

From: [Marketing Research](#)
To: [Suja Shunmugavelu](#); [Carrie Nie](#)
Subject: FW: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33801667 - Madison- Dane County
Date: Friday, March 11, 2016 9:43:53 AM

From: noreply@mail.questionpro.com [mailto:noreply@mail.questionpro.com]
Sent: Thursday, March 10, 2016 4:06 PM
To: Marketing Research
Subject: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33801667

Response Details

ID	33801667
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Survey Language	English
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Email List	LIST-2

Integration/Custom Tags

Custom 1	Madison- Dane County
Custom 2	WI
Custom 3	Cheryl
Custom 4	Wittke

Geo Coding

Country	US
Region	WI
City	Madison
Area Code	608
DMA Code	669

Community Injury Data

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

- » Falls
- » Suicide
- » Unintentional drug overdoses

Initiative 1 Name:

Elder Falls Prevention Initiative

Injury issue it addresses. (Select one.)

- » Falls

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

- » Yes

What is the goal of Initiative 1?

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

reduce falls among older adults

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

- » Yes

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

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

<http://www.cdc.gov/homeandrecreationalafety/falls/compendium.html>

Please explain why the coalition is not implementing a promising or evidence-based practice at this time.

<http://www.cdc.gov/homeandrecreationalafety/falls/compendium.html>

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

*

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

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

*

»Grant (s)

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

»Private (includes family foundations)

»Corporate (includes corporate, corporate foundations)

»Local government grant

How are you measuring progress or impact for Initiative 1?

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

number of older adults completing Stepping On, a program shown to reduce falls by 50% among participants

What were the results of Initiative 1?

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

180 older adults completed Stepping on in 2015

Initiative 2 Name:

Zero Suicide

Injury issue it addresses. (Select one.)

»Suicide

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

»Yes

What is the goal of Initiative 2?

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

reduce suicides

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

»Yes

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

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

Programs and Practices, etc.)

http://www.sprc.org/library_resources/items/zero-suicide-toolkit

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

*

- » Reaching the community with information and resources to promote safety and health
- » Educating public health and safety professionals, doctors, and other providers who will disseminate knowledge and skills to others
- » Bringing coalitions and networks together to work on Safe Communities goals for greater impact
- » Changing organizational practices to improve safety and health

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

*

- » Line item in the municipal/county budget
- » Grant(s)

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

- » Private (includes family foundations)
- » Corporate (includes corporate, corporate foundations)
- » Local government grant

How are you measuring progress or impact of Initiative 2?

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

number/percentage of area health care systems adopting Zero Suicide as a quality improvement initiative

What were the of Initiative 2?

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

in 2015 (our first year), one of four

Initiative 3 Name:

Stop the Overdose Epidemic

Injury issue it addresses. (Select one.) *

- » Unintentional drug overdoses

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

»Yes

What is the goal of Initiative 3?

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

Reduce opioid overdoses

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

»No

Please explain why the coalition is not implementing a promising or evidence-based practice at this time.

there aren't any at this time

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

*

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

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

*

- »Line item in the municipal/county budget
- »Sponsorship or donation (includes individual giving)
- »Grant(s)

What specific type of grant(s) do you have (are you seeking for Initiative 3? (Select all that apply.) *

»Other type of grant (Please specify): local government grant, corporate grants, family foundations, state and federal government grants

How are you measuring progress or impact Initiative 3?

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

Pounds of medication collected, number of clinicians trained, number of friends and family members trained to deliver naloxone, number of police and EMS agencies equipped to administer naloxone and number of annual saves

What were the results of Initiative 3?

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

68% increase in MedDrop collections (7.4 tons in 2015)

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

- »MVC – Pedestrian safety
- »MVC – Teen driving

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

*

- »Yes

In the spaces below, please tell us name of the funder as well as what the funds were used for:

Funder 1:

City of Madison - drug poisoning prevention, MedDrop, coalition operations

Funder 2:

Dane County - drug poisoning prevention, MedDrop, coalition operations, suicide prevention, falls prevention

Funder 3:

American Family Insurance - slow down campaign, Be Safe Awards

Funder 4:

Theda and Tamblin Clark Smith Family Foundation - Recovery Friendly Directory

Funder 5:

UnityPoint Health-Meriter - Suicide Prevention, Coalition operations

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

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

Parent Addiction Network: Parents, families and friends are caught in the stress and chaos that substance abuse brings, often not knowing what to do or where to turn. To help, the Parent Addiction Network, a committed team of parents, law enforcement, judges and criminal justice staff, and substance use disorder treatment providers maintain a 'one stop shop' of resources on-line, hosts monthly networking meetings and offers training sessions. Naloxone Training for Friends and Family: Since February 2015, Parent Addiction Network has hosted monthly training for friends and family on administering naloxone (Narcan) featuring trainers from training by AIDS Resource Center of Wisconsin (ARCW). Eighty (80) people have taken

advantage of these trainings, equipped with rescue doses of naloxone and knowledge on how to save a life in the event of an overdose. Thanks to ARCW for making dissemination of naloxone possible, to ARCW Overdose Prevention Specialist Dennis Radloff for providing training, and to Connections Counseling, Colonial Club Senior Activity Center, Fitchburg Library and Monona Serenity Club and Nar-Anon for hosting. Spanish Language Resources Added to Parent Addiction Network Website, Community Events: In March 2015 Parent Addiction Network launched a Spanish-language section of the website in partnership with the Latino Council on Children and Families.

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

- »Website
- »Facebook
- »Twitter

Website:

www.safercommunity.net

Facebook:

<https://www.facebook.com/SafeCommunitiesMDC>

Twitter:

<https://twitter.com/SafeCommMDC>

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

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

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

	Did not use in past year	1-3 times/year	4-6 times/year	7-10 times/year	11+ times/year
Emails/electronic-blasts (e-blasts) *					X

Newsletters sent *			X		
Newspaper articles *			X		
Op-eds *	X				
Word of mouth *					X
Other (Specify below) *	X				

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

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

Conference 1:

Safe Communities America Network Meeting - Attendee

Conference 2:

Moving the Needle Conference - Midwest Injury Prevention Association - oral presentation on Safe Communities America

Contact Information

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

Name:

Cheryl Wittke

Name of Community:

Madison and Dane County

Email Address:

cwittke@safercommunity.net