

**From:** [Marketing Research](#)  
**To:** [Suja Shunmugavelu](#); [Carrie Nie](#)  
**Subject:** FW: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33808697 - Madison County  
**Date:** Friday, March 11, 2016 9:44:10 AM

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**From:** noreply@mail.questionpro.com [mailto:noreply@mail.questionpro.com]  
**Sent:** Thursday, March 10, 2016 4:05 PM  
**To:** Marketing Research  
**Subject:** QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33808697

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#### Response Details

ID	33808697
Timestamp	03/08/2016 10:23:42
IP Address	10.62.9.55
Time Taken	315 seconds
Survey Language	English
Email Address	<a href="mailto:williaml.jordison@ky.gov">williaml.jordison@ky.gov</a>
Email List	LIST-2

#### Integration/Custom Tags

Custom 1	Madison County
Custom 2	KY
Custom 3	Lloyd
Custom 4	Jordison

#### Geo Coding

Country	
Region	
City	
Area Code	0
DMA Code	0

[Community Injury Data](#)

What are the leading causes of injury in your community? Please select the top three causes of injury. \*

- » Falls
- » Motor vehicle crashes
- » Violence related injuries

Initiative 1 Name:

Child Passenger Safety Program

Injury issue it addresses. (Select one.)

- » MVC – Child passenger safety

Does Initiative 1 align with one of the three leading causes of injury in your community you identified at the start of the survey? \*

- » Yes

What is the goal of Initiative 1?

(i.e. Reduce falls in older adults, increase the number of employers in the coalition implementing a no cell phone use while driving policy)

To increase the number of children using an appropriate Child Passenger Safety Seat correctly.

Is Initiative 1 based on promising or evidence-based practices? \*

- » Yes

Please provide a link to the evidence in the space below.

(i.e. Link to peer reviewed journal article, CDC compendium on Falls, SAMHSA's National Registry of Evidence-based Programs and Practices, etc.)

<http://thecommunityguide.org/mvoi/childsafetyseats/index/html>

Please indicate what this initiative is trying to accomplish? (Select all that apply.)

\*

- » Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health
- » Reaching the community with information and resources to promote safety and health
- » Educating public health and safety professionals, doctors, and other providers who will disseminate knowledge and skills to others
- » Bringing coalitions and networks together to work on Safe Communities goals for greater impact
- » Influencing policy and legislation (local and state)

What type of funding do you have (are you seeking) for Initiative 1? (Select all that apply.)

\*

- » Sponsorship or donation (includes individual giving)

»Grant (s)

»Other type of funding (Please specify): Local Health Department Funding

What specific type of grant(s) do you have (are you seeking) for Initiative 1? (Select all that apply.)

»Private (includes family foundations)

»State government grant

»Federal government grant

How are you measuring progress or impact for Initiative 1?

(i.e. Number of people reached, number of med drop units, pounds of medications collected, pre and post surveys, pre and post data analysis, etc.)

Number of seat installed and checked. Number of free or low cost seats provided to the community. Reviewing Kentucky Collision Analysis for the Public data which breaks down local motor vehicle injuries and deaths by age.

What were the results of Initiative 1?

(i.e. Percentage decrease in injuries, percentage increase in attendance, change in policy, observed behavior change, total number of pounds of medications collected)

Motor Vehicle injuries decreased in Madison County from 548 in 2014 to 527 in 2015. In 2015 there 32 collision with injuries and no fatalities that involved a child under 9, which has decreased from 2014, where the total injury collision with injuries was 54, one of which was a fatality. Madison County Health Department completed 57 child passenger safety seat checks in 2015.

Initiative 2 Name:

Pedestrian Safety Program

Injury issue it addresses. (Select one.)

»Falls

Does Initiative 2 align with one of the three leading causes of injury in your community you identified at the start of the survey? \*

»Yes

What is the goal of Initiative 2?

(i.e. reduce falls in older adults, increase the number of employers in the coalition implementing a no cell phone use while driving policy)

To decrease pedestrian injuries and decrease falls

Is Initiative 2 based on promising or evidence-based practices? \*

»Yes

Please provide a link to the evidence in the space below.

(i.e. Link to peer reviewed journal article, CDC compendium on Falls, SAMHSA's National Registry of Evidence-based Programs and Practices, etc.)

[https://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/publics/sidewalk2/sidewalks208.cfm](https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publics/sidewalk2/sidewalks208.cfm)

Please indicate what Initiative 2 is trying to accomplish? (Select all that apply.)

\*

- »Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health
- »Reaching the community with information and resources to promote safety and health
- »Educating public health and safety professionals, doctors, and other providers who will disseminate knowledge and skills to others
- »Bringing coalitions and networks together to work on Safe Communities goals for greater impact
- »Changing organizational practices to improve safety and health
- »Influencing policy and legislation (local and state)

What type of funding do you have (are you seeking) for Initiative 2? (Select all that apply.)

\*

- »Grant(s)
- »Other type of funding (Please specify): In-kind

What specific type of grant(s) do you have (are you seeking for Initiative 2? (Select all that apply.)

- »Private (includes family foundations)
- »Local government grant
- »State government grant
- »Federal government grant

How are you measuring progress or impact of Initiative 2?

(i.e. Number of people reached, number of med drop units, pounds of medications collected, pre and post surveys, pre and post data analysis, etc.)

Policy and built environments enacted by both local and state governments. Completion of comprehensive pedestrian master plans for our local governments. Pre and post surveys and focus groups all built into the the pedestrian master plan.

What were the of Initiative 2?

(i.e. Percentage decrease in injuries, percentage increase in attendance, change in policy, observed behavior change, total number of pounds of medications collected)

Pedestrian master plan has been completed for 2 out of the 3 local governments. New partners (AARP) are completing walk ability assessments. Policies change to install countdown clocks and hi-visibility crossings, with new development or repairs that are being completed. Formal development of a Falls Prevention Coalition.

Initiative 3 Name:

Safety City Program Initiative

Injury issue it addresses. (Select one.) \*

»Other (Please specify): Multiple areas addressed

Does this Initiative 3 align with one of the three leading causes of injury in your community you identified at the start of the survey? \*

»Yes

What is the goal of Initiative 3?

(i.e. reduce falls in older adults, increase the number of employers in the coalition implementing a no cell phone use while driving policy)

To decrease unintentional injuries in children and parents

Is Initiative 3 based on promising or evidence-based practices? \*

»Yes

Please provide a link to the evidence in the space below.

(i.e. Link to peer reviewed journal article, CDC compendium on Falls, SAMHSA's National Registry of Evidence-based Programs and Practices, etc.)

<http://www.cdc.gov/healthyschools/sher/standards/index.htm>

Please indicate what Initiative 3 is trying to accomplish? (Select all that apply.)

\*

»Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health

»Reaching the community with information and resources to promote safety and health

»Educating public health and safety professionals, doctors, and other providers who will disseminate knowledge and skills to others

»Bringing coalitions and networks together to work on Safe Communities goals for greater impact

What type of funding do you have (are you seeking) for Initiative 3? (Select all that apply.)

\*

»Other type of funding (Please specify): In-kind partnership between Madison County Health Department and Madison County Fiscal Court.

How are you measuring progress or impact Initiative 3?

(i.e. Number of people reached, number of med drop units, pounds of medications collected, pre and post surveys, pre and post data analysis, etc.)

Number of children and parents that attend Safety City Programs. The number of community partners that volunteer to assist in programming.

What were the results of Initiative 3?

(i.e. Percentage decrease in injuries, percentage increase in attendance, change in policy, observed behavior change,

total number of pounds of medications collected)

1603 Persons attended Safety City in 2015. Community partners that participated in 2015 were: Richmond Fire Department, Richmond Police Department, Madison County EMS, Madison County Sheriff, Bluegrass Army Depot (Fire and EMS), Berea Police Department, Madison County EMA/CSEPP

Aside from your Top 3 Initiatives, what other issues is your coalition working on? (Select all that apply.) \*

- »Drowning
- »Falls
- »Fire Safety
- »Man-made disasters (i.e. gas leak, chemical spill, oil spill, etc.)
- »MVC – Child passenger safety
- »MVC – Distracted driving
- »MVC – Impaired driving
- »MVC – Passenger restraint
- »MVC – Pedestrian safety
- »MVC – Teen driving
- »Natural disaster (i.e. tornado, hurricane, blizzard)
- »Sports and recreational
- »Suffocation
- »Suicide
- »Traumatic brain injuries
- »Unintentional drug overdoses
- »Violence - related injuries

In the past year, has your coalition (as a whole) received funds to support the work of the coalition?

\*

- »No

We are looking for some local stories about Safe Communities impact. Please include a story that you are proud of and/or something exciting that happened in the last year? This is an opportunity to brag about your community, the activities, partners etc.

Examples of stories can include new funding you received, a new partner joining your coalition, learning something new about your community, seeing a reduction in a specific injury because of an initiative you implemented, etc...

In the last year, a tremendous amount of effort has been directed to the issue of pedestrian safety. Some of the successes include: improving the built-environment, policy development, awareness education, and law enforcement. A project supported by the National Highway Traffic Safety Administration and the Safe States Alliance addressed pedestrian safety through education and enforcement. This led to the development of educational materials that were used on a university campus, in the local community and by local businesses. The university students developed the "Oh Cell No" campaign to decrease distracted walking. They developed pedestrian safety materials for employers to share with employees who walk to work. An emphasis on being seen at night was an important part of the education because of the number of employees that walk to or from work in the dark. For our law enforcement partners, warning citations were developed for pedestrian endangering behaviors. One was developed for pedestrians who are breaking the law and one was developed for drivers that are breaking the law. To enhance public awareness our law enforcement partners had a targeted period of time for enhanced enforcement when warnings were issued. Significant policy improvements have been made in two of our communities. In the city of Richmond,

standards for new development include ADA compatible sidewalks and the requirement for high visibility crosswalks. Already two new developments have implemented these standards. In the City of Berea, when repairs are done at crosswalks, countdown clocks are placed, high visibility crosswalks are applied, and they are brought up to current ADA standards. Our goal of "Creating a Culture of Safety in Madison County, Kentucky" is taking hold as our community considers pedestrian safety an important part of our built environment.

Does your coalition use any of the following media platforms? (Select all that apply.)

- »Website
- »Facebook

Website:

<https://sites.google.com/site/madisoncountysafetycoalition/>

Facebook:

<https://www.facebook.com/Madison-County-Safety-Coalition-111336025597755/?ref=ts>

Please indicate the frequency of social media used in the past year (January – December 2015).

	Every day	Every week	Every 2 - 3 weeks	Every month	Every 2 - 3 months	Every 4 - 6 months	Once or twice a year
Facebook *					x		
Twitter *							
Instagram *							
YouTube *							

Please indicate the type and frequency of communications you have used in the past year (January – December 2015).

	Did not use in past year	1-3 times/year	4-6 times/year	7-10 times/year	11+ times/year
Emails/electronic-blasts (e-blasts) *					x
Newsletters sent *	x				
Newspaper articles *		x			
Op-eds *	x				
Word of mouth *		x			

Other (Specify below) *					x	
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Please specify the 'other' communication you used in the past year. If 'Did not use' selected in previous question, leave blank.

Facebook Communication and Meetings
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As a member of the Pan Pacific Safe Communities Network we are required to show how accredited Safe Communities are networking through presenting and attending conferences.

Please list the conferences you attended in the past year and if you presented or exhibited. (i.e. Annual Public Health Association Meeting and Expo - , oral presentation on a community prescription drug drop box initiative; Safe Communities America Network Meeting – Attendee).

Conference 1:

Kentucky Lifesavers Conference-Attendee
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Conference 2:

Safe Communities America Networking Conference-Attendee
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Conference 3:

Kentucky Safe Aging Conference- Attendee
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Conference 4:

Kentucky Health Literacy Conference- Attendee
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#### Contact Information

Please provide the following information below of the person who completed the survey.

Name:

Jenilee Kenyon & Lloyd Jordison
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Name of Community:

Madison County Safety Coalition
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Email Address:

<a href="mailto:jenileer.kenyon@ky.gov">jenileer.kenyon@ky.gov</a> ; <a href="mailto:Williaml.jordison@ky.gov">Williaml.jordison@ky.gov</a>
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