



# SAFE COMMUNITIES AMERICA 101

Putting together the SCA  
Application



# BACKGROUND



# Safe Communities History

- 1974 Safe Communities model first piloted in Sweden
- 1989 International Safe Communities established in Sweden by World Health Organization (WHO) Collaborating Centre on Community Safety Promotion
- 2007 National Safety Council established Safe Communities America (SCA) and became an International Affiliate Support Center of the WHO Collaborating Center on Community Safety Promotion





# Safe Communities History

- 2010 SCA became founding partner of Pan Pacific Safe Communities Network (PPSCN). Includes: Australia, Canada, New Zealand and US
- 2013 PPSCN became official NGO and works collaboratively with the International Safe Communities Network and WHO Violence and Injury Prevention Division
- 2015 PPSCN began process to apply for official relations with WHO as an independent NGO



# Pan Pacific Safe Communities Network

- Goal: To support the Safe Communities model, provide advice and assistance in the field of injury prevention and safety promotion to communities, and encourage new communities to pursue Safe Communities designation
- Members: Australian Safe Communities Foundation, Parachute (Canada), Safe Communities America, Safe Communities Foundation New Zealand
- Nearly 100 accredited communities



**PANPACIFIC**  
Safe Communities Network

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



# Safe Communities America

- Safe Communities America® (SCA) is an accreditation program that recognizes communities committed to improving safety at the community level
- National Safety Council initiative since 2007
- Utilizes the Safe Communities model



# Safe Communities Model



- Model is integrated, flexible and dynamic
  - Focuses on community-driven initiatives and engagement
- Safe Communities (SCs) define their own borders
  - A municipality, college/university, county, or region
- SCs work to eliminate preventable injuries
  - Engage leaders and community-led coalition
  - Use data to determine the areas of safety & health to address
  - Commit to best practices & continuous improvement



# Safe Communities Coalition

A network of people, organizations and institutions play a vital role in keeping each other safe. Members of Safe Communities coalitions include:







# ACCREDITATION PROCESS



# Pre Application

- Community assesses readiness and begins coalition development
- Community contacts Safe Communities America (SCA) regarding their interest in accreditation
- Community submits Letter of Intent (LoI) signed by local Mayor or equivalent to [SCAinfo@nsc.org](mailto:SCAinfo@nsc.org)
- SCA sends community letter of receipt with a deadline for application submission



# Application

- Community submits application (online process beginning in mid 2017)
- SCA conducts cursory review of application to ensure all requirements are met
- Once cursory review is complete, SCA notifies community that the application has moved to the peer review process



# Review

- SCA identifies two US certified reviewers and one PPSCN reviewer; one US reviewer is designated “lead” reviewer
- SCA connects reviewers to applying community
- Lead reviewer develops review timeline and contacts community to describe review process and timeline



## Review (cont.)

- Reviewers independently assess application and then schedule call with all reviewers to discuss application
- Lead reviewer schedules Community Call with reviewers and community lead(s); address the following on the call:
  - Review application for strengths and areas for improvement and sections that need additional information or clarification
  - Reviewers set date for 1.5 day site visit with community
  - Discuss how community wants to handle reviewer expenses (hotel, travel and meals are covered by community)



## Review (cont.)

- Lead reviewer sends a post Community Call email to community lead(s) and SCA confirming the necessary application changes and a date to return modifications
- Once recommended changes are made to application, lead reviewer notifies SCA that the application is accepted and the community can begin planning a site visit
- At reviewer discretion, modifications to the application can be made **AFTER** a site visit



# Site Visit- General Information

*Provides community an opportunity to demonstrate how they meet SCA model criteria and showcase their local initiatives*

- Site visits are required for new communities and some reaccrediting communities; SCA determines if community does not need a site visit
- Lead reviewer outlines what to include at the site visit
- Reviewers request final site visit agenda prior to site visit and share with SCA



# Site Visit

- Site visits begin with an opening meeting – all coalition members should attend
- At the end of day one, reviewers meet to discuss site visit, note strengths and opportunities for growth or improvement.





## Site Visit (cont.)

- At the end of day two, reviewers meet with community lead(s) and provide the following information:
  - Strengths and points for improvement from site visit
  - Whether modifications to the application are needed based on the site visit (changes must be received prior to accreditation ceremony)
  - Reviewers recommendation regarding SCA accreditation
- Post site visit
  - Reviewers send SCA recommendation for accreditation
  - SCA sends email to community confirming the accreditation recommendation
  - Reviewers prepare community report, outlining strengths and areas for improvement and submit to SCA 30 days after site visit



# Accreditation ceremony

- Community hosts community-wide ceremony recognizing the accreditation within 8 weeks of accreditation decision
  - SCA sends community information about planning accreditation ceremony
  - Community covers travel expenses (hotel, travel and meals) for a SCA staff member
- SCA facilitates accreditation ceremony and officially welcomes community to SCA and PPSCN network
  - Official signing ceremony with community leaders held during event; plaque and flag provided



# Post Accreditation

- Final community application posted on PPSCN website (ppscn.org)
- Community gains access to portal (in meantime, tools are sent electronically) for tools to promote community coalition
  - Community logo, branded templates, promotional materials
- Communities have PPSCN membership, participate in quarterly SCA calls, attend annual SCA meeting and complete annual survey to maintain accreditation

SCA accreditation is 5 years



# APPLICATION



# SCA Application

The application contains four main sections:

**Section 1:** Contact Information

**Section 2:** Community Description

**Section 3:** Criteria to be a Safe Community

**Section 4:** Community Inventory of Safety and Injury Initiatives



# Section 1: Contact information

Application must list two key contacts- individuals involved in the application process and points of contact for the review process

Name and title Organization Mailing address E-mail Phone	Name and title Organization Mailing address E-mail Phone
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## Section 2: Community description

The following must be addressed in Section 2:

- Describe your community's history and what makes your community unique
- Why is your community seeking accreditation?
- Who (person/organization) is taking lead?

There is a two-page limit for this section



# Section 3: Criteria to be a Safe Community

The Safe Communities model and the application are built on the following criteria:

- Sustained collaboration
- Data collection and application
- Effective strategies to address injuries
- Evaluation methods

All four criteria are included in Section 3 of the application.





# Section 3: Criteria

## Sustained Collaboration

This section requires that the following components are addressed. The next few slides describe each component in more detail.

- A. Coalition name
- B. Members and organizational chart
- C. Organizational support
- D. Date the group formed
- E. Meeting notes
- F. Mission statement
- G. Communication strategy



# Section 3: Criteria

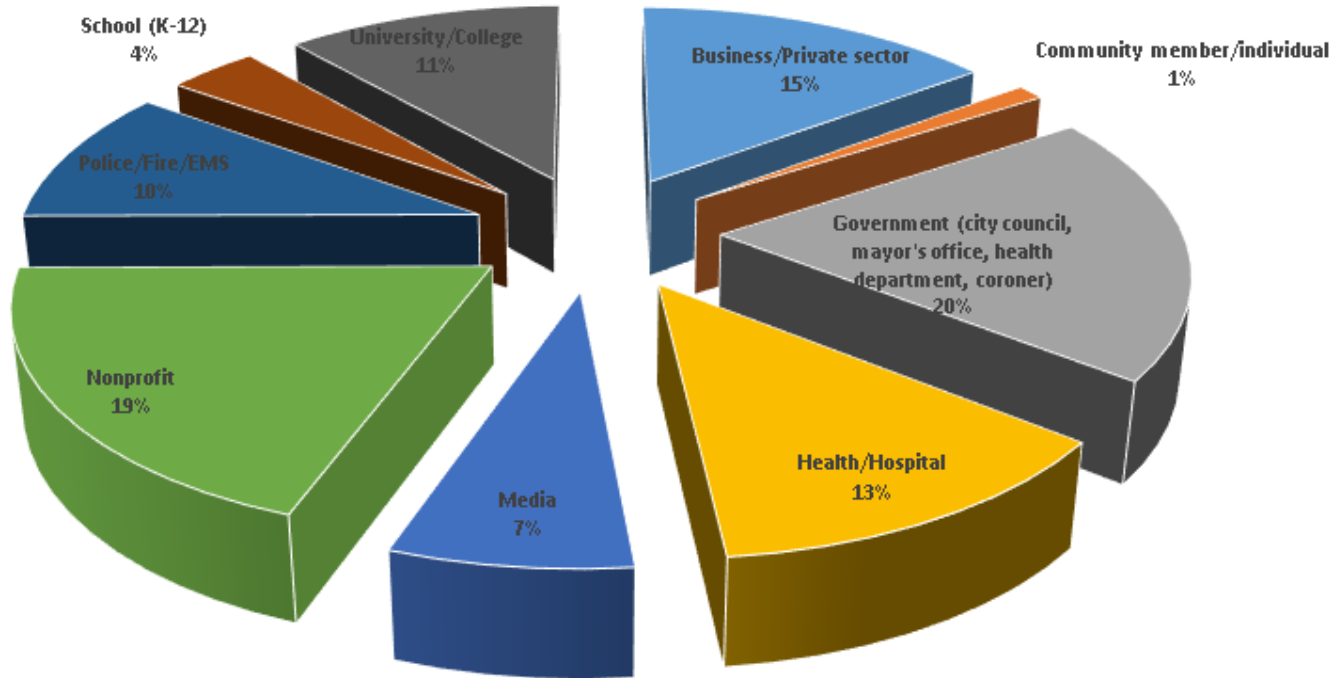
## Sustained Collaboration

- A. Coalition name** – the community chooses the name that best fits their coalition, however it is preferred that “Safe Communities” is included in the name. Consistent coalition names link the network to each other and increase national and international recognition
- B. Members** – Looking for a diverse coalition, drawing from a cross section of sectors including police, fire and EMS, hospitals, faith-based organizations, businesses, nonprofits.



# Coalition Member Breakdown

Type of SCA Coaliton Member 2016





# Section 3: Criteria

## Sustained Collaboration

- C. Organizational Support** – two letters of support are required with each application. Letters should state what the supporting organization will provide the coalition (e.g. meeting space, help with data, member of the coalition).
- D. Date group formed** – when was the group formed. Some Safe Communities coalitions formed well before considering accreditation.
- E. Meeting notes** – meeting notes should be included from the time the Letter of Intent was submitted to the time the application was submitted. Looking for - Does the coalition meet regularly? Does the coalition discuss Safe Communities and/or the application? Are there task groups? Are there action items noted in the meeting minutes? Is there discussion around strategic injury areas?





# Section 3: Criteria

## Sustained collaboration

- F. Mission Statement** – describes the purpose of the coalition. A mission statement is required.
- G. Communications strategy** – outlines how the coalition shares information within the coalition, with the community and outside its borders. Some communities will have well-planned communications strategies, while others continue to build and strengthen as their coalition matures. Good communication tactics include consistent use of social media, email, newsletters and local media. Consistent messaging to coalition, the community, local leaders and external partners.



## Section 3: Criteria

### Data collection and application

This section requires that the following components are addressed. The next few slides describe each component in more detail.

- A. Community demographics
- B. Injury data
- C. Data summary table
- D. Data sources
- E. Project goals
- F. How will the data be used to develop new strategies?



## Section 3: Criteria

### Data collection and application

#### *Community demographics*

- Includes age, race, gender, educational attainment, economic status/poverty level, employment status (unemployment rate) for most recent year available, can be city and/or county data
- While including all community demographic information is preferred, some communities may not have access to this information and/or it may be difficult to obtain
- Format will vary – the types of tables and charts will vary depending on demographics described
- This section provides an understanding of who lives in their community – are there a lot of students? Working age adults? Older adults? See if their injury prevention initiatives are applicable to their residents



# Section 3: Criteria

## Data collection and application

### *Injury Data*

- How are people are getting hurt in your community
- Application should document injuries and deaths based on age, race and gender (for most recent year), when available
- Data may include state, county and city data – this can be helpful when setting coalition goals
- Communities may use several datasets for this section – diversity in datasets is preferred
- Question to consider: Are injuries being addressed by the coalition that are not leading causes of injury according to the data? Likewise, are injuries being address that are not leading causes of injury or death?
- Several years of data should be included when charting trend data





## Section 3: Criteria

# Data collection and application

## *Data Sources*

Examples for data sources include but are not limited to:

- Inpatient hospital
- Emergency department visits
- Medical examiner
- County highway safety
- County health department
- Police department crash reports



## Section 3: Criteria

# Data collection and application

## *Data Summary Statements*

- Data summary table should include the six SCA injury areas: Traffic safety, Falls, Substance use, Workplace safety, Violence and suicide, Emergency preparedness
- Each statement should provide an overall summary of the data. Any increase/decrease in trends over time? You may include additional injury issues important to your community
- Workplace safety and emergency preparedness are difficult to capture data for. Things to consider:
  - Workplace: Work with local business to collect workplace safety data
  - Emergency preparedness: Address any natural disasters that may have occurred in past year



## Section 3: Criteria

### Data collection and application

- How has the data been used to prioritize the coalition's strategies?
  - Tell us about how you referred to the data to determine strategies? Was the data used? SCA model encourages data driver strategies.
- How will the data be used to monitor trends and success of implemented programs?
  - Continuously review data to see if injury trends are changing\*
- How will data be used to determine future injury prevention strategies?



## Section 3: Criteria

### Effective strategies to address injuries

- Include injury \*projects based on existing evidence or promising practices
- There are several evidence-based practices, but not necessarily ones for all types of injuries. Some projects in the application may not be promising or evidence-based.\*\* This is acceptable as long as all projects do not fall within this category.
  - Refer to [nsc.org/SCAResources](http://nsc.org/SCAResources) for some best practices
- At least three coalition supported \*\*\*initiatives must be included in a table format

**\*\*\*Initiatives** are broad, injury-focused

**\*Projects** are planned activities and fall within initiatives



## Section 3: Criteria

### Effective strategies to address injuries

Communities must address each of the following components in table form

- **Project Name** – name of the project
- **Project Goal** – measurable and within a specific timeframe
- **Project Description** – briefly describe the project and what seeks to do
- **Promising/evidence-based** –Source must be included – link and title. If project isn't promising or evidence-based, evaluation methods should clearly outline how progress will be measured



## Section 3: Criteria

### Effective strategies to address injuries

- **Target Group** – who is the audience for the project
- **Project Length** – the length of the project may be short period of time to ongoing
- **Partners** – looking for multiple and diverse partners engaged in the project.



# Section 3: Criteria

## Evaluation Methods

- How the coalition is/will measure projects within coalition supported initiatives
- At least three projects must be evaluated and included in the Evaluation Methods table
- Evaluation methods should align with projects included in Criteria 3: Effective Strategies Table
- Some projects may be new and the evaluation has not been implemented, but including plan is highly encouraged.



# Section 3: Criteria

## Evaluation Methods

The following 6 sections must be included in the Evaluation Methods table:

- **Activities** – what did you or will you do? The name of the project or type of project
- **Outcomes** – what does success look like? Looking for measurable outcomes
- **Length** – Are outcomes short-term (changes in knowledge, skills), intermediate (change in behavior) or long-term (change in injury trends)?





# Section 3: Criteria

## Evaluation Methods

- **Indicator** (s) – what did or will you measure to show success or progress?
- **Method** – how did or will you y measure progress (surveys, observations, injury data, etc.)
- **Result** - what did you (if result are available but this section can be left blank )?



## Section 4: Community Inventory of Safety and Injury Initiatives

- Audit of all the programs/projects and activities available in your community.
- Complete this early on - It will help you identify gaps; what injury issues does the community need to work on?
- Include name and target group
  - Initiatives in all six injury areas are required:  
*Substance use, Falls, Traffic Safety, Workplace Safety, Suicide and violence, Emergency preparedness*



# Questions?

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