



National Safety Council

APPLICATION FOR DESIGNATION AS AN AFFILIATE SUPPORT CENTER OF THE INTERNATIONAL SAFE COMMUNITIES NETWORK

SAFE COMMUNITIES AMERICA

The National Safety Council Overview

The National Safety Council (NSC) is dedicated to reducing injuries and promoting health in the United States. Founded in 1913, NSC was chartered by an act of the United States Congress as a nongovernmental, not-for-

profit, public service organization devoted solely to educating and influencing society to adopt safety, health, and environmental policies, practices, and procedures that prevent and mitigate human suffering and economic losses arising from preventable causes.

NSC's work in promoting child safety car seats, air bags, and seat belts set the stage for state laws to be passed and has saved millions of lives. We work with our 18,000 member companies in 52,000 locations, to reduce workplace injuries as well as promote off-the-job safety and health to workers, their families and communities. We have an extensive chapter structure in 50 states that works directly with communities.

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Safe Communities America – Working Together for Safety

The National Safety Council's goal is to reach the greatest number of people with the highest level of impact to reduce injuries and promote health in the home and the community – one business at a time, one community at a time. To firmly establish and foster a culture of safety throughout the United States, the National Safety Council is launching Safe Communities America. Partly based on the Safe Communities model, this program promotes community-based injury prevention and seeks to engage a broad range of individuals and agencies to work together in a coordinated and collaborative way.

Safe Communities America's multidisciplinary approach is key to effective community-based injury prevention where active community engagement encourages local stewardship and increases the potential for behavior change. The leading role is played by the community itself in determining what areas of safety and health are in greatest need of prevention, intervention, and control.

NSC is in the unusual position of being able to serve in an advisory, coordination capacity at a national level, but at the same time help to create and foster local community coalitions through our Chapter and Member networks.

Why now?

In 2004 there were 111,000 deaths and 23,200,000 disabling injuries. One out of every 12 Americans sought medical attention for their injury.

The costs of unintentional injuries in the United States are immense – \$574.8 billion in 2004, a 2% increase from 2003. Medical expenses, wage and productivity losses, and motor vehicle damage all contribute to this staggering number.

Add to this the enormous toll that pain and suffering from unintentional injuries inflicts on the individual, their family, and the community they live in.

Whether the injury occurred on or off the job, was the result of fire, a fall, poisoning, drowning, a motor vehicle accident, or a bicycle accident, the data shows us that unintentional injuries are the fifth leading cause of death overall and, in fact, first among persons in age groups from 1-44 in this country.

But by working together in our local communities - where we live, work, and are invested in making a difference in the quality of our lives - we can begin to change this upward trend of needless deaths and disabling injuries. Every community has its own personality, its own rhythm and vibrancy and its unique challenges. By determining what is most impacting our community, and designing programs specifically to address injury prevention in our unique community, we can make a difference.

Through SAFE COMMUNITIES AMERICA, the National Safety Council will provide a structure, administrative support, and years of experience and expertise in injury reduction methodology to help local communities reduce the number of deaths and disabling injuries to Americans where they live, work, and play.

National Safety Council's Roles and Responsibilities as an Affiliate Safe Communities Support Center

- **Recruit**
 - **Guide**
 - **Nurture**
 - **Collect data**
 - **Facilitate capacity building and sustainability training**
 - **Annual Report guidance**
-
- Assist local communities to mobilize businesses and citizens to address community safety issues
 - Assist communities develop and administer national Safe Communities America designation criteria
 - Facilitate the establishment and maintenance of cross-sector networks and alliances that involve key organizations, groups, and professionals

- working in the area of community safety promotion to share effective injury prevention strategies
- Facilitate and support community-based strategic planning processes for designated and aspiring safe communities through the provision of: training and resources to assist local community safety program planning processes; encouragement and support to promote the adoption of evidence-based strategies and preventive measures
 - Exchange information and advice to support the development of local community safety sustainability plans that are implemented alongside local strategic plans
 - Deliver short term seed funding to support local Safe Community initiatives as well as information, advice, and assistance that enable local communities to access funding from other sources
 - Provide training and resources to enable local Safe Communities to identify and effectively target high-risk/underserved groups
 - Provide injury data to local communities as well as support local communities to collect/access, interpret, and use injury data for local program planning and evaluation purposes
 - Offer advice, training and resources to assist local communities to evaluate their safety promotion programs and projects and to use evaluation data to improve the quality of local initiatives
 - Continue evaluation research to provide the evidence base to underpin local prevention programs

Safe Communities America and the International Safe Communities Movement.

The National Safety Council is working with the World Health Organization's Collaborating Center for Community Safety Promotion to implement Safe Communities America and is seeking designation of Affiliate Safe Community Support Center in the United States. As an Affiliate Safe Community Support Center, the National Safety Council, through their Safe Communities America program, will engage in the following activities:

- Maintain frequent contact with other leaders in the international Safe Communities movement
- Collaborate with the Karolinska Institute on research studies
- Attend and contribute to Affiliate Support Center meetings
- Attend, chair meetings, and present at annual international Safe Communities conferences
- Contribute to international Safe Communities newsletter
- Share international Safe Communities news and research with national network
- Coordinate a site visit and designation ceremony at the time of designation

National Safety Council Board of Directors

Executive Committee Board Members 2007-2008

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Michael F. Henderik - Vice Chairman

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INDICATORS FOR AFFILIATE SAFE COMMUNITIES SUPPORT CENTRE

Photo:



Country: USA

Number of inhabitants: 299,439,503 (US Census Bureau, 8/10/2006)

Program started year: NSC was founded in 1913 using a cross sectoral approach to safety and began expanding our reach to local communities through our local Chapter network in 1914. We identified and labeled this approach as the Safe Communities model in 2006 as we began to encourage US communities to seek designation.

Affiliate Safe Community Support Center designation year: 2007

Info address on www for Organization/ University: www.nsc.org and www.safecommunitiesamerica.org

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Info address on www for the institution (or community as a whole): **No:** **Yes, where?** www.nsc.org

1. The provision of Centre programs and services utilize multidisciplinary and cross sectoral approaches.

Currently the National Safety Council's 300+ nationwide staff develops programs and services in the areas of workplace, transportation, home, and community safety and health promotion.

The Council also has an internationally respected Research and Statistics Department that provides injury related data to government agencies, health departments, and other safety professionals.

The National Safety Council is a membership organization of over 18,000 companies in 52,000 locations in the United States. Our members are served by Council Chapters that cover all 50 states. Many of our Chapters have extensive community outreach/engagement programs fostering a collaborative approach to reach community safety goals. Two of our chapters spearheaded the development of a Safe Community in their service area – Omaha, Nebraska, and Springfield, Missouri.

Recognizing that the United States covers a vast geographical area and each state, and within each state, each community, has its own unique profile, the Council and its Chapters understands that the needs of each community, whether it be a small town, a city, a region, or a state, must be incorporated into its planning and execution of programming.

The Council's current key issues are off-the-job safety – working through business and industry to deliver home and community safety training; falls prevention at the workplace and also for older adults in their home and community; and, poison prevention – particularly to create awareness and work with other organizations to develop long-term solutions to drug (over the counter, prescription, and illegal) interactions and overdoses that have resulted in the rise of fatalities over the last few years.

The National Safety Council is committed to preventing injuries and reducing deaths through public education, training, research, and partnership development. We have made a commitment to the Safe Communities movement because of our fundamental belief that

prevention happens at the local level where a community through the sum of its parts works to together to effect change.

2. The Centre provides a framework for promoting collective action which includes involvement with community networks.

Through its extensive portfolio of programs and services, the National Safety Council is positioned to be of assistance to any community that seeks a Safe Community designation. The Council has established a new entity called Safe Communities America to create a national framework that will help facilitate this process in a proactive, structured manner.

Currently the Council is an active member of the Falls Free Coalition, the National Council on Aging, Fire Prevention Council, the Skin Cancer Prevention Council, Poison Prevention Council, Centers for Disease Control and Prevention, Environmental Protection Agency, STIPDA, Coast Guard, Homeland Security, Alzheimer's Association, Prevent Blindness America, Citizen's Corps, Underwriters Laboratory, Consumer Product Safety Commission, NHTSA, Health and Human Services/HRSA/Poison Control Centers. Each of these organizations has national and local presence and can guide programs and resources to local Safe Communities. This combination of community organizations, government agencies, and injury prevention organizations, will provide a framework for collective action at the national, state, and local levels.

Safe Communities Canada has provided guidance in our initial stages of development, NSC has developed a comprehensive Web site, www.safecommunitiesamerica.org, that takes a prospective community from initial interest to designation, a guidebook that presents a blueprint for becoming a Safe Community. The Guidebook provides a step-by-step process including, but not limited to, building a community network, getting established, choosing the safety activities that are right for the community, and sustaining their safety network.

In addition, Safe Communities America has established an Advisory Board to help facilitate top down/bottom up exchange of resources. The role and responsibilities of the National Advisory Board are to:

- Advise and assist in the on-going strategic development of Safe Communities America in the United States and internationally
- Encourage participation of existing and potential stakeholders in the Safe Communities network individually or through the organization they represent
- Help in monitoring the on-going impact and/or effectiveness of Safe Communities in the United States as it pertains to universal injury data.

- Serve in a review capacity on specific issues and/or programs when appropriate
- Willingness to explore opportunities in the participation of national and international networks and activities

Time commitment: Two meetings per year to coincide with NSC national meetings and two phone conferences per year.

3. The Centre provides consultative support to communities in the establishment of Safe Community initiatives.

The National Safety Council will serve as a resource to both its Chapters, who will have the day-to-day responsibility of nurturing the Safe Communities in their states, and to the Safe Communities themselves in need of extra support.

Training will be provided at both levels to get them started and to sustain their programs. In addition, Chapters that have been particularly successful will provide guidance by sharing their experiences and mentoring other communities.

The Council appreciates and applauds the success of the International Safe Community movement in reducing injuries and injury related deaths worldwide. This approach, based on the WHO concept of Safe Communities will be used as a model to guide us.

Safe Communities America will help communities access and interpret data for program development and sustainability activities through its multiple data sources (CDC, NSC's own research function, STIPDA), as well as encourage communities to discover and use local data sources.

One of NSC's unique strengths is its connection to the business community. As a member organization, NSC will promote Safe Communities America to its 52,000+ member network to encourage them to support communities in their local business area. That has already proven beneficial with the current support level of over \$150,000 raised. Members have also taken the lead in spearheading the development of Safe Communities (i.e., Tallahassee, Florida). This is an on-going process that will help ensure the continuous development of Safe Communities in the US.

4. The Centre facilitates and supports community-based strategic planning processes.

The National Safety Council, through its Safe Communities America Network, will encourage and require any community seeking Safe Community status to use local injury data in determining their

programming targets. Because of NSC Headquarters and Chapters' familiarity with injury data and other information sources (including NSC's own research), sharing that information will be very straight forward. Council training will include developing and using evaluation strategies. Documentation templates will be distributed and be part of an annual reporting requirement.

The Council conducts thousands of safety training seminars a year to businesses, and is a key participant in the transportation safety arena, including seat belt and airbag education and graduated driver licenses for teen drivers. This work is done on the national and local level.

Two of the Council's current platform issues are off-the-job safety – working through business and industry to deliver home and community safety training and falls prevention for older adults.

All these resources are shared with designated communities and those seeking designation.

The National Safety Council is committed to preventing injuries and reducing deaths through public education, training, research, and partnership development. We have made a commitment to the Safe Communities movement because of our fundamental belief that prevention happens at the local level where a community through the sum of its parts works to together to effect change.

5. The Centre demonstrates leadership and stewardship in addressing priority injury issues, high risk, and vulnerable groups.

The National Safety Council has been a leader in addressing and seeking solutions to injury related injuries and deaths in the United States since its inception. NSC has led the charge in defensive driving, teen driving, including graduated driver licensing, CPR/emergency care, emergency preparedness, seat belt and child safety seats, elderly falls, and workplace safety.

The Council trains 1.5 million drivers worldwide annually through its 28 defensive driving courses geared toward reducing traffic injuries and fatalities among high-risk populations.

In addition to hosting an Off-The-Job Safety Symposium and publishing a how-to Off-The-Job Safety Manual, the Council is currently working on reducing off-the-job injuries by partnering with industry leaders in off-the-job safety. An Off-The-Job Safety Advisory Panel has been formed to examine current off-the-job safety programs. The Panel, safety professionals representing NSC business and industry partners, will develop model off-the-job safety programs that can then be shared with

all interested workplaces. This work is being evaluated and supported, in part, by the National Center for Injury Prevention of the CDC.

The National Safety Council will encourage communities to document and evaluate their progress in addressing safety issues within their communities. Council training will include using local community injury data to determine direction and developing and using evaluation strategies. Documentation templates will be distributed and be part of an annual reporting requirement. NSC's Safe Communities America staff will provide on-going guidance and support in this process.

NSC will encourage each Safe Community to engage in on-going community injury prevention and safety promotion audits to determine gaps in their programming. That, combined with data collection and analysis, will provide a good start to a sustainable approach in maintaining a high quality program that supports the Collaborating Center on Community Safety Promotion Safe Community model.

NSC understands that Safe Communities is a rigorous process that needs to be nurtured and promoted and that not every community that seeks designation will be ready to receive that honored designation. NSC is committed to support and encourage those communities through that process for as long as they are interested.

Through the community audit process, communities and Safe Communities America will be able to determine if the needs of high risk and vulnerable groups are being met. Injury prevention programs for the very young, the very old, the very poor, the underrepresented will be encouraged based on the communities' data and available resources.

6. The Centre provides expert services and knowledge in the area of injury data and injury surveillance issues.

Every year the National Safety Council publishes *Injury Facts*, a well respected statistical report on unintentional injuries, their characteristics and costs that is used worldwide. Included in the 2005-2006 Edition is: occupational injury and illness profile data for 16 industrial sectors based on the North American Industry Classification System; adoption of Fatality Analysis Reporting System data for the Motor Vehicle section; and national health interview survey data on medically attended injuries by place of occurrence and activity; choking deaths involving children; falls death involving the elderly, general mortality data, nonfatal poisoning exposures by age group; sports and recreation injuries; home fires data; state-level data, and more. A new addition comes out annually.

We have recently convened a member task force to develop a policy that recommends the use of E-codes in all 50 States. Once this is adopted, strategies will be implemented to move this very important injury surveillance tool forward. This demonstrates the commitment of NSC to

this process. Ultimately, if successful, it will make it easier for communities to collect more in depth data and support program development.

We also work closely with the CDC.

7. The Centre demonstrates a long term commitment to supporting Safe Communities and the Safe Community Network within their organizations strategic plan.

The National Safety Council's vision: Making our world safer.

The National Safety Council's FY08-11 Strategic Plan states:

Continue to increase public awareness of the NSC's leadership role in "off-the-job safety," elderly falls, teen driving, changing workforce, and emergency and disaster preparedness.

Broaden NSC's reach into the home and community arena by initiating programs, such as Safe Communities America, that helps to identify the National Safety Council as a leader in injury prevention and health promotion and an integral and vital part of every community

Maximize strategic partnerships by creating and implementing an integrated process for identifying, categorizing and effectively managing the relationships for opportunities.

Investigate and define opportunities for advocacy programs that influence public policy and awareness to support the workplace, transportation and home and community venues.

Continue to enhance Government Day activities to promote recognition of NSC and its chapters with members of Congress and encourage support for NSC advocacy initiatives.

Deliver models and publish results of advocacy programs that influence public policy and awareness on the economics of safety and health.

Develop and execute comprehensive advocacy programs that further influence models and results on the economics of safety and health initiatives.

8. The Centre supports those responsible at the community level to utilize appropriate indicators to evaluate community processes, effects of change and injury rates.

The National Safety Council encourages communities to document and evaluate their progress in addressing safety issues within their communities.

Council training will include using local community injury data to determine direction and developing and using evaluation strategies. Documentation templates will be distributed and be part of an annual reporting requirement.

9. The Centre disseminates their experiences both at national and international levels.

NSC annually convenes one of the largest international safety conferences in the world. The NSC's 2008 Safety Congress and Expo will take place Sept. 19 -22, in Anaheim, California. The expected attendance is around 17,000 people – safety professionals, government agency representatives, community groups, health departments, NSC members, and international guests.

In the United States, people are safer at work than they are at home by a 3 to 1 margin. To influence and help reverse that trend, NSC also hosts an annual Off-The-Job Safety Symposium to promote the whole spectrum of work to home safety issues. This Symposium also includes workshops on accessing and applying data to make the case to employers to allocate resources for work to home programming. Program development would include falls prevention, poison prevention, fire prevention, drowning, etc – to establish the same culture of safety to the home as one would embrace at work. This year's Symposium will be in June, in Denver.

International Support:

The National Safety Council also has an international division that services Latin America, Europe, and China. We provide workplace safety training and education as well as consulting services.

Safe Communities America has already participated in a number of Safe Communities international events including designation ceremonies in Canada, a Safe Schools conference in Sedona, Arizona, and planning meetings in Stockholm. Already on the schedule for 2008 is participation in a designation ceremony in Kyoto, Japan and a site visit in Seoul, South Korea. In addition, we will have a representative on a panel at the 9th Annual Injury and Prevention Conference in Merida, Mexico. We also plan to attend the Safe Communities International Conference in New Zealand.

National Support:

During National Safety Month, every June, thousands of companies, government agencies, community groups and organizations participated in efforts to distribute NSC safety and health information that focused on the leading causes of injury and death. National Safety Month promotion

generally receives 50,000 visitors to the National Safety Month/NSC Web site and 1.9 million exposures to NSC Internet syndicated safety tips. More than 33,000 posters and tip sheets were downloaded and some 400 organizations ordered more than 2,100 community outreach programs on a wealth of safety and health topics developed through the NSC's Safety and Health Policy Center in Washington, D.C.

10. The Centre reports on their Safe Community activities and research efforts.

The National Safety Council will proudly report on its Safe Communities activities to the world Safe Community network.

Publications and Information material

Currently we publish:

- An annual edition of *Injury Facts*
- Monthly editions of "Safety & Health Magazine"
- Quarterly editions of "Family Safety & Health"
- Other books and manuals, safety supplements, safety tips, and (a complete list of publications, research activities, safety fact sheets (for the workplace, home and community and transportation issues), and safety features can be found on the Council's Web site, www.nsc.org .
- "5 Minute Safety Talks"
- Journal of Safety Research, peer reviewed journal
- Maintain a Safety Video Library with 2000 titles in English and Spanish
- National Library collection housed at NSC headquarters in Itasca, IL