

## Suja Shunmugavelu

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**From:** noreply@mail.questionpro.com  
**Sent:** Tuesday, March 07, 2017 9:53 AM  
**To:** SCAinfo  
**Subject:** QuestionPro - [Safe Communities - Annual Coalition Report (2017)] - 38687786

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### Response Details

ID	38687786
Timestamp	03/07/2017 06:09:32
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Time Taken	3673 seconds
Survey Language	English
Email Address	jbuchanan@midland-mi.org
Email List	1487087350256

### Integration/Custom Tags

Custom Variable 1	Midland
Custom Variable 2	MI
Custom Variable 3	Joy
Custom Variable 4	Buchanan

### Geo Coding

Country	US
Region	MI
City	Midland
Area Code	989
DMA Code	513

### 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:

Fall reduction for Senior citizens

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?

(Goals should be SMART (specific, measurable, attainable, realistic and timely). Examples include: Reduce the number of falls in older adults by 10 percent in 2017, Fifty percent of employers in the coalition will implement a no cell phone use while driving policy within 2 years.)

Reduce the number of hospitalizations due to senior falls by 10% at year-end 2017, from the baseline of 211 average falls/year.

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

- » Yes

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

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

<http://www.mainehealthorg./mob>

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

\*

- » Enhancing individual 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 1? (Select all that apply.)

\*

» Sponsorship or donation (includes individual giving)

» 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)

How are you measuring progress or impact for Initiative 1?

(E.g., Tracking the number of people trained, Weighing the pounds of medications collected in community medicine drop boxes, Monitoring the number of organizations adopting a cell phone ban policy)

Tracking the number of fall safety programs delivered and the number of people attending

What were the results of Initiative 1?

(E.g., X% decrease in injuries, X% increase in attendance, X number of organizations changed policy, X pounds of medications collected)

Significant number of individuals receiving training/in-home visits; and a 2% reduction in fire rescue calls to life people back in beds/chairs.

Initiative 2 Name:

Reduction of drug abuse in community

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

» Unintentional drug overdoses

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?

Goals should be SMART (specific, measurable, attainable, realistic and timely). Examples include: Reduce the number of falls in older adults by 10 percent in 2017, Fifty percent of employers in the coalition will implement a no cell phone use while driving policy within 2 years.

Reduce by 10% the number of 211 calls regarding opiates/meth by year-end 2017

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

» Yes

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

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

[www.drugabuse.gov/publications/principles-drugaddiction-treatment-researchbasedguide](http://www.drugabuse.gov/publications/principles-drugaddiction-treatment-researchbasedguide)

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

\*

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

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

\*

- »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 2? (Select all that apply.) \*

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

How are you measuring progress or impact of Initiative 2?

(e.g., Tracking the number of people trained, Weighing the pounds of medications collected in community medicine drop boxes, Monitoring the number of organizations adopting a cell phone ban policy)

Tracking the number of 911 calls about drug overdoses/hospitalizations related to drug overdoses and data/information from local drug treatment centers

What were the of Initiative 2?

(E.g. X% decrease in injuries, X% increase in attendance, X number of organizations changed policy, X pounds of medications collected)

We've actually seen an increase in individuals seeking help; we've held two drug overdose awareness presentations at the public library which generated audiences of 179 in late 2016 and 453 in early 2017; and the number of 911 rescue calls is stable.

Initiative 3 Name:

Suicide and mental health issues

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

- »Suicide

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?

(Goals should be SMART (specific, measurable, attainable, realistic and timely). Examples include: Reduce the number of falls in older adults by 10 percent in 2017, Fifty percent of employers in the coalition will implement a no cell phone use while driving policy within 2 years.)

Reduce 911 mental health/suicide calls by 2% by year-end 2017

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

»Yes

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

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

www.sprc.org//ASIST

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

\*

- »Enhancing individual 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.)

\*

- »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.) \*

- »State government grant

How are you measuring progress or impact Initiative 3?

e.g., Tracking the number of people trained, Weighing the pounds of medications collected in community medicine drop boxes, Monitoring the number of organizations adopting a cell phone ban policy)

Addressing this issue has been, by far, our biggest success story in Midland's Safe Communities. We have a 20-person team working all angles of this issue and we have made significant strides. Mental health and suicide are now included in the Community Health Improvement Program (CHIP) and tracked on a yearly basis. The local foundation has built a huge mental health team including therapists, physicians, support groups, faith groups and we are meeting on a quarterly basis to solve issues. Our hospital hired the head of Midland's Community Mental Health program to engage on a high level for the hospital and we are actually putting a 'Hope Portal' on our 211 service to specifically deal with mental health issues...this is being built currently and will be the first in the State, if not the US. I am currently serving on the board of Survivors of Suicide, which is the tri-county's largest support network, and we have offices in Central Michigan's new med school in Saginaw, MI where we are working hard at keeping psychologists remaining in the Great Lakes region. Much more, but that's an overview.

What were the results of Initiative 3?

(X% decrease in injuries, X% increase in attendance, X number of organizations changed policy, X pounds of medications collected)

There has been a huge awareness resulting from our efforts in this area. Our numbers have not changed significantly except for the people coming to events and the feedback/questions we are receiving. Our suicides and attempts are not growing in Midland, but we would like to see more reductions.

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

- »Fire Safety
- »MVC – Child passenger safety
- »MVC – Distracted driving

In the past year, has your coalition (as a whole) received funds to support the work of the coalition? (e.g. line item in municipal budget, XYZ company donated x dollars to buy car seats or support printing costs) \*\*

»Yes

In the spaces below, please tell us name of the funder as well as what the funds were used for:  
Funder 1:

The Dow Chemical Company - funds to continue the positive work of the Safe Communities program. Dow does not usually support multiple years, but felt that Safe Communities had accomplished so much positive work in the community that it was appropriate to continue to fund the effort.

Please provide a brief summary of a community success story. These stories may be included in the Safe Communities America Annual Report, NSC publications, and highlighted on the Safe Communities America website. This is an opportunity to brag about your community to partners, leaders, funders and legislators.

Examples of success stories may include, but not be limited to, new funding received as a Safe Community coalition, public recognition by leaders and/or legislators, increased media engagement or media placement, environmental improvements which support safety/injury prevention, reduction in a specific injury because of something you implemented, new or innovative initiative/program/policy organized by the coalition or stories from residents directly impacted by your work

I believe our most significant story is the community support of our efforts to improve mental health services and prevent suicides and attempted suicides. Much of the information was captured in a previous page...but when you see continuous 35+ attendance at meetings and 400+ residents coming out for public sessions, I believe we are making a huge difference in the 'stigma' issues associated with mental health. It will take us awhile to achieve our goal of hiring new/additional physicians/psychiatrists to care for mental health patients, but the local hospital is making strides to improve its mental health treatment, our local jail system has new policies to ensure those leaving jail have proper medications, and for the first time, our school system is incorporating mental health education in its curriculum. Are we there yet? No, but I have been astounded how this has grown so far beyond Safe Communities. Regardless of how many are now taking credit, if you will, I am absolutely positive, this would have never happened without Safe Communities.

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

»Website

Website:

<http://www.cityofmidlandmi.gov/safecommunity>

Please indicate the frequency of social media used in the past year (January – December 2016).

Please indicate the type and frequency of communications you have used in the past year (January – December 2016).

	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) *					<b>x</b>
Newsletters *	<b>x</b>				
Newspaper articles *				<b>x</b>	
Op-eds *		<b>x</b>			
Presentations about Safe Communities *					<b>x</b>
Word of mouth *					<b>x</b>
Other (Specify below) *	<b>x</b>				

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 provide the names of conferences you attended in the past year, the date and if you presented, attended or exhibited.** (e.g., 10/29/16 Annual Public Health Association Meeting and Expo – Presenter & Exhibitor, 8/9/16 - Safe Communities America Network Meeting – Attendee, 1/20/16 oral presentation on a community prescription drug drop box initiative- Presenter)  
Conference 1:

Attendee, Safe Community Conference, 2016
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You may or may not know that in 2017, Safe Communities America will be celebrating our 10-year anniversary!

We would like to use this milestone as an opportunity to share the collective impact of this network. Therefore, we are collecting quantitative metrics on programs and trainings many of you implement in your communities.

The next two questions are our attempt to quantify each Safe Communities impact.

We understand this is not an exhaustive list, but we have attempted to outline programs most Safe Communities in the United States are implementing.

Please select the programs/initiatives your coalition has participated in for the past ten year years, or the length your coalition has been working together. \*

- » Falls prevention
- » Prescription drug collection

Falls Presentation Program

# of adult graduates:

Names of programs in place:

Prescription Drug Collection

# of drug drop boxes in the community:

# of pounds collected in drug drop boxes:

Contact Information

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

Name:

Name of Community:

Email Address: