Proposal for a Collaborative Approach to Becoming a Safe Community

WHEREAS, the City of Morgantown agrees to collaborate with West Virginia University in submitting a letter of intent to the National Safety Council to become a US designated Safe Community;

WHEREAS, each entity (City of Morgantown and WVU) agree to split the $1,200 cost of application and agrees to work in a collaborative spirit, along with the support of the National Safety Council, toward preventing needless deaths and disabling injuries.

WHEREAS, each entity makes an investment of time, resources and a commitment to long-term and sustainable safety goals to ensure Greater Morgantown is a safe place for its citizens to work, raise a family, enjoy recreational areas and invite visitors. Communities seeking national designation must meet the four areas of competency, established by the National Safety Council:

1. Sustained collaboration

2. Understanding of their community data

3. Offering of programs that address the intentional and unintentional injury patterns in their community (including but not limited to: Motor vehicle, including distracted and teen driving, child passenger restraint; Older adult falls prevention; Poisoning by drug overdose and other agents; Workplace safety on and off the job; Violence and suicide prevention; Emergency preparedness)

WHEREAS, each entity encourages and supports appropriate members of its organization to participate on the Greater Morgantown Safe Community Committee or collaborate with community members on data collection, programmatic offerings and evaluation efforts.

NOW, THEREFORE, BE IT RESOLVED, the Morgantown City Council endorses the Safe Community Collaborative effort.

_____

MAYOR

_____

CITY CLERK

safe
COMMUNITIES
AMERICA
NATIONAL SAFETY COUNCIL

National Safety Council
Safe Communities America Network

What is a Safe Community?

A Safe Community in the United States is a place where all sectors of the community come together to promote safe and healthy behaviors that protect its residents from harm in all aspects of their lives.

Safe Communities:

- Share a designated geographical area (a municipality, a campus, a workplace, a virtual community)
- Work together in a coordinated and collaborative way
- Promote safety and health and help to prevent injury of its residents
- Determines for itself what areas of safety and health are in greatest need of attention, prevention, intervention, and control
- Are committed to a process of continuous improvement
- Saves lives

Safe Communities Works!

The Safe Communities community coalition approach has been shown to be effective in saving lives. A recent NSC study was conducted to determine if counties represented by Safe Communities have lower fatal injury rates than other similar counties that are not represented by a Safe Community. The results showed that most Safe Communities included in this study had significantly lower fatal injury rates than comparable counties – 10% average reduction for both intentional and unintentional injury areas and a 9% average reduction for unintentional fatal injuries.

The Safe Communities America Network

The National Safety Council/Safe Communities America is the Support and Certifying Center for communities seeking designation as a US Safe Community. NSC provides guidance through the application process and support and resources after designation to help sustain community safety promotion activities.

The National Safety Council/Safe Communities America also serves as an International Support and Certifying Center for the World Health Organization Collaborating Center for Community Safety Promotion. In that role NSC mentors communities interested in international designation and also administers international applications.

The National Safety Council offers multiple opportunities to become a member of the Safe Communities America Network:

- **US designated Safe Community**
- **Internationally designated US Safe Community**
- **Designated Safe Community of the Pan Pacific Safe Communities Network (US, Canada, Australia, New Zealand)**
- **Designated Safe Community Worldwide (honorary membership)**

US designated Safe Community

Any community that has met all the criteria of the National Safety Council Safe Communities America program to receive national recognition as a US Safe Community

Internationally designated US Safe Community

Any community that has met all the criteria of the WHO Collaborating Center for Community Safety Promotion to be designated as an international Safe Community

Designated Safe Community of the Pan Pacific Safe Communities Network (for non-US communities)

Any community that is part of the Pan Pacific Safe Community Network (US, Canada, Australia, and New Zealand) receives automatic membership in the Safe Communities America Network

Designated Safe Community Worldwide (honorary membership for non-US communities)

Any community worldwide that has been designated as an International Safe Community may receive an honorary membership at their request

Benefits of becoming a member of the Safe Communities America Network

The National Safety Council, through their Safe Communities America program, works with local communities to prevent needless deaths and disabling injuries. It provides a structure, administrative support, and years of experience and expertise in injury prevention in an effort to make our communities safer places to live, work and play.

Being a member of the Safe Communities America Network you will:

- Be able to participate in an annual Safe Communities America Networking Conference attended by your peers and representatives of other US and international Safe Communities
- Have access to program evaluation and data collection training
- Receive regular updates of funding opportunities
- Have easy access to a myriad of resources from the National Safety Council and other sources to help develop and sustain injury reduction programs in your community
- Have national and international promotion through a variety of communication channels

Application Process for becoming a US designated Safe Community

Any US community seeking designation as a US Safe Community must successfully complete the application process:

1. Submit a letter of intent signed by the highest municipal representative within the boundaries of their defined community (i.e., city, village, town – mayor; county or multiple counties – county commissioner(s) and/or mayors; university – provost, chancellor)
2. Submit an electronic application for review by two certified reviewers
3. Conduct a 1.5 day site visit that is attended by the two reviewers
4. Public recognition and celebration of their achievement

Successful completion of the application process means that the applying community has successfully demonstrated the following Areas of Competency:

Sustained collaboration

- Community safety and health advocates work together to reduce injuries and deaths from unintentional and intentional causes and to promote safety for all residents of the community. All sectors of the community should be represented in the Safe Communities coalition (a list of required community sectors is found in the application) as well as task groups that work on specific safety issues/programs as determined by the community's injury data.
- Community safety and health advocates go outside their community borders to share and receive information, resources, and training to reduce injuries and promote safety
- A commitment to continuous improvement in injury reduction and safety promotion
- A plan to sustain the momentum and continuation of the Safe Communities Program in the future

An understanding of their community data

- A collection and thorough examination of community injury data to effectively set priorities and efficiently manage resources in the required program areas

An offering of programs that address the intentional and unintentional injury patterns in their community

- Community programs should be proven (evidenced-based) and/or promising and should include, but are not limited to:
  1. Motor vehicle, including distracted and teen driving, child passenger restraint
  2. Older adult falls prevention
  3. Poisoning by drug overdose and other agents
  4. Workplace safety for on and off the job
  5. Violence and suicide prevention
  6. Emergency preparedness
- Programs should cover all residents of the community including all age groups, genders, and vulnerable groups.

Evaluation competency

- Demonstrated understanding of program evaluation and how it is applied to current, promising, and proven programs

Application Process for becoming an internationally designated Safe Community

Any community seeking designation as an International Safe Community must successfully complete the international application process. International guidelines are available at the Karolinska Institutet website.

Maintaining a Community's Designation in the Safe Communities America Network

Any US or internationally designated community that completes their Annual Report is considered a Safe Community in good standing in the National Safety Council's Safe Communities America Network. It is also highly recommended that each community sends at least one representative to the annual Safe Communities America Networking Conference.

Any community outside of the US is bound by their country's guidelines for designation and re-designation for their national program. If they are considered a Safe Community in good standing by their country or region, they are also considered a Safe Community in good standing in the Safe Communities America Network.

International Safe Communities must reapply for designation after five years (all fees and expenses apply). No Annual Report is required internationally, but in order to be considered a community in good standing in the Safe Communities America Network, Annual Reports must be current.

Dual Designation

A community may elect to seek and maintain both a national and international designation. Each application must be submitted separately.

- If a community wants to apply simultaneously for both designations, they would complete the international application and then additionally complete the **Dual Designation Supplement** for national designation.
- The site visits and designations would be held simultaneously as a cost savings for the community.

Any US Safe Community in good standing that is internationally designated or applied for international designation before October 2012 will be automatically granted dual designation at no additional cost to the community. No site visit or designation ceremony is required for communities already designated.

Fees and Expenses

The fee to apply to become a US Safe Community is $1,200(USD) is paid to the National Safety Council/Safe Communities America Certifying Center when the Letter of Intent is submitted.

The fee to apply to become an International Safe Community is $1800 paid directly to the National Safety Council/Safe Communities America Certifying Center when the Letter of Intent is submitted.

Additional expenses including travel, meals, and lodging for two reviewers at the time of the site visit (US and International designations), costs associated with the site visit, promotion, and designation activities (US and International designations) are paid for by the community seeking designation.

There is an additional $400 fee paid to Safe Committees America for any community seeking **simultaneous dual designation**.

Fee Summary

US Designation - $1,200
International Designation - $1,800
Simultaneous Dual Designation - $1,800 International Fees +$400 National Designation Fee = $2,200
$1,800 International Fees + $1200 National Designation Fees= $3,000

safe COMMUNITIES AMERICA
NATIONAL SAFETY COUNCIL

Application to become a US Accredited Safe Community

The text in *black italics* will serve as your guide to help frame your application as you complete the required information for the application in green. If there are questions at any point during the application process, feel free to contact scaninfo@nsc.org.

Section 1: Contact information:

Please name two people in your community who will be the key contacts during the application process.

1) Name and title

Organization

Mailing address

E-mail Phone

2) Name and title

Organization

Mailing address

E-mail Phone

Section 2: Community Description

Describe your community:

1. Its history
2. What makes it unique?
3. Why is your community seeking a Safe Community designation?
4. Who in your community has taken the lead in organizing this effort? Why?

Section 3: Areas of Competency:

I. Sustained collaboration

All sectors of the community should be represented in the Safe Communities coalition. Task groups should work on specific safety issues/programs as determined by the community's injury data. The group should have a shared commitment to continuous improvement in injury reduction and safety promotion.

1. Safe Community Leadership Coalition (all sectors of the community must be included)

   Describe the following (be very specific):
   - Name of group
   - Members and their organizational affiliations
   - Date the group formed
   - Meeting notes [attach] from last two meetings
   - Accomplishments to date

2. Goals [measurable] for the future and how those goals were determined
3. Task Groups (a minimum of 3) such as motor vehicle safety; teen driving; poisoning by prescription drug overdose; older adult falls; violence and suicide prevention
4. What is your community's plan to sustain the momentum and continuation of the Safe Communities Program in the future

Community safety and health advocates go inside and outside their community borders to share and receive information, resources, and training to reduce injuries and promote safety

1. Describe in detail how representatives/organizations from your Safe Community Coalition seek information and resources outside of the community's borders and how your community shares information within and outside its borders.
2. How does your Safe Community share information with citizens of the community?
3. What is your community's integrated communications plan? Provide 3-5 examples.

II. An understanding of community data

A collection and thorough examination of community injury data to effectively set priorities and efficiently manage resources in the required program areas

Describe in detail:

1. Demographics of your community
2. Injury data and trends
3. How was the data collected?
4. How has your community data been used to set priorities?
5. How will the data be used in the development of new programs?

III. An offering of programs that address the intentional and unintentional injury patterns in their community

Community programs should be proven (evidence-based) and/or promising and should cover all residents of the community including all age groups, genders, and vulnerable groups.

Describe in detail your community programs. Your programs must include, but are not limited to the following:

Program Areas

1. Motor vehicle, including distracted and teen driving, child passenger restraint
2. Older adult falls prevention
3. Poisoning by prescription drug overdose and other agents
4. Workplace safety - on and off-the-job
5. Violence and suicide prevention
6. Emergency preparedness

Indicate how these programs cover all residents, i.e. age groups, genders, vulnerable populations, which organizations, coalition partners, task groups are involved in these programs and if/how these groups intersect.

In Section IV, you will be asked to include an evaluation for at least one program in each program area.

IV. Evaluation competency

A demonstrated understanding of program evaluation and how it is applied to current, promising, and proven programs

1. In this section, use the list of six program areas above and add an evaluation section for at least one program in each program area. Explain in detail (evaluation methodology) how these programs have been evaluated and how this information has been used or will be used in the future.
2. Please indicate if the program is evidenced-based and if it has been evaluated by another agency or organization (include the name of the organization and date of evaluation, reference to source document i.e.):

   Stevens JA. A CDC Compendium of Effective Fall Interventions: What Works for Community-Dwelling Older Adults. 2nd ed. Atlanta, GA: Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, 2010.