characteristics of injuries and accidents from data</li> </ul>
4	October 13	Identification of priority challenges	<ul style="list-style-type: none"> <li>Confirmation of problem categories and relation to data</li> </ul>
5	November 10	Identification of priority challenges	<ul style="list-style-type: none"> <li>Positioning priority of challenges</li> </ul>
6	December 14	Study of direction and targets	<ul style="list-style-type: none"> <li>Study of environment, education, and restrictions</li> </ul>
7	January 18	Study of actual measures	<ul style="list-style-type: none"> <li>Confirmation of current measures, their use and improvements</li> <li>Study of new partnership and cooperation</li> </ul>
8	February 15		
9	May 23	Study of actual measures	<ul style="list-style-type: none"> <li>Review of activities with new members</li> </ul>
10	June 7	Reconfirmation of priority challenges	<ul style="list-style-type: none"> <li>Review and study of priority challenges using data</li> </ul>
11	July 12	Partial changes to priority challenges	<ul style="list-style-type: none"> <li>Correction of vague sections of priority challenges</li> </ul>
12	August 4	Study of actual measures	<ul style="list-style-type: none"> <li>Confirmation of current measures, their use and improvements</li> <li>Study of new partnership and cooperation</li> </ul>

5

Session	Date	Purpose	Outline of activities
13	October 27	Study of actual measures	<ul style="list-style-type: none"> <li>Confirmation of current measures, their use and improvements</li> <li>Study of new partnership and cooperation</li> </ul>
14	November 25	Study of actual measures	<ul style="list-style-type: none"> <li>Review of preliminary guidance</li> <li>Confirmation of current measures, their use and improvements</li> <li>Study of new partnership and cooperation</li> </ul>
15	December 14	Study of actual measures	<ul style="list-style-type: none"> <li>Confirmation of current measures, their use and improvements</li> <li>Study of new partnership and cooperation</li> </ul>
16	January 11	Study of actual measures	<ul style="list-style-type: none"> <li>Confirmation of current measures, their use and improvements</li> <li>Study of new partnership and cooperation</li> </ul>
17	January 18	Study of actual measures	<ul style="list-style-type: none"> <li>Confirmation of current measures, their use and improvements</li> <li>Study of new partnership and cooperation</li> </ul>
18	February 14		
19	March 10		
20	April 21		
21	July 26	<ul style="list-style-type: none"> <li>Verification of effect</li> <li>Study of actual measures</li> </ul>	<ul style="list-style-type: none"> <li>Report on results of enforced programs</li> <li>Study of performance indicators</li> <li>Confirmation of current measures, their use and improvements</li> <li>Study of new partnership and cooperation</li> </ul>
22	August 22	Study of materials for onsite evaluation	<ul style="list-style-type: none"> <li>Confirmation and correction of onsite evaluation materials</li> </ul>
23	October 3	Study of materials for onsite evaluation	<ul style="list-style-type: none"> <li>Confirmation and correction of onsite evaluation materials</li> </ul>

6

## Subjective challenges

1. There are many traffic accidents involving children on their way to and from school.
2. In the preschool age group (ages 0 to 6), there are many injuries from playground equipment, and from tumbles and falls.
3. Child abuse is a social problem.
4. School routes (sidewalks, bicycle lanes) are not sufficiently maintained.

### Challenges identified at workshop



7

# Subjective challenges based on data

## Characteristics already presented when Task Force was set up

### Characteristic 1

Emergency transports for infants/toddlers aged 0 to 6 are high following the elderly

(From Fig. 2)

### Characteristic 2

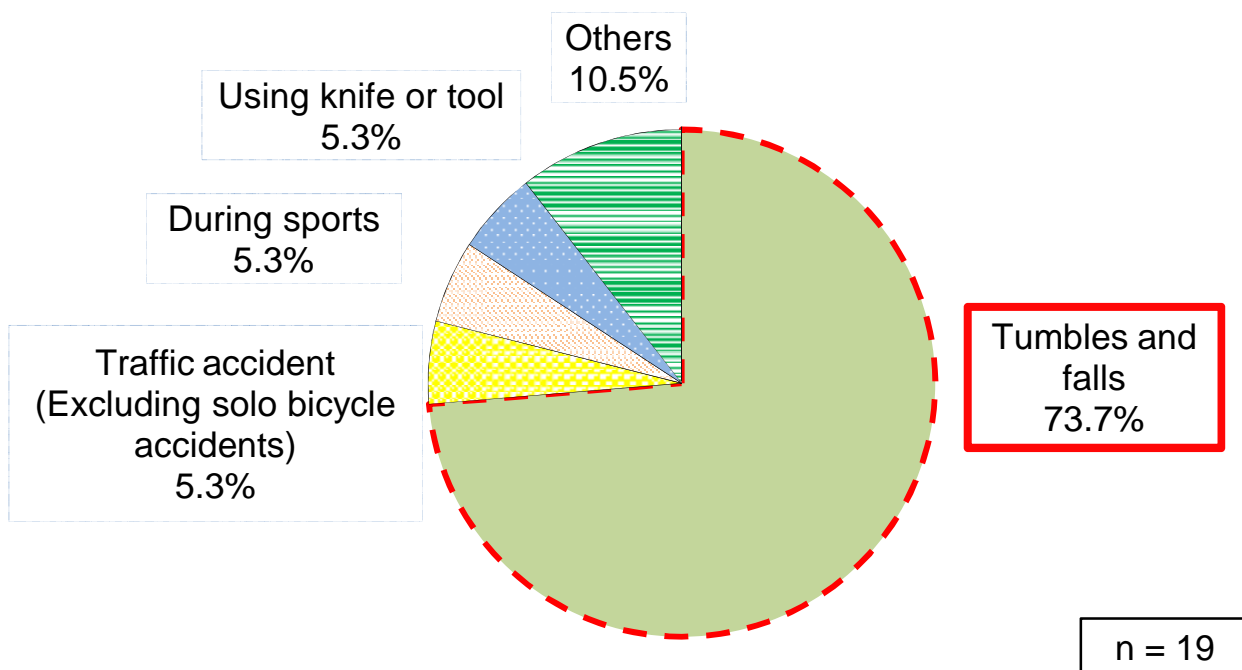
Emergency transports for general injuries lead newborns to infants/toddlers (ages 0 to 6), and for traffic accidents lead youth (ages 7 to 17).

(From Fig. 3)

8

**Characteristic 3 Tumbles and falls are the leading cause of infant/toddler (ages 0-6) injuries**

Fig. 4 Rate of infant/toddler injuries by cause

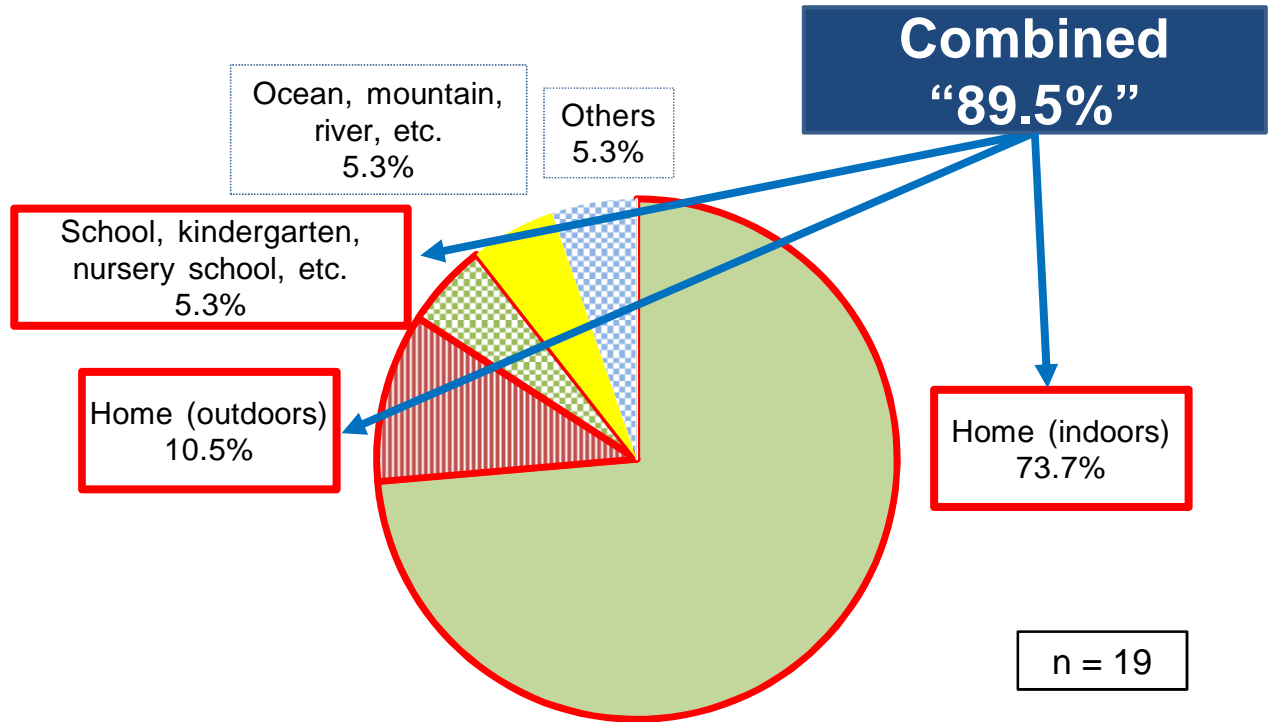


Source: Awareness Survey of Safe and Secure City Planning (FY2016)

9

**Characteristic 4 Infant/toddler (ages 0 to 6) injuries often occur in the home, school, kindergarten, or nursery school, etc.**

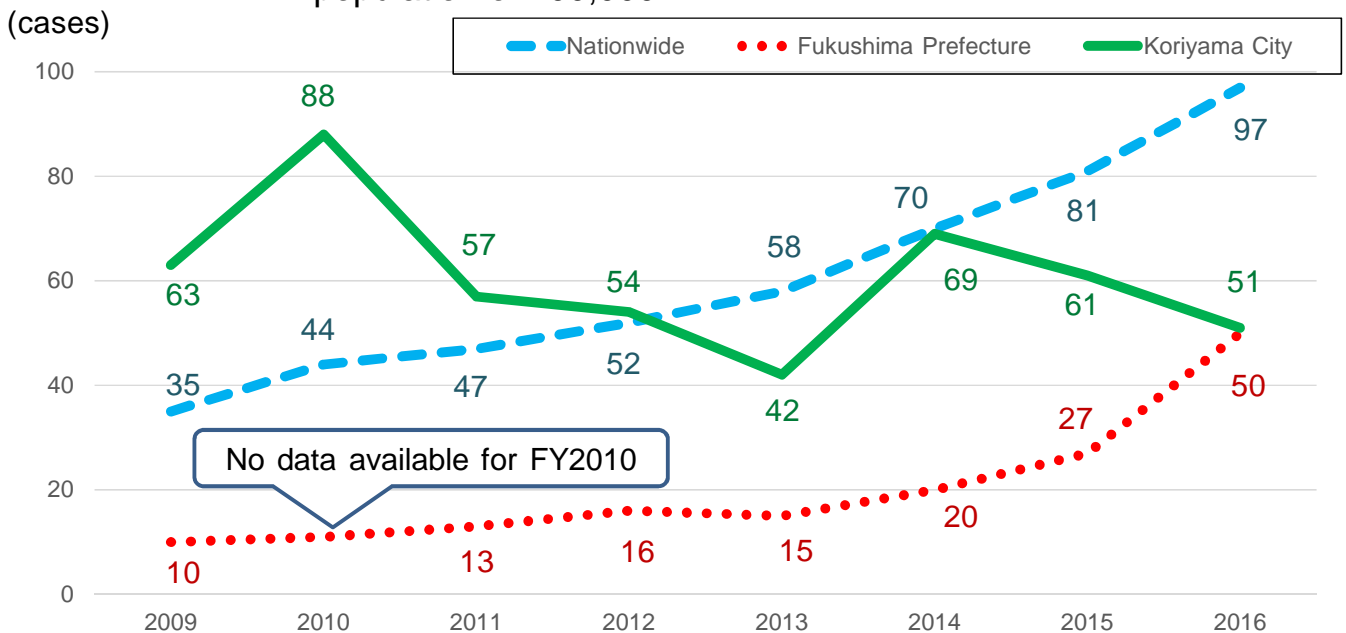
Fig. 5 Rate of cases where infant/toddler injuries occurred



Source: Awareness Survey of Safe and Secure City Planning (FY2016)

**Characteristic 5 The number of consultations regarding child abuse received by the Koriyama City's Counseling Center continues to drop.**

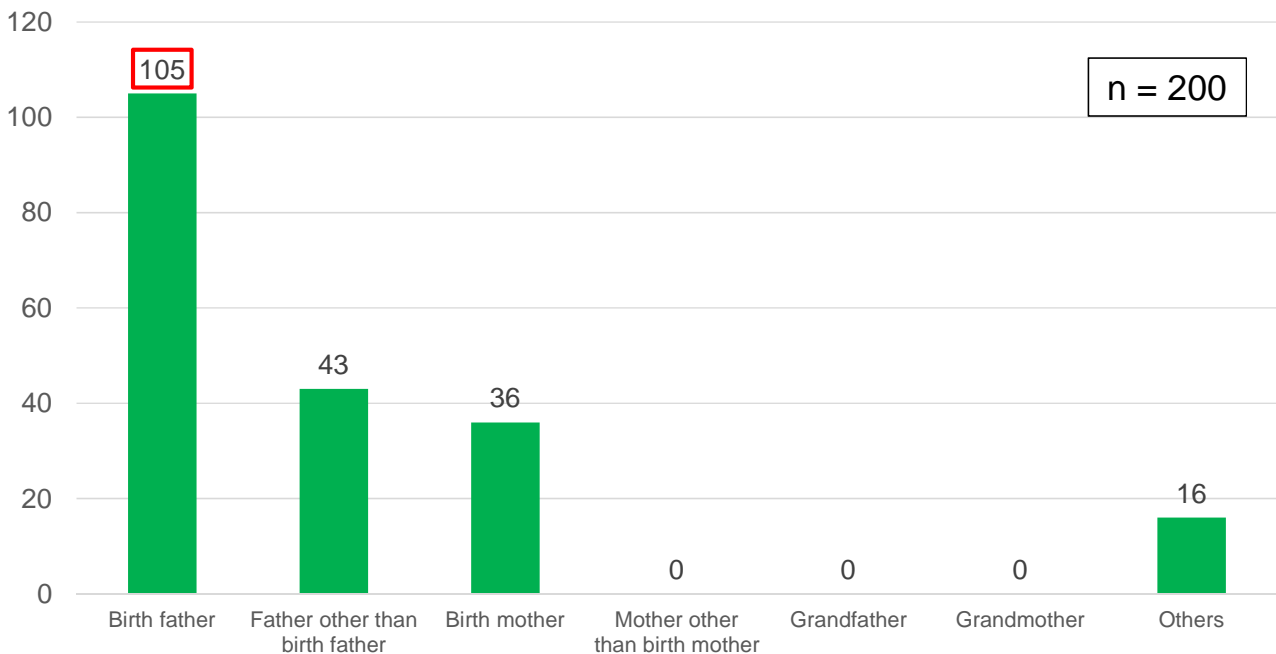
Fig. 6 Transition of number of child abuse consultations per population of 100,000



Source: Ministry of Health, Labour and Welfare "FY2009 to FY2016 Number of child abuse consultations handled by Child Counseling Services" Child and Home Counseling Center "FY2009 to FY2016 Transition of number of consultations, etc. handled"

## Characteristic 6 Birth father is most often the abuser in child abuse cases.

(people) Fig. 7 Details of abuser in consultations regarding child abuse, etc.

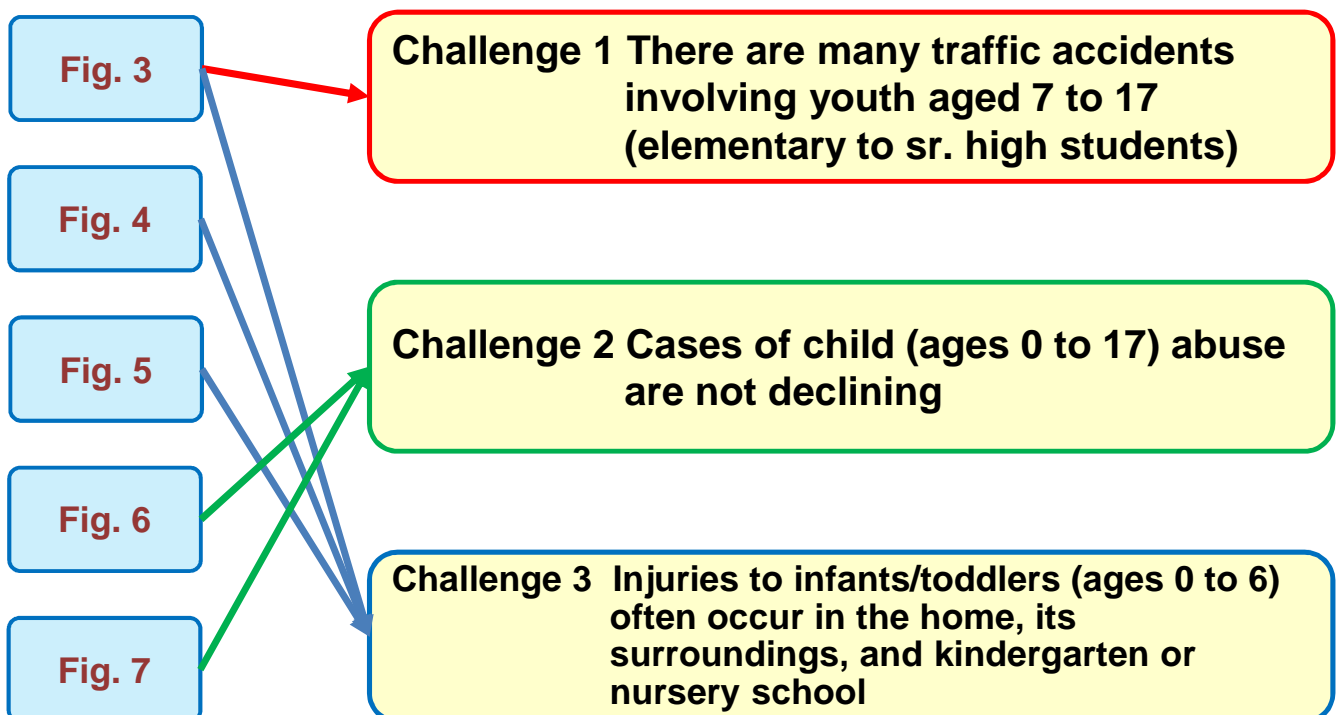


Source: Koriyama Police Department, Koriyama Kita Police Department  
 "Number of child abuse consultations and reports FY2011-2016"

12

## Selection of priority challenges

Fig. 8



13

# Current programs enforced by national government, prefecture, police, city, and community

Fig. 9

		National government/Prefecture/Police	City	Community
Challenge 1 There are many traffic accidents involving youth aged 7 to 17 (elementary to sr. high students)	Improvement of environment	Improvement of road environment		
	Rules/penal regulations			
	Education/promotion	Seminars for malicious offenders	Traffic safety classes	Safety instruction along school routes Challenge 1 Program 1
Challenge 2 Cases of child abuse are not declining	Improvement of environment	Improvement of parenting support and childcare facilities		Mimamori-watching activities
	Rules/penal regulations	Stiffer penal regulations	Report/notification	
	Education/promotion	Education, and promotion of consultation services		Challenge 2 Program 1, 2
Challenge 3 Injuries to infants/toddlers (ages 0 to 6) often occur in the home, its surroundings, and kindergarten or nursery school	Improvement of environment	Improvement of facilities, optimization of number of workers		
	Rules/penal regulations			
	Education/promotion	Education		Development of bodies resistant to injuries Challenge 3 Program 1, 2

Information through Internet, TV, and parenting magazines, etc.  
Sharing of information on accidents through exchanges of parenting generation

14

## Current programs

[Improvement of road environment]  
Safety along school routes is inspected in cooperation with the national government, prefecture, city, police, schools, and community groups



[Education, and promotion of consultation services]  
Leaflet with child abuse consultation service phone No. was distributed



[Education, and promotion of consultation services]  
Street campaigns calling for prevention of child abuse



15



# Current programs

[Education]

Opening of "Accident prevention model room",  
which re-enacts situations in which injuries and accidents occur easily



[Development of bodies resistant to injuries]

Exercise and play for improving children's physical strength and motor abilities



16

# Current programs

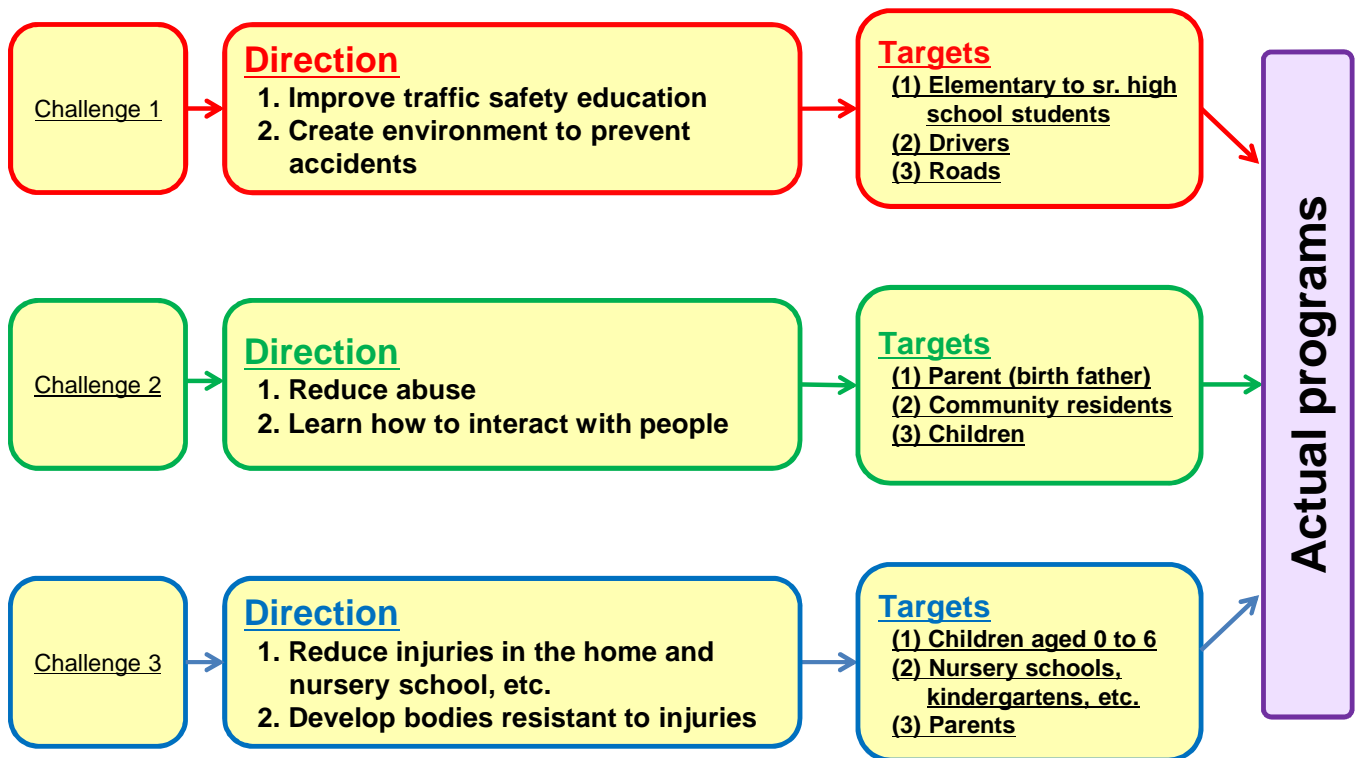
Maintenance of playgrounds for improving children's physical strength and motor abilities



17

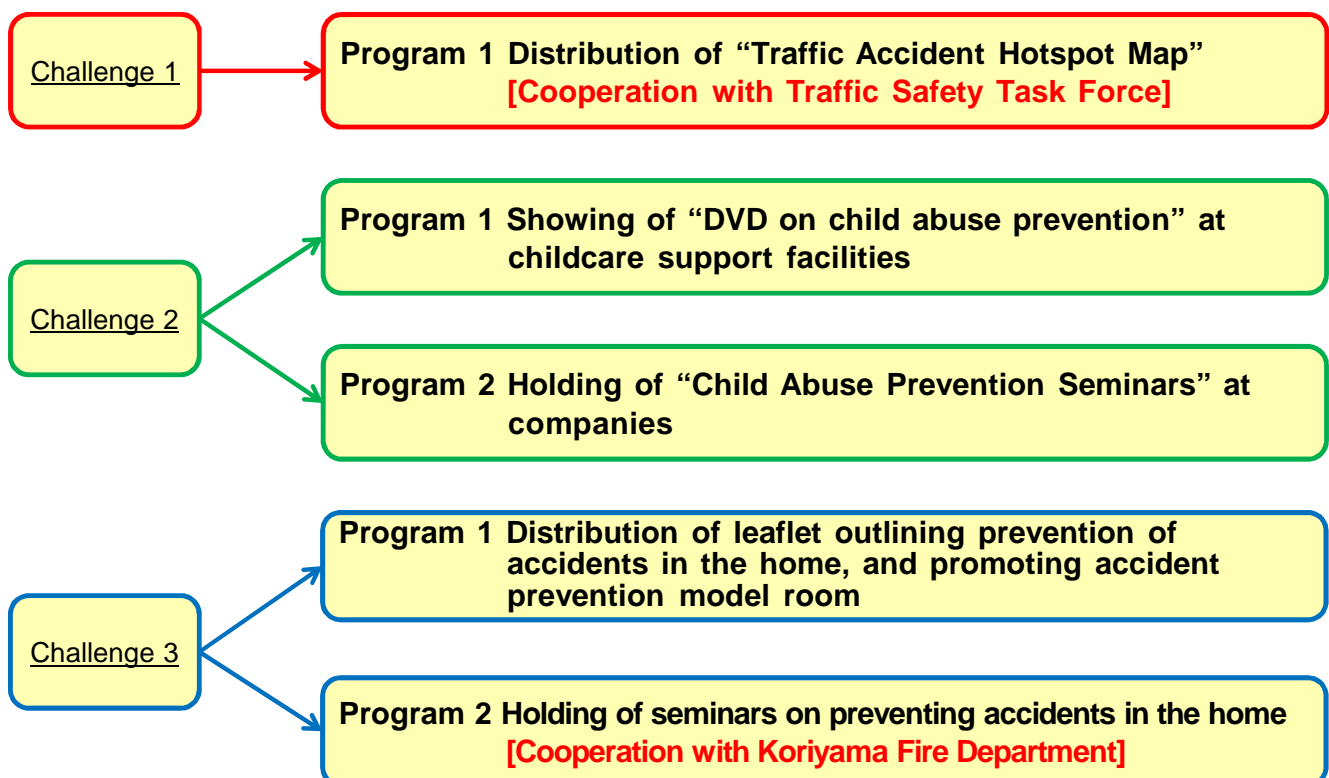
# Direction of priority challenges, and priority targets

Fig. 10



# Programs for priority challenges

Fig. 11



**Challenge 1 There are many traffic accidents involving youth aged 7 to 17 (elementary to sr. high students)**

**Program 1 Distribution of “Traffic Accident Hotspot Map”**

**Details**

In cooperation with the Traffic Safety Task Force, the “Traffic Accident Hotspot Map” is handed out to parents (who may be drivers) at nursery schools and kindergartens.

**Direction**

2. Create environment to prevent accidents

**Target**

2. Drivers

**Organizers**

Child Safety Task Force  
Traffic Safety Task Force

**Activity indicators**

Leaflets distributed to: 141 facilities  
No. of copies distributed:  
approx. 11,000 copies



20

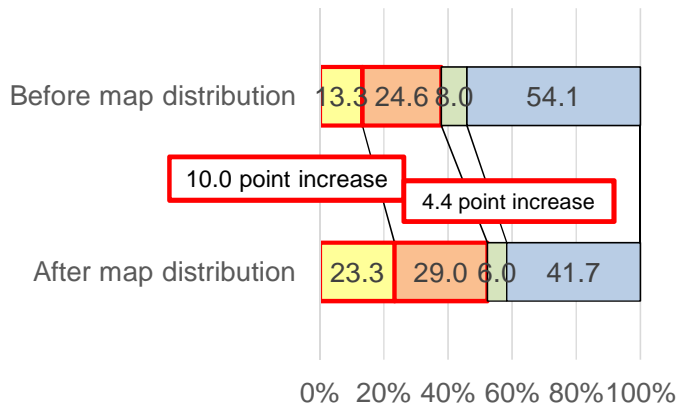
**Challenge 1 There are many traffic accidents involving youth aged 7 to 17 (elementary to sr. high students)**

**Program 1 Distribution of “Traffic Accident Hotspot Map”**

**Verification of effect**

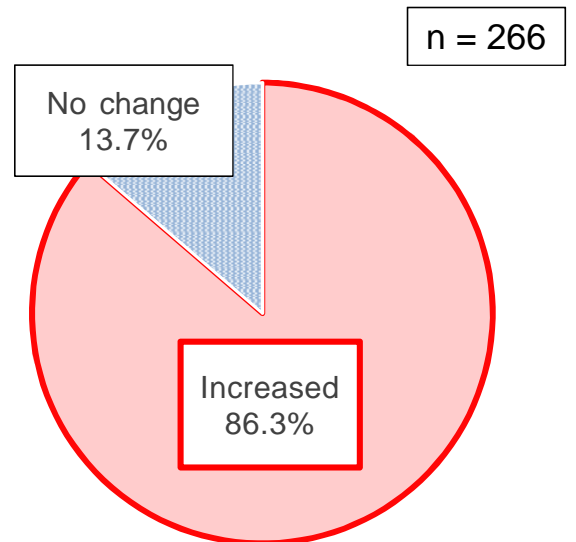
Surveys were conducted before and after the Traffic Accident Hotspot Map was distributed.  
(Before: May 8 to 12, 2017, After: July 5 to 12, 2017)

Fig. 12 Recognition of places with many accidents



- Know spots around home and at other places
- Know spots only around home
- Know spots only at other places
- Do not know any spots

Fig. 13 Changes in awareness of traffic safety



21

## Challenge 2 Cases of child abuse are not declining

### Program 1 Showing of “DVD on child abuse prevention” at childcare support facilities

#### Details

A DVD showing how to soothe a crying infant, and showing the hazards of abusive behavior such as violently shaking a child to stop crying, was shown as a test at childcare support facilities.

#### Direction

1. Reduce abuse

#### Target

1. Parents

#### Organizers

Child Safety Task Force

#### Activity indicators

No. of viewers: 54 people  
(May 20 to June 21)



#### Showing of DVD



22

## Challenge 2 Cases of child abuse are not declining

### Program 1 Showing of “DVD on child abuse prevention” at childcare support facilities

#### Verification of effect

A survey was conducted after the child abuse prevention DVD was shown.

Fig. 14 Recognition that shaking a child is abusive

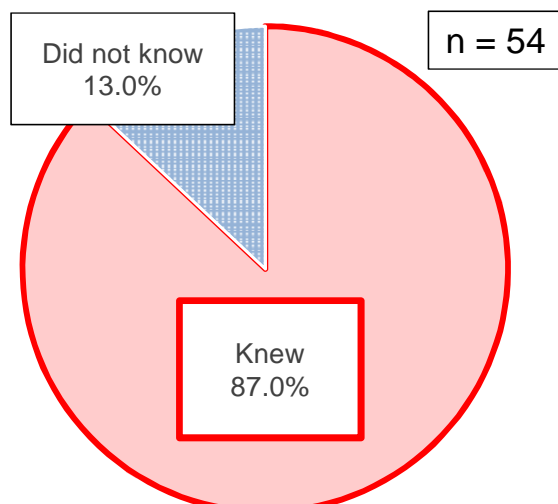
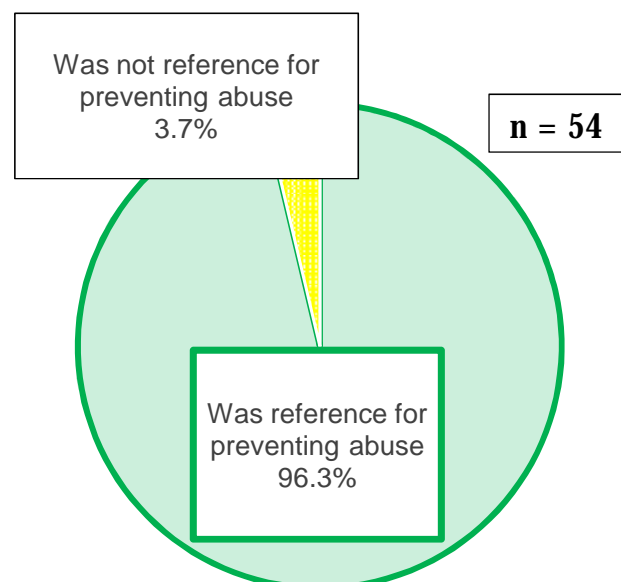


Fig. 15 Impression of DVD



23

## Challenge 2 Cases of child abuse are not declining

### Program 1 Showing of “DVD on child abuse prevention” at childcare support facilities

Fig. 16 Changes in awareness of child abuse prevention

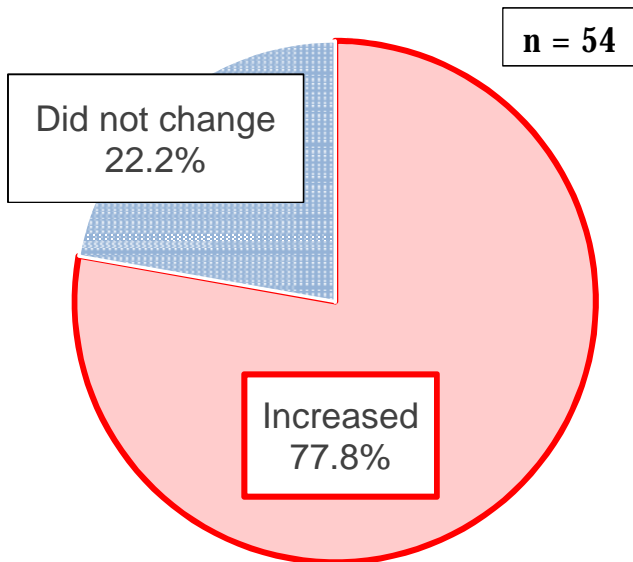


Fig. 17 Main opinions received through survey

The video gave me a clear understanding of shaking.

I thought it was scary that shaking could cause damage.

I hope that people who are expecting children can see the DVD.

I understood that there are many cases in which babies don't stop crying.

I hope that people can see the DVD before delivering a baby.

24

## Challenge 2 Cases of child abuse are not declining

### Program 2 Holding of “Child Abuse Prevention Seminars” at companies

#### Details

“Child Abuse Prevention Seminar” was added to the “Traveling Seminars” that Koriyama City organizes in response to requests from citizens. Seminars are held at companies, etc. for fathers and community residents who cannot attend regular childcare classes, etc.

#### Direction

1. Reduce abuse

#### Target

1. Parents, 2. Community residents

#### Organizers

Koriyama City

#### Activity indicators

No. of sessions

No. of participants

#### [Current situation of program]

- Seminar already added to menu of traveling seminars
- Methods of promoting the seminars to targets are currently being studied.

25

**Challenge 3 Injuries to infants/toddlers (ages 0 to 6) often occur in the home, its surroundings, and kindergarten or nursery school**

**Program 1 Distribution of leaflet outlining prevention of accidents in the home, and promoting accident prevention model room**

**Details**

A leaflet with a checklist on preventing accidents in the home, and with information on the “Accident Prevention Model Room” at the City’s childcare support facility “Niko Niko Kodomo Hall” was distributed to parents of children attending nursery school and kindergarten.

**Direction**

1. Reduce injuries in the home and nursery school, etc.

**Target**

3. Parents

**Organizers**

Child Safety Task Force

**Activity indicators**

Leaflets distributed to: 141 facilities  
No. of copies distributed: approx. 11,000 copies



26

**Challenge 3 Injuries to infants/toddlers (ages 0 to 6) often occur in the home, its surroundings, and kindergarten or nursery school**

**Program 1 Distribution of leaflet outlining prevention of accidents in the home, and promoting accident prevention model room**

**Verification of effect**

Surveys were conducted before and after the leaflet on preventing children’s injuries and accidents was distributed. (Before: May 8 to 12, 2017, After: July 5 to 12, 2017)

Fig. 18 Rate of people who implemented measures to prevent children’s accidents in the home

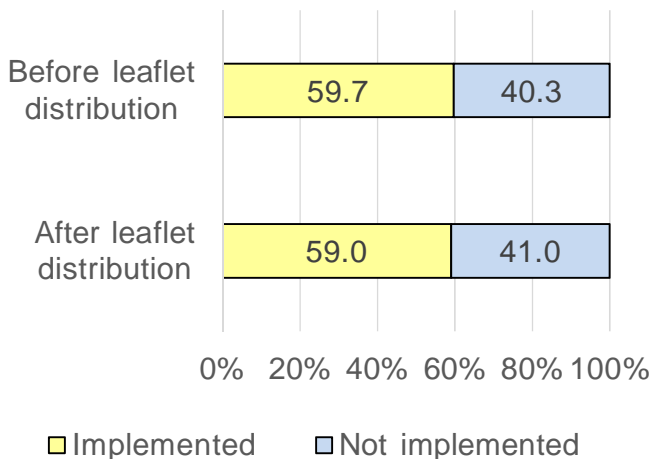
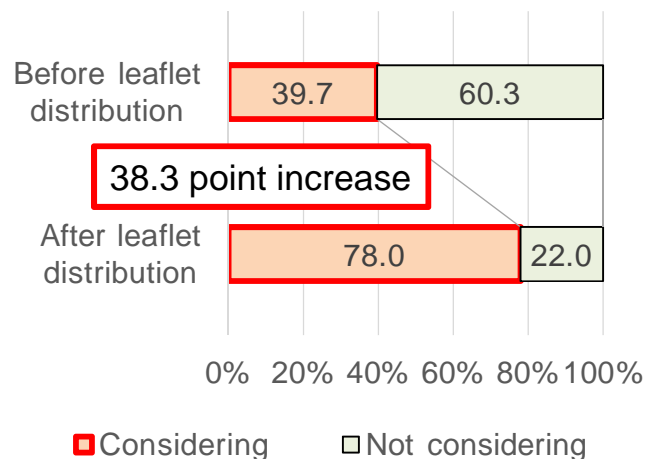


Fig. 19 Rate of people who are considering implementing measures to prevent accidents in the home



27

**Challenge 3 Injuries to infants/toddlers (ages 0 to 6) often occur in the home, its surroundings, and kindergarten or nursery school**

**Program 1 Distribution of leaflet outlining prevention of accidents in the home, and promoting accident prevention model room**

Fig. 20 Recognition of accident prevention model room

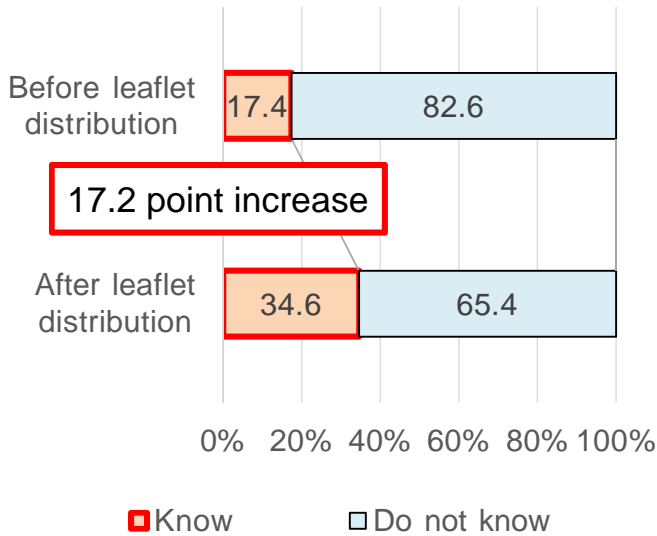
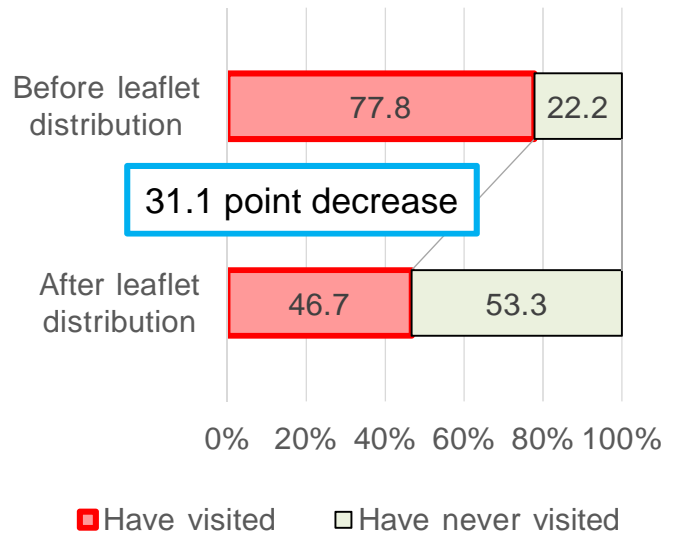


Fig. 21 Of the people who responded that they knew about the model prevention model room, those who actually visited the facility



**Challenge 3 Injuries to infants/toddlers (ages 0 to 6) often occur in the home, its surroundings, and kindergarten or nursery school**

**Program 2 Holding of seminars on preventing accidents in the home**

**Details**

This program is held in cooperation with Koriyama Fire Department. Paramedics give seminars about preventing injuries and accidents and on hazard spots in the home at the “Accident Prevention Model Room”. This program increases awareness on preventing children’s injuries and accidents.

**Direction**

1. Reduce injuries in the home and nursery school, etc.

**Target**

1. Children aged 0 to 6
3. Parents

**Organizers**

Koriyama City  
Koriyama Fire Department

**Activity indicators**

- No. of seminars
- No. of participants

**[Current situation of program]**  
 · Program is scheduled to be held at “Niko Niko Kodomo Hall Festival” in mid-November.

## Program performance indicators

Challenge	Program	Short-term indicator	Mid-term indicator	Long-term indicator
There are many traffic accidents involving youth aged 7 to 17	Distribution of Traffic Accident Hotspot Map  <b>141 facilities, approx. 11,000 copies</b>	Increase in awareness of accident hotspots  <b>Before distribution: 37.9%</b> ↓ <b>After distribution: 52.3%</b>	Increase in awareness of traffic safety awareness  <b>People who responded that awareness “increased”:</b> <b>86.3%</b>	Drop in number of traffic accidents involving children

30

## Program performance indicators

Challenge	Program	Short-term indicator	Mid-term indicator	Long-term indicator
Cases of child abuse are not declining	Showing of child abuse prevention DVD  <b>54 people</b>	Increase in recognition of behavior considered to be child abuse  <b>People who knew that shaking was abusive behavior: 87.0%</b>	Increase in awareness of child abuse prevention  <b>People who responded that awareness “increased”:</b> 77.8%	Increase in number of consultations regarding child abuse
	Holding of seminars on child abuse prevention  <b>(currently adjusting)</b>	Increase in recognition of behavior considered to be child abuse	Increase in awareness of child abuse prevention	

31



## Program performance indicators

Challenge	Program	Short-term indicator	Mid-term indicator	Long-term indicator
Injuries to infants/toddlers (ages 0 to 6) often occur in the home, its surroundings, and kindergarten or nursery school	Distribution of leaflet on preventing children's accidents  <b>141 facilities approx., 11,000 copies</b>	Increase in awareness of accident prevention model room  <b>Before distribution: 17.4%</b> ↓ <b>After distribution: 34.6%</b>	Increase in rate of people who have implemented accident prevention measures in the home  <b>Before distribution: 59.7%</b> ↓ <b>After distribution: 59.0%</b>	Decrease in accidents occurring in the home, its surroundings, and kindergarten or nursery school
	Holding of accident prevention seminars  <b>(currently adjusting)</b>	Increase in awareness of hazard spots in the home		

32

## Changes and discoveries since starting programs

Priority challenge	Changes after program	Discoveries
There are many traffic accidents involving youth aged 7 to 17	Recognition of traffic accident hotspots increased  Awareness of traffic safety increased	More people than expected did not know the accident hotspots.
Cases of child abuse are not declining	Awareness of child abuse prevention increased	More people than expected already knew what behavior was abusive.  Visual promotion was effective.
Injuries to infants/toddlers (ages 0 to 6) often occur in the home, its surroundings, and kindergarten or nursery school	The number of people considering injury prevention measures in the home increased  Recognition of the accident prevention model room increased	Approx. 40% of the people have taken no safety measures for their children in the home.  Not many people know about the accident prevention model room.

33

## Current challenges and future directions

Challenge	Current challenges	Future directions
There are many traffic accidents involving youth aged 7 to 17	What measures can be taken in terms of hardware and software at the traffic accident hotspots	Study of programs that will achieve a decrease in accidents at the traffic accident hotspots.
Cases of child abuse are not declining	How to teach expecting parents what actions are abusive	Study of effective methods to promote child abuse prevention seminars Study of opportunities to show child abuse prevention DVD to expecting parents
Injuries to infants/toddlers (ages 0 to 6) often occur in the home, its surroundings, and kindergarten or nursery school	The rate of people implementing measures to prevent injury did not change before and after the program Visitors to the accident prevention model room did not increase	Study program to encourage people to actually implement measures to prevent injuries in the home Study program to increase visitors to the accident prevention model room

34

Thank you for your guidance.

