

## 1. Application Cover Page (Part 1)



**Name of the Community:** Madison/Dane County, Wisconsin

**Primary Contact Person:**

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**Job Title:** Executive Director

**Name of Contact or Lead Organization:** Safe Communities of Madison and Dane County, WI

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**Lead Organization Website Address:** [www.safercommunity.net](http://www.safercommunity.net)

## 2. Community Description (Part 2)

*Describe your community including its geographic location, population, size, type of government, and economic situation. Also include a demographic profile that includes population by gender, age group, race/ethnicity, education, economic status, and disability status. Identify and discuss any issues or attributes unique to your community.*

### Madison/Dane County Community Description:

Dane County, Wisconsin is located in south central Wisconsin, approximately midway between Chicago, Illinois and the Twin Cities, Minnesota. We are about an hour's drive from Milwaukee, the state's largest city. Madison is centrally located within Dane County.

Madison is the seat of Wisconsin state government and the home to the University of Wisconsin-Madison, both serving as anchors to a stable economic base. The UW-Madison is a primary economic driver for the region and continues to be one of the top recipients of federal funding for its world class high-tech and bio-tech research and facilities. A strong continuum partnership with our actively involved technical college system and one of the nation's top-ranked K-12 systems help develop a constantly renewed, vital and dynamic workforce.

### Demographics

**In size, Dane County is the state's second largest county with a population of 482,705 (2008 U.S. Census estimate).**

People QuickFacts	Dane County	Wisconsin
Population, 2008 estimate	482,705	5,627,967
Population, percent change, April 1, 2000 to July 1, 2008	13.2%	4.9%
Population estimates base (April 1) 2000	426,526	5,363,708
Persons under 5 years old, percent, 2007	6.4%	6.4%
Persons under 18 years old, percent, 2007	22.0%	23.6%
Persons 65 years old and over, percent, 2007	9.5%	13.1%
Female persons, percent, 2007	50.1%	50.3%
White persons, percent, 2007 (a)	88.9%	89.9%
Black persons, percent, 2007 (a)	4.4%	6.0%
American Indian and Alaska Native persons, percent, 2007 (a)	0.4%	0.9%
Asian persons, percent, 2007 (a)	4.6%	2.0%
Native Hawaiian and Other Pacific Islander, percent, 2007 (a)	Z	Z
Persons reporting two or more races, percent, 2007	1.7%	1.1%
Persons of Hispanic or Latino origin, percent, 2007 (b)	4.9%	4.9%
White persons not Hispanic, percent, 2007	84.5%	85.4%
Living in same house in 1995 and 2000, pct 5 yrs old & over	46.1%	56.5%
Foreign born persons, percent, 2000	6.3%	3.6%

<b>People QuickFacts</b>	<b>Dane County</b>	<b>Wisconsin</b>
Language other than English spoken at home, pct age 5+, 2000	9.3%	7.3%
High school graduates, percent of persons age 25+, 2000	92.2%	85.1%
Bachelor's degree or higher, pct of persons age 25+, 2000	40.6%	22.4%
Persons with a disability, age 5+, 2000	50,972	790,917
Mean travel time to work (minutes), workers age 16+, 2000	19.9	20.8
Housing units, 2007	210,868	2,560,099
Homeownership rate, 2000	57.6%	68.4%
Housing units in multi-unit structures, percent, 2000	40.0%	26.2%
Median value of owner-occupied housing units, 2000	\$146,900	\$112,200
Households, 2000	173,484	2,084,544
Persons per household, 2000	2.37	2.50
Median household income, 2007	\$60,794	\$50,567
Per capita money income, 1999	\$24,985	\$21,271
Persons below poverty, percent, 2007	10.9%	10.8%
<b>Geography QuickFacts</b>	<b>Dane County</b>	<b>Wisconsin</b>
Land area, 2000 (square miles)	1,201.89	54,310.10
Persons per square mile, 2000	354.8	98.8

*Source: Dane County Quick Facts from U.S. Census Bureau*

### **Dane County Municipalities:**

**County Government:** Dane

**Cities:** Edgerton, Fitchburg, Madison, Middleton, Monona, Stoughton, Sun Prairie, Verona;

**Villages:** Belleville, Blue Mounds, Black Earth, Brooklyn, Cambridge, Cottage Grove, Cross Plains, Dane, Deerfield, DeForest, Maple Bluff, Marshall, Mazomanie, McFarland, Mount Horeb, Oregon, Rockdale, Shorewood Hills, Waunakee;

**Towns:** Albion, Berry, Black Earth, Blooming Grove, Blue Mounds, Bristol, Burke, Christiana, Cottage Grove, Cross Plains, Dane, Deerfield, Dunkirk, Dunn, Madison, Mazomanie, Medina, Middleton, Montrose, Oregon, Perry, Pleasant Springs, Primrose, Roxbury, Rutland, Springdale, Springfield, Sun Prairie, Vermont, Verona, Vienna, Westport, Windsor, York.

***Describe the most prevalent injuries and injury risks for your community.***

### **Unintentional Injuries and Violence**

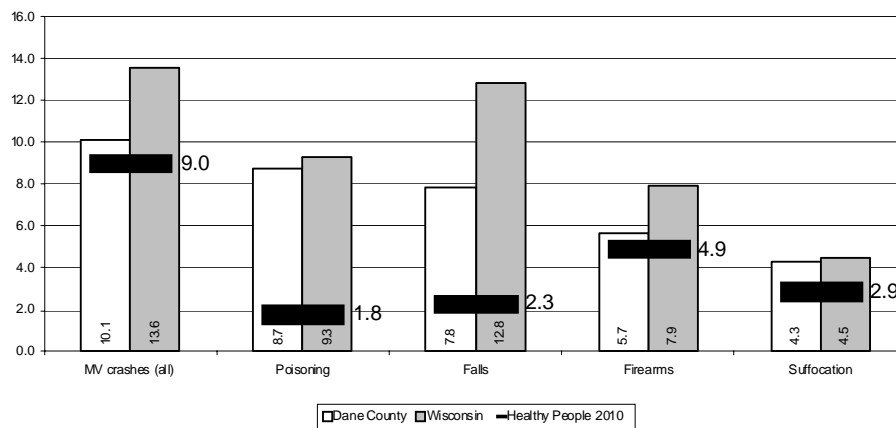
According to the National Academy of Sciences, "injury is probably the most under-recognized major public health problem facing the nation today." The loss of life and the disability associated with injuries cause immeasurable emotional and financial stress on individuals, families and communities. For many, an injury causes temporary pain and inconvenience, but for some, the injury leads to significant disability, chronic pain, profound change in lifestyle, and even death. Injuries, like diseases, can be prevented. Rather than being random, unpredictable and unavoidable occurrences or "accidents", injuries can be understood and prevented.

Injuries are divided into two main types: unintentional – the result of an event that was not planned or deliberate (i.e. falls, drowning, burns, bicycle or motor vehicle crashes), or intentional – the result of someone trying to injure themselves or someone else (i.e. suicide, assault, homicide).

Information included in this section is provided by Public Health – Madison and Dane County.

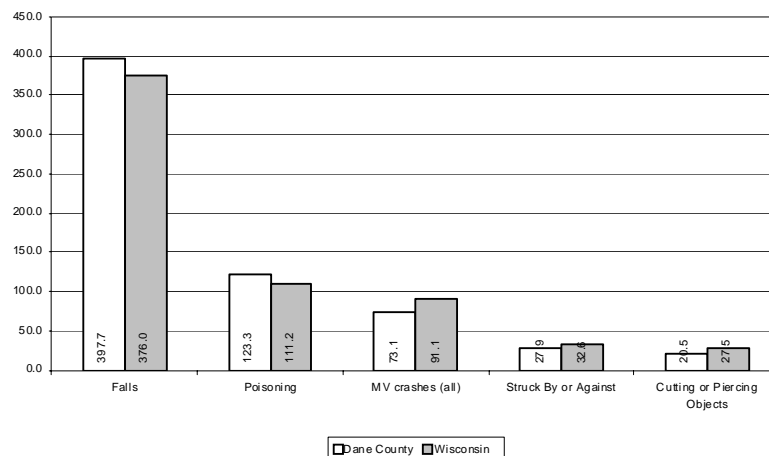
### Leading Causes of Injury Death, Hospitalization and Emergency Department Visits Key Findings for Dane County (2002-2006)

**Injury Deaths by Underlying Cause in Dane County & Wisconsin  
(2002-2006)**  
(age-adjusted death rate per 100,000)



- The five leading causes of injury death in Dane County are motor vehicle crashes, poisoning, falls, firearms, and suffocation, *exceeding Healthy People 2010 goals for all five, particularly for poisoning and falls.*

**Injury Hospitalizations by Underlying Cause in Dane County & Wisconsin (2002-2006)**  
(age-adjusted hospitalization rate per 100,000)



- The five leading causes of injury hospitalizations are falls, poisoning, motor vehicle crashes, struck by or against (objects or persons), and cutting and piercing by a person or object; the rate of fall-related hospitalizations is more than three times greater than the other four leading causes of hospitalization.
- The rates of injury hospitalization for falls and poisoning in Dane County (398 per 100,000 and 123 per 100,000, respectively) are greater than the state averages (376 per 100,000 and 111 per 100,000).

*Please see "Indicator 4: Data on Number and Causes of Injury" for more detail on Dane County's top causes of injury and injury-related death.*

*Describe how local stakeholders worked together on a recent community safety promotion or injury prevention project.*

### **Falls Prevention Task Force of Safe Communities**

Falls are Dane County's number one cause of injury-related hospitalization, with older adults bearing the brunt of these serious injuries. 40% of older adults who suffer a serious fall end their lives in a nursing home. Research indicates that falls are not an inevitable outcome of aging. Most serious falls can be avoided with preventative medical care and coordinated community support.

In this spirit, Safe Communities, a non-profit safety and injury prevention coalition based in Dane County, convened a Falls Prevention Task Force comprised of 47 member organizations in January 2007. Our goal is to reduce falls-related hospitalizations and emergency room visits by 10% in three years. Our strategy:

- Improving the processes of care for people who have fallen or are at increased risk for falls.
- Enhancing coordination of services for patients at risk between the health care organizations, community organizations, and the aging network.
- Implementing a public awareness campaign that highlights the significance of falls and ways to reduce falls.
- Developing and implementing a Falls Helpline via United Way 2-1-1 so that people at risk can access needed services.
- Education of caregivers (physicians, physical and occupational therapists, and nurses) about evidence-based evaluation and treatment of people at risk for falls.
- Increasing availability of exercise classes that prevent falls to older adults in our community.

#### **Project Highlights to date:**

***Clinician education:*** We conducted two Falls Prevention Symposia to disseminate proven falls prevention methods among community medical professionals. Continuing medical education credits were provided. The symposia featured falls prevention experts Jane Mahoney, MD; Robert Przybelski, MD, MS, and Terry Shea, PT, GCS, NCS, all of University of Wisconsin's Geriatric Falls Clinic.



One hundred and twenty (120) health care providers received this training. Clinicians (physicians, nurse practitioners, physician assistants, registered nurses) learned the common, reversible causes of falls, effective reimbursement strategies, and how to make meaningful assessments and evidence-based interventions in less than 15 minutes. Physical therapists received instruction on an evidence-based program developed in New Zealand called *Otago Exercise Program*. The Otago program has been proven to reduce falls risk among participating older adults by 35% in clinical trials.

As a result of the symposia, all Dane County health care organizations have a cadre of physical therapists trained to deliver the Otago program, and all are conducting this program at their sites. We have developed and disseminated standard evaluation protocols to health care organizations to track numbers of older adults participating in Otago, and to what extent it has affected their rate of falling.

### ***Community-Based Falls***

***Prevention Classes:*** Partners are working collectively to disseminate “No Falls” and “Stepping On” evidence-based community falls prevention classes through Dane County senior centers, municipal parks/recreation departments and area churches. In February 2009, we trained 45 fitness instructors and physical therapists to deliver these courses.



- ***Stepping On Community Falls Prevention Training-of-Trainers:*** A cadre of 14 Falls Prevention Task Force members participated in a three-day training on how to deliver the Stepping On program, an Australian self-efficacy program shown to reduce falls by 30% among community-dwelling older adults.
- ***No Falls Training of Trainers:*** The No Falls program was developed in Australia and the program, in concert with a home safety assessment and vision screening, was shown to significantly reduce falls among community dwelling older adults. We have obtained training materials from program authors and conducted a training for fitness instructors identified by senior center directors in Dane County communities. To date, ten community partners have conducted or have scheduled community classes.
- ***Strength and Balance Exercise Video for release to senior centers and community access cable television stations:*** We secured funds to hire a videographer to create a half-hour strength and balance session that will air on community access stations in Dane County communities. Our Community Exercise Workgroup has planned the sequence of exercises. The video will also be provided to all senior centers in Dane County to be shown regularly at meal sites and other programs where older adults gather.



**Resources for EMTs, hospital and emergency department discharge planners were developed and staff trainings conducted.** The first six weeks after a hospital stay is a prime time for falls among older adults returning home. We developed and disseminated resources to discharge planners and home health workers to help avert falls among patients leaving the hospital. Also, in the age of HIPAA, the medical director of Dane County Emergency Management developed and disseminated a protocol that allows emergency medical technicians (EMTs) who assist people who have fallen but do not need transport to be referred to area senior centers for falls prevention services.

# FALLS PREVENTION

## **"How do we deal with the patient that falls but does not need to be transported?"**

We've all been on the call where we pick the patient up off the floor, they don't have any apparent injuries and are either refusing transport or don't need to go to the hospital. But, often we say "they could really use some help around their house, did you see all those rugs, no wonder she tripped" or "I bet we'll end up back here again, her balance is terrible."

It seems that as EMS providers we can only pick them up and then our job is done, but is it?

The Falls Prevention Task Force of Safe Communities encourages all EMS providers to do more. Start by asking the patient if you can refer them to the local senior center in your area to give them a hand, suggest "this is a service that helps to keep you in your home and it won't cost you a thing." If the patient agrees, document the conversation on your refusal form and have the patient sign. Then when you return to your station call the local senior center and suggest that the patient receive a phone call and possible evaluation.

By documenting the conversation and the patients approval on your refusal form, and getting their signature you have complied with HIPAA.

Not all patients will agree to this, but for those that do EMS providers will be a crucial first step in helping those with a history of falls get started with support services.

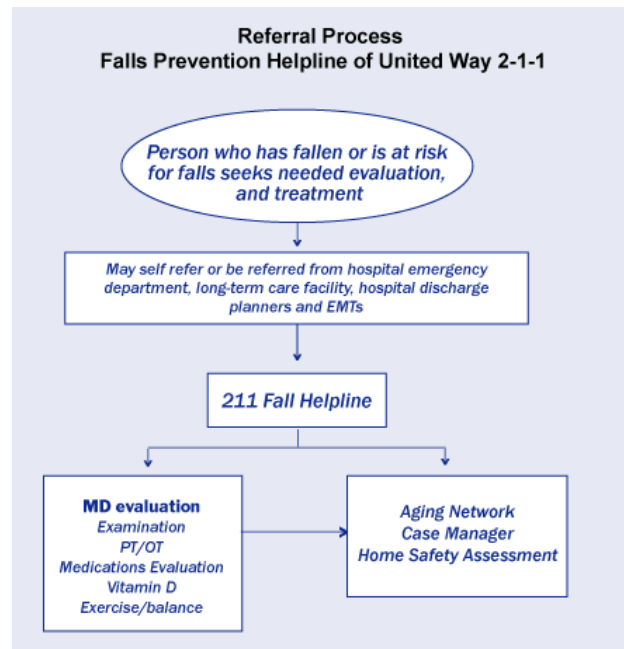
On the back of this sheet you will find a list of senior centers and phone numbers for the Dane County area. If you have any questions, please forward them to the Dane County EMS office 608.266.5374.

*Thank you in advance for helping,  
it will make a difference!*

**News conference kicking off Falls Prevention Initiative** was held March 12, 2008 at the Madison Senior Center. Madison Mayor Dave Cieslewicz, Chair of United Way Community Solution Team Dan Rashke, and Safe Communities' Falls Prevention Task Force – a group of 47 people representing diverse Dane County organizations – unveiled the Task Force's strategy to reduce fall-related hospitalizations by 10% in three years.



**Falls Prevention Helpline at United Way 2-1-1 Launched:** Staff were trained, protocols finalized and the Falls Prevention Helpline at United Way 2-1-1 was launched in the first quarter of 2008. This helpline is a one-stop falls prevention referral and information source available through United Way 2-1-1. Older adults, family members and other unpaid caregivers, and clinicians are invited to call United Way 2-1-1 24 hours a day, seven days a week for help on reducing falls and remaining independent.



**Falls Prevention Task Force of Safe Communities** meets monthly (2<sup>nd</sup> Wednesday; 7:30–9:00 AM) and includes three workgroups that meet as needed: Community Education, Community Exercise and MD Visit.



### Falls Prevention Task Force of Safe Communities

**Chair:** Dr. Andy Kosseff, Medical Director of System Clinical Improvement, St. Mary's Hospital

**Staff:** Cheryl Wittke, Executive Director, Safe Communities

#### Medical Sector

Dane County Medical Society  
Dean Health Systems  
Group Health Cooperative HMO  
Home Health United  
Madison Patient Safety Collaborative  
Meriter Home Health  
Meriter Hospital  
St. Mary's Hospital  
UW Falls Clinic  
UW Home Health  
UW Hospital  
UW Medical Foundation  
UW Medical School Section of Geriatrics,  
Department of Medicine  
UW Rehabilitation Clinic  
Wildwood Clinic  
Wisconsin Medical Society Foundation  
Wisconsin Physical Therapy Association  
Wisconsin Occupational Therapy Association  
Wm. S. Middleton Veterans Affairs Hospital

#### Public/Non-profit Sector

Area Agency on Aging of Dane County  
Coventry Village Retirement Community  
Dane County Dept. of Emergency Management  
Dane County 911 Center  
Care Wisconsin (formerly Elder Care)  
Faith in Action of African American Council of Churches  
Fit City Madison  
Fitchburg Senior Center  
Independent Living  
Madison Fire Department/Firefighters Local 311  
McFarland Lutheran Church/parish nurse network representative  
MSCR/Goodman – Rotary 50+ Fitness Program  
North/Eastside Senior Coalition  
Oakwood Village  
Public Health – Madison and Dane County  
RSVP of Dane County  
SAIL (Support for Active Independent Lives)  
United Way 2-1-1 and Volunteer Center



### 3. Program Description (Part 3)

#### Part 3 – Indicator 1:

**Demonstrate leadership based on partnership and collaborations with all community sectors that are responsible for safety promotion in their community.**

- **Identify the group or coalition in your community responsible for this project.**
- **Describe how you involve and collaborate with the local government(s) and public health department(s).**
- **Indicate how long your coalition has been operating, how structured, how monitors and tracks work of coalition.**

**Governance:** Safe Communities of Madison and Dane County is governed by a volunteer board of directors with guidance from specialized task forces and workgroups. Early in our development our board met on a monthly basis: currently our Board of Directors holds quarterly meetings. **See Part 4: Supporting Documentation for board minutes and membership.**

**Membership:** Safe Communities membership is open to individuals and organizations who work in injury prevention and safety education, or who are interested in making Madison neighborhoods and Dane County communities safer places. We hold two annual events for members and community partners: Annual Breakfast in late February and our BeSafe Awards Luncheon in October. **See Part 4 for coalition membership and details on these annual events.**

To mark our 10<sup>th</sup> Anniversary as a coalition, our 2009 Annual Breakfast held on March 4<sup>th</sup> included a “Forward Focus” planning session. Eighty people attended to celebrate our accomplishments and to identify ways to take our coalition to the next level. **See Summary of Recommendations in Part 4.**

**Mission:** Safe Communities is a 501(c)(3) non-profit coalition of over 280 organizations and individuals, builds partnerships with people and organizations to save lives, prevent injuries and make our community safer.



**History:** Safe Communities began after the City of Madison Public Health Department conducted a community assessment that found much activity but little collaboration in the area of safety and injury prevention. With this information, a staff team representing City of Madison Public Health, Traffic Engineering, Police and Fire Departments, under the leadership of then-Madison Mayor Susan J. M. Bauman, organized our first Injury Prevention Conference in December 1998. Nearly 100 people from a wide range of organizations attended and made plans for greater collaboration. Safe Communities formed out of this conference, with leadership from the City of Madison staff team and Mayor Bauman.

## Formation and Composition of Board of Directors (Reference Group):

In early 1999, the City of Madison staff team recruited a Steering Committee and hired part-time staff. In 2001, Safe Communities incorporated as a 501(c)(3) organization, adopted by-laws and instituted a formal board of directors in place of its steering committee. By this time, Safe Communities had expanded to become a county-wide entity, and our board of directors adopted functions of a traditional nonprofit board: strategic planning, fiduciary oversight, fundraising, policy development and monitoring, evaluation. Whereas our earlier Steering Committee was primarily comprised of government and non-profit representatives, our Board of Directors since 2001 has included a balance of members from government, non-profit and private sectors.



The following table summarizes steering committee and board membership since our inception in 1999.

Name	Organization represented and Title
<b>Sector: Local Unit of Government</b>	
Susan J.M. Bauman	City of Madison Mayor and WI Employment Relations Commissioner
Ryan Mulcahy	Mayoral Aide, City of Madison
<b>Sector: Law Enforcement</b>	
Lt. Steve Cardarella Lt. Sherrie Strand Lt. Stephanie Bradley Wilson	Madison Police Department Traffic Enforcement Safety Team (TEST)
Axel Anderson	Coordinator, Dane County OWI Program
Dep. Lisa Josvai	Community Deputy, Dane County Sheriff's Office
Sgt. Gordie Disch Capt. Tanya Molony Capt. Tim Ritter	Field Services Division Dane County Sheriff's Office
<b>Sector: Local Health Care System</b>	
Lisa Bullard-Cawthorne	Public Health Educator, Madison Dept. of Public Health
Amy Vieth	Public Health Educator, Dane County Division of Public Health
Nan Peterson, RN	Pediatric Trauma Nurse, UW Children's Hospital and Coordinator, Madison Area SAFE KIDS Coalition
Carolyn Hargrove	Special Projects Coordinator, St. Mary's Hospital
Kathryne McGowan	Vice President of Marketing and Sales, Physicians Plus Insurance Corp.
<b>Sector: Local Emergency Response and Fire Service</b>	
Ed Ruckriegel	Fire Marshall, Madison Fire Department
<b>Sector: Local Government Organization Responsible for Traffic Safety</b>	
Tom Walsh	Traffic Operations/Safety Engineer, Madison Traffic Engineering
<b>Sector: Nonprofit</b>	
Marsha Harnett	Director, Madison Area Safety Council
Ernie Stetenfeld	Director, Government and Community Relations, AAA Wisconsin
	American Red Cross Badger Chapter
<b>Sector: Neighborhood Associations</b>	
Steve Murray	Traffic Committee Chair, Dudgeon-Monroe Neighborhood Association
Randy Glysich	President, Carpenter-Ridgeway Neighborhood Association
<b>Sector: Private</b>	
Michael Aguilar, President	President, Innocorp, makers of Fatal Vision Goggles
Bob Boelter	Marketing consultant, Momentum Marketing Communications LLC
Roxanne Brazeau	Vice President, Business Banking, M&I Marshall and Isley Bank
Jim Jenson	Corporate Communications Manager, Madison Gas and Electric
Don Millis, Treasurer	Attorney, Reinhart, Boerner, Van Deuren Law Firm

## Partnerships with Local Units of Government

Safe Communities works to engage local units of government in campaigns and coalition activities by 1) keeping in regular communication with municipal police departments, both through our Traffic Safety Law Enforcement Coordinating Committee (now merged with Dane County Traffic Safety Commission) and by making presentations at Dane County Police Chief Association meetings on an annual basis; 2) by sending quarterly newsletters, annual reports and email announcements to local elected officials inviting community participation; 3) by making presentations to Dane County Towns Association and Dane County Cities and Villages Associations; 4) by presenting to local municipal governing boards when invited. As noted throughout the report and evidenced by letters of recommendation included in Part 4: Supporting Documentation, Safe Communities enjoys strong support and active participation from our municipal partners.

## Task Forces: Safe Communities of Madison and Dane County

### Traffic Safety

***Dane County Traffic Safety Commission (TSC):*** Wisconsin State Law requires that each county convene this committee which brings together representatives of the “e”s of traffic safety (enforcement, education, engineering) to address significant traffic problems. Since Safe Communities/Dane County Police Chief’s Association Law Enforcement Traffic Safety Coordinating Committee and Dane County TSC merged in March of 2009, participation in quarterly meetings has quadrupled.

### Traffic Safety Commission Members

Name	Organization represented
Pam Dunphy, Deputy Director Gerry Mandli, Director	Dane County Highway Department
Sgt. R.J. Lurquin	Dane County Sheriff’s Office (staff to TSC)
Andrea Loeffelholz, Regional Program Manager	Wisconsin Bureau of Transportation Safety
Sgt. Gene Wagner	Wisconsin State Patrol
Tim Hillenbrand	Dane County Emergency Management
Officer Kristin Radtke	University of Wisconsin Police Department
Lt. Dan Furseth	DeForest Police Department
Dep. Randy Wiessinger, Traffic Team Leader	Dane County Sheriff’s Office
Sgt. David Stortz	Cottage Grove Police Department
Officer Curtis Wiegel	Monona Police Department
Sgt. Eric Tripke	Madison Police Department – TEST Unit
Executive Director	Safe Communities
Sgt. Bill Eichelkraut	Belleville Police Department
Rodney Wilson	Madison Police Department
Sgt. Don Mueller	Middleton Police Department
Dena Dramm	Wisconsin Department of Transportation Highways
Dep. Steve Mueller	Dane County Sheriff’s Office Traffic Team

Activities of TSC include receiving legislative updates and reports from members on traffic safety concerns and activities, and discussion on opportunities to collaborate.

Prior to merging with TSC, Safe Communities’ Law Enforcement Coordinating Committee members took the lead implementing traffic safety activities, including Slow Down, Stop on Red campaigns and Alive at 25 class promotion. We also collaborated on successful grant applications – we were

awarded three NHTSA demonstration projects and a “roll-over convincer” from AAA Wisconsin for partners to share for community education efforts. This work will continue and will be enhanced thanks to the merger.

### **Safe Communities of Madison and Dane County Traffic Safety Workgroups:**

- **Slow Down Campaign:** Coalition partners have run this annual Spring campaign since 2000. All Dane County law enforcement agencies serve as distribution points for slow down yard signs and stepped up speed enforcement. Twenty to thirty neighborhood associations participate each year by posting signs, staffing speed boards and conducting other slow down activities. Campaign was expanded to 31 additional Wisconsin counties in 2009 thanks to sponsorship from American Family Insurance. 79% of drivers surveyed reported slowing down when seeing a sign while driving.
- **Stop on Red Campaign:** Annual campaign since 2003 - includes news conference, stepped up enforcement, “burma shave” signs and radio PSAs. Red light running was identified as #1 concern among community partners during our first Community Traffic Summit in 2001. Workgroup members post signs and conduct pre- and post-campaign observational studies at targeted intersections. Campaign has not yielded sustainable changes in driver behavior: partners are now advocating for photo-enforcement of red light running. Campaign sponsor since 2007 is Allstate Foundation.
- **Advisory Councils (1 each for four zones):** NHTSA Older Adult Pedestrian Safety Demonstration Project: Advisory groups comprised of older adult residents in each zone conducted walking audits to identify pedestrian safety hazards and to advocate for improvements.
- **Community Traffic Summit Planning Committees (3):** Latino Community Traffic Summit; African American Community Traffic Summit; Tween Community Traffic Summit. Community partners planned summit agendas, recruited speakers, promoted summits via community venues, facilitated breakout sessions, debriefed events, and were interviewed by the media.
- **Latino Drivers Education Planning Committee (with Madison Area Technical College):** Committee comprised of judges, Latino community advocates and educators, drivers education specialists, law enforcement and administrators planned and conducted specialized Spanish-Language Drivers Education Courses until U.S. Real ID legislation squelched demand for courses.
- **Pedestrian Flag Program “flag minders” group:** Volunteers keep flag holders stocked with flags at 50 Dane County locations. “Flag minders” are volunteers from neighborhood associations, business associations, law enforcement agencies, faith and school communities.
- **Advisory Committee (2):** NHTSA Rural Safety Belt Demonstration Project; NHTSA Tween Restraint Initiative Demonstration Project. Committee of child safety experts, law enforcement, educators and evaluation specialists advised project director on a monthly basis.
- **Tri-County Motorcycle Safety Consortium:** An unlikely alliance of law enforcement, motorcycle riders groups, local taverns and Tavern Leagues, media partners, private businesses including Innocorp, Ltd. and local motorcycle dealers, and highway safety advocates have conducted news conferences, produced and funded television and radio PSAs, conducted a

Motorcycle Safety Summit, and formed core partnership behind a one-of-its kind NHTSA demonstration project awarded to Innocorp, Ltd. to reduce impaired motorcycling called Project Green-Yellow-Red.

- Safe Walking Routes Committees (2): Two committees of residents, law enforcement and traffic engineers conducted walking audits and met to map safe walking routes to Madison’s new community pool and to destinations on Madison’s northside (with South Metropolitan Planning Council and Northside Planning Council).

## Suicide Prevention

Safe Communities Suicide Prevention Task Force has been meeting since January 2007. We have convened the following workgroups – Access to Services, Gatekeeper Training, Lethal Means Restriction. Workgroups meet as needed in addition to our monthly Task Force meetings.

### Suicide Prevention Task Force of Safe Communities:

We have four items on our Task Force Workplan for 2009:

- QPR Training and QPR Instructor Support
- 3<sup>rd</sup> Annual Suicide Prevention Conference scheduled for October 2, 2009
- Release of Lethal Means Restriction brochure in Dane County and statewide
- Suicide Risk Assessment training for Clinicians scheduled for November 9, 2009

Name	Title and Organization
Eric Garland, Chair	Survivor of son’s suicide; HOPES Board of Directors; NAMI Wisconsin Board of Directors
Kathy Andrusz	Educator, Public Health – Madison and Dane County
Connie Bettin	Director of Youth Services, Dane County Human Services Department
Rebecca Cohen	Wisconsin Bureau of Mental Health & Substance Abuse
Susan Conlin Opheim	Co-founder of HOPES (Helping Others Prevent and Educate About Suicide) and survivor of brother’s suicide
Dave de Felice	Dane County Supervisor, survivor of wife’s suicide
Patricia Derer	Co-founder of HOPES (Helping Others Prevent and Educate About Suicide)
Jeanne Erickson	Public Relations, Club Today Not Tomorrow (TNT)
Jeanne Ertl	Suicide Prevention Coordinator, William S. Middleton Veterans Hospital
Kelsey Gross	Intern, Aids Support Network
Shel Gross	Director of Policy, Mental Health America of Wisconsin
Officer Donna Hamilton	Middleton Police Department
Mary Pat Hank, RN	Parish Nurse, St. Ann’s
Kimberly Hein-Beardsley	Mental Health Specialist, UW Health
Brenda Jennings	Program Manager, Department of Public Instruction
Linda Ketcham	Executive Director, Madison Urban Ministries
Kathy Lauer	Case Manager, Middleton Senior Center
Bonnie Loughran	Executive Director, NAMI Dane County
Mary Moldenhauer	HOPES; survivor of son’s suicide
Officer Jean Papalia	Mental Health Liaison, Madison Police Department
Bonnie Schmidt	Consultant, Safe Communities
Christy Sheppleman	School Social Worker, Sun Prairie High School
Amy Vieth	Health Educator, Public Health – Madison and Dane County
Vicki Westridge	Mental Health Center of Dane County, Survivors of Suicide (SOS) Program
Cheryl Wittke	Director and staff to task force, Safe Communities

**Suicide Prevention Access to Services Workgroup:** This group met to create an “Access to Services Map” that helps people locate mental health services for depression and/or a suicidal crisis. The map is now disseminated at all our events and is posted on our website.

Name	Title and Organization
Susan Conlin Opheim	Co-founder of HOPES and survivor of brother’s suicide
William Greer	Executive Director, Mental Health Center of Dane County
Richard Schramm, MD	Psychiatrist, Dean Health Systems
Pam McGranahan, RN	Nurse, Public Health – Madison and Dane County
Kathy Halley, PhD	School Psychologist, Madison Metropolitan School District
Peggy Michaelis	Director, New Directions Info Center
Mike Miller, MD., FASAM, FAPA	Medical Director, New Start Alcohol Drug Treatment Center
Mitch Vesaas	Executive Director, Tellurian UCAN, Inc.
Bonnie Schmidt	Consultant, Safe Communities
Cheryl Wittke	Executive Director, Safe Communities

**QPR (Question, Persuade, Refer) Gatekeeper Training Workgroup:** This is our cadre of instructors trained to deliver QPR Gatekeeper training. Each person participated in an 8-hour training-of-trainers session and in-service training, and is either conducting QPR sessions in community settings or is observing others in order to prepare to deliver this training.

Name	Title and Organization
Pamela Bracey	Social Worker, North/Eastside Senior Coalition and Faith in Action of African American Council of Churches
Susan Conlin Opheim	HOPES co-founder, survivor of brother’s suicide
Pat Derer	HOPES co-founder, survivor of son’s suicide
Eric Garland	HOPES, NAMI Wisconsin, survivor of son’s suicide
Officer Donna Hamilton	Middleton Police Department
Officer Justine Harris	Madison Police Department
Kimberly Hein-Beardsley	Mental Health Specialist, UW Health
Sue Howell	HOPES
Officer Heidi Landrie	University of Wisconsin Police Department
Sara Leikness	HOPES
Laiman Mai	Social worker
Kris Mirenda	Cottage Grove EMS and Triad
Mary Moldenhauer	HOPES; survivor of son’s suicide
Officer Jean Papalia	Madison Police Department
Debi Peters	Wisconsin Department of Health Services
Bonnie Schmidt	Consultant, Safe Communities
Rita Stanton, RN	Nurse, Mobile Outreach to Seniors Unit of Mental Health Center of Dane County
Benita Walker	Social worker
Cheryl Wittke	Executive Director, Safe Communities

**Lethal Means Restriction Public Education Workgroup:** This committee researched, developed and tested an informational brochure with guidelines on how to prevent access to methods of suicide from those at risk.

Name	Title and Organization
Deputy Trish Bishop	Community Deputy, Dane County Sheriff’s Office
Helen Fitzgerald	Suicide Prevention Coordinator, Wm. S. Middleton Memorial Veterans Hospital
Kathy Halley, PhD	School Social Worker, Madison Metropolitan School District
Brenda Jennings	Department of Public Instruction; Mental Health America of Wisconsin
Nasuh Malas	Epidemiologist, UW Health
Nan Peterson, RN	UW Children’s Hospital, Madison Area SAFE KIDS
Nancy Pierce	Mental Health Consultants
Bonnie Schmidt	Consultant, Safe Communities



## Falls Prevention

Safe Communities convened a Falls Prevention Task Force comprised of 47 member organizations in January 2007. Our strategy:

- Improving the processes of care for people who have fallen or are at increased risk for falls.
- Enhancing coordination of services for patients at risk between the health care organizations, community organizations, and the aging network.
- Developing and implementing a Falls Helpline via United Way 2-1-1 so that people at risk can access needed services.
- Implementing a public awareness campaign that highlights the significance of falls and ways to reduce falls.
- Educating of caregivers (physicians, physical and occupational therapists, and nurses) about evidence-based evaluation and treatment of people at risk for falls.
- Increasing availability of exercises classes that prevent falls to older adults in our community.

### Falls Prevention Task Force of Safe Communities

*Falls Prevention Task Force of Safe Communities* meets monthly (2<sup>nd</sup> Wednesday; 7:30 – 9:00 AM) and includes three workgroups that meet as needed: Community Education, Community Exercise and MD Visit.

Name	Title and Organization
Andy Kosseff, MD Chair, Falls Prevention Task Force	St. Mary's Hospital
Cheryl Wittke	Executive Director, Safe Communities (Task Force staff)
Ann Albert	SAIL (Support for Active Independent Lives)
Charlene Avery	OT/Tai Chi Instructor
Pam Bracey	North/Eastside Senior Coalition and Faith in Action of African American Council of Churches
Calvin Bruce, MD	Dane County Medical Society Board of Trustees, Wildwood Clinic
Krista Spiro, PT	Neuro Outpatient PT, Meriter Hospital
Rochelle Carson	Dean Stoughton Clinic
Jody Curley	MSCR Goodman-Rotary and Alzheimer's Association
Mary Jean Eisenga	Home Health United
Amy Elske	Lead Case Manager, North/Eastside Senior Coalition
Mara Eisch	Assistant Clinical Professor, School of Nursing
Myra Enloe, RN, MS	Director of Program Operations, Elder Care of Wisconsin
Dave Erickson, PTA	St. Mary's Hospital
Cathie Evenson, RN Julie Neuheisel	Manager, Dean on Call
Amy Hirata, PT	Acute Care PT, Meriter Hospital
Kendra Jacobsen	Executive Director, Madison Patient Safety Collaborative
Jill Jensen, RN	Manager of Community Services, Dean Health Systems

<b>Name</b>	<b>Title and Organization</b>
Dottie Krull	Meriter Home Health
Kathy Krusiec, Director (Carrie Meier)	Dane County Department of Emergency Management
Pat Neely, RN (Lori Mertens-Pellitteri, Susan Kaminski, PT)	Vice President – Nursing Dean Health Systems
Marilynn Lawler, RN Kim Kristensen	Independent Living
Tom Ludwig, RN	Access Community Health Centers
Jane Mahoney, MD	Associate Professor, University of Wisconsin Medical School Section of Geriatrics, Department of Medicine
Kathy Martinson	United Way 211 and Volunteer Center
Ruth Meyer, PT	St. Mary's Hospital
Sandy Miskelly, RN, Joyce Pohl, PT	UW Home Health
Jean O'Leary	Director, MSCR/Goodman – Rotary 50+ Fitness Program
Ronnie Peterson, RN, MS	Manager of Clinical Support, University of Wisconsin Medical Foundation
Susan Peterson	UW Sports Medicine
Jacque Pokorney	UW Hospital and Clinics
Suzanne Purvis, RN	UW Hospital and Clinics
Craig Renner Colleen Howes, PT	Patient Safety Officer, Middleton VA Hospital
Linda Rewey Megan Lawless Jeanne Shilts	GL Rehab and Coventry Village Retirement Community and Sebring Assisted Living
Janie Riebe	Aging Program Specialist, Area Agency on Aging of Dane County
Virginia Robbeloth, RN	CNS for Quality and Safety, UW Hospitals and Clinics, Nursing Admin.
Mike Rosenberger, PT	Dean Clinic Sun Prairie
Thomas Schlenker, MD, MPH (Amy Vieth)	Director, Public Health – Madison and Dane County
Amy Schumacher	Case Manager
Mary Stamstad	RSVP of Dane County
Terry Shea, PT, GCS, NCS	University of Wisconsin Hospital and Clinics Rehabilitation Clinics and Wisconsin Physical Therapy Association
Carmel Tesmer, OT	St. Mary's Hospital Medical Center
Cindy Walters	Firefighter and Paramedic, Madison Firefighters Local 311
Peg Weber Adrienne Laravuso	Parish Nurse Coordinator
Mary Zimmerman	Patient Safety, Meriter Hospital

Task Force and Workgroup Accomplishments to date: Through formation of Task Force, created a network of collaboration and communication across medical and agencies serving older adults; Trained 120 health care providers on evidence-based falls prevention interventions; Trained 50 professionals and peers to deliver evidence-based falls prevention classes in the community, and initiated these trainings; Developed a Falls Prevention Program taxonomy (one for clinicians, one for community at-large) to clarify which intervention is appropriate for older adults a differing levels of falls risk; disseminated public education materials and web-based resources; developed evaluation plan and are implementing components.

## Injury Surveillance

We are very fortunate to have the support and active participation of our local public health department. As a data-driven organization, injury prevention is a top priority of Public Health – Madison and Dane County and, prior to the merger of our city and county health departments, was a priority for both of those agencies.

Over the last 10 years Safe Communities has experimented with different iterations of committees responsible for injury surveillance. Below is a listing of people and organizations that have been part of the effort. However, at this time, we rely upon the excellent work of Public Health – Madison and Dane County, and particularly the leadership of Lisa Bullard-Cawthorne (who also serves on Safe Communities Board of Directors) to conduct injury surveillance activities. This data, in turn, guides board and task force activities.

### Data Committee

Name	Organization
Wayne Bigelow	Center for Health Systems Research & Analysis, UW Madison
Lisa Bullard-Cawthorne (co-chair)	Public Health – Madison and Dane County
Martha Florey	WI Bureau of Transportation Safety
Gay Gross	Public Health – Madison and Dane County
Linda Hale	WI Division of Public Health, EMS - Injury Prevention Section
Dr. Murray Katcher	UW Medical School, Dept. of Pediatrics; UW Children’s Hospital
Gregg Knudtson	Madison Fire & EMS
Tom Walsh (co-chair)	Madison Traffic Engineering
Cheryl Wittke	Greater Madison Safe Community Coalition
Joe Balles	Madison Police Department
Chief David Bloom	Town of Madison Fire; Public Safety Alliance

### Technical Advisory Committee

Name	Title and Organization
Shiva Bidar Sielaff	UW Hospital, Co-Chair, Latino Health Council
Lisa Bullard-Cawthorne	Health Educator, Public Health – Madison and Dane County
Dep. Leslie Fox	Dane County Sheriff’s Office
Dan McCormick	Deputy Director, Madison Traffic Engineering
Carrie Meier	EMS Section, Dane Co. Emergency Management
Nan Peterson	Coordinator, Madison Area SAFE KIDS Coalition
Janie Riebe	Program Specialist, Area Agency on Aging
Lucretia Sullivan Wade	African American Health Network
Amy Vieth	Health Educator, Public Health – Madison and Dane County
Lori Wirth	Community Education, Madison Fire Department
Cheryl Wittke	Executive Director, Safe Communities

## School Safety

In Madison, the School Traffic Safety Committee (STSC) has been formed to receive and evaluate traffic related concerns in and around our schools. The goal of this committee is to centralize and standardize the complaint/request process, conduct evaluations of the concerns and formulate short-term and long-term solutions.

The School Traffic Safety Committee consists of representatives from the following agencies: The Madison Police Department handles the enforcement and some education related issues. Traffic Engineering handles the infrastructure - roadways, sidewalks, signage, traffic calming, pedestrian islands, adult crossing guards. Public Health is involved with evaluation, safe and unsafe student drop-off and pick-up behaviors, and educational efforts. MMSD handles the school facilities, bus transportation, and school parking lots. Each of the committee members are committed to the goal of addressing the issues and eliminating duplicated efforts in relation to traffic safety around the school.

School staff, parents, neighbors and law enforcement representatives are invited to seek assistance from this committee to resolve safety hazards. Outcomes of interventions have included development of pick-up and drop-off plans and parent education, assignment of crossing guards and Safe Routes to School planning, and support to increase walking and biking to school.

### School Traffic Safety Committee Members

Name	Title and Organization
Lisa Bullard-Cawthorne	Public Health – Madison and Dane County
Jeff Fiedler	Transportation, Madison Metropolitan School District
Julie Frenz	Principal, Frank Allis Elementary School
Scott Langer	Engineer, Madison Traffic Engineering
Ofr. Bill Murphy	Madison Police Department TEST Unit (Traffic)
Nan Peterson	Coordinator, SAFE KIDS Coalition
Arthur Ross	Bicycle/Pedestrian Coordinator, Madison Traffic Engineering
Alderperson Robbie Webber	Pedestrian, Bicycle, Motor Vehicle Commission, City of Madison
Cheryl Wittke	Executive Director, Safe Communities
Luis Yudice	School Safety Director, Madison Metropolitan School District

## Safety for Children

Madison Area SAFE KIDS Coalition is a founding member of our Safe Communities organization and we are “sister” coalitions on issues and programs to improve child safety. SAFE KIDS organizes monthly car seat installation checks at area fire stations; its Safe Nursery and Co-Sleeping Workgroups organize regular media events and public education campaigns; its director, Nan Peterson, serves on our local Child Fatality Review Board and was recipient of Safe Communities’ first Be Safe Leadership Award in 2007.

SAFE KIDS and Safe Communities also collaborate on the following projects: Walk Our Children to School Week, Safe Routes to School, Safety Town, Safety Sunday at Madison’s Children’s Museum, suicide prevention efforts, NHTSA Tween Restraint Initiative Demonstration Project and School Traffic Safety Committee.

## Madison Area SAFE KIDS Coalition

Name	Organization
Amy Martin	UW Health
Amy Vieth	Public Health – Madison and Dane County
Anita Kichefski	UW Madison Police Department
Bernadette Galvez	Madison Fire Department
Cheryl Radzinski	UW Madison Police Department
Cindy Holmes	Dane County Sheriff's Office
Coreen Puetz	UW Madison Police Department
Derrick Jones	Madison Police Department
Donna Lotzer	UW Hospital and Clinics Poison Prevention & Education Center
Ed Ruckriegel	Madison Fire Department
Eric Dahl	Madison Fire Department
Eric Tripke	Madison Police Department
Jennifer Brazelton	American Family Children's Hospital
Jill Warren	Zimbrick, Inc.
John Stanley	Dane County Coroner's Office
Jolene Ibeling	Madison Office of Community Services
Karen Kittelson	SwimWest School of Instruction
Kristin Radtke	UW Madison Police Department
Leslie Fox	Dane County Sheriff's Office
Lisa Bullard Cawthorne	Public Health – Madison and Dane County
Lisa Peck	American Family Children's Hospital
Josalyn Longley	Dane County Sheriff's Office
Lori Wirth	Madison Fire Department
Mary Bradley	retired, Public Health – Madison and Dane County
Mary Musholt	Dane County Parent Council
Michelle Reinen	Wisconsin Department of Agriculture, Trade and Consumer Protection
Mike Beatty	Madison Police Department
Mike Butler	Dane County Sheriff's Office
Nicole Vesely	American Family Children's Hospital
Nan Peterson	Madison Area SAFE KIDS Coalition
Rishelle Englebretson	UW Health
Rosemary Evans	Safe Kids
Sarah Olson	Madison Police Department
James Savage	American Family Children's Hospital
Sherri Faust	Dean Foundation
Steve Meiers	Madison Traffic Engineering
Tamara Kowalski	UW Madison Police Department
Teresa McKenzie	Madison Police Department

## Safety for Elderly

In addition to our falls and suicide prevention efforts described above, Safe Communities promotes work of partner agencies to improve safety for older adults. Examples include RSVP's Triad groups in Southwest Madison, Cottage Grove and Deerfield; and Area Agency on Aging's Elder Abuse and Neglect Prevention Program.

**Safe Home Visits:** A precursor to our Falls Prevention Task Force was a Safe Home Visits initiative. We trained volunteers to



conduct home safety checks for interested older adults, and raised funds to provide safety equipment including grab bars and smoke detectors. Below is a listing of Safe Home Visit project partners. This project lives on through our Falls Prevention Task Force with RSVP staff and volunteers in the lead.

**Safe Home Visits Workgroup**

<b>Name</b>	<b>Title and Organization</b>
Janet Adams	Golden Care Coordinator, St. Mary’s Hospital
Janet Buckman	Safety Director, UW Hospital
Lisa Bullard-Cawthorne	Health Educator, Public Health – Madison and Dane County
Randy Glysch	President, Carpenter-Ridgeway Neighborhood Association
John Herrman	EMT, Oregon Area Fire/EMS District
Jim Jenson	Corporate Communications, Madison Gas and Electric
Laurie Lovedale	Community Educator, Madison Fire Department
Peter Ouimet	Risk Manager, Meriter Hospital
Randy Sellnow	Chief, Oregon Area Fire/EMS District
Steve Sparks	Director of Marketing, St. Mary’s Hospital
Ed Ruckriegel	Fire Marshall, Madison Fire Department
Amy Vieth	Health Educator, Public Health – Madison and Dane County
Denise Winder	Physical Therapist, St. Mary’s Hospital
Cheryl Wittke	Executive Director, Safe Communities

**NHTSA Older Adult Pedestrian Safety Demonstration Project:** Safe Communities was awarded a NHTSA Older Adult Pedestrian Safety Demonstration Project in 2005 that resulted in significant improvements in our yield to pedestrian rates at targeted intersections. The project used a “zone” approach – four areas in Dane County with high concentrations of older adults were selected for target education, enforcement and engineering improvements.

Demonstration Project Director John Bauer convened Advisory Councils comprised of older adults, law enforcement and traffic engineering in each of the following areas of Dane County:

- City of Stoughton
- Downtown Madison
- Madison’s Hilldale Area
- City of Sun Prairie Downtown

Advisory Council members conducted walking audits to identify pedestrian safety hazards, wrote newsletter articles for senior center and senior housing publications, advocated for engineering improvements within zones and participated in media events.



**Crime and Violence Prevention**

Many Dane County police departments host or help organize National Night Out celebrations. National Night Out at Penn Park on Madison’s South side is an example of a grassroots neighborhood effort that sprang up in response to open-air drug dealing near the park. This year’s event will also kickoff an initiative by South Metropolitan Planning Council – a coalition of southside



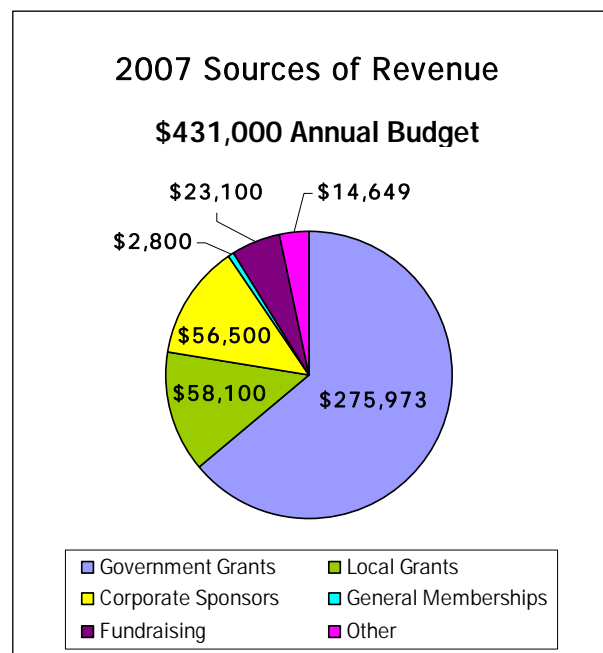
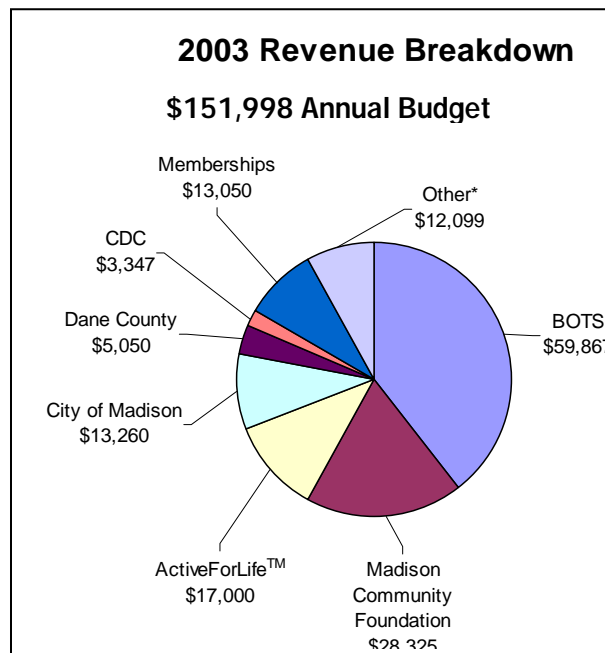
neighborhood and business associations and partners – to plan a Safety Summit aimed at engaging community members in crime prevention.

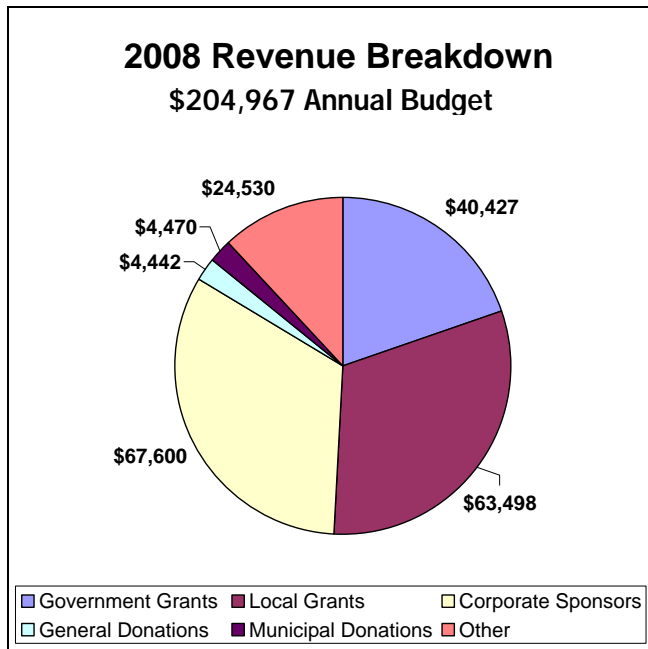
### National Night Out at Penn Park Planning Group

Name	Organization
Lt. Stephanie Bradley Wilson	Madison Police Department – South District
James Caldwell	Citizen
Ofr. Tammi Dressler	Madison Police Department – South District
Lucy Gibson	Brams Addition Neighborhood Association (BANA)
Frances Hough, RN	Public Health – Madison and Dane county
Christine Hrenak	BANA and Penn Park Partners (P3)
Justin Hustad	Boys and Girls Club
Isadore Knox	BANA/Peace Partners (PP)
Margaret Nellis	South Metropolitan Planning Council (SMPC) & UW-Madison
Steven O’Lear	BANA/PP/SMPC
Sadie Pearson	South Madison Anti-Drug Coalition
Ofr. Gloria Reyes	MPD-South and Amigos en Azul
Cheryl Roeben	BANA/P3
David Smith	Director, SMPC and President, African American Council of Churches of Dane County
Kirsten Wineke	Boys and Girls Club
Cheryl Wittke	Safe Communities

### Indicate how you will ensure the sustainability of your Safe Community coalition.

**By diversifying our funding sources:** Over the last 10 years, we have significantly diversified our funding sources. At our inception, our coalition received financial support from one source - Department of Transportation, Bureau of Transportation Safety. We now receive funding from over 50 organizations as well as from a small number of individual donors. This diversity reduces our risk of ending our program should a major funder withdraw support.





**By seeking additional financial support from area municipalities:** In 2007 we launched a Municipal Partner program that asks local cities, towns and villages to include between \$500 and \$.30 per resident in their annual budget for Safe Communities. In spite of a tough economy, we have seen an increase in annual municipal giving.

**By keeping staff size small and relying on partner organizations to do much of the “heavy lifting” when it comes to program delivery:** Our staff focus is on coordination and support of partner activities in the field.

**By continuing to recruit board and task force members whose organizations value collaboration:** Board member organizations contribute a significant portion of our annual budget in sustaining membership and project sponsorships. We are seeking additional members for our board and task forces who are willing to provide financial and in-kind support.

**Where necessary, cutting back staff and contributions to partner organizations:** Our budget shrank from \$431,000 in 2007 to \$176,000 in 2009 when our three NHTSA demonstration projects ended. We have reduced our staff size to a core of two. A core value of our organization is to financially support partners to the extent possible by passing on funds from grants we receive to support overtime enforcement and community grants. We will continue to seek grants and will re-institute our grantmaking as opportunities arise.

**By expanding our campaigns to a larger geographic region:** We expanded our Slow Down campaign in 2009 to include 24 additional counties. As we receive many requests from other communities for campaign signs and as our sponsor is interested in broadening the scope of their support beyond one county, this was a win-win situation. We will assess options to expand on a campaign by campaign basis, and our Board of Directors is exploring this strategy as a means to greater financial security.

**The following represents sponsorships, grants, and gifts received over the last 10 years.**

**\$250,000 and Above**

National Highway Traffic Safety Admin.: \$637,112  
WisDOT – Bureau of Transportation Safety: \$309,020

**\$100,000 - \$250,000**

City of Madison: \$172,157

**\$50,000 - \$100,000**

American Family Insurance: \$83,956  
Dane County: \$91,022  
Madison Community Foundation: \$90,720

**\$25,000 - \$50,000**

AAA Wisconsin: \$32,115  
Allstate Foundation: \$25,000  
Charles E. Kubly Foundation: \$32,200  
Madison Gas and Electric: \$28,000  
St. Mary's Hospital: \$41,130  
State Farm Insurance: \$29,000  
Wisconsin Medical Society Foundation: \$30,000

**\$10,000 - \$25,000**

Dean Health System: \$13,000  
Madison Patient Safety Collaborative: \$20,000  
Mental Health America of WI: \$10,000  
Physicians Plus Insurance Corporation: \$14,375  
UW Health: \$16,745

**Under \$10,000**

AARP: \$5,465  
Alliant Energy: \$500  
AnchorBank: \$1,850  
Area Agency on Aging of Dane County: \$3,990  
Auto Glass Specialists: \$1,500  
Bike Federation of WI: \$2,500  
Capital City Harley-Davidson: \$1,856  
Capital Newspapers: \$1,000  
Centers for Disease Control: \$4,597  
CUNA Mutual Group: \$6,000

Dane County Leck Fund: \$6,000  
Dane County Medical Society: \$1,000  
Dean Foundation: \$5,350  
Epic Systems: \$3,000  
Evjue Foundation: \$5,000  
General Casualty Insurance: \$6,438  
Gordie Boucher: \$500  
Group Health Cooperative: \$4,000  
Heritage Credit Union: \$1,000  
Home Savings: \$1,000  
HOPES: \$3,233  
Hupy & Associates: \$4,468  
Innocorp, Ltd.: \$7,600  
Junior League of Madison: \$500  
Madison Area SAFE KIDS Coalition: \$2,500  
Madison Police Department: \$1,250  
Madison Professional Police Officers Assn: \$800  
Madison Rotary Foundation: \$8,880  
Medical College of Wisconsin: \$6,500  
Mental Health America in Milwaukee County: \$500  
Meriter Health Services: \$8,950  
Mortenson Matzelle Meldrum: \$2,000  
National Safety Council: \$1,500  
Reinhart, Boerner, Van Deuren: \$5,500  
Spectrum Brands/Rayovac: \$2,000  
SwimWest School of Instruction: \$1,100  
United Way: \$2,545  
UW-Madison Police Department: \$1,200  
Veridian Foundation: \$1,200  
Village of Belleville: \$1,140  
Village of DeForest: \$750  
Village of Mount Horeb: \$2,000  
Wal-Mart Foundation: \$2,500  
WEA Trust: \$4,500  
WI Department of Public Instruction: \$500  
Wisconsin and Southern Railroad: \$5,500  
WI Dept. of Health and Family Services: \$2,875  
Zimbrick, Inc.: \$1,000

## Part 3 – Indicator 2:

Long-term, sustainable programs covering both genders, and all ages, environments, situations, and includes preparing their citizens for emergencies and disasters.

### Strategy at a Glance

Safe Communities uses local injury surveillance data to establish coalition priorities. As outlined in the previous data section, top causes of injury and injury related death in Dane County are traffic crashes, falls among older adults, unintentional injuries among children, and suicide. Based upon local data, we have identified groups at-risk for these injuries, researched best practices to reduce them, and implemented targeted injury prevention programs to address them.

An emerging area of concern identified by recent data analysis conducted by Public Health Madison-Dane County is that of poisoning. Safe Communities is in the process of developing a strategy to address this community problem.

2009 Safe Communities Strategy At-A-Glance			
<p><b>Mission:</b> Safe Communities builds partnerships with people and organizations to save lives, prevent injuries and make our community safer.</p> <p><b>Vision:</b> Safe Communities will be both the leader and primary catalyst in making Madison/Dane County the safest American community.</p>		<p><b>Issues we address:</b> 1) top causes of injury, as determined by data; and 2) safety concerns cited at community listening sessions</p>	
FALLS	TRAFFIC CRASHES	CHILDHOOD INJURIES (with SAFE KIDS Coalition)	SUICIDE
<ul style="list-style-type: none"> <li>• #1 cause of injury hospitalization</li> <li>• 40% who suffer a serious fall end life in a nursing home</li> <li>• Wisconsin has the second highest death rate from falls in the nation</li> <li>• Falls are <b>not</b> an inevitable part of aging</li> </ul>	<ul style="list-style-type: none"> <li>• #1 cause of death for Dane County youth</li> <li>• Speed, alcohol, and failure to wear safety belts are causal factors in 50% of Dane County's traffic fatalities</li> </ul>	<ul style="list-style-type: none"> <li>• Accidental injuries are #1 cause of death for children under age 5</li> </ul>	<ul style="list-style-type: none"> <li>• #1 cause of violent death in Dane County</li> <li>• 90% of suicides can be prevented with community support and treatment</li> </ul>
<p><b>Who We Serve</b> Older adults</p>	<p><b>Who We Serve</b> School-age children, bicyclists, young drivers, older adults, neighborhood associations, pedestrians, motorcycle drivers, residents at large</p>	<p><b>Who We Serve</b> Pre-school/Elementary School children</p>	<p><b>Who We Serve</b> Older adults, people in prime earning years, youth</p>
<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Falls Prevention Task Force</li> <li>• Public Education Campaign</li> <li>• Community Exercise Classes</li> <li>• Service coordination via United Way 2-1-1</li> <li>• Health Care Provider education</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Pedestrian Flags</li> <li>• Neighborhood Safe Walking Routes</li> <li>• Slow Down Campaign</li> <li>• Stop on Red Campaign</li> <li>• Television Public Service Announcements</li> <li>• Alive at 25 Defensive Driving Courses</li> <li>• Is Everybody Buckled Up? - Tween Safety Belt Initiative</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Safe Routes to School and Walk Our Children to School Week</li> <li>• Safety Sunday at Madison Children's Museum</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Suicide Prevention Task Force</li> <li>• QPR Gatekeeper training with HOPES</li> <li>• Suicide Prevention Summit</li> <li>• Public education campaign</li> </ul>

## History of safety promotion and injury prevention activities of your community:

### Traffic:

#### Pedestrian Flags

Fifty pedestrian flag sites are up and running in Dane County thanks to the work of neighborhood volunteers, businesses, and police departments.

#### Impacts:

Pedestrian flags work! According to local and national studies, motorists yield to pedestrians who use the flags 67% of the time (vs. 1.8% without them in Dane County)!



#### Slow Down Campaign

Each year, neighborhood associations and Dane County communities participate the Slow Down Campaign. Activities include posting yard signs across Dane County reminding motorists to “Slow Down, Watch for Kids,” stepped up speed enforcement by local police departments, and neighborhood speed watch efforts. Dane County police departments participated by distributing yard signs and expanding speed enforcement. In 2009, the campaign expanded to 24 additional Wisconsin counties.



#### Activities:

- 15,000 yard signs distributed in 2009 alone
- 31 Wisconsin counties participated
- 22 Neighborhood Associations participated
- All Dane County police departments distributed signs and majority stepped up speed enforcement during the campaign
- American Family Insurance agents distributed yard signs

#### Impacts:

79% of motorists surveyed reported slowing down when seeing yard signs posted. (See Evaluation Section for DaneTrak survey results.)



Parents magazine featured our coalition's "slow down" efforts in its March 2003 issue.



## Stop on Red Campaign

Red light running is a significant cause of traffic-related injuries in Dane County, and was a top concern of Dane County neighborhood leaders, law enforcement officials, health and medical professionals, and businesses who participated in the Coalition's first Community Traffic Summit in 2001. Each year, Safe Communities joins with neighborhoods, local police and traffic engineering departments to identify high-crash intersections and conduct a media campaign to reduce red light running. In addition to stepped up enforcement and a press conference, the campaign featured radio ads targeted to young drivers. The youth-focused stop on red commercial was developed by Momentum Marketing Communications. The campaign also utilized a series of signs (modeled after the "Burma Shave" approach) posted at high collision intersections.



### Activities:

- Participating law enforcement agencies stepped up red light running enforcement
- Neighborhood and community partners conducted observational studies at targeted intersections
- "Burma shave" signs posted at high crash intersections

### Impacts:

Reduction of red light running at high crash intersections during the campaign; return to business as usual after.

**Please see Part 4: Supporting Documentation for program evaluation results.**

### Recommendation:

Pursue photo enforcement of red light running.

### Participating Police Departments:

Fitchburg, Madison, Middleton, Monona, Verona, University of Wisconsin, Dane County Sheriff's Office

## Bicycle Safety Collaboration

In October 2005, Dane County awarded a grant to Safe Community Coalition and its partners to improve traffic safety in rural and urban areas where bicyclists and motorists share the road. The goal of this exciting partnership is to educate both groups on how to co-exist safely.

Education and a share the road message is key now, given the growing popularity of bicycling locally. Thanks to its beauty and terrain, rural Dane County has become





a mecca for recreational bicycling events. Bicyclists and motorists also share the road to commute to Madison's downtown and on the UW campus. Safe Community Coalition brought together a broad-based partnership that includes Bicycle Federation of Wisconsin, Dane County, UW and Fitchburg Police Departments, WE BIKE, and other bike safety stakeholders. Project activities continued into 2006, and include development of "share the road" public service announcements, bicyclist safety education, increased communication to local communities and their residents about upcoming bicycling events, and law enforcement training and overtime grants to local police departments.

Bicycle Federation of Wisconsin and other community partners continue work in the area of bicycle safety and advocacy.

## **Occupational:**

### **Corporate fleet curriculum development and driver training on yield to pedestrian laws as part of NHTSA Older Adult Pedestrian Safety Demonstration Project Site (2003-2006)**

#### **Let the "Modeling" Begin!!**

A key component of the Coalition's two-year National Highway Traffic Safety Administration (NHTSA) grant to address pedestrian safety issues for older adults is to encourage motorists to "model" the behavior of yielding the right-of-way to pedestrians in crosswalks. The Madison Police Department, with financial support from the Wisconsin Department of Transportation, created two versions of a training video for use with law enforcement agencies, businesses, and the general community. The traffic safety videos were being used to launch the modeling campaign. The Coalition has provided free DVD copies of the training video to all law enforcement agencies in Dane County, many businesses, and to local cable stations. The DVD is accompanied by a quiz and the opportunity to receive training from Safe Communities' partners.



The Madison, Sun Prairie, Stoughton, Middleton, Fitchburg and UW Police Departments are using the quiz and DVDs to brief their staff on traffic safety laws and the need for law enforcement personnel to model the practice of yielding the right-of-way to pedestrians. Stoughton and Fitchburg are also using the DVD to train their public works and other drivers of city-owned vehicles on traffic safety. Madison Metro (bus transport agency) staff has received the training and other local businesses have made a commitment to use the quiz and DVD during the coming months. One of Madison's largest employers, Madison Gas and Electric, held training for its 250-person fleet using this model.

## **Home:**

### **Kids Safe at Home Alone Public Education Campaign:**

**Problem:** Children are most at-risk for serious injury between the hours of 3:00 and 7:00 p.m. The vast majority of unintentional injury-related deaths among children occur when they are most likely to be out of school and unsupervised.

**Solution:** Educate parents and kids about how to keep kids safe while home alone. Inform families about after school programs and activities in Madison and Dane County communities. Distribute materials during school registration that help families plan for home-alone safety. **Project launched in August 2000.** 7,500 brochures sent home to parents of 2<sup>nd</sup> – 5<sup>th</sup> graders in school “backpack” mail. In-kind design services and printing provided by UW Health.



Thanks to the following organizations for their help in planning this campaign:

- Boys and Girls Clubs of Dane County
  - Dane County Department of Human Services
  - Dane County Public Health
  - Dane County Youth Commission
  - Madison Fire Department
  - Madison Metropolitan School District
  - Meriter Hospital
  - University of Wisconsin Police
  - University of Wisconsin Children’s Hospital
- Also thanks to the Brown County Health Department for sharing its Self Care for Kids program resources.

The brochure is available for download on our website in English and Spanish.

**Safe Home Visits:**

**Problem:** Over 7,500 older adults die annually as a result of falls; 60% of fatal falls occur in the home. Unintentional injury is the leading cause of death among children ages 14 and under; children under 4 years of age are particularly vulnerable to serious injury at home.

**Solution:** Teach neighbors and community members to identify safety hazards at home. Supply volunteers with safe home checklists and “expert partners” from a participating agency (fire and EMS departments; child and older adult safety advocates from area hospitals



and other agencies). Publicize the service as available on a voluntary basis to households. **Project launched Sept. 2000.**

**Participating Organizations:**

- Madison Fire Department
- St. Mary's Hospital
- UW Hospital and Clinics
- Meriter Hospital
- Public Health – Madison and Dane County
- Carpenter-Ridgeway Neighborhood Association
- Northside Planning Council
- North/Eastside Coalition on Aging
- ParentShare
- Oregon Fire/EMS Department

This project continues as part of Falls Prevention Task Force with leadership from RSVP of Dane County and Madison Fire Department Community Education.

**School:**

**Safe Routes to School/Walk Our Children to School Week:**

Safe Community Coalition joins with Madison Area SAFE KIDS and many school and law enforcement partners to coordinate this annual campaign. To expand the impacts of Walk Our Children to School Week beyond our early-October campaign, we have broadened our partnerships to work on creating safe walking routes to elementary schools in the area.



Walk Our Children to School Week/Safe Routes to School is aimed at improving driver behavior, teaching children to be safe pedestrians, reducing barriers to walking and biking to school, and supporting encouragement efforts of local school communities.

### Activities:

Walking school busses, pedestrian safety education at participating schools, walking audits, route mapping, parent and child surveys, encouragement campaigns, stepped up enforcement in school zones by participating police departments.

### Impacts:

Twenty schools, 7,000 children, and their families participate in Walk Our Children to School Week in Dane County each year.



Each year, four school communities participated in school traffic safety assessments and Safe Routes to School planning with help from the School Traffic Safety Committee of SAFE KIDS/Safe Communities.

### Walk Our Children to School Week Planning Committee:

- Sharon Baldwin, YMCA of Dane County
- Lisa Bullard Cawthorne and Pat Carlson, Public Health - Madison and Dane County
- Renee Callaway and Rachel Martin, Wisconsin DOT Safe Routes to School
- Leslie Fox, Dane County Sheriff's Office
- Patti Knoche and Bob Olson, Madison Police Department Crossing Guard Supervisors
- Steve Meiers, Madison Transportation Department
- Sgt. Don Mueller, Middleton Police Department
- Nan Peterson, Madison Area SAFE KIDS Coalition
- Ron Prince, UW Department of Family Medicine
- Arthur Ross, Madison Traffic Engineering
- Rhonda Russell, Madison Police Department TEST Unit
- Mark Sejut, FedEx
- Cheryl Wittke, Safe Communities
- All of the teachers/school nurses/principals at participating schools

### Safe Communities/SAFE KIDS Madison School Traffic Safety Committee:

Formed in 2004, the Madison School Traffic Safety Committee consists of representatives from the Madison Metropolitan School District, Madison Police Department, Public Health – Madison and Dane County, and Madison Traffic Engineering.

The goal of the committee is to:

- Provide one interagency system to address traffic safety issues around the schools in Madison
- Improve consistency of traffic plans at Madison Schools
- Improve engineering, education and enforcement response time and accountability regarding the traffic issues at Madison Schools.





## NHTSA National Tween Safety Belt Demonstration Project and Rural Safety Belt Demonstration Project

Please see Part 3 – Indicator 3 for information on these projects.

### Sports:

Web-based articles on sports safety for dissemination by partners via newsletters, church bulletins, weekly newspapers; education of parents and children on appropriate safety gear at Safety Sunday at Madison Children’s Museum.

### Leisure:

Web-based articles on water, boating, recreational vehicle-use safety for dissemination by partners via newsletters, church bulletins, weekly newspapers.

### Violence Prevention:

National Night Out; promotion of events and activities of partners including Wisconsin Council on Prevention of Child Abuse; Domestic Abuse Intervention Services

### Suicide Prevention:

Please see Part 3 – Indicator 3 for information on this project.

### Other:

#### Safety Sunday at Madison Children’s Museum

Safety Sunday is an annual event held at the Madison Children’s Museum. The program provides an afternoon filled with fun, interactive events to help children learn about safety in the world around them. Part of the fun is that the children receive a “passport” that they take from station to station. They get a stamp for participating in each station, and then receive a prize for their completed passport.

#### Project Partners:

- State Farm Insurance
- Dean Foundation
- Heritage Credit Union
- Madison Gas and Electric
- Meriter Hospital
- St. Mary’s Hospital
- Madison Area SAFE KIDS Coalition
- Madison Fire Department
- Madison Traffic Engineering
- Public Health-Madison and Dane County
- SwimWest
- UW Hospital Poison Prevention and Education Center
- Wisconsin Department of Agriculture, Trade and Consumer Protection
- Madison Children’s Museum



## Safety Saturday on the Capital Square

The Madison Fire Department and nearly 30 Dane County organizations sponsor this annual safety fair on the Capitol Square. Safety Saturday includes interactive displays, games, activities, and demonstrations that teach families and the public how to prevent injuries among children. See [http://www.cityofmadison.com/fire/prevention/community\\_education/community\\_education\\_unit.htm#safety\\_information](http://www.cityofmadison.com/fire/prevention/community_education/community_education_unit.htm#safety_information)





## Part 3 – Indicator 3:

### *Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups.*

#### Traffic:

#### **Alive at 25 Classes Offered in Dane and Jefferson Counties**

Vehicle crashes are the number one cause of death for people between the ages of 16 and 24. In 2008, Safe Communities became certified to offer National Safety Council's Alive at 25 defensive driving course. With this referral option in place, area municipal court judges are now using Alive at 25 as a sentencing option for young drivers who appear in court on traffic violations.

Evaluations show that the program makes a difference in attitudes and behavior of young drivers who have taken the course. Young drivers who complete the Alive at 25 course are 98% less likely to be involved in a fatal crash than those who do not. The course is open to young drivers ages 16–24 regardless of whether they have received a court referral to attend.

*I'm really pleased to have Alive at 25 classes as a sentencing option for young drivers who have violated traffic laws. If, after a young person's first traffic violation we can get across the message that poor judgment while driving is deadly, I'm hopeful we can avoid serious crashes in the future.*

*Dane County Court Commissioner Todd Meurer*

#### Impacts:

173 young drivers took the Alive at 25 defensive driving course in 2008.

#### **Community Traffic Safety Summits**

In an effort to save lives here in Dane County, community leaders came together at Community Traffic Summits to pledge joint action to increase safety belt use. Over 80 people representing faith communities, social service agencies, community organizations, law enforcement and local government attended the African American and Latino Traffic Safety Summits. Dr. Wayne Moore and John Britton of Meharry Medical College and the Meharry/State Farm Alliance, distinguished national leaders in the effort to reduce health disparities among people of color, addressed summit participants.



Community Traffic Safety Summit partnerships launched exciting initiatives to save African American and Latino lives. Over 100 local residents attended Spanish language Driver's Education and Safety classes organized by Latino Traffic Safety Summit participants. 64% went on to take their written driver's test in 2005, with a 50% pass rate. An African American Church Safety Belt Consortium, formed during the 2004 Summit, brought about a 3% increase in church member safety belt use.

## “Religiously Buckle Up” Campaign

Vehicle crashes are currently the leading cause of death for young African American males through the age of 14 and the second leading cause of death for young black males ages 15 to 24, said Pat Smith of Meharry Medical College and the Meharry/State Farm Alliance. According to a Meharry Medical College study, *“Achieving A Credible Health and Safety Approach To Increasing Seat Belt Use Among African Americans,”* it has been estimated that approximately 1,300 African American lives could be saved and 26,000 injuries could be prevented if African Americans would buckle up. “Lack of safety belt use among young African Americans constitutes a public health crisis,” said Smith. Passage of standard enforcement legislation in other states has had the effect of raising safety belt use rates among African Americans. “As African Americans, we face instances of racial profiling - don't let that issue stand in the way of saving young black lives,” she said.



This campaign is just one example of African American Council of Churches' leadership in local safety belt efforts. AACC member churches Faith Community Christian Church, Mt. Zion Baptist, Second Baptist and SS. Morris AME Churches have increased safety belt use among congregants through messages from the pulpit, distribution of bookmarks for Bibles and programs for youth that stress buckling up. In addition, at the conclusion of each "Let's Go to Church" radio broadcast (7 - 9 AM Sundays on 1670 AM - The Pulse), pastors and guests remind listeners to "religiously buckle up".

## Latino Driver's Education Program (with MATC)

Sometimes there are unexpected, good surprises that come with the press coverage the Coalition receives. Such was the case after the press conference announcing the launch of the Latino Driver's Education Program in May. The program is funded by one of the grants awarded by the Coalition for proposals coming out of the November, 2004 Community Traffic Safety Summits. The Wisconsin State Journal printed an excellent article about the program that caught the eye of Dick Shold, Associate Dean of Protective Services at MATC. Dick saw the program as an excellent fit with MATC's programs designed to assist and enrich the Latino community, so he contacted the Safe Community Coalition. A meeting with Donna Van Bogaert, the grant project director, resulted in a decision to bring members of the Coalition, Latino Grant Advisory Committee, and MATC together to talk about the possibilities of collaborating on the program. An unofficial task force met to develop a possible strategy for having MATC take over sustaining the program. Members of the group include: from MATC, Maria Banuelos, Tina Ahedo, Dr. Abdulcadir Sido, Deborah Newsome, Dick Shold; from



the Latino Advisory Committee, Fabiola Hamdan and Teresa Tellez-Giron; and from the Safe Community Coalition, Cheryl Wittke and Donna Van Bogaert.

### **Latino Driver's Education Course Workgroup**

Fabiola Hamdan, Joining Forces for Families  
Laurie Meulemanns, Joining Forces for Families  
Teresa Tellez-Giron, Dane County Human Services  
Terry Starks, Wisconsin Department of Motor Vehicles  
Fred Svensson, Course Instructor

### **Motorcycle Safety Focus of Three-County Partnership**

Saving motorcyclist lives was the goal of a joint campaign by the Safe Community Coalitions of Jefferson and Dane counties, and PARC (Preventing Alcohol Related Crashes) of Waukesha.

The three coalitions, representing over 350 organizations working together to reduce fatal injuries, released safety tips to local media and purchased time to air public service announcements during television programs with a high motorcyclist viewership. Project partners included ABATE (a motorcycle advocacy organization); Dane County Sheriff's Office; Waterloo Police Department; Jefferson, Dane and Waukesha County Tavern Leagues; Shorewood Hills Police Department; Wisconsin Bureau of Transportation Safety; Ft. Atkinson Police Department; W.O.W. Distributing; Waukesha County Medical Examiner's Office; Innocorp, maker of Fatal Vision goggles; and MADD.



The Tri-County Consortium hosted a Motorcycle Safety Summit in Lake Mills on September 28. Fifty-five people from diverse organizations including law enforcement, motorcycle rights groups, motorcycle dealers, safety instructors and insurance companies attended and developed a three-county action plan to prevent crashes.

### **Innocorp, Ltd./NHTSA Green-Yellow-Red Campaign Improves Motorcycle Safety**

Safe Communities was a partner in this one-of-its-kind national demonstration project to reduce impaired motorcycle riding. Funded by the National Highway Traffic Safety Administration (NHTSA) with Innocorp, Ltd. taking the lead, the project was an exciting collaboration of the motorcycling community, law enforcement agencies, taverns and restaurants, and motorcycle dealerships.

Praised by NHTSA officials for its unique approach, the program works directly with motorcycle dealers and taverns that cater to motorcyclists to provide alternatives to riding impaired. The colors green, yellow, and red represent the three decisions that motorcyclists can make when it comes to drinking and riding and options associated with each decision. Those decisions are:

- GREEN: Ride alcohol free
- YELLOW: Drink at least one alcoholic drink and ride
- RED: Drink to a level of impairment that significantly increases the risk of death or injury as a result of riding a motorcycle. That level is tentatively set at .08 B.A.C.



The Green-Yellow-Red campaign launched its second year at Middleton's Quaker Steak and Lube's popular Bike Night event on May 23. An estimated 800 bikers were in attendance for the kickoff, which included motorcycle riding demonstrations and mock field sobriety tests using Fatal Vision Goggles. Bike Night patrons also took "tours" of GYR shelters designed to keep motorcycles under lock and key at area taverns should a rider decide to leave his bike behind in favor of a safe ride home.



**Partners:**

Accident Scene Management, Inc.  
 Capital City Harley-Davidson Dealership  
 Charter Media  
 City of Fort Atkinson Police Department  
 Culver's Family Restaurants  
 Dane County Sheriff's Office  
 Delehanty Consulting  
 Engelhart Center  
 Kutter Harley-Davidson Dealership  
 Madison Police Department  
 Hupy and Abraham, S. C.  
 Middleton Police Department  
 City of Middleton EMS  
 Mischler's Harley-Davidson & BMW Dealership  
 Rob's Performance Motorsports Dealership  
 Safe Communities

Township of Lake Mills Police Department  
 Waterloo Police Department  
 Watertown Police Department  
 Wisconsin Department of Transportation-  
 Bureau of Transportation Safety  
 Wisconsin Motorcycle Safety Advisory Council  
 Women in the Wind Motorcycle Club

**Participating Taverns:**

Burke Station  
 Bases Loaded Corner Bar  
 Fairview Sports Bar  
 Cap'n's Corner  
 Silver Eagle Saloon  
 Quaker Steak and Lube  
 Morgan's

**For more information about GYR and evaluation results, see [www.gyr.com](http://www.gyr.com)**

**Older Adult Pedestrian Safety Program Saves Lives**

Safe Communities was one of three organizations in the country to participate in the National Highway Traffic Safety Administration (NHTSA) program to increase safety for older adult pedestrians. As a national demonstration project, the overall program goals were to:

- 1) Increase the number of motorists who yield to pedestrians in crosswalks
- 2) Reduce the number of injuries and fatalities among older adult pedestrians
- 3) Use a zone approach to identify and reduce barriers (engineering, pedestrian behavior, and motorist behavior)
- 4) Develop a project toolkit that can be used by other communities.

The project implemented a two-pronged approach to address pedestrian safety issues impacting older adults. The first included law enforcement, corporate and government fleets,





and other drivers “modeling” the requirement for vehicles to yield the right-of-way to pedestrians at an intersection.

The second approach involved four relatively small geographic areas, or zones, with a high concentration of older adults and traffic concerns. Each zone analyzed and implemented measures to mitigate pedestrian safety problems. The zones were located in Stoughton, Sun Prairie, downtown Madison, and the Hilldale neighborhood (Madison).



Some of the lessons learned (shared at the November 8 community traffic safety summit) include:

- A zone (neighborhood) approach is an excellent organizational structure to address and take positive steps to resolve safety issues
- The walking audit process is an effective method to engage volunteers, identify issues and concerns, and work constructively with traffic engineering and law enforcement officials
- The use of pedestrian safety training DVD's resulted in thousands of motorists being trained on pedestrian safety laws
- Building use of the training DVD's into ongoing driver education training programs will impact the driving culture over time
- Ongoing concentrated enforcement waves have an impact on driver behavior
- The media can play an important role in public education about traffic laws and driving behavior.

**Please see Part 4: Supporting Documentation for evaluation results.**

## Rural Safety Belt Initiative

Safe Communities was honored to be one of three organizations in the nation to receive a three-year grant from the National Highway Traffic Safety Administration (NHTSA) to develop best practices to increase the numbers of rural and minority youth who buckle up. In turn, we provided over \$75,000 in grants to participating Dane county police agencies, schools, and faith communities to make this project possible.

Thanks to the efforts of partners, our initiative yielded impressive results. In 2006, the demonstration project's final year, observational studies showed a 4% increase in seat belt use among young drivers and an 8% increase among passengers.

What does this mean in terms of lives saved and injuries prevented? Extrapolating from estimates provided by NHTSA, the project is predicted to have prevented 2 deaths and 38 serious injuries in Dane County in 2006 alone.



### Participating Communities:

Belleville, Cambridge, Deerfield, Marshall, Mt. Horeb, Oregon, Stoughton, Wisconsin Heights  
(Black Earth and Mazomanie)

**Please see Part 4: Supporting Documentation for evaluation results.**

## Is Everybody Buckled Up? Tween Safety Belt Initiative

Tweens – 8 to 15 year olds – are the only group in the nation where traffic fatalities are on the rise. Innovative measures are necessary to reach this special group, and Safe Communities was one of two organizations in the nation to receive a demonstration grant from NHTSA to encourage this group to buckle up.

The objective of this national demonstration project was to create a delivery system to coordinate project activities among schools, law enforcement agencies, public health and community agencies, faith communities, policy makers and private sector partners to increase safety belt use among 8- to 15-year-olds (“tweens”).



Funded by the National Highway Traffic Safety Administration (NHTSA), we were one of only two national sites to develop best practices that could be duplicated in other parts of the country. Our campaign centered on the message “Is Everybody Buckled Up?” and included fun, age-appropriate activities for tweens; dissemination of information and booster seats by local law enforcement partners; and observational studies of safety belt use to determine project impacts.

Lessons learned include:

- Interactive programming was the most successful
- After school programs in Madison showed a higher increase in safety belt usage compared to rural areas (where safety belt use was already quite high)
- Campaign messages for 8-11 year olds and 12-15 year olds needed to be tailored differently
- Testimonial programs were most effective with all age groups



The morning session of our 2007 Community Traffic Safety Summit on November 8 was a dissemination event to distribute the “Tween Kit and Training Program” which included a four-program DVD, facilitator’s guide, and activities materials in English and Spanish. Participants shared ways to continue networking and ways the community can continue to support this program now that the NHTSA demonstration period is completed.



Project Director Donna Van Bogaert, along with Safe Communities Executive Director Cheryl Wittke and Board Member Lt. Stephanie Bradley Wilson, traveled to Washington, D.C., in December to make the final report to NHTSA and share ways the creative programming could be replicated elsewhere. Thanks to the Advisory Committee who helped with the project during the last two years.



## NHTSA Tween Demonstration Project Advisory Committee

Betty Banks, Club Today Not Tomorrow

Lt. Stephanie Bradley Wilson, Madison Police Department and Safe Communities Board Member

Jeanne Erickson, Club Today Not Tomorrow

Fabiola Hamdan, Joining Forces for Families

Lucretia Sullivan-Wade, African American Health Network

Please see Part 4: Supporting Documentation for evaluation results.

## Child Safety:

Injury is the number 1 cause of death for children.

### Safety Town

Safety Town uses hands-on activities taught in an actual “town” – a small scale city with streets, homes, businesses and sidewalks – to teach children to be safe. The program provides comprehensive safety education to children entering kindergarten, a critical age at which to instill safety behaviors. A team of safety experts from a wide range of organizations joined together during Safety Town to provide fun, interactive lessons on bicycle, pedestrian and traffic safety, water safety, being safe at home, protective behaviors and fire safety.

Parents completed an evaluation at the end of the two-week curriculum and a follow-up survey was mailed to all participating families six weeks later. Results showed the following:

- 100% of families indicated that their child’s participation in Safety Town enhanced their child’s understanding of safety issues.
- 100% of families indicated that Safety Town was a positive experience for their child.
- Most parents reviewed the safety topics of the day with their child to reinforce the learning for their child.
- Most parents noticed their child making efforts to be safer such as improved behaviors when crossing the street, looking for choking hazards in the home, checking smoke detectors with their parents, what to do if they find a gun, and reminding parents “not to drive until I am buckled.”



**Participating Organizations:**

American Red Cross  
American Family Children’s Hospital  
Dean Foundation  
Dogs on Call  
First Student Bus  
Madison Area SAFE KIDS Coalition  
Madison Fire Department  
Madison Gas and Electric  
Madison Police Department  
Madison Traffic Engineering

Meriter Hospital  
Public Health-Madison and Dane County  
St. Mary’s Hospital  
State Farm Insurance  
SwimWest  
UW Hospital Poison Prevention and Education Center  
UW Police Department  
WAGS

**Activities:**

A team of safety experts from a wide range of organizations join forces to provide fun, interactive lessons on bicycle safety, pedestrian safety, traffic safety, water safety, fire safety, being safe at home, and protective behaviors.

**Impacts:**

MSCR Safety Town taught 1,000 pre-k kids to be safe.

**Safety Saturday on the Capital Square**

See page 32 for project description..

**Falls Prevention:**

Falls are not an inevitable part of aging. Through a concerted effort by health care providers, community groups that serve older adults, and public safety agencies, we can prevent falls – a leading threat to health and independence of elders.



**Enhanced falls prevention services via United Way 2-1-1.**

Task Force members created a community and medical services falls prevention resource database. This database is now in use by United Way 2-1-1 operators to provide direct referral of older adults with falls risk to their primary care physician and to a community based social worker for home safety assessment and other falls prevention services.

**Dissemination of Falls Prevention education.**

“Take Action to Prevent a Fall” brochure highlights ways older adults can prevent falls, and includes United Way 2-1-1 referral information. The task force also launched a new web page that includes comprehensive falls prevention information geared toward both older adults and their families and clinicians.





### **Access to affordable training on specific evidence-based falls prevention techniques.**

Falls Prevention Task Force conducted two symposia for clinicians and physical therapists in 2008 that featured falls prevention experts from University of Wisconsin's Geriatric Falls Clinic.

## **Suicide Prevention:**

Safe Communities, HOPES (Helping Others Prevent and Educate About Suicide), and a host of community organizations and sponsors organized two Suicide Prevention Summits. Speakers shared community strategies for preventing suicide, educated on how to recognize warning signs, and how to effectively navigate the mental health system on behalf of people in crisis. Presenters included Richard Schramm, MD, Dean Health Systems; Michael Miller, MD, Meriter New Start; William Greer, Executive Director, Mental Health Center of Dane County; Susan Conlin Opheim, co-founder of HOPES; John Humphries, Wisconsin Department of Public Instruction; and suicide survivors Eric Garland and Dave de Felice, County Board Supervisor.



As part of the Summits, participants took part in QPR training. QPR stands for how to Question, Persuade and Refer someone exhibiting suicide warning signs. The QPR gatekeeper training has been identified as one of a number of promising prevention strategies. Key gatekeepers include a variety of professionals who are in a position to recognize a crisis and the warning signs that someone may be contemplating suicide. These gatekeepers include teachers, school personnel, clergy, police officers, primary health care providers, mental health care providers, correctional personnel, and emergency health care personnel.

Safe Communities and HOPES also held a media event to kick off National Suicide Prevention Week (September 9-15) at the Mental Health Center of Dane County. This event provided a status report on suicide prevention efforts in Dane County and brought together people affected by suicide and those working to prevent and treat in its aftermath.

### **Team of 20 QPR instructors ready to conduct community trainings**

Safe Communities conducted train-the-trainer sessions for 20 community members who have volunteered to conduct regular QPR (Question, Persuade, Refer) Suicide Prevention gatekeeper trainings at faith communities; workplaces through employee assistance and wellness program networks; service clubs and professional associations; and senior centers. QPR is an evidence-based suicide prevention intervention that gives laypeople the skills to identify when someone is at risk for suicide and what steps to take to convince them to seek help.

### Created a One-of-its-kind Brochure

A one-of-its kind brochure is now available. Called *Preventing Access to Methods of Suicide*, the brochure helps people take steps to cut off access to handguns and other means of suicide from a suicidal person.

Our action plan for 2009:

- Train 500 Dane County residents in QPR
- Conduct 3<sup>rd</sup> Annual Suicide Prevention Conference – 300 participants
- Release “*Preventing Access to Methods of Suicide*” brochure state-wide
- Conduct Suicide Risk Assessment training for clinicians

## Part 3 – Indicator 4:

### *Collect data on the number and causes of injuries.*

We are very fortunate to have the support and active participation of our local public health department. As a data-driven organization, injury prevention is a top priority of Public Health – Madison and Dane County and, prior to the merger of our city and county health departments, was a priority for both of those agencies as well. The following section of our application was developed by Public Health – Madison and Dane County staff. Without their active involvement in injury surveillance, program development, delivery and evaluation, our coalition would not be where it is today. Special thanks to Lisa Bullard-Cawthorne, Health Educator, Public Health – Madison and Dane County and Safe Communities board member, for her diligent work on this section of our application and her long-standing commitment to injury prevention.

Safe Communities uses local injury surveillance data to establish coalition priorities. As detailed below, top causes of injury and injury-related death in Dane County are traffic crashes, falls among older adults, unintentional injuries among children, and suicide. Based upon local data, we have identified groups at-risk for these injuries, researched best practices to reduce them, and implemented targeted injury prevention programs.

An emerging area of concern identified by recent data analysis conducted by Public Health – Madison and Dane County is that of poisoning. Safe Communities is in the process of developing a strategy to address this community problem.

We are enclosing a recent local county-wide data report for unintentional injuries and violence, as part of a community assessment report, produced by Public Health- Madison & Dane County (board member of Safe Communities). This attached report provides the majority of the data that you are requesting. Some of the data that you requested is either unavailable, the numbers are too small at the local level, or it was not one of the leading causes of injury/injury-related death in Dane county.

- All rates, except age differences, are age-adjusted rates
- Special needs and persons with disabilities – data unavailable
- Race/ethnicity data – numbers are too small to be meaningful
- Age Breakdown – age groupings are separated further
- Suffocation – includes choking and strangulation
- Fires, flames, smoke – not a leading cause of injury or death
- Suicide – listed as part of overall intent, details in violence section
- Violence – listed as assault (injuries) or homicide (death) – in violence section

**Please see Part 4 – Supporting Documentation for detailed report on quantitative and qualitative injury data surveillance.**

## Part 3 – Indicator 5:

### Evaluate their programs, processes, and the effects of change.

Thanks to efforts of nearly 300 community partners, during our first 10 years we have made significant, measurable improvements in the safety of Dane County resident. Below are examples. Please see *Part 4 Supporting Documentation: Evaluation Results* for details.

- Increased safety belt use among young drivers by 4% in targeted school and faith communities;
- Built a falls prevention network for Dane County older adults, and trained 120 health care providers to deliver evidence-based falls prevention treatments;
- Educated 500 people on how to help someone they know survive a suicidal crisis;
- Reduced reported speeding by 79% as a result of our “slow down yard sign” campaign;
- Improved yield-to-pedestrian rate at hard-to-cross intersections by 89% through our pedestrian flag and pedestrian zone program;
- Provided over \$120,000 in grants to law enforcement, schools and neighborhoods for local safety efforts.
- Taught 1,000 pre-kindergarten children to be safe at MSCR’s Safety Town and Safety Sunday at Madison Children’s Museum.

### Describe how your community evaluates if its safety promotion and injury prevention programs are effective.

### Describe how you use program evaluation results to continually improve your safety promotion and injury prevention activities.

Below are methods we use to evaluate injury prevention activities. Partners from Public Health Madison-Dane County, Gene Kroupa Associates, NHTSA, Madison Area SAFE KIDS Coalition, University of Wisconsin Medical School, Innocorp Ltd, The Pingree Group, Scott Savage Consulting, LLC; United Way 2-1-1, Madison Traffic Engineering, and Wisconsin Department of Transportation Safety were instrumental in the development of evaluation methods used by our coalition.

#### **NHTSA Demonstration Projects – Evaluation Summaries:**

Safe Communities has been awarded three NHTSA national demonstration projects and was partner in another (with Innocorp, Ltd) since 2002. These projects allowed us to hire project staff and concentrate resources on significant traffic safety problems in our community while developing and evaluating interventions for dissemination nationwide. We demonstrated our capacity to deliver effective programs and to conduct rigorous evaluation. We are proud to serve as a local partner to NHTSA in its efforts to reduce death and serious injury from traffic crashes.

Rural Safety Belt Initiative

Tween Safety Restraint Initiative

Older Adult Pedestrian Safety Demonstration Project

Innocorp Ltd. Project Green Yellow Red Demonstration Project to Reduce Impaired Motorcycling



**DaneTrak surveys commissioned by Safe Communities:**

DaneTrak is a quarterly, co-sponsored telephone survey of 400 randomly selected Dane County households created by Gene Kroupa, PhD, of Gene Kroupa Associates. Staff interview 400 randomly selected adults ages 18+, including 200 men and 200 women. The sample is stratified by ZIP codes and age cohorts to match the population distribution within Dane County. Sampling quotas are set based on Census figures and projections.

- January, 2002    Slow Down Campaign impacts
- July, 2003        Knowledge of pedestrian right-of-way laws and Safe Communities Pedestrian Flag Program
- January, 2006    Ranking importance of safety issues; familiarity with Safe Communities organization
- January, 2008    Ranking relative falls risk; knowledge of United Way 211; helpfulness of actions to reduce falls; things that can be done to reduce falls

Please see "Evaluation Reports" section of Part 4: Supporting Documentation for DaneTrak survey findings.

**Campaign Evaluation Reports/Observational Studies:**

Lisa Bullard-Cawthorne, MPH, MS of Public Health Madison-Dane County designed and conducted these evaluations with data collection support from community volunteers and partners.

- Stop on Red 2002
- Walk Our Children to School 2002 Campaign Evaluation Report
- Slow Down Yard Sign 2002

**Course Participant Evaluations:**

We ask participants to evaluate all programs and trainings we conduct. Two examples of course evaluation summaries are attached in Part 4. St. Mary's Hospital Director of Clinical Improvement designed Falls Prevention Symposium evaluation to comply with continuing education credit requirements of 2.5 hours of CME and AAFP CME credit. Participant evaluations for conferences, including our Suicide Prevention Summit, guide planning for the following year's event.

- Falls Prevention Symposium
- 2<sup>nd</sup> Annual Suicide Prevention Conference: How to Save a Life
- Safety Town Parent Evaluation

**Course Participation Data:**

We track participation data for all programs to use in program planning and implementation. We maintain email lists and a database of participants by interest area (e.g. suicide prevention, traffic safety). For example, our 2006 Falls Prevention Summit launched our Falls Prevention Task Force and Initiative. As such, we were interested to track who attended and which groups were represented and used this information to recruit task force members.

- 2006 Falls Prevention Summit

**Pre- and post-program knowledge surveys:**

We conduct pre- and post-program knowledge surveys during community education sessions on suicide prevention (QPR Gatekeeper Training) and falls prevention (Stepping On). We have also conducted these surveys with school children during our evaluation of Walk Our Children to School week in 2002. Attached in Part 4 is our QPR survey.

QPR Gatekeeper Training Participant Evaluation

**On-line member surveys:**

As part of our 10 year anniversary, our Annual Breakfast Celebration included a "Forward Focus" process facilitated by Scott Savage, an organizational development consultant. Prior to the breakfast, our 300 active partners were invited to respond to a survey about our past efforts and where we should go from here. For results, contact us at [info@safercommunity.net](mailto:info@safercommunity.net).

**Attach evaluation information that documents any changes as a result of your safety promotion or injury prevention programs.**

**Please see Part 4 – Supporting Documentation for evaluation results.**

## Part 3 – Indicator 6:

### Participate in national and international safe communities networks.

#### National Networks:

Our Safe Communities organization has developed best practices as part of national demonstration projects, shared resources on how to conduct grassroots campaigns, and implemented evidence-based injury prevention programs developed in other communities.

We have engaged national experts in local efforts and disseminated evidence-based programs in Dane County. Examples include our partnership with Meharry Medical College, facilitated by State Farm Insurance, to increase safety belt use among African Americans, and dissemination of QPR (Question, Persuade, Refer) Suicide Prevention Gatekeeper Training developed by Dr. Paul Quinett of QPR Institute.

Safe Communities of Madison/Dane County was site of three national demonstration projects awarded by NHTSA and partner in a fourth. We were awarded these projects in a highly competitive environment: we were one of three communities in the United States to receive a grant to develop best practices to improve older adult pedestrian safety; one of two Rural Safety Belt Demonstration Projects; one of two Tween Safety Belt Demonstration Projects. In each case, we disseminated findings and resources to peer communities.

We have been delighted to help school and neighborhood groups from around the country launch “slow down” yard sign campaigns and pedestrian flag programs. Our website contains resources, including instructions on how to build an inexpensive pedestrian flag holder, sample news releases and articles for newsletters, and tips for running local campaigns. We respond to phone inquiries from people interested in replicating campaigns on a monthly basis.

Safe Communities staff, board and members have presented workshops and participated in NHTSA’s annual Lifesavers Conference since our inception in 1999. We also participated in two Safe Communities regional conferences sponsored by NHTSA Region V.

Below are dates of Lifesaver Conference presentations, presenters and workshop titles:

Year	Lifesavers Workshop Title	Panelist
2009	Reducing Alcohol & Other Impairment among Motorcycle Riders	Michael Aguilar, CEO, Innocorp, Ltd. and President, Safe Communities Board of Directors
2008	Reaching Tweens with Safety Messaging	Donna Van Bogaert, Project Director, Safe Communities/NHTSA Tween Restraint Initiative Demonstration Project
2007	Building Effective Community-Based Safety Organizations	Cheryl Wittke, Executive Director
2001	Safe Communities - For the 21 <sup>st</sup> Century and Beyond	Cheryl Wittke, Executive Director

## **National Awards Received by Partners**

### ***TOPS Lab Wins National Road Safety Foundation Award***

UW-Madison TOPS' Road Weather Safety Audits (RWSA) won 2007 National Roadway Safety Award. Road Safety Audits are a formal review of a roads crash potential and safety performance. The RWSA is a logical extension of this audit with particular emphasis on highway safety from an adverse weather impact perspective. The institutionalization of the RWSA into the Wisconsin Department of Transportation has heightened awareness of weather issues that impact infrastructure and operations.

### ***MRUTC Project Nationally Recognized***

The National Association of Development Organizations selected the Midwest Regional University Transportation Center (MRUTC) project, "Roadwork detouring and crash mapping," as winner of its 2007 Excellence in Regional Transportation Award. Led by Civil and Environmental Engineering Professor and MRUTC Director Teresa M. Adams and TOPS Laboratory IT Program Manager Steven Parker, researchers developed an online data entry and search interface for local roadwork and other related information to provide alternate routing for municipalities and counties. The project used the Google Maps API, an open interface for developing customizable web-based mapping applications. In the future, the group hopes to develop a Community Maps crash mapping module that will leverage source code developed in this first roadwork phase. The project was a partnership with the Southwestern Wisconsin Regional Planning Commission, the Wisconsin Traffic Operations and Safety Laboratory, and Wisconsin DOT.

### ***Project Green Yellow Red on the Road to Best Practice Status***

Innocorp, Ltd. was the sole winner of a two year grant with the National Highway Traffic Safety Administration (NHTSA) to create and implement a Social Marketing Campaign to reduce impaired motorcycle riding. A publication by the National Highway Traffic Safety Administration in July 2009 found the campaign successful in its main initiative of reducing impaired motorcycle crashes. Visit [www.gyr-rider.com](http://www.gyr-rider.com) for details.

## **City of Madison Rankings**

### **#1 Walking City**

*Prevention*, April, 2007

### **#3 City in America for Walking**

*Prevention*, April, 2006

### **#1 City for Cycling (Population: 200,000-500,000)**

*Bicycling*, March, 2006

### **Best Outside Towns 2006: Madison Rated Best Road Biking Town in America**

*Outside*, August, 2006

### **#8 in 100 Best Places to Raise a Family**

*Best Life*, May, 2008

### **Madison Ranked One of 100 Best Places to Live in America**

*Money*, August, 2006

## City of Middleton Rankings

### Middleton Rated Best Place in America to Live

*Money*, August, 2007

#### International Networks:

A good part of the excitement around seeking this designation is opportunities it presents to expand our engagement with Safe Communities programs around the world. We would be delighted to share program ideas, continue to implement best practices, host individuals from other organizations, and to participate in list-serves and other electronic communication. We commit to sending a representative to attend an international Safe Communities function within three years of being accepted into the network.

If accepted into the network, we will consider applying to host an international conference. Our community has the capacity, and the prospect is exciting.

**International connections to date:** Our Safe Communities organization has implemented injury prevention programs developed in Australia and New Zealand. Our Falls Prevention Task Force includes a cadre of health care professionals and peer leaders trained in three evidence-based falls prevention programs developed abroad: Stepping On, Otago and NoFalls. Thanks to leadership from University of Wisconsin Medical School geriatrician Jane Mahoney, MD and Terry Shea, PT, co-principal investigators of a one-of-its kind CDC falls prevention project; we have in-house expertise on international programs that work.

Safe Communities of Madison/Dane County is fortunate to be vested in a community with large public and private institutions that possess wonderful resources: state government, a world-class university and a number of excellent colleges, progressive local governments and international corporate headquarters. As such, Madison and Dane County are connected to the international community. Below are examples.

#### City of Madison sister cities:



Ainaro, East Timor



Camaguey, Cuba



Managua,  
Nicaragua



Vilnius, Lithuania



Arcatao, El  
Salvador



Cusco, Peru



Mantova, Italy



Bac Giang,  
Vietnam



Freiburg, Germany



Obihiro, Japan

*University of Wisconsin TOPS (Wisconsin Traffic Operations and Safety Laboratory) Staff Visits China*  
TOPS Lab Director David Noyce along with Traffic Safety Program Manager Xiao Qin spent the first two weeks of October, 2007 in China. Dr. Noyce had the opportunity to provide lectures at Tongji University in Shanghai, Southeast University in Nanjing, and Tsinghua and Beijing Jiaotong Universities in Beijing.

**Ways in which participation in international Network of Safe Communities will benefit our community:** We believe participation will broaden resources available to our coalition and our partner organizations. We will use these resources to better assess needs, to implement more effective programming and to evaluate our efforts more thoroughly. We are delighted at the opportunities this designation offers to improve the safety of our community – thank you!