



community Connect



September 2013

Welcome **September 2013 edition of Community Connect!**

There is quite a bit happening at Safe Communities America over the next several weeks. Our biggest event is the **4th annual Safe Communities America Networking conference** in Chicago at the end of September. We are holding our conference in conjunction with the National Safety Council Congress & Expo where we will be celebrating **100 years of safety!** We hope to see you there.

If you want to learn more about Safe Communities America or want to become a Safe Community, visit safecommunitiesamerica.org or contact us at scainfo@nsc.org.

Community Highlights

Erie County, PA

Designation: 2010
International Safe Community: #214
Population: 280,985



Erie County received a 3 year state grant to focus on suicide and prescription drug abuse prevention. Using a decision matrix (Haddon), a five pronged approach identified gaps in services and a task force was formed through the Safe Communities Erie leadership. In year one of the grant, the group reviewed county data and identified unintentional and intentional (suicide) prescription drug overdose fatalities in Erie County. The causal links for both suicide and prescription drug misuse and abuse were observed in documented cases of prescription drug overdoses. Safe Communities Erie decided to approach this through a comprehensive work plan on suicide and prescription drug prevention in the county.

Partners have been working since 2011 to conduct educational and professional trainings and maintain three task forces – suicide, prescription drugs and teen driving. The group has been approved by all school district superintendents to present evidence based programs in all levels of public and parochial schools. Yellow Ribbon Gatekeeper training is being used for suicide prevention and the Cardinal Health Generation RX and Katy's Kids are being used for prescription drug misuse programs.

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The Suicide Prevention Resource Center

[Resources](#) to prepare you if you encounter someone that is at risk of suicide.



In addition, the coalition has placed six permanent Med Return Units at local police departments in Erie County to reduce access to prescription drugs and provide residents with the ability to safely discard unused, unwanted, or expired medications during regular business hours. Ten more units will be placed in both Erie and regional counties this year.

Safe Communities Erie will act as a model to train both local and regional partners to join the campaign to prevent overdoses and prescription drug abuse by promoting return of unwanted prescription drugs to safe law enforcement locations. If you have any questions about the activities in Erie County or want to implement similar programs, please email scainfo@nsc.org or ppuline@eriecountygov.org.

News

Congratulations to Alaska Injury Prevention Center

The Alaska Injury Prevention Center (AIPC), the lead agency for the Anchorage Safe Communities, is one of the winners for the **2013 Teen Driving Safety Leadership Awards!** Led by Beth Schuerman, Project Director, the AIPC used two programs, Teen Buckle Up and Raise Your Voice, to reduce the numbers of car crashes involving teen drivers who were either impaired or not wearing safety belts.

These programs were successful - teen safety belt use in Anchorage increased by 26% since the Teen Buckle Up program began in 2006 and the number of teens who were drinking alcohol and hospitalized due to car crash injuries in Anchorage, decreased by 63% between 2001 and 2011. Congratulations AIPC for your award and for keeping teens safe in Anchorage!

Building Resilient Communities: Online Training

The RAND Corporation developed a free emergency preparedness [online training](#) outlining how organizations and communities can better prepare for emergencies and strengthen their resilience. Resilience means:

- mitigating and withstanding the stress of manmade and natural disasters
- recovering in a way that restores normal functioning
- applying lessons learned from past responses to better withstand future incidents.

The training is intended for a diverse range of organizations, including businesses; faith-based organizations; hospitals, health clinics, and other health agencies; mental health providers; schools and universities; civic and volunteer groups; first responders; local government agencies; public health departments; and nonprofit agencies.

Kentucky Project Updates

The Kentucky project,* to engage communities and state safety advocates, continues to reach out and form new partnerships. Earlier this month, KSPAN** held its quarterly meeting for safety partners throughout the state. This month's meeting focused on the Safe Communities effort in Kentucky. Four Kentucky public universities were represented, Morehead State

Northwest Center for Public Health Practice Communications series identifying strategies to get your message across to your audience.



Pedestrian Safety
NHTSA has created a new [set of tools](#) to help communities combat the rising number of pedestrian fatalities.

Opioid Overdose Prevention Toolkit
The SAMHSA Opioid Overdose Prevention Toolkit equips communities and local governments with materials to develop policies and practices to help prevent opioid-related overdoses and deaths. [Opioid Overdose Prevention Toolkit.](#)

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

Please send them along to scainfo@nsc.org and we'll post them in an upcoming newsletter

University, Murray State University (accredited in 2012), University of Kentucky and the Western Kentucky University. Speakers included:

- Donna Stein Harris, Safe Communities America at the National Safety Council.
- Western Kentucky University team (currently seeking Safe Communities accreditation).
- Sadiqa Reynolds, Chief for Community Building, Louisville mayor's office – city's [new violence prevention initiative](#).
- Jeanelle Sears, Berea College Safety Coordinator - [Promise Neighborhoods initiative](#).
- William Swope, Kentucky State Fire Marshall.

*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.

** KSPAN, the Kentucky Safety and Prevention Alignment Network, is a statewide coalition to prevent injuries in Kentucky.

Meetings & Conferences

Safe Communities America 4th Annual Networking Conference

September 29-30, 2013

Hyatt Regency

151 E. Wacker, Chicago, IL

[Registration](#) for the Safe Communities America conference will close on Friday, September 20, 2013. If you haven't already done so, please register now. We are holding our fourth annual conference in conjunction with the National Safety Council [Congress & Expo](#) as we discuss Leading Safety into the Future. A registration code was sent to all **Safe Communities America coalition leaders**. Don't forget to [book your hotel](#).

Only Leaves Should Fall: Falls Prevention Seminar

Safe Communities of Madison-Dane County

Wednesday, September 25, 2013

11:30 a.m. – 2:30 p.m.

At the seminar, you will learn how to measure your risk for falls and lower your chances of falling. Attendees will receive:

- Individual screening to identify risks in the areas of balance, gait, strength, vision, medications, bone health, blood pressure and bladder health.
- Stepping On & Tai Chi Fall Prevention Class demonstrations.
- Information on adaptive equipment, home safety assessment, Living Well with Chronic Conditions and other resources.

To register, visit [Safe Communities of Madison-Dane County](#).

International Safe Communities Conference

October 21- 23, 2013

Mérida, México

The International Safe Communities Conference will bring together Safe Communities from all around the world. The conference provides an opportunity to learn and share about the issues that impact Safe Communities. To register, please visit www.meridasafecom2013.mx/.



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

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



PANPACIFIC

Safe Communities Network

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.

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

Upcoming Opportunities

Policy Evaluation: Motor Vehicle Safety webinar

Tuesday, September 24, 2013
2:00-3:30 PM EST

In order to determine whether a policy is effective or to identify necessary changes, evaluation is required. During this webinar, you will hear from presenters that are evaluating policies related to motor vehicle safety. They will discuss the methodology and challenges of policy evaluation, as well as what they hope to achieve as part of the evaluation process. [Register now.](#) This webinar is sponsored by the Safe States Alliance & CDC.

Crisis Communications for any Organization

Wednesday, September 25, 2013
2:00 - 3:00 PM EST

This webinar will discuss how businesses can prepare for emergencies through effective communications. It will cover lessons from previous communication failures, the role of social media in crisis communications, and developing a comprehensive communications strategy. [Register now.](#)

International Corner

Busan, South Korea

Busan, South Korea is currently in the process of applying for an International Safe Community designation. In 2009, the mortality rate due to injury was 63 per 100,000. Because of this, citizens requested that safety become a priority and the safe community project started.



The group established a collaboration model between the local government and the local university, through the support of the International Safety Promotion Research Center of Busan Metropolitan, which will continuously analyze the injury data of citizens and create a database. The center produces an injury index every year and distributes it to the government and citizen. The injury index can then be utilized to create safety policies. The goal of the research center is to make the safety promotion project an evidence-based, scientific project, so they are involved in the planning, supporting and evaluation of the entire project.

Since its start in 2009, the community has already seen injury deaths decrease to 60.7 per 100,000. Busan is planning to receive an on-site evaluation for the International Safe Community designation in September 2013. With a population of 3.6 million, when designated, Busan will be the largest Safe Community in the world.

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 Affiliate Safe Community Support Center to the [WHO Collaborating Centre on Community Safety Promotion, Karolinska Institutet](#)

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