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To: SCAinfo
Subject: QuestionPro - [Safe Communities - Annual Coalition Report (2017)] - 38707850

Response Details

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Email Address	anita.britt@wku.edu
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Integration/Custom Tags

Custom Variable 1	Western Kentucky University
Custom Variable 2	KY
Custom Variable 3	Anita
Custom Variable 4	Britt

Geo Coding

Country	US
Region	KY
City	Bowling Green
Area Code	270
DMA Code	736

Community Injury Data

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

- » Falls
- » Injuries in the workplace
- » Motor vehicle crashes (any transportation related injury e.g., pedestrian, bicycles)

Initiative 1 Name:

Good Lovin' With Green Dot

Injury issue it addresses. (Select one.) *

- » Violence - related injuries

Does Initiative 1 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.) We have developed awareness programs to address needs of interpersonal violence. With the increase of programming, we are seeing reported incidences decreasing.

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.)

The goal of "Good Lovin' With Green Dot" is to increase awareness about defining what interpersonal violence is and how it can affect our community. Specifically, it focuses on how the campus community can intervene in safe and positive ways through different techniques. We teach those 3 techniques (or the 3 D's) to assist in higher risk scenarios. This would also decrease the number of incidents occurring.

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://uknow.uky.edu/content/green-dot-effective-reducing-sexual-violence>

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

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.) *

» Federal government grant

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)

By the number of people who are being reached.

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)

We offered "Good lovin' with Green Dot" to 3850 participants in 2016.

Initiative 2 Name:

New Member Symposium

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? *

» No - Why not? (Please explain.) Evidence collected through various metrics suggests this is not a leading cause of injury when compared to other benchmark institutions; and when comparing incident rates throughout campus.

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.

We hope to reduce the number of drug and alcohol related incidents within our Fraternity & Sorority population. We hope to educate 50% of our Fraternity/Sorority new members about the dangers of alcohol.

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)

<https://www.naspa.org/constituent-groups/kcs/alcohol-and-other-drug/resources>

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
- »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.)

*

- »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?

(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 greek new members trained.

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 had over a 50% (400 new members out of 700 total) rate of participation with our New Member Symposium which educates/informs new members about the dangers and risks of drugs and alcohol.

Initiative 3 Name:

White Squirrel Weather (WSWX)

Injury issue it addresses. (Select one.) *

- »Natural disaster (e.g., 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? *

- »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.)

The goal of WSWX is to increase weather awareness and preparedness for real-time events as they unfold. An excellent example of this would be an approaching ice storm that would create hazards that need to be addressed. Weather information that is disseminated properly allows campus population the ability to better prepare for potential accidents i.e. falls, slips, etc. from precipitation that caused structures and/or landscapes to become hazardous.

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)

[http://journals.ametsoc.org/doi/pdf/10.1175/1520-0477\(1999\)080%3C1077:TFIWAC%3E2.0.CO;2](http://journals.ametsoc.org/doi/pdf/10.1175/1520-0477(1999)080%3C1077:TFIWAC%3E2.0.CO;2)

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

»Changing organizational practices to improve safety and health

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

*

»No funding

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)

Content impressions on our website, social media followers, press releases.

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)

WSWX was implemented in September of 2016. At this time, no severe weather events have occurred on campus. However, a recent tornado caused nearly \$1 million of damage just five miles from campus. The weather was continually monitored during this event for any emergency situation. As the year unfolds, more data will be available that is directly linked to weather preparedness and awareness.

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

»Fire Safety

»MVC – Pedestrian safety

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

»Suicide

»Unintentional drug overdoses

»Violence - related injuries

»Workplace injuries

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) **

»No

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

Beginning with the 2013 football season, WKU established an event planning process based on the Incident Command System. The established command center could be employed for larger public events such as athletic functions, concerts or disasters. The modest start of the program included establishing a central command and control center to support the event commanders in identifying and addressing issues and emergencies that develop before, during, and after the event. In the beginning, center staff included representatives from athletics, police, EHS, and Facilities Management. Later the first year a representative from our event staff provider (CSC) was added, followed closely by Parking and Transportation Services. Current staffing level has remained in place and has been found to work extremely well. The technology setup includes 2 dedicated telephone lines, base station radios for both campus operations and emergency services, and monitors to track the progress of the event. In addition, weather radars, live warnings, fire safety systems and CCTV's are monitored.

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

- »Website
- »Facebook
- »Twitter

Website:

www.wku.edu/safecommunities/

Facebook:

www.facebook.com/wkusafecommunities/

Twitter:

@safe_wku

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

	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				
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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) *	x				
Newsletters *	x				
Newspaper articles *	x				
Op-eds *	x				
Presentations about Safe Communities *		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.

Proclamation signing for Safe Communities of America Day at city hall.

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:

Safe Communities of America networking conference

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. *

»CPR training

»Green Dot/ Violence Prevention training

- »Active Shooter
- »Campus Safe/Live Safe/Rave Guardian

Trainings

of people trained in CPR:

335

of people trained in sports concussion screening:

1750

of people trained in administering Naloxone:

of people trained in QPR or other mental health first aid:

of student's trained in Green Dot or other violence prevention training:

11,643

Active Shooter

of K to12 students trained:

999

of college/university students trained:

200

of employees trained:

400

Campus Safe/Live Safe/Rave Guardian

of safety application downloads:

25,212

Contact Information

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

Name:

Brandon Higgins

Name of Community:

Western Kentucky University

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