



# community Connect

safe  
COMMUNITIES  
AMERICA  
NATIONAL SAFETY COUNCIL

November 2013

**Welcome to the November edition of Community Connect!** Winter is almost here and many of us have been experiencing a drop in temperatures and even some snowfall. Stay warm and safe.

In late September, Safe Communities America held its 4<sup>th</sup> annual networking conference in conjunction with the National Safety Council Congress & Expo. Members from designated communities as well as communities seeking designation were in attendance. Together we shared best practices, examined short and long-term strategic planning through roadmapping and looked to the future of the Safe Communities America Network. We showcased the impressive work that each community is doing.



In addition, we invited business representatives and our sponsors to a special luncheon where our Fort Worth coalition talked about the successes they've had in partnering with their local businesses. Both our coalition representatives and business guests reported the luncheon a success toward building future relationships.

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

## Community Highlights

### Anchorage, Alaska

Re-designation: 2011  
International Safe Community: #40  
Population: 298,610

The Alaskan Injury Prevention Center (AIPC), the lead agency for Safe Communities in Anchorage, promotes a variety of bicycle safety projects in their community. To effectively address bike safety in Anchorage, the coalition collected compelling data to help them prioritize funding for safety interventions, determine necessary improvements, define performance measures and evaluate success of their intervention or plan.



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## Community Toolbox

The Community Toolbox has modules and toolkits to complement our work from the Safe Communities America conference. Find toolkits to:

[Develop Strategic and Action Plans](#)

[Increase Participation and Membership](#)

State highway safety offices typically only use police crash data to determine funding and program area priorities. However, in many cases, cyclists who are seriously injured on roads do not call police, even if a car is involved. The result is a significant undercounting of the problem. Incomplete data contributes to bad decisions. The coalition manually matched 10 years of police crash reports of serious bicycle injuries with the Alaska trauma registry bicycle injury cases which occurred on roads (requiring at least 24 hours in the hospital) from 2001-2010.



AIPC discovered that **78% of hospitalizations from roadway bicycles crashes were not reported in police reports**. By using only crash data, the state minimized the degree to which bicycle injuries on roads is a problem, resulting in lower funding and level of priority.

Now, by using both data sources, AIPC is able to calculate costs and severity of bicycle injuries from trauma data and helmet use and roadway and behavior factors from crash data. For example, they can use geographic data to determine the most dangerous areas for cyclists, advocate for improved engineering and provide costs of injuries to support policy initiatives. Using good solid data will assist with choosing programs to implement and performance measures to track and calculate success.

Both of these data sources are now measures in Alaska's State Highway Safety Plan (SHSP). The SHSP identifies a State's key safety needs and allocates funding based on where it would have the most impact in saving lives and preventing injuries, and performance measures to determine successes. Visit the [AIPC website](#) for more information.

## News

### **Mental Health Parity and Addiction Equity Act – final rules released**

The final rules for the [Mental Health Parity and Addiction Equity Act](#) (MHPAEA) were recently released. For insurers who offer coverage for mental health and substance abuse disorders, the MHPAEA requires that the level of coverage is equal to medical coverage for other chronic diseases like cancer and diabetes.

### **New Interactive Online Toolkit for Preventing Teen Dating Violence**

Start Strong: Building Healthy Teen Relationships\* is the largest initiative ever funded to prevent teen dating violence and abuse. It teaches 11- to- 14-year-olds about healthy relationships in 11 communities across the country.

A [new online tool](#) shares best practices from Start Strong: Building Healthy Teen Relationships including:

- Facts about why middle school matters for preventing teen dating violence;
- Key elements for successful healthy relationships programming;
- Quotes and video interviews from experts, leaders, and youth; and
- Downloadable materials and links to other resources.

[Evaluation results](#) show that *Start Strong* students reported decreased acceptance of teen dating violence and more positive attitudes toward gender equality—two key factors linked to stopping teen dating violence before it starts.

### [Influencing Policy Development](#)

### [Evaluating an Initiative](#)

For more tools, visit: <http://ctb.ku.edu/>

### **New Data Available on WISQARS**

Some nonfatal injury modules now include 2012 data from the National Electronic Injury Surveillance System- All Injury Program. Visit [WISQARS](#) for review the data.

**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



[Like us on Facebook](#)

### **Make sure you get every issue**

Send us an email and we'll add you to our list! [scainfo@nsc.org](mailto:scainfo@nsc.org)

\*The Start Strong: Building Healthy Teen Relationships program is supported by the Robert Wood Johnson Foundation, in collaboration with the Blue Shield of California Foundation and Futures Without Violence.

## Evidence-based Practice for Injury Prevention Webinar recording

During our Safe Communities America Networking conference, many of our participants identified challenges in finding appropriate evidence-based programs for their community. Last month, the Children's Hospital Association hosted a webinar discussing key strategies, for injury prevention practitioners, to include evidence-based practice in daily work. [Listen to the recording.](#)

## Green Cross For Safety Medal & Dinner 2014

The Green Cross for Safety medal is presented annually by the National Safety Council to an organization and its CEO that have demonstrated outstanding safety leadership. The Council will honor **Owens Corning** and its Chairman and **CEO Michael H. Thaman** with the 2014 Green Cross for Safety® medal. Earning this prestigious award is a reflection of Owens Corning's exceptional safety culture, which is apparent in all aspects of its work practices and extends to the communities where it does business.

To learn more about this special event **on April 10<sup>th</sup>, 2014 in Atlanta**, please visit [GreenCross.nsc.org](http://GreenCross.nsc.org).

## Meetings & Conferences

### International Safe Communities Conference

Every two years, international Safe Communities hosts a conference inviting communities, partners and Support Centers to meet and share best practices. Representatives from the Safe Communities America network attended the International conference in Merida, Mexico and presented on several different issues and strategies.



- **Donna Stein-Harris**, Safe Communities America, reported updates on the Pan-Pacific Safe Communities Network and the Kentucky project to engage and recruit communities through the support of state safety advocates into the Safe Communities America network.
- **Marcia Howell**, Anchorage Safe Communities, discussed theory and strategies to support changes in behaviors.
- **Suja Shunmugavelu**, Safe Communities America, reviewed the communications strategy for the Safe Communities America network as well as specific strategies used by communities in the network.



The next International Safe Communities conference will be held in Nam, Thailand in 2015. Visit [nansafecom2015](http://nansafecom2015) for updates.

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



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 designated Safe Communities in the Pan Pacific Network**. Visit [ppscn.org](http://ppscn.org) to learn more.

## International Corner

### Lidköping, Sweden

Getting the raisins from the cookies- it's a Swedish expression that means picking out the best ingredients from an already good thing, to share with others. It is also a summary of the most recent report of Safe Communities activities in Lidköping, Sweden, home of the **first designated International Safe Community**. Elisabeth Brandt, public health officer for the municipality of Lidköping, gave an overview last month of the effectiveness of the Safe Community model, used since 1989, at the 10<sup>th</sup> Swedish Injury Conference, where the aim was to share the lessons learned over the past three decades.



When describing the supporting elements that have contributed to the longevity of the program, Elizabeth stated that clear organizational responsibilities and good management of the numerous projects were key factors. The goals of the Safe Communities model have been integrated into operational plans for schools, city planning, emergency response services, and health care providers, among other parties and set into operational use through priorities defined by local injury data. This approach has resulted in a responsive and effective planning cycle that does not need to be changed when personnel or community governments change.

Operational goals for each of the local government units addressing injuries are regularly updated, reviewed and compared to other communities. Ongoing evaluation of actions and performance are made based on changes in injury patterns, which encourages different government programs to regularly review injury data.

The Safe Community model has been associated with a long-term downward trend in injuries in Lidköping. In Lidköping, hospitalization rates for injuries are at a low of 10.5 per 1000 for both males and females. These rates are well below the Swedish average, which is about 13.5 per 1000 for males, and 12.5 per 1000 for females. However, there continues to be new challenges that need to be addressed, in order to maintain safer communities. "There is always going to be something to do," said Elisabeth, who points out that under-treatment of mental illnesses such as depression and anxiety are now becoming significant problems that are showing up in the injury surveillance data. These illnesses are associated with a rise in intentional injuries. The Safe Communities groups are working with new projects to help address acute mental health crises. The continued implementation of the Safe Communities model in Lidköping has provided ongoing evidence of the effectiveness of the Safe Communities approach. After three decades, there are a lot of raisins to share!

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

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