



# Community Connect



January 2014

**Happy New Year!** We have reached the one year anniversary of Community Connect – thank you for your continued interest in our newsletter. This newsletter is for you, so if you want us to include information on specific issues or areas, let us know at [scainfo@nsc.org](mailto:scainfo@nsc.org).

To stay updated on new developments and resources, make sure to [like us on Facebook](#).

## Community Highlights

### Dallas, Texas

Re-designation: 2011  
International Safe Community: #19  
Population: 2.4 million

The Injury Prevention Center of Dallas (IPC), the lead agency for Safe Communities Dallas, was established in 1994 to address the high rates of injuries and trauma-related deaths. Dallas is the **first Safe Community** in the United States, being first designated in 1996, redesignated in 2007 and then again in 2011.



The IPC addresses several injury issues in their community, but one that they have been targeting for a few years is child passenger safety. Texas law requires all children younger than 8 years of age, unless they are taller than 4 feet 9 inches, to ride in appropriate child safety seats. The Give Kids a Boost program – a school based project that focuses on education and enforcement of child occupant safety practices – was developed using results from focus group discussions and recommendations from the National Highway Traffic Safety Administration (NHTSA) on effective strategies to improve booster seat use. The program’s goal: **to increase properly restrained booster seat use among children 4-7 years of age in selected elementary schools in Dallas by 10 percentage points.**

Using a train-the-trainer model, the program utilizes teachers, parents, safety advocates, and community leaders as booster seat educators. The intervention included train-the-trainer session with teachers and parent leaders, parent presentations, tailored communications to parents, distribution of child passenger safety materials, information on car seat inspection stations and enforcement of Texas child passenger safety law.

The IPC conducted pre and post-intervention observational surveys of child occupant restraint use at the selected project schools, as well as at comparison elementary schools where no booster seat intervention activities

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### Congratulation Santa Rosa County!

Santa Rosa County, Florida will be accredited as a Safe Community on January 23, 2014.

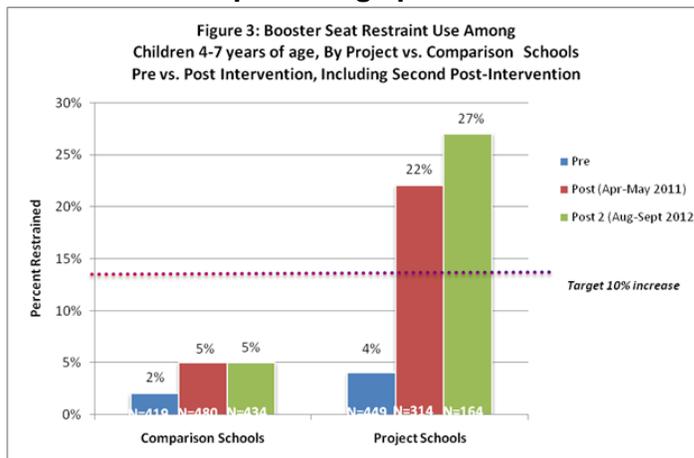
Please welcome our **24<sup>th</sup> Safe Community** in the U.S.!



were conducted.

**The results** - booster seat use at project schools increased from 4% at pre-intervention to 22% post-intervention - **18 percentage point increase** in

booster seat use following the intervention. The IPC then conducted a **second round of post-intervention observations** at all project and comparison schools. The increase in booster seat use was maintained at the intervention schools, while booster seat use remained the same at the comparison schools.



Safe Communities Dallas continues to expand this project to other elementary schools and early childhood schools. Results for these additional waves are preliminary, but Safe Communities America will share published materials when they become available. Read more detail about this project at <http://injurypreventioncenter.org/>.

## News

### Safe Communities evaluation

Safe Communities America is currently planning and implementing important evaluation activities. We will need every Safe Community in the Network to participate to get the best results.

In December 2013, a group of Safe Communities coalition representatives were convened to discuss an **evaluation of the Safe Communities America** program's approach and impact. The [Community Coalition Action Theory](#) (CCAT), developed by Dr. Frances D. Butterfoss, will be used to help build the evaluation framework. This model provides a theory-driven framework to systematically plan, implement, and evaluate community-based partnerships. We will be looking at short term (6 months), intermediate (12 months) and long-term (> 12 months) outcomes. Soon, we will be reaching out to each coalition to collect information to assist in this evaluation.

An **evaluation of the Kentucky project** to engage state safety advocates and communities with high injury rates, is also underway. The goal of this project is to designate 25 communities in 5 years, which over time, should have a significant impact in the safety and well-being of Kentuckians. The evaluation will look at this unique approach of recruiting communities and measure its effectiveness. The information gathered during this evaluation will help us replicate this approach in other states.

Finally, we are working with members of our Safe Communities network to develop a **program data and impact framework** to better understand community priority setting, resource allocation, and how results are being tracked.



### Teen Safe Driving Blog

The Teen Safe Driving group at NSC has developed a new blog with great information to keep teens safe behind the wheel. Check out their video post of an [Extreme driving coach](#).

### Carbon Monoxide Poisoning Prevention

Brrr ...It's winter. Carbon monoxide poisoning can happen at any time of the year, but the danger is generally higher in the winter. The Environmental Protection Agency has developed a very informative [fact sheet](#).

### Two new NSC infographics

The #1 cause of workplace deaths is distracted driving. Learn how cell phone distracted driving policies help employers keep their employees and bottom lines safe.



Stay tuned. We will keep you updated on the developments of these evaluations and how you can participate.

### Online training program on road traffic safety

The Johns Hopkins International Injury Research Unit (JH-IIRU) is offering a free, online training certificate program on Road Traffic Injury Prevention and Control in Low- and Middle-Income Countries.

It includes seven multimedia educational modules and covers several topics, including:

- Basics of road traffic injury prevention
- Setting up injury surveillance systems
- Evaluating road safety interventions
- Influencing policy on road traffic injuries

The lectures are taught by a variety of instructors, including JH-IIRU faculty as well as experts in the field of injury prevention control and trauma care from around the world.

This program is free and available to anyone interested in learning more about road traffic injuries. Visit [International Injury Research Unit](#) for more information.

### Census Bureau - New Interactive Mapping Tool

The U.S. Census Bureau has developed a new interactive mapping tool, [Census Explorer](#), which provides access to neighborhood level statistics. With the Census Explorer, you will be able to map out different social, economic and housing characteristics in your state, county or census tract and see how these have changed since the 1990 and 2000 censuses. Other Census Bureau data tools have been updated with the new numbers, including the Census Bureau's application programming interface, Easy Stats and American FactFinder.

## Meetings & Conferences

### Safe States Alliance Annual Meeting

May 20-22, 2014

Atlanta, GA

[Submit an abstract](#) for a(n):

- Short oral presentation
- Extended oral presentation
- Learning Lab/Training Session
- Poster

Visit [SafeStates.org](#) for more conference information



### The 4<sup>th</sup> European Regional Safe Community Conference

June 3-5, 2014

Harstad, Norway

[safecomeurope.com](#)

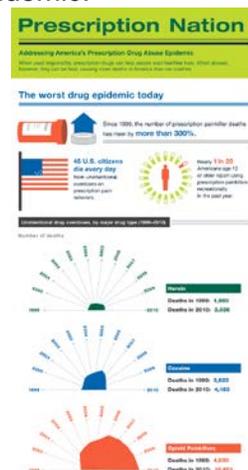
### The 22<sup>nd</sup> International Safe Communities Conference

November 23-25, 2015

Nam, Thailand

[nansafecom2015.com](#)

**Prescription nation:**  
Addressing America's prescription drug abuse epidemic.



Safe Communities America is a founding member of the Pan Pacific Safe Communities Network. The Network includes the Australian Safe Communities Foundation, Safe Communities Foundation New Zealand and Parachute Canada and all the designated communities from Australia, New Zealand, Canada and the United States.

There are 119 accredited Safe Communities in the Pan Pacific Network. Visit [ppscn.org](#) to learn more.

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## International Corner

### Tehran, Iran

Injuries, as preventable nonrandom events, continue to be a significant public health problem and still remain the leading causes of death and disability for all populations.

Unfortunately, according to the World Health Organization, the mortality rate and burden of injury in Iran is higher than in other low and middle income countries. Tehran, the capital of Iran, with a population of 8.4 million, is the 20th largest city in the world. At the beginning of the Tehran Safe Community project in 2007, the incidence rate of injury was 83/10000 person-year and 15.2% of the population required medical attention.



In June 2007, the 16<sup>th</sup> International Safe Communities Conference was held in Iran. With participation from 50 countries, the conference inspired Tehran's municipal government to initiate the Tehran Safe Community project. In 2008, the mayor announced the Tehran Safe Community Chapter as a sense of duty to promote fair and equitable safety for Tehran's citizens. All related sectors and organizations actively participated in workgroups such as safe traffic, safe home, safe children, safe elderly, safe work, violence prevention and more. Karolinska Institutet graduate students are currently conducting a formal evaluation to look at process, impact and outcomes of the program.

In April of 2009, district 22 joined the International Safe Community Network, the first in Tehran, after successful implementation of the Safe Community project. Then, districts 4, 5, 10, 20 and 21, successfully joined the network in October 2010. Year by year, more districts saw the benefit of the Safe Communities model and decided to seek designation. By March 2013, **all 22 districts in Tehran** have been designated an International Safe Community. Recently the Home Ministry approved a "Safe Community Association" NGO led by a group of safety experts and politicians. The Association is assigned and authorized to develop and continue the Safe Community movement in Tehran, Shiraz, Mashhad and the rest of the region.

A special thanks to our national partners



...and to The Dow Chemical Company and ExxonMobil for local community coalition support.



The National Safety Council is an International Safe Community Support Center to the WHO Collaborating Centre on Community Safety Promotion, Karolinska Institutet

**Do you have any upcoming events? Any pictures you would like to share with the network?**

Please send them along to [scainfo@nsc.org](mailto:scainfo@nsc.org) and we'll post them in an upcoming newsletter

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