

From: [Marketing Research](#)
To: [Carrie Nie](#); [Suja Shunmugavelu](#)
Subject: FW: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33820703 - Norfolk
Date: Tuesday, March 15, 2016 2:08:09 PM

From: noreply@mail.questionpro.com [mailto:noreply@mail.questionpro.com]
Sent: Tuesday, March 15, 2016 2:07 PM
To: Marketing Research
Subject: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33820703

Response Details

ID	33820703
Timestamp	03/09/2016 15:29:38
IP Address	70.198.39.26
Time Taken	3325 seconds
Survey Language	English
Email Address	jgrimes@afmidwest.com
Email List	LIST-2

Integration/Custom Tags

Custom 1	Norfolk
Custom 2	NE
Custom 3	John
Custom 4	Grimes

Geo Coding

Country	US
Region	
City	
Area Code	0
DMA Code	0

Community Injury Data

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

- » Falls
- » Motor vehicle crashes
- » Other (Please specify): Struck by/against - Youth Sports

Initiative 1 Name:

Tai Chi classes for older adults

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)

To improve stability of older adults to reduce falls

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.health.harvard.edu/staying-healthy/the-health-benefits-of-tai-chi>

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

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

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.)

Surveys from 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)

31% reduction over time. Participants say they feel better and more stable.

Initiative 2 Name:

Heads Up training for Youth Sports

Injury issue it addresses. (Select one.)

»Sports and recreational

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)

Better educates those involved in monitoring youth sports in knowing the signs and symptoms of concussions.

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.cdc.gov/headsup/youthsports/training/index.html>

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

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.)

We have seen a 62% reduction of struck by/against injuries over time

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)

Approximately a 40% decrease in Struck by/against injuries, per state hospital data, comparing 2001-2006 reporting period to 2007-2012 reporting period.

Initiative 3 Name:

Motor Vehicle

Injury issue it addresses. (Select one.) *

»MVC – Teen driving

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 injuries/fatalities among teen drivers through better awareness of the affects of unsafe driving behaviors including distracted and impaired driving

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.t-driver.com/>

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.)

*

- »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.) *

- »Corporate (includes corporate, corporate foundations)

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.)

Pre and post surveys. 4% increase in teen driver seatbelt use from last survey

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)

4% increase in seatbelt use of teen drivers

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

- »MVC – Child passenger safety
- »Workplace injuries

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

*

- »No

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

- »Coalition does not use any of these

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

Every day Every Every 2 - Every Every 2 - 3 Every 4 - 6 Once or
twice a

	week	3 weeks	month	months	months	year
Facebook *						
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				

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

Contact Information

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

Name:

John Grimes

Name of Community:

Norfolk, NE

Email Address:

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