



community Connect



May 2013

Welcome to Spring and the **May 2013 edition of Community Connect!** We've got a lot going on – Springfield-Greene County Missouri was redesignated a Safe Community; there are significant administrative changes to the international designation; and Safe Communities America is hosting our annual networking conference during the 2013 NSC Congress & Expo.

If you want to learn more about Safe Communities America or want to become a Safe Community, visit safecommunitiesamerica.org.

Community Highlights

University of Southern California

Designation: 2010
International Safe Community:
#204
Population: 63,653

In 2010, the University of Southern California (USC) became the first university in the world to obtain the International Safe Community designation.



The USC Safe Communities coalition continually strives to improve the quality of life for its campuses and neighborhoods by offering comprehensive health and safety programs and forging strong community partnerships. Focus was placed this year on advancing health initiatives by hosting the third annual Alcohol Partners Coalition Conference (March 12-13, 2013). The conference focused on working with young adults to address safety issues related to alcohol consumption. Specific efforts were aimed at preventing risky behaviors and implementation of healthy alternatives. One such alternative is the [21st Birthday Card Program](#) promoted by USC Student Affairs which provides safer options to students turning twenty one.



In addition, the coalition is addressing pertinent issues that affect transportation and mobility for its greater community on and off

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Congratulations Springfield-Greene County!

Springfield-Greene County was redesignated an International Safe Community on **May 4, 2013**



Springfield was first designated in May 2007 as the 3rd US Safe Community and 113th International Safe Community.

campuses by educating incoming students as they arrive on: (a) safe and sustainable commuting to and from campus, (b) available modes of campus transportation, and (c) urban transportation safety, including the recent addition of metro rail service to the University Park Campus. In collaboration with the Metropolitan Transit Authority (MTA) Community Relations representatives, a 5-minute orientation video will be disseminated on web pages, social media (Twitter, Facebook) and YouTube.

Find more information on the USC Safe Communities [website](#).

News

International Designation Updates

There are new administrative changes in the international designation process. Now, all correspondence for international designation will go through the WHO Collaborating Centre on Community Safety Promotion. Safe Communities America will continue to assist communities through the development of an international application, but the Collaborating Centre will now handle all application reviews centrally by assigning internationally accredited certifiers. No longer will certifiers review applications in their own country.

For more information about these changes and the new international fee structure, please visit [Becoming A Safe Community](#) or email us at scainfo@nsc.org.

These changes are for **international designations only**. The review process for [national designations](#) has not changed.

Study: Distracted driving deaths underreported

The National Safety Council recently analyzed state and federal data and discovered that crash deaths in cases where drivers were using cell phones were seriously underreported.

- 180 fatal crashes from 2009 to 2011 were reviewed where there was strong evidence the driver had been using a cellphone.
- Of the 2011 crashes, only half were coded in the National Highway Traffic Safety Administration's Fatality Analysis Reporting System as involving cell phone use. Only 8 percent of the 2009 crashes examined were coded as involving cell phones, and 35 percent in 2010.
- Even when drivers admitted to authorities that they were using a phone during a crash in which someone was killed, about half the cases weren't recorded that way in the national database.

Better, more accurate reporting will provide evidence to pass stronger legislation restricting the use of cell-phones while driving. Read the [white paper report](#) and check out the [new infographic on underreporting](#).

Violence Prevention: New resource available for using different types of evidence in decision making

More and more emphasis is being placed on using evidence to support your



- **JUNE** is [National Safety Month](#). Bring out the safety leader in everyone by sharing our free posters, tip sheets and games. [Sign-up](#) for free materials.
- A new distracted driving infographic is available: [The Great Multitasking Lie](#). You think you can text and drive? Think again.



- **NACCHO toolbox** - a [free, searchable, online](#) collection of local public health materials and resources produced by the public health community.
- **WHO Violence and Injury Prevention publications and resources** are available to enhance community programs.

injury prevention efforts. But, many of us struggle with what is “evidence” and how do we use it.

The CDC Division of Violence Prevention has developed an interactive web resource, Understanding Evidence. This new resource will support community practitioners by offering knowledge and tools to help make evidence-informed decisions around violence prevention. [Understanding Evidence](#) is free and now available.

Kentucky Project Update

The Kentucky project* to engage communities with high injury rates and state safety advocates continues to move forward.

- In March, the Kentucky Safe Communities project team met with staff of Louisville mayor Gregg Fischer, to introduce the Safe Communities model and outline the benefit of a Safe Communities designation to the city and its residents.
- In April, the team attended the Kentucky Inclusive Emergency Preparedness Conference - emergency management, public health, human services and disability stakeholders. Aaron Horner, Kentucky Homeland Security and a member of the Kentucky Safe Communities team, was a conference speaker.
- In May, the team presented at the Collaborative Learning Unlimited Excellence (CLUE) Conference, at Murray State University (MSU). The focus was on how the Safe Community designation has been valuable to Murray State University and the Madison County health department.

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 intent is to replicate this model in other states.

** Kentucky Injury Prevention and Research Center (KIPRC) is an Affiliate Safe Community Support Center.*

Meetings & Conferences

Safe Communities America 4th Annual Networking Conference

September 29-30, 2013
Chicago, IL

For the past 3 years, Safe Communities America has held a networking conference for our communities to share, learn and meet other coalition leaders.

Our fourth annual conference will be held in conjunction with the National Safety Council [Congress & Expo](#) as we discuss Leading Safety into the Future. **If you are a Safe Communities America coalition leader**, you will be sent registration information for the conference, but you may [book your hotel](#) now. Please extend invitations to coalition members to attend, as well. We've made some changes to the format of the conference based on your suggestions. Look for more information about the conference in the coming weeks. See you in September!

International Safe Communities Conference

October 21- 23, 2013
Mérida, México

Make sure you get every issue

Send us an email and we'll add you to our list!
scainfo@nsc.org



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PANPACIFIC
Safe Communities Network

Safe Communities America is a member of the [Pan Pacific Safe Communities Network](#). The Network includes the Australian Safe Communities Foundation, Safe Communities Foundation New Zealand and Parachute Canada.



The National Safety Council is an Affiliate Safe Community Support Center to the [WHO Collaborating Centre on Community Safety Promotion, Karolinska Institutet](#).



The International Safe Communities Conference welcomes Safe Communities from all around the world. The conference will provide an opportunity to learn and share about the issues that impact Safe Communities. Although the abstract submission period is closed, you may still [register](#) for the conference. For more information about the conference,

please visit www.meridasafecom2013.mx/.

Share your meetings with us. Email scainfo@nsc.org and we'll post them on our [Calendar of Events](#) page.

Upcoming Opportunities

Robert Wood Johnson Foundation Roadmaps to Health

*Submission Deadline: **May 23, 2013** (Phase 1)*

The Robert Wood Johnson Foundation (RWJF) Roadmaps to Health Prize is awarded annually to honor outstanding community efforts and partnerships that are helping people live healthier, safer lives. Winning communities each receive a \$25,000 cash prize and have their success stories celebrated and shared broadly with the goal of raising awareness and inspiring locally-driven change across the country. Consider applying for the [RWJF Roadmaps to Health Prize](#) and share your success in protecting the safety of your community residents.

Apply for the 2013 FEMA Individual and Community Preparedness Awards Today

*Submission Deadline: **June 5, 2013***

The application period for the 2013 FEMA Individual and Community Preparedness (ICP) Awards is now open. Please nominate outstanding individuals, organizations, Citizen Corps Councils and programs working to make our communities safer, stronger and better prepared for any disaster or emergency event.

The [ICP Awards application](#) period is open through June 5, 2013. All submissions must feature achievements taking place between January 1, 2012 and June 5, 2013. Please submit your application to citizencorps@fema.gov. Learn more at ready.gov/citizen-corps-awards.

DriveitHOME – Upcoming events for parents of teen drivers

DriveitHOME is an initiative designed by and for parents of newly licensed teen drivers. It offers a variety of options parents can use to help their teen get the experience they need behind the wheel and provides a place where parents can share their ideas for keeping teens safe.



DriveitHOME is **hosting several events**, with help of comedians from Second City Communications. They will provide an interactive and funny night as they teach parents in a free, one-hour program to give them the tools to be a better coach for their teen drivers and understand the real hazards on the road.

Contact Us

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Experts will also be on-hand to answer your teen driving questions. Upcoming cities include: Seattle, WA; Plano, TX; Nashville, TN; Rockford, IL; Colorado Springs, CO.

Attendees have a chance to win gas cards or even a **NEW CAR**. Visit [DriveitHOME](#) for more information or to register for an event.

International Corner

Harstad, Norway

In 1987, a surgeon in Harstad, Norway noticed high rates of severe burns in children. Concerned about this, Dr. Boerge Ytterstad first reached out to a local public health nurse, Solveig Rostøl Bakken, to work on educating parents in the community. This was the beginning of partnerships between doctors and the community and of the Safe Communities movement in Harstad.



Harstad was designated the first Safe Community in Norway in 1994. Since then, the rates of severe burns in children have decreased and the group has expanded their injury prevention efforts to address needs of their community.

One of their current projects involves keeping older adults safe from falls. Because Harstad is in northern Norway, ice and snow are common. And according to hospital data, older adults were coming in with hip fractures from falls on the snow. In order to prevent this, the Harstad Safe Community encouraged older adults to wear shoes with spikes on the bottom – an idea which came from petrol stations which attached spikes to car tires to help with traction in the snow. The shoes were promoted through the media including newspapers and television news, and now, they are not only worn in older adults, but other adults (30 years and older), are sporting these shoes as well. Since 2009, there has been a decrease in hip fractures from outdoors, but further research needs to be conducted to see if this decrease is related to the shoes.

If you'd like to visit Harstad, they will be hosting the [4th Regional European Safe Community Conference](#) in June 2014. Harstad Safe Community is part of the [Norwegian Safety Forum](#).

A special thanks to our national partners



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