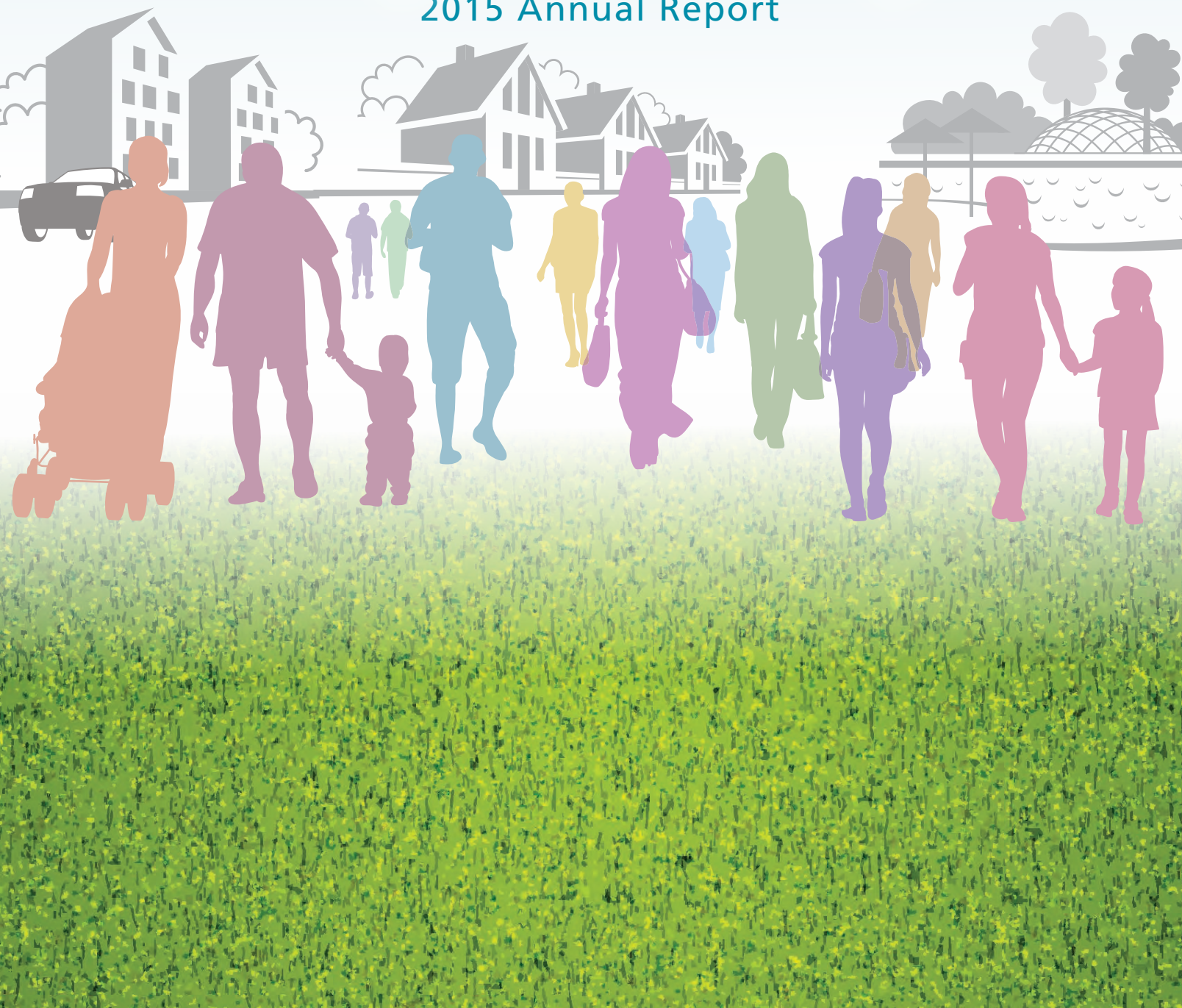




**safe**  
**COMMUNITIES**  
**AMERICA.**  
NATIONAL SAFETY COUNCIL

# *Making Communities Safer*

## 2015 Annual Report



# OUR MISSION

To build an engaged network of **safe communities committed to reducing injuries and deaths** at the community level by implementing proven and effective injury prevention strategies.



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An accredited Safe Community **brings together** people who care about safety, uses **data** to identify leading causes of injuries and deaths, **makes a plan** to address issues using proven methods, and **measures success** and continues to make improvements.

# From the Director



Dear Colleagues,

In 1989, the Safe Communities concept officially took root at the First World Conference on Accident and Injury Prevention held in Stockholm, Sweden. Eighteen years later, the National Safety Council developed the Safe Communities America program, providing support and technical assistance to communities seeking accreditation. Just over a year ago, I joined NSC as director of Safe Communities America, excited to be part of a global initiative with a great history and the potential for an even greater future.

As the only US-based accreditation program that recognizes communities who make a commitment to safety, Safe Communities America is a community-driven program that prioritizes safety by bringing people together to improve the health and safety of everyone in the community.

I have been so proud to work with our accredited Safe Communities. Through leadership and collaboration they continue to innovate, create positive change and build safer and stronger communities.

Over the past year, our Safe Communities have accomplished some great things: from reporting a significant reduction in heroin deaths, to growing the number of communities interested in applying for accreditation, to engaging new local partners in the fight to prevent injuries and save lives.

Still, we have work in front of us. Although injuries remain a leading cause of death in America, they are preventable. By working together we can change the environment, impact policies and practices and eventually influence behavior so that safety is the default to make our homes, roads, public spaces and workplaces safer for everyone.

We hope the commitment and collaboration of Safe Communities America is inspiring and whether you are a business or safety professional, community member, philanthropist or safety advocate, you will join us in making our communities safer for all to enjoy.

Sincerely,

A handwritten signature in black ink that reads "Carrie Nie". The signature is written in a cursive, flowing style.

Carrie Nie  
Director, Safe Communities America





# SAFE COMMUNITIES AMERICA

Although Safe Communities work on many injury issues, we focus on six strategic issues:

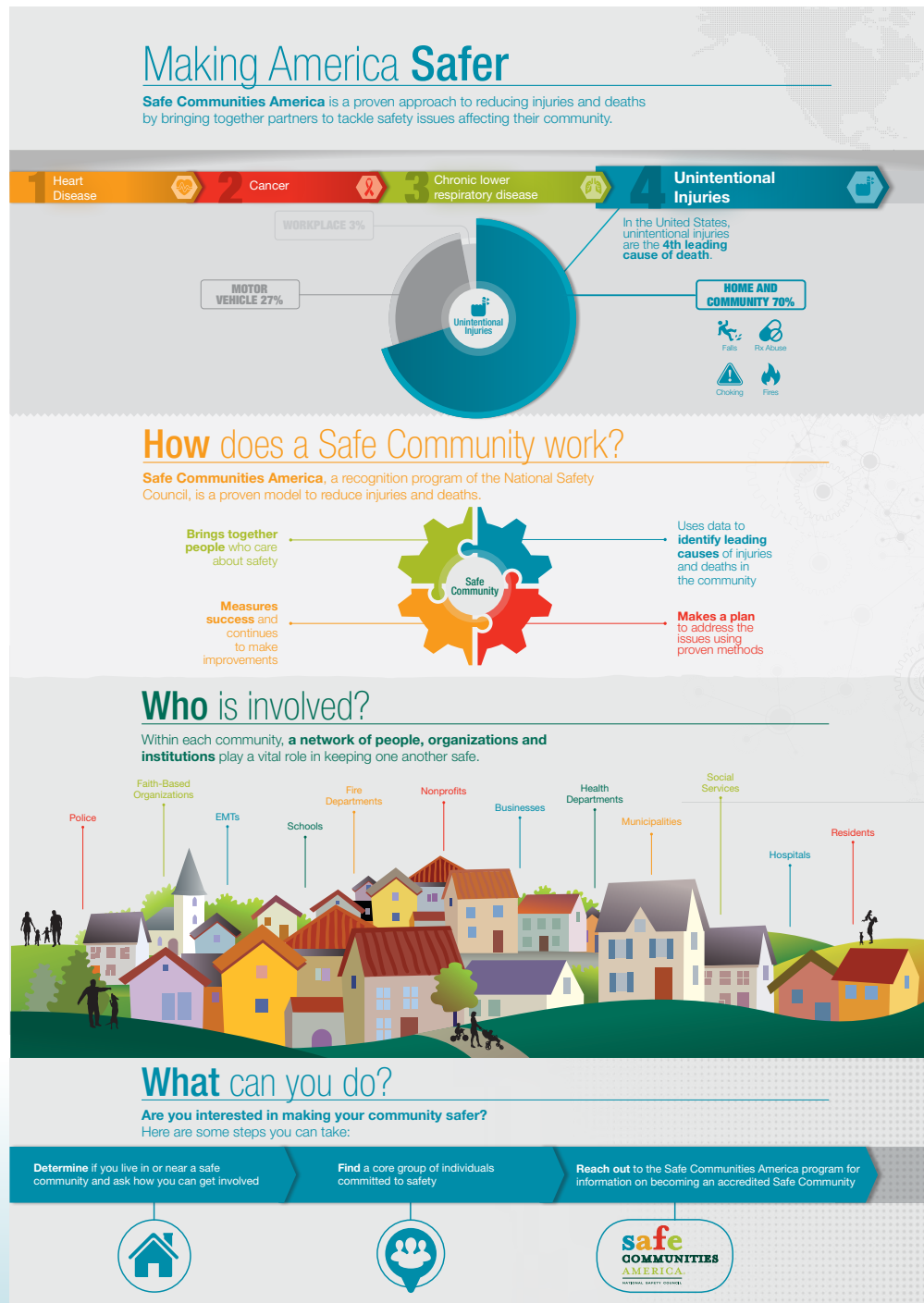
1. Motor vehicle crashes
2. Drug poisonings
3. Older adult falls
4. Workplace injuries
5. Suicide and violence
6. Emergency preparedness

## New in 2015

- Updated U.S. application to facilitate better planning for injury prevention
- New national reviewer training protocol – 10 individuals are now trained to assess applications and make recommendations for new Safe Communities

**Safe Communities America®** is an accreditation program of the National Safety Council that supports and recognizes communities across the U.S. committed to improving safety at the community level. Safe Communities is a community-driven program that prioritizes safety by bringing people together to improve the health and safety of everyone in the community.

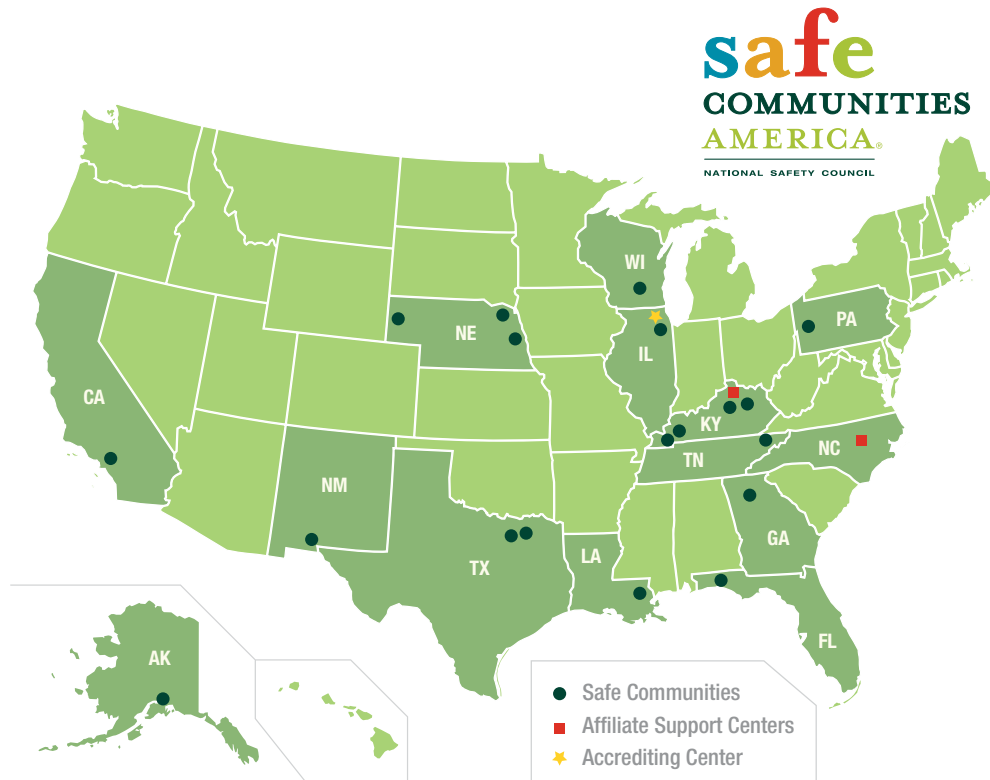
The Safe Communities model is a long standing approach to reducing injuries and deaths. It works through engaging local partners who care about safety, using data to identify leading causes of injury, making a plan to address the issues using proven methods and measuring success.



# Network Updates

## NETWORK UPDATES

Safe Communities America is made up of a network of communities across the United States. Although each community is different, they all share an unwavering commitment to prioritizing safety. Since 2007, Safe Communities America has accredited 27 communities; with **19 currently accredited communities in 13 states.**



## GROWING THE NETWORK

In 2015, we welcomed New Castle, Pennsylvania and Jessamine County, Kentucky to the network. Madison Dane County, Wisconsin was re-accredited as a Safe Community in October 2015, and has been part of the Safe Communities America network since 2009.

**Madison-Dane County, Wisconsin**



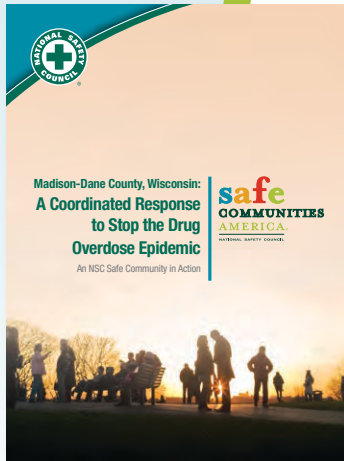
**New Castle, Pennsylvania**



**Jessamine County, Kentucky**



# NETWORK UPDATES



## ▶ TAKING ON IMPORTANT ISSUES

Through leadership from the Prescription Drug Overdose Initiative team at the National Safety Council, a case study highlighting the work in Madison-Dane County, Wisconsin was developed as a comprehensive tool for working on prescription drug overdose - *A Coordinated Response to Stop the Drug Overdose Epidemic*.

## BRINGING LEADERS TOGETHER

Safe Communities America hosted the 6<sup>th</sup> Annual Safe Communities Network Meeting in Chicago. Coalition leaders from across the country met to share best practices in injury prevention, evaluation and leveraging community partners. Two-thirds of the network was represented with special presentations from Dr. Carolyn Cumpsty-Fowler, faculty at Johns Hopkins School of Nursing and Scott Stokes, Director of Prevention Services for the AIDS Resource Center of Wisconsin and Safe Communities Madison-Dane County coalition member.







## MOVING FORWARD IN KENTUCKY

Kentucky Safe Communities is in the fourth year of a five year pilot project to build statewide capacity for communities to reduce injuries and deaths. In 2012, the National Safety Council and Kentucky Injury Prevention Research Center established a collaborative agreement to actively recruit communities to adopt the community coalition approach to Safe Communities. The goal is to create Safe Communities throughout the state of Kentucky to cover 50 percent of the population and to evaluate this approach to injury prevention. Jessamine County, Kentucky was added to the growing list of accredited safe communities this year. Three additional communities in Kentucky have committed to work towards accreditation. With the addition of these communities, 36 percent of Kentuckians will be living in a Safe Community.

## REACHING BEYOND OUR BORDERS

Safe Communities America is the U.S. arm of an international movement, affiliated with the Pan Pacific Safe Communities Network, which includes Safe Communities from Australia, Canada, New Zealand and the United States.

The coordinating committee of the PPSCN officially formed a board with representatives from Safe Communities Accrediting Centers, Support Centers and Community Leaders from all four countries.

The board will help guide the coordinating committee in forming an official relationship with the World Health Organization whose objective aligns with PPSCN, to reduce the burden of non-communicable diseases and mental health, violence and injuries and disabilities. Representatives from the United States are: **Carrie Nie**, Safe Communities America (Safe Communities Accrediting Center), **Steve Sparrow**, Kentucky Injury Prevention & Research Center (Safe Communities Support Center) and **Lloyd Jordison**, Safe Communities Madison County, Kentucky (Community Leader).



**PAN PACIFIC**  
Safe Communities Network



# DATA DRIVEN INITIATIVES

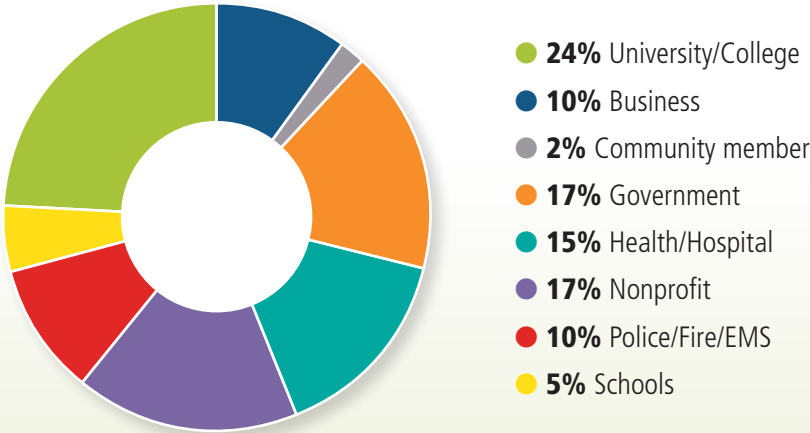
## COMMUNITY INITIATIVES ARE DATA DRIVEN

The Safe Communities model is about local communities addressing local injury initiatives. Safe Communities look to their local data to inform their prevention initiatives. In the 2015 annual survey, Safe Communities report that **80 percent** of their injury initiatives align with the leading causes of injury in their community.

Leading Causes of Injury in Safe Communities	Injury Prevention Initiatives in Safe Communities
1. Falls	1. Motor Vehicle Crashes
2. Motor Vehicle Crashes	2. Falls
3. Unintentional Poisoning	3. Unintentional Poisoning
4. Suicide	4. Suicide

# DIVERSE PARTNERS WORKING TOGETHER

Within each community a network of diverse people, organizations and institutions play a vital role in keeping one another safe. More than 750 volunteers are working to improve safety in 19 accredited Safe Communities.





# Updates from the Field

## UPDATES FROM THE FIELD

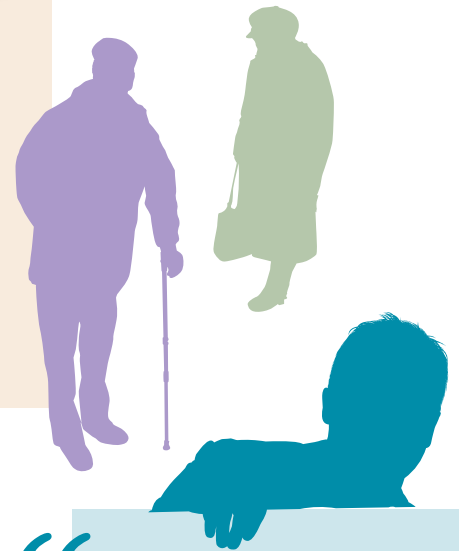
### *Sullivan County, Tennessee*

Fifty-six percent of individuals admitted to the hospital in Sullivan County, Tennessee have fall-related injuries. In order to address senior falls, Sullivan County is implementing Stepping On, a falls prevention program for older adults. It is a seven week, evidence-based program for adults who are at risk of falling, have a fear of falling, or who have fallen.

Local partnerships and collaboration have allowed Sullivan County to offer the course more regularly than other counties in Tennessee. As of September, 2015, 70 older adults have completed the course. The growing demand and interest has prompted organizers to plan

to train another Stepping On trainer and gain the participation from additional medical resources including an optometrist, pharmacist and physical therapist.

On the horizon, Sullivan County is planning to expand the program into parishes and senior housing complexes. The coalition will also track progress by partnering with a local physical therapy school for pre and post testing of participant stability and mobility and monitor fall-related hospital injury data.



### *Hammond, Louisiana*

After changes in the Safe Communities Hammond coalition leadership last year, a new steering committee has emerged and identified three key injury issues - falls, prescription drug overdoses and drowning - and formed task groups to help focus their work.

Another accomplishment in the past year was the addition of the local trauma center to the coalition. The hospital will provide real time data which will allow the coalition to better understand the scope and nature of specific injuries.

Of the three identified injury issues, the coalition focused on youth

drowning prevention. Hammond Safe Communities hosted free swim classes and provided the community with more than 200 donated swim suits. When participation was lower than anticipated, an in-depth project review revealed that a lack of transportation led to the limited participation. Hammond does not have a public transportation system and many parents were working during the free swim classes. The coalition is using this information to inform their next step, and is not giving up. They are now considering working through the schools to provide safe swimming education.

“Change is constant and it’s no different in Hammond. When we had a change in city leadership, we were able to maintain support for our Safe Communities program. Keeping volunteers engaged has also been a challenge, but the people of Hammond are committed to safety. The keys to our success in the face of change have been good city leadership, community volunteer support and a dedication to keeping the residents of Hammond safe.”

— John Thomas, Fire Chief,  
Hammond, Louisiana



## UPDATES FROM THE FIELD

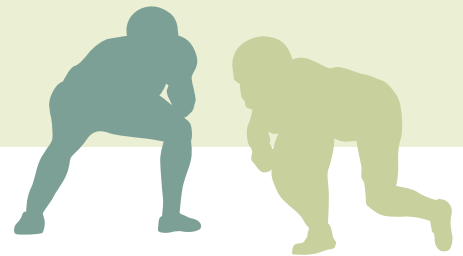
### *Western Kentucky University*

Since accreditation in 2014, WKU has been working to extend the "Safe Communities approach" beyond its campus borders and developing community partnerships.

The Emergency Preparedness Core Team (EPCT) wanted to set up a Special Events Command Post during football games to monitor safety on campus game days. In order to implement this plan, stakeholders from the university and city needed to attend Federal Emergency Management training. Fifty volunteers from the university and community were trained, including WKU employees from Facilities Management, Environmental

Health & Safety, police, athletics, parking and transportation as well as the Bowling Green Fire Department and events staff.

Through the Special Events Command Post, the EPCT is leveraging the love of sports to bring people together around campus safety. One promising result has been a closer relationship with the Bowling Green Fire Department and the delivery of residential fire safety activities to WKU students and their families.



### *Fort Worth, Texas*

Fort Worth Safe Communities is helping prevent older adult falls. The initiative started small, but given the size of the city and the number of falls, the Fall Prevention Task Force of Fort Worth Safe Communities Coalition (FWSCC) knew they needed a broad strategy. Using the Spectrum of Prevention as a guide, they put together a comprehensive plan to address falls. The task force contacted local government officials to introduce and gain support for the initiative; created opportunities for hospitals and providers to directly connect patients to community programs; talked to providers about using proven effective falls programming and used technology-geo mapping- to track falls "hot spots." The maps are used to target where falls prevention messaging will be delivered.



In addition, when Emergency Management Services (EMS) is called to assist with a falls incident, the Fort Worth Fire Department now can provide an in-home assessment and look at the environment to make recommendations for safety improvements. The task force is connecting different health systems and using student interns to coordinate calls between EMS and health and social service agencies for follow-up and continuity of care. FWSCC is planning to track progress and see if there has been a reduction in falls in the community.

“Collaboration among organizations represented on the Falls Prevention Task Force is integral to improving community health and safety. The old saying is true: united we stand, divided we fall. The Fall Prevention Task Force of FWSCC facilitates everyone to **'Take a Stand to Prevent Falls'**.”

- Nicoleta Bugnariu -  
FWSCC, Falls Prevention  
Task Force Chair



# Thank You to our 2015 Financial Donors

## NATIONAL SPONSORS:



We are grateful to the NiSource Charitable Foundation and Norfolk Southern for their commitment and support in the Commonwealth of Kentucky.



Thank you to Dow Chemical Company and Exxon Mobil Corporation, for the continued community-level support.



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1121 Spring Lake Drive  
Itasca, IL 60143-3201  
Phone: (800) 621-7615  
Fax: (630) 775-2310  
[nsc.org](http://nsc.org)