

**From:** [Marketing Research](#)  
**To:** [Suja Shunmugavelu](#); [Carrie Nie](#)  
**Subject:** FW: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33726579 - New Lenox  
**Date:** Friday, March 11, 2016 9:42:54 AM

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**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] - 33726579

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#### Response Details

ID	33726579
Timestamp	02/29/2016 13:20:12
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Email Address	<a href="mailto:dmartin@newlenox.net">dmartin@newlenox.net</a>
Email List	LIST-2

#### Integration/Custom Tags

Custom 1	New Lenox
Custom 2	IL
Custom 3	Daniel
Custom 4	Martin

#### Geo Coding

Country	US
Region	IL
City	Downers Grove
Area Code	630
DMA Code	602

[Community Injury Data](#)

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

- » Falls
- » Motor vehicle crashes
- » Unintentional drug overdoses

Initiative 1 Name:

Matter of Balance

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 and the fear of falling in the older adult population (65+).

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.mainehealth.org/mob>

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

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.)

- » State government grant

»Federal government grant

How are you measuring progress or impact for Initiative 1?

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

Number of people reached. Surveys at the beginning and end of the class.

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)

A 18.05% decrease in number of seniors visiting the Emergency Department due to falls (2011-2014)

Initiative 2 Name:

Unwanted Medication Disposal Program

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?

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

Provide a safe method for disposal of unwanted medications to prevent abuse among teens and misuse by older adults.

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.fda.gov/ForConsumers/ConsumerUpdates/ucm101653.htm>

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

\*

- »Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health
- »Reaching the community with information and resources to promote safety and health

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

\*

»No funding

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

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 of pounds of medications collected annually. Periodic conversations with those that utilize the program.

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)

A 9.63% increase from 2013 to 2014 (664.3 pounds in 2013 to 728.3 pounds in 2014).

Initiative 3 Name:

Community Emergency Response Team

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

»Natural disaster (i.e. tornado, hurricane, blizzard)

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? \*

»No - Why not? (Please explain.) The motor vehicle / traffic safety initiatives that are in place are not coalition led.

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 injuries and deaths resulting from natural, technological, and intentional disasters.

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

»Yes

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

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

<http://www.fema.gov/community-emergency-response-teams>

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

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

- »Other type of grant (Please specify): ComEd / National Safety Council Powering Safe Communities Grant

How are you measuring progress or impact Initiative 3?

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

Number of citizens that graduate from the program. Survey of volunteers regarding their individual and family level of preparedness.

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)

Fortunately, we have not experience a disaster, but our number of graduates from the 20-Hour Basic CERT Class continues to increase.

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

- »Sports and recreational
- »Suicide

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:

Village of New Lenox. Matter of Balance Classes, Fit and Strong Classes, Community Emergency Response Team Classes, and expenses related to our Safe Communities Task Groups

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...

Report for the State of the Village Address: The continued success of the New Lenox Safe Communities America Coalition can be credited to the collaborative efforts of individuals from 30 public and private sector organizations located in and around New Lenox. Coalition members continue to improve the health, safety, and quality of life for residents through injury analysis and the implementation of programs designed to increase safety and prevent injuries. It's hard to believe that it's been almost six years since the Village of New Lenox received accreditation as a "Safe Community," which occurred on June 8, 2010. New Lenox was the 9th community in the United States to achieve this prestigious designation and is required to file an application for re-accreditation every five years. After months of statistical analysis and writing, the application for re-accreditation was submitted to the National Safety Council in November. The review of the 351-page document will take several months and the desired outcome will be re-accreditation in early 2016. In addition to submitting the application for re-accreditation, the New Lenox Safe Communities America Coalition enjoyed continued success at preventing fall-related injuries in the older adult population. Success in this area can be attributed to the outstanding work of our Older Adults Falls Prevention Task Group, comprised of over a dozen volunteers. One of the task group's premier programs is "A Matter of Balance," an older adults, evidence-based, falls prevention program. Seven "A Matter of Balance" classes were held in 2015, which brings the total number of graduates to 229. Four additional "A Matter of Balance" classes have been scheduled for this spring. In addition to "A Matter of Balance," a new older adults, evidence-based, falls prevention program was established in 2015. Our Safe Communities America Coalition and its Older Adults Falls Prevention Task Group introduced "Fit and Strong" over the summer, with the inaugural class held at Martino Jr. High School. Twenty-four seniors graduated from "Fit and Strong" Class #1, followed by another 20 from "Fit and Strong" Class #2, which was held at the Guy Sell Senior Building. Two additional "Fit and Strong" classes will be held in 2016. The "A Matter of Balance" and "Fit and Strong" classes were made possible through a \$10,375 grant from the Northeastern Illinois Area Agency on Aging. The grant was secured through the Safe Communities America Coalition and was administered through the New Lenox Police Department and the Village of New Lenox. Our coalition's Emergency Preparedness Task Group oversees activities that are related to preparing our citizens for emergencies and disasters. To this end, the New Lenox Community Emergency Response Team (CERT) continues to be an outstanding volunteer program in our community. CERT volunteers gave 3,694 hours of their time in 2015, while participating in training and community events. In addition, New Lenox CERT took top honors at the 2015 Prairie State CERT Challenge, an event that brings teams together from throughout the State to test their emergency response skills. The Emergency Preparedness Task Group also sponsored initiatives during the first week of March for Severe Weather Preparedness Week as well as during National Preparedness Month in September. In addition, over 400 residents attended the Annual Severe Weather Spotter Training / Health and Safety Expo, which was held on April 21, 2015 at Lincoln-Way West High School. Our coalition's Poisoning by Prescription Drug Overdose Task Group continued its efforts to reduce injuries and deaths associated with prescription and illicit drug overdoses. In 2009, New Lenox was one of the first communities in Will County to establish an Unwanted Medication Disposal Program, which is administered through the New Lenox Police Department. In 2015 the New Lenox Police Department processed 737 pounds of unwanted medications. Since the program includes the proper disposal of medications through a licensed medical waste hauler, 737 pounds of medications did not end up in a landfill, in our water system, or in the hands of a teenager. The Poisoning by Prescription Drug Overdose Task Group also held an excellent workshop on April 30, 2015 entitled "What Can I Say to Convince Them to Quit?" This workshop was designed for family members with concerns about a loved one's substance abuse. The presentation included personal stories about addiction and recovery, tips for opening a dialog with substance abusers, and advice regarding resources (support, intervention and treatment). Another task group that achieved great success in 2015 is the Suicide Prevention and Awareness Task Group. This group's mission is to "reduce deaths and injuries related to suicide, through the development of educational programs, initiatives and strategies that address factors which lead to the attempt or completion of suicide." In an effort to achieve its mission, a Question, Persuade, and Refer (QPR) class was held on March 11, 2015. This 1 ½ hour class known as the CPR of mental health, increases public awareness of suicide and improves one's ability to identify and refer those at risk for suicide. In addition, an 8-hour Mental Health First Aid (MHFA)

class was held on April 15, 2015 where individuals learned how to identify, understand, and respond to signs of mental illness. The Suicide Prevention and Awareness Task Group also held an event on September 10, 2015 in support of World Suicide Prevention Day. Approximately 70 attendees listened some excellent speakers who participated in a panel discussion. Following the presentation, everyone in attendance completed a QPR class as well. Lastly, the Suicide Prevention and Awareness Task Group created "Healing Hearts: Survivors of Suicide Support Group.": This group's mission is to "provide a safe place where family and friends who have lost loved ones can share their stories and experiences, and work through their grief." The group's meetings are held at the New Lenox Police Department on the 3rd Monday of each month at 7:00pm. The New Lenox Safe Communities America Coalition is very much looking forward to re-accreditation as a "Safe Community" in 2016 as well as continued success working with our collaborative partner organizations.

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

- »Website
- »Facebook

Website:

<http://www.newlenox.net/pView.aspx?id=40108&catid=528>

Facebook:

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

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

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

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

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

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

Please specify the 'other' communication you used in the past year. If 'Did not use' selected in previous question, leave blank.

The New Lenox Safe Communities America Coalition's communications strategy includes email, social media, local media outlets, Village of New Lenox web site, Nixle Community Alert Notification System, Safe Communities America conferences, Safe Communities America webinars and conference calls and additional communications opportunities. These strategies are utilized to communicate with coalition members as well as the public. Email One of the most common methods to communicate with coalition members is via email. A group distribution list has been established to communicate with all coalition members. Email is typically used to notify members of upcoming meetings, upcoming events, and to send information related to safety campaigns. Examples include, but are not limited to, National Falls Prevention Day, World Suicide Prevention Day, National Fire Prevention Week, Distracted Driving Awareness Month, and other safety campaigns endorsed by the National Safety Council. Email is also utilized to provide coalition members, with meeting agendas and minutes. In addition, a group distribution list has been established for each of our task groups. Information that is specific to a particular task group is sent directly to members, without overwhelming other coalition or task group members with email that is not applicable to their specific group. Social Media The New Lenox Safe Communities America Coalition created a Facebook page on October 2, 2013 for the purpose of communicating with stakeholders, the community, and other organizations that share an interest in injury prevention. The New Lenox Safe Communities America Facebook page has "Likes" from collaborative partner's Facebook pages and a concerted effort is made to "Like" their pages as well. In addition, our Facebook page "Likes" the Safe Communities America Facebook page, the National Safety Council's Facebook page, and other accredited Safe Communities Facebook pages. We enjoy passing along safety and injury prevention information from other pages and appreciate when others do the same. This has proven to be very effective when a Facebook page such as the "Village of New Lenox, Illinois," with over 2,500 "Likes" and a local audience, shares our information. The New Lenox Safe Communities America Facebook page has 308 "Likes" and can be found at <https://www.facebook.com/safenewlenox>. Local Media The New Lenox Safe Communities America Coalition enjoys an excellent relationship with local media outlets who have been very receptive to covering our initiatives and events. In addition to coverage from the New Lenox Patch, the editor for the New Lenox Patriot was kind enough to allow space for a weekly column. The premise behind the column is to allow each of our task groups to write approximately 500 words related to their injury prevention efforts. This method has proven very effective in that it provides an opportunity to write about different injury prevention areas and allows the task groups an opportunity to promote upcoming events. The New Lenox Village Hall is home to New Lenox Community Television (NLCTV), Channel 6. The NLCTV Director has been extraordinarily supportive when it comes to covering our events. Whether it's a severe weather spotter training at Lincoln-Way West High School, a seminar on concussions at the village hall, or an older adults falls prevention event at the Presence Healing Arts Pavilion, NLCTV does a great job. As everyone knows, folks are busy with work, school, and family activities. So when conflicts occur and people cannot attend our coalition's events, it's reassuring to know that they can be viewed on Channel 6, which also has a YouTube channel. "The Villager" is a 4-page newsletter that is included in the January, April, July, and October water bills. The distribution for the quarterly newsletter is now over 8,500, most of which are residential dwellings. Approximately one or more coalition-related programs or events are featured in each of the newsletters, which is a great method to provide information to the residents. Village of New Lenox Web Site The New Lenox Safe Communities America Coalition has a presence on the Village of New Lenox web site. On the Safe Communities America page, there is a description of our coalition as well as a place to post meeting agendas. In addition, on the web site's home page, there is a section for all village-related meeting agendas and minutes, including those from the New Lenox Safe Communities America Coalition. This provides a nice opportunity to view current agendas and minutes as well as those that have been archived. Having an



opportunity to post meeting agendas and minutes on the village page is great because it provides a link that can be shared to our Facebook page. We post the agendas on a regular basis and extend an invitation for citizens to attend our meetings. The link to the Village of New Lenox web site is [www.newlenox.net](http://www.newlenox.net). Nixle Community Alert Notification System The Village of New Lenox implemented a community alert notification system in March 2015. The system provides an opportunity for subscribers to receive text messages and email when events, significant or otherwise, occur within the village. There are three levels of alerts, which range from basic information regarding upcoming events to critical information related to public safety. The New Lenox Safe Communities America Coalition typically utilizes the email portion of the system to notify subscribers about upcoming events. For example, Nixle messages have been sent regarding severe weather spotter training, a workshop on youth sports concussions, a prescription drug abuse / addiction workshop, and an event pertaining to World Suicide Prevention Day. Safe Communities America Annual Conferences The New Lenox Safe Communities America Coalition has sent our coalition leader as well as other coalition members to six annual conferences. The annual conferences provide an excellent opportunity to learn about new programs and initiatives, while providing a forum to network with coalition members from across the country. Following each conference, our coalition leader passes along information from the conferences to coalition members, typically during September or October meetings. Additional information is sent via email for those that are unable to attend the meeting. The information that's typically passed along from the conference can be found in the meeting minutes, located in Appendix D. Safe Communities America Webinars and Conference Calls The New Lenox Safe Communities America Coalition leader participates in regular webinars and conference calls. In addition to participating, our coalition leader has also been called upon to be a presenter for several of the webinars and conference calls over the years. The webinars and conference calls have included information about new injury prevention strategies, program evaluation, annual report requirements, and accreditation requirements. Much like the annual conferences, relevant information from the webinars and conference calls is passed along to coalition members at meetings or via email. Additional Communications Opportunities On several occasions we've been able to take advantage of opportunities to communicate outside of our coalition, including outside of our Safe Communities Network. For example, our coalition leader has completed the Safe Community assessor training, which includes the opportunity to review applications and conduct site visits. One example includes the review of Santa Rosa County Florida's application and subsequent site visit. During the review process, excellent lines of communication were established with their coalition leader and other key coalition members. This communication continued throughout the site visit and exists today as Safe Community colleagues. It's interesting to discover that although 1,200 miles may separate communities, the injuries and methods to prevent them are remarkably the same. Much can be learned from this type of communication and collaboration. Another great opportunity to communicate outside of our coalition and network occurred on March 6, 2014. The New Lenox Safe Communities America Coalition had the honor of hosting two visitors from Osaka Japan. Yoko Shiraishi, Chair, Japan Institution for Safe Communities and Hisato Imai, Director, Japan Institution for Safe Communities traveled to the United States to meet with staff from the National Safety Council. As part of the study visit, Shiraishi and Imai requested to visit a designated "Safe Community" and New Lenox was chosen as one of two locations for the visit. New Lenox was honored to play host and learned as much from our visitors as they did from us. In this instance, we found that thousands of miles may separate communities, and there may be differences in languages and cultures. However, similar to our friends in Santa Rosa County Florida, our interests in the development of strategies to reduce injuries and prevent deaths are very similar. Following the visit, both Shiraishi and Imai "Liked" our Facebook page and remain active visitor to our page to this day. Yet another great opportunity to communicate outside of our coalition occurred on July 16, 2014 when our coalition leader was asked to speak at the Green River Area Development District (GRADD) Citizen Corps Council Meeting in Owensboro, Kentucky. The GRADD folks were extremely interested in Safe Community accreditation thanks information provided by Genia McKee at the Kentucky Injury Prevention and Research Center. Due to their interest, they wanted to hear from a representative from an accredited Safe Community and Genia reached out to our coalition leader for assistance. This provided an excellent opportunity to talk about the Safe Communities initiative as well as what we were doing on a local level. One GRADD's strengths is in the area of emergency preparedness. As such, the invitation provided a great opportunity to speak about our Community Emergency Response Team (CERT). Those in attendance were provided with a copy of our quarterly newsletter, another great method to communicate our efforts.

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

#### Contact Information

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

Name:

Daniel Martin

Name of Community:

Village of New Lenox

Email Address:

[dmartin@newlenox.net](mailto:dmartin@newlenox.net)