



community Connect



May 2014

Welcome to the May 2014 edition of Community Connect

The **Safe Communities America Annual Networking Conference** will be held August 13-14, 2014 at the Belvidere and Country Inn and Suites in Elk Grove Village, IL, just outside of Chicago.

As always, there will be no registration fee and all meals are included in order to keep costs down. We encourage all to attend, even those communities who are working on their application or thinking of working on an application. Email us at scainfo@nsc.org for more details.

Community Highlights

Doña Ana County, NM

Designation: 2012

International Safe Community: #275

Population: 214,445

Las Cruces is the 2nd largest city in New Mexico and the county seat of for Doña Ana County. The Doña Ana Safe Communities coalition, based out of Las Cruces, started fitting stations for child safety seats in 2010. They learned that 95% of residents in the county were misusing child safety seats. The Doña Ana County Health and Human Services Department led an effort to distribute safety seats to low income residents in Doña Ana County and surrounding counties. Every month, the health department distributes 20-30 child safety seats and will provide assistance, but at times, is unable to install the seat.



Therefore, in order to support proper installation, the coalition, through partnering with state and local police, sheriff's department and New Mexico Department of Transportation, holds safety seat installation checks at a local dealership, once a month. The dealership provides the garage where certified technicians inspect car seats to check if the right seat is being used and is properly installed and secured. Then, they work with the parent or caregiver to educate on how to properly install and remove the car seat. This event is open to the public, though most in attendance are those who received a car seat from the health department.

In addition to the monthly car safety seat checks at the local dealership, the coalition holds community safety seat clinics, every month to two months. Partnering with multiple agencies, the group holds the clinic at various locations including store parking lots or school parking lots and at various

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Safety: it takes all of us
Each June, the National Safety Council celebrates [National Safety Month](#) as a time to bring attention to key safety issues. This year's safety issues:

Week 1: Prevent prescription drug abuse

Week 2: Stop slips, trips and falls

times. Again, certified technicians are onsite to check car safety seats and participants have an opportunity to exchange damaged, old or improper seats for the correct seat.



As residents hear more about safety, they are asking that these same services be brought to their communities, primarily in the rural communities. Although these may be harder to reach areas, they are not inaccessible and the coalition has started to organize clinics in rural areas to fill this need.

In the beginning of the initiative, the health department would request about 30 car safety seats per month. Now, the request is up to 90 car safety seats per month, which are provided by Safer NM, an agency that advocates for increased motor vehicle occupant protection and decreased traffic-related death and injury. To learn more about this program, please visit donaanacounty.org or call 575-525-5870.

News

Kentucky Project Updates

The Kentucky project,* to help reduce community deaths and injuries in the state, is gaining traction. This month alone:

- Jessamine County is beginning the application process for the Safe Community accreditation by convening community partners. The health department, the lead agency in this effort, recently issued a community wide-survey to assess community concerns. It identified community safety and the need to increase recreational opportunities as the top two community health and safety issues.
- The Green River Area Development District submitted their letter of intent to become a Safe Community.
- The Kentucky team presented at the [Kentucky Governors Health & Safety Conference](#) in May. The conference brings together safety and health professionals, employers and employees from around the state.

*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.

Newly Released Guidelines on Addressing Campus Sexual Assault

The White house released [Not Alone: The First Report of the White House Task Force to Protect Students from Sexual Assault](#). This report outlines several recommendations to prevent sexual assault on college campuses. In addition to the report, the White House created [NotAlone.gov](#), a website that allows students to find resources related to sexual assault.

Safe Communities America has three universities in the network and all address sexual assault on campus. Emory University, in Atlanta, Georgia, developed the Respect Program which:

- Engages in population-level health promotion efforts toward achieving a campus free from violence.
- Provides workshops, events, education, training, campaigns, and guest lectures related to building healthier relationships, consent, survivor

Week 3: Be aware of your surroundings

Week 4: Put an end to distracted driving

Bonus week: Summer safety

Find a variety of downloadable materials including posters, tip sheets, games and more to get everyone involved at nsc.org/nsm.

NATIONAL
SAFETY
MONTH

Sign up for materials

Local Injury and Violence Prevention Capacity Assessment Tool

A [tool for local health departments](#) (LHD) to assess injury and violence prevention efforts.

Teen Safe Driving Blog

It's important to work with your teens as they begin driving and teach them good habits. Check out the Teen Safe Driving blog post on [5 sounds your teen shouldn't ignore](#).

The Network for Public Health Law

Many Safe Community coalitions are addressing drug overdoses. The Network for Public Health Law has [several resources](#) and provides assistance on the legal approaches to reducing drug overdoses.

support, and other topics related to sexual assault and harassment, intimate partner violence, and stalking.

- Works with critical subpopulations such as first year students, fraternity and sorority members, LGBTQ students, and men.
- Empowers students as leaders through student organization involvement, course collaborations, internships, and student staff positions.
- Advocates for individual students through confidential counseling and referral.
- Collaborates and partners to develop, communicate, and implement strategies to prevent sexual assault, intimate partner violence, sexual harassment, and stalking.
- Promotes assessment, data collection, ongoing development, and research to ensure the Respect Program participates actively in the broader university community.

Learn more about the Respect Program at <http://respect.emory.edu>.

2014 County Health Rankings released

In March, Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute released the 2014 County Health Rankings. The County Health Rankings & Roadmaps helps communities identify and implement solutions that make it easier for people to be healthy in their schools, workplaces, and neighborhoods. [View key findings from the 2014 report.](#)

Upcoming Opportunities

Understanding Violence free online course

Deb Houry, Safe Communities Emory and Pam Scully, Emory University will lead a course on different disciplinary approaches and perspectives to understanding and potentially preventing violence. The course is free and open to everyone. [Register for the course.](#)

Funders as Community Partners webinar

Tuesday, May 27

3-4 pm EDT

[Register](#)

Learn how local community leaders can work with philanthropic partners to amplify health improvement efforts.

Meetings & Conferences

The 4th European Regional Safe Community Conference

June 3-5, 2014

Harstad, Norway

safecomeurope.com

Safe Communities America Annual Networking Conference

August 13-14, 2014

Elk Grove Village, IL

Contact scainfo@nsc.org for registration information.



Sponsor Highlight



We welcome Liberty Mutual Accident & Health, a division of Liberty Mutual Insurance, as a national sponsor of Safe Communities America.

Liberty Mutual Insurance has been a member of the National Safety Council (NSC) since 1914. [Read more about Liberty Mutual Accident & Health.](#)

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.

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

International Corner

Moonee Valley, Victoria, Australia

Moonee Valley is a suburban municipality in Melbourne – the Australian city that is frequently listed as one of the world's most livable. Set in established, leafy suburbs, Moonee Valley benefits from low levels of crime and high standards of safety and well-being. However, the municipality contains pockets of inequity and disadvantage – and includes at-risk groups such as vulnerable elderly people and newly-arrived migrant communities.



Safety is valued highly by residents and is regularly a top concern in community surveys. Recognizing this, and acknowledging the role that local government can take to lead and coordinate safety, Moonee Valley City Council has developed and implemented a strong community safety program.

The program places emphasis on partnerships with other local organizations promoting safety – and this is reflected in Moonee Valley's annual Community Safety Stakeholder Forum. The Forum brings together representatives from law enforcement agencies, emergency services, health organizations and local community groups to discuss safety issues and explore opportunities for collaboration.

Another feature of Moonee Valley's Community Safety Program is the [Moonee Valley Household Safety Plan](#), which was developed in 2013 to provide residents with important local safety information and tips to get through an emergency. Available in both printed form and as an online interactive PDF, the Plan will be produced in a variety of languages to support non-English speaking residents.

Since introducing its Community Safety Program, crime and injury rates in Moonee Valley have steadily fallen. While these trends can be partially attributed to the great work done by agencies such as the police – there's no doubt the program's coordinated approach to tackling local safety issues also plays an important role.

Moonee Valley recently became the first Australian community to apply for accreditation as a Pacific/Australian Safe Community, within the Pan Pacific Safe Communities Network.

A special thanks to our national partners



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



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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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