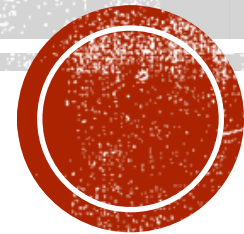


# KENTUCKY SAFE COMMUNITIES EVALUATION

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# EVALUATION BACKGROUND AND PURPOSE

- Evaluating the recruitment process
  - Reach 50% of the population of Kentucky
  - Learn best practices through the recruitment process
  - Understand what it takes for a community to become accredited
  - Share with other states for replication



# EVALUATION PROCESS

- Qualitative
  - Interview key players in the recruitment process and communities that are either accredited or those communities that chose not to pursue
  - Utilize Nvivo (a software) to analyze the qualitative data
- Quantitative
  - Analyze monthly reports provided by the Kentucky Safe Communities Program Coordinator



# EVALUATION TIME PERIODS

- Qualitative
  - Interviews were conducted from August 2013-July 2014
- Quantitative
  - Looked at monthly reports from August 2012-August 2013



# STAKEHOLDERS INTERVIEWED AUGUST 2013-JULY 2014

- Accredited: Madison County, Murray State University, and Western Kentucky University
- Not Accredited: Woodford County, Calloway County, Mason County, and Montgomery County

	Number of Stakeholders Interviewed
Accredited Safe Communities	4
Communities who chose not to seek Safe Community Accreditation	4
Kentucky Safe Community Program Manager	1
KSPAN	1
NSC Staff	3



# LOCAL COMMUNITIES APPROACHED

## AUGUST 2012-JULY 2013

Baseline	Year 1 (Aug. 1, 2012-July 31, 2013)
Irvington/Breckenridge County	Benton/Marshall County
Lexington/Fayette County	Bowling Green/Warren County
Mt. Sterling/Montgomery County	Estill County
Murray State University	Frankfort/Franklin County
Murray/Calloway County	Garrard County
Nicholasville/Jessamine County	Irvington/Breckenridge County
NKY/ Boone, Kenton, Campbell	Lexington/Fayette County
Richmond/Madison County	Louisville/Jefferson County
Winchester/Clark County	Mason County
	Mt. Sterling/Montgomery County
	Nicholasville/Jessamine County
	Owensboro/Daviess County
	University of Kentucky
	University of Louisville
	Versailles/Woodford County
	Western Kentucky University
	Winchester/Clark County



# NUMBER OF INDIVIDUAL MEETINGS AND LOCAL, STATE, NATIONAL AND INTERNATIONAL PRESENTATIONS FOR AUGUST 1<sup>ST</sup> 2012-JULY 31, 2013

	Year 1 (Aug. 1, 2012- July 31, 2013)
Individual Meetings with Community Contacts	53
Local Community Presentations	6
State Conference Presentations	4
National Conference Presentation	2



# Communities that applied for accreditation from August 1, 2012-July 31, 2013

- Murray State-accredited in 2012.

## Population of Accredited Communities in Kentucky

- Madison County (2010), population size 84,786.
- Murray State University (2012), population size 12,343.
- Western Kentucky University (Sept, 2013), population size 24,000.
- Kentucky Population, 2013 estimate 4,395,295.

## Communities with a pending Safe Community application or letter of intent

- Green River Area Development District (May, 2014), population size 215,000.





# ACCREDITED SAFE COMMUNITIES

- What it takes to be successful
  - Have a champion
  - Connect with NSC
  - Look at other applications
  - Consult with current Safe Communities
- Benefits
  - Future funding
  - Promotes more interest from community stakeholders
  - Raises community awareness
- Barriers
  - Amount of time to complete application and convene community partners



# COMMUNITIES WHO CHOSE NOT TO SEEK SAFE COMMUNITY ACCREDITATION

- Awareness
  - KIPRC and accredited communities share the Safe Communities message
  - Share the message through community meetings
- Benefits
  - Bring community together
  - Promotes safety issues in a community
  - More economically attractive to future business
- Barriers
  - Time commitment to write an application
  - Time commitment to lead the coalition
  - Extensive community resources (both financial and not financial)



# KENTUCKY SAFE COMMUNITY PROGRAM MANAGER AND KSPAN PROGRAM MANAGER

- Strategies
  - Tailor the Safe Communities message to the target audience
  - KSPAN (Kentucky Safety Prevention Alignment Network) is essential
  - Solid community leadership is needed
  - Building one-on-one relationships with critical community partners
  - Terminology is important (designation vs. accreditation)
- Barriers
  - Renewing community contacts when initial points of contact leave the community
  - Knowing a community's time frame for application is essential
  - Public health and business within the local community have similar safety goals but perceive each other differently



# NATIONAL SAFETY COUNCIL STAFF

- **Local Community Company Involvement**
  - Communities businesses help promote Safe Communities
  - They care about 24/7 safety within their community
  - Lack of resources and personnel are barriers to being active in Safe Communities
- **Local Communities**
  - Lack of application template can be a challenge
  - Champions are important
  - KSPAN is vital to the project
  - Terminology is important



# RECOMMENDATIONS

- Communicate Kentucky Safe Community evaluation findings with stakeholders to improve the program
- Identify critical characteristics of a Safe Community champion
- Determine necessary Safe Community involvement, whether financial, time or providing other useful resources by local businesses
- Establish a Kentucky Safe Communities Network to promote camaraderie and provide resources to newly interested local communities
- Determine time and resource barriers to Safe Community application by local communities
- Interview community partners that the Kentucky Safe Community project manager and the KSPAN coordinator work with during recruitment
- Continue to work with KSPAN to bring various stakeholders across the state together



# BENEFITS/BARRIERS DISCUSSION

- **Benefits**
  - Future funding sources (grants)
  - More community stakeholder interest
  - Raises community awareness
  - Make community more economically attractive to future business
- **Barriers**
  - Time commitment to assemble partners
  - Time commitment to lead the coalition
  - Community resources needed
  - Funding



# QUESTIONS?

