



community Connect



July 2014

Welcome to the July 2014 edition of Community Connect

The **Safe Communities America Annual Networking Conference** is a month away, August 13-14, at the Belvidere and Country Inn and Suites in Elk Grove Village, IL, just outside of Chicago.

If you are attending and haven't done so already, please reserve your hotel room by Tuesday, July 22. For more details, contact us at scainfo@nsc.org.

[Facebook](#) is the quickest way we can give you information on upcoming events, current resources and funding opportunities, so make sure to [like us!](#)

Community Highlights

Madison-Dane County, WI

Designation: 2009
International Safe Community: #160
Population: 503,523

Madison is the capital of Wisconsin and the second largest city in the state. The Madison-Dane County Safe Communities coalition has been in existence since 1999, but first became an accredited Safe Community in 2009.



Each year in Dane County, 40 - 50 people are lost to suicide and 500 are hospitalized or admitted to emergency departments due to injuries sustained during suicide attempts. Suicide is the number one cause of violent death in



Dane County. Safe Communities is implementing several initiatives to prevent suicides and support those in need.

Statistics from Public Health Madison and Dane County report that males are almost three times more likely than females to complete suicide, regardless of age, and the suicide rate was highest

for males at ages 45-54. In partnership with Mental Health America-Wisconsin and Dane County Human Services, Safe Communities is working to encourage men to take charge of their own mental health and break the stigma that seeking help for mental health issues is a sign of weakness. The [Man Therapy](#) campaign is part of a multi-agency effort that began with the Colorado Office of Suicide Prevention, Carson J Spencer Foundation and Cactus - a Denver, CO-based advertising agency. With special licensing and an agreement with Cactus, Man Therapy will be the focus of the Safe

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Motor Vehicle Fatality Report

Motor-vehicle deaths are down 4% in first five months of 2014.

Each month, motor vehicle fatality data is supplied to the National Safety Council. The data is used to make current year estimates based on the latest final

Communities' September campaign. Man Therapy is targeted toward working aged men 25-54, refocusing the conversation about mental health, by erasing the stigma associated with issues like depression, divorce and even suicidal thoughts. This campaign uses an early intervention approach by getting men to recognize these issues and seek help sooner. This proactive strategy to men's mental health uses humor and a no-nonsense approach to help men think about and fix their mental health before it reaches a crisis. The centerpiece of the Man Therapy campaign is the mantherapy.org website, where men and their loved ones can have a virtual appointment with Dr. Mahogany, man therapist.

The kick-off to this campaign will be 'Guys Night Out' on September 10, 2014, hosted by Safe Communities and their partners. Advertising will be done on billboards, buses, local TV, radio and print media in September as well, to coincide with National Suicide Prevention Week. For more information about the Man Therapy campaign or Safe Communities Madison-Dane County, visit safercommunity.net/.



News

Communities in the Pipeline

Communities that have submitted letters of intent for Safe Communities:

- Atlanta, Georgia
- West Virginia University and Morgantown, West Virginia

Communities that submitted a Safe Communities national application:

- New Castle, Pennsylvania

Congratulations! We look forward to having new communities in the network.

Kentucky Project Updates

The Kentucky project,* to help reduce community deaths and injuries continues to make strides in the state.

This month, Western Kentucky University submitted the national application for Safe Communities accreditation and the site visit is scheduled for July 15 and 16. We will share highlights from the visit on our [Facebook page](#).

*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. We plan to replicate this model in other states.

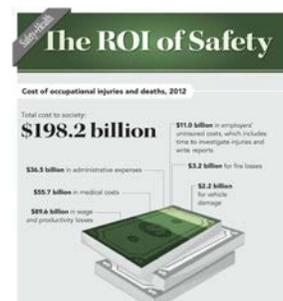
CDC reports opioid painkiller prescribing varies widely among states

The Centers for Disease Control and Prevention (CDC) released a [report](#) that shows health care providers wrote 259 million prescriptions for opioid painkillers in 2012, but that these prescriptions were distributed unevenly throughout the United States. The [Vital Signs report](#) found that health care providers in the highest prescribing state, Alabama, wrote almost three times as many of these prescriptions per person as those in the lowest prescribing state, Hawaii.

count from the National Center for Health Statistics (NCHS). [Read the entire May 2014 report](#).

The ROI of Safety

The benefits of injury prevention programs outweigh the costs. *Safety+Health* magazine's [Safety ROI infographic](#) breaks down the cost of injuries to society and employers.



Recommendation Regarding Universal Motorcycle Helmet Laws

A review of 69 studies found that universal helmet laws increase helmet use, decrease motorcycle-related fatal and nonfatal injuries, and are substantially more effective than no law or only partial motorcycle helmet laws. [Read the entire report](#).

Advancing Evidence-Based Practices

New Content on Evidence-Based Public Health: NACCHO University features a new podcast, "[A Public Health with Impact: The Path to What Works](#),"

Congratulations Sullivan County, TN!

The Holston Valley Medical Center, a member of the Safe Communities Coalition in Sullivan County, TN, has been designated as a Level 1 trauma center by the state for another three years. A Level 1 trauma center is capable of providing total care for injuries – from prevention through rehabilitation. Holston Valley has held this status for the last 25 years.

The trauma center not only treats patients who have experienced major trauma and potentially life-threatening events, but they also focus on preventing injuries through a variety of community initiatives. Nurses and physicians frequently participate in activities such as Trauma Nurses Talk Tough, a teenage driver's education program, and Tennessee's Battle of the Belt competition which gives students the opportunity to monitor their peers' seat belt use. Congratulations to Sullivan County and the Holston Valley Medical Center!

Upcoming Opportunities

Innovative Approaches to IVP Webinar

Wednesday, July 23
1:00 PM - 2:30 PM ET

[Register](#)

This Safe States organized webinar will showcase unique and effective programs developed by organizations across the country to advance their injury and violence prevention efforts. Presenters will discuss creative programs designed to prevent concussions, domestic violence, suicide, elderly falls, and elder abuse.

Improving Systems that Serve Vulnerable Populations Before, During and After Disasters Webinar

Wednesday, July 23
1:00 PM – 2:00 PM

[Register](#)

The webinar will discuss assessments of local agencies and organizations that serve vulnerable populations, identification of gaps and failure points, and the development of action plans to address identified gaps.

Meetings & Conferences

East African Regional Safe Community Conference

November 19 - 21, 2014

Arusha, Tanzania

peercorpsglobal.org/earscc-2014

SAVIR Conference 2015

Maximizing Injury Research to Benefit All

March 11-13, 2015

New Orleans, Louisiana

[Abstracts accepted](#) through October 17, 2014

22nd International Safe Communities Conference

November 23-25, 2015

Nam, Thailand

nansafecom2015.com



which describes the role of local health departments in advancing evidence-based public health.

Sponsor Highlight



DuPont was one of the first organizations to commit to supporting Safe Communities America and has offered leadership and direction as the program has expanded. This participation has helped to ensure the long-term sustainability of this international movement in the United States. [Read more about DuPont.](#)

Learn about Safe Communities America sponsorship opportunities and how your organization can partner with us. Email partnerships@nsc.org.



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.

International Corner

Kurume, Japan

In Japan, there are 20 communities working on safety promotion based on the Safe Communities model. Of the 20, nine communities are the members of the International Safe Communities (SC) Network. Kurume City became the newest designated SC in December 2013. Kurume officially launched their SC programs in 2011 with leadership from the mayor. With its distinguished backgrounds such as good accessibility to the medical services and abundant community resources, Kurume set up eight priorities: senior safety, children's safety, violence prevention, traffic safety, crime prevention, suicide prevention and safety in disasters, and then developed various programs in cross-sector collaboration.



Kurume's programs can be highlighted with unique approaches in prevention of injuries from intentional causes including self-harm, suicide and abuse. The taskforce committee for child abuse prevention has been actively working in cross-sector collaboration among governments, relevant organization and communities. For example, with support from mothers raising small children, the committee recently provided a program for junior high school students to raise their awareness about importance of life. One hundred and sixty five third grade students were invited to meet 85 new mothers and their babies. By communicating with mothers and taking care of babies, they learned how much mothers love their children and how much care children need to grow. After the meetings, students expressed their surprise about how much care they received and showed appreciation to their parents. The committee hopes this communication program will provide young generations with an opportunity to understand that everyone is special and precious.



A special thanks to our national partners



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

There are 119 accredited Safe Communities in the Pan Pacific Network. Visit ppscn.org to learn more.



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

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