

Name of Community: Norfolk, Nebraska

Primary Contact Person: Bill Mizner

Job Title: Police Chief

Name of Lead Organization: Norfolk Police Department

Address: 202 N. 7th Street  
Norfolk, NE 68701

Country: United States of America

Phone: 402-844-2150

Fax: 402-844-2134

E-mail: [bmizner@ci.norfolk.ne.us](mailto:bmizner@ci.norfolk.ne.us)

Community Website Address: [www.ci.norfolk.ne.us](http://www.ci.norfolk.ne.us)

Lead Organization Website Address: [www.ci.norfolk.ne.us/police/](http://www.ci.norfolk.ne.us/police/)



## Community Description

# A Closer Look at Norfolk, Nebraska



*View of the City of Norfolk*  
<http://www.ci.norfolk.ne.us/about>

On July 17, 1866, a three-train caravan of prairie schooners, carrying 44 German families from Ixonia and Watertown, Wisconsin arrived at the junction of the Elkhorn and North Fork valleys where they were attracted by the rich land open for settlement. These pioneers were joined by others from Wisconsin, and formed the community that later became Norfolk.

In 1881, the Village of Norfolk was organized. The settlers proclaimed “North Fork” to be their permanent post office address, named after the river, but suggested “Norfork” as the simplest compounding of “North Fork”. Postal authorities thinking the word had been misspelled changed the spelling to “Norfolk”.

Norfolk is located in Northeast Nebraska in Madison County in the Elkhorn River Valley. A convenient distance from major cities including 112 miles northwest of Omaha, 121 miles north of Lincoln, and 75 miles southwest of Sioux City. Norfolk is only 15 miles from Madison, Nebraska, the county seat of Madison County, which is governed by a three-person Board of County Commissioners. Norfolk accommodates several branch offices for Madison County as well as a separate State Highway Patrol Center and serves a 23-county area.

Norfolk is the economic center for an area encompassing six counties. Basic economic activities in Norfolk include manufacturing, farming (both livestock and grain), education, retailing, and wholesaling. Manufacturing employs over 4,059 persons. Norfolk is the major retail trade center for Northeast Nebraska.



## Population

Norfolk city government includes a mayor and council. The population inside Norfolk city limits is 24,061. A total of 35,667 people live in Madison County. There are 11,425 (48.6 %) male and 12,091 (51.4%) female residents.

The median age in Norfolk is 33.8. The following chart displays the percent of the population of Norfolk in each age group.

Age:	Percent of the Population:
Under age 5	7.10%
5-9 years of age	7.00%
10-14 years of age	7.10%
15-19 years of age	9.50%
20-24 years of age	8.60%
25-34 years of age	12.30%
35-44 years of age	15.20%
45-54 years of age	11.70%
55-59 years of age	4.20%
60-64 years of age	3.20%
65-74 years of age	6.40%
75-84 years of age	5.40%
Over 85 years of age	2.50%



There are 9,360 households. 5,866 are family households. 3,494 are non-family households. The number of households with children are 3,113 with the average family size being 3.06 and the average household size being 2.43.

The per capita income is \$16,990 with 12,206 employed and 708 unemployed.

83.6% have a high school level education or higher. 1,932 have a bachelor's degree and 770 a graduate degree.

The ethnicity is predominately Caucasian with 21,750 in this category. Other ethnicities include 1,790 Hispanic or Latino, 450 American Indian or Alaska Native, 341 African American, 154 Asian, 15 Hawaiian/ Pacific Islander, and 1,100 of other ethnicities.





## Health Care

Norfolk has one 166 bed hospital, Faith Regional Health Services. Two representatives from the hospital serve on the Norfolk Safe Communities Steering Committee, Melissa Nemec and Susie Cohee. Norfolk has 10 outpatient clinics. Elkhorn/Logan Valley Health Department – based in Wisner, Nebraska – is also represented on the committee by Kathy Nordby and Greg Moser.



## Transportation

Highways 81(North-South) and 275 (East-West), and Nebraska Highways 24 (Northwest-Southeast) and 35 (Northeast-Southwest) intersect in Norfolk. The nearest interstate highway is Interstate 29, which is 70 miles east. Interstate 80 is 99 miles south. Interstate 90 is 117 miles north.

Nebraska Central Railroad runs through Norfolk with an average of two freight trains daily. Karl Stefan Memorial Airport is located three miles from Norfolk. The nearest commercial airport is Omaha Eppley International, 117 miles from Norfolk.

## Education

Norfolk has 28 public and private elementary schools, junior high or middle schools, and senior high schools. Norfolk is also home to Northeast Community College, which has an enrollment of 5,102 students. Northeast has 70 business, vocational, technical, or liberal arts programs



*Norfolk Junior High School*

<http://www.2norfolkpublicschools.org/vnews/display.v/SEC/JuniorHigh>

# Industry

The following list includes the largest employers in the city of Norfolk. The five industries starred below have representatives on the Safe Community Steering Committee.

1. Faith Regional Health Services\*

Service: Medical

Employment: 1,275



2. Affiliated Foods Midwest\*

Service: Food Distribution

Employment: 654



3. Norfolk Public Schools\*

Service: Education

Employment: 705

4. COVIDIEN

Service: Disposable syringes, blood tubes & thermometer probe covers

Employment: 500

5. Wal-Mart

Service: Retail

Employment: 407



6. Nucor Steel Division\*

*(Nucor Steel of Norfolk recently received a Voluntary Protection Program (VPP) Star rating from the U.S. Occupational Safety and Health Administration.)*

Service: Steel angles, rounds, flats & channels

Employment: 423



7. Vulcraft Division of Nucor Corporation

Service: Steel joists, metal deck & cold drawn bar

Employment: 478

8. Veyance Technologies\*

Service: High pressure/ hydraulic hose

Employment: 350



9. Norfolk Iron & Metal

Service: Steel products, distribution & steel service center

Employment: 320



10. Wis-Pak

Service: Soft drinks, flavored waters & teas

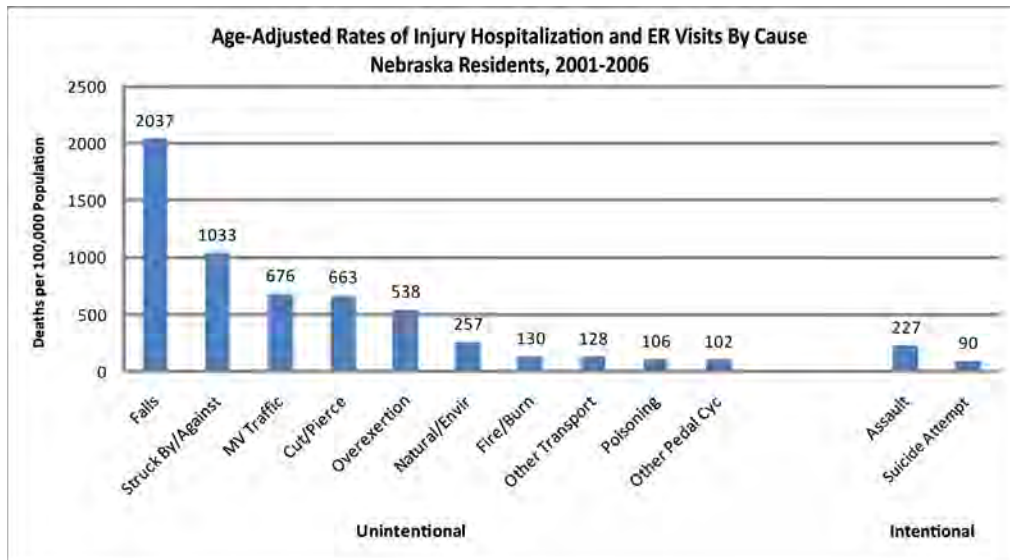
Employment: 102



## Description of Most Prevalent Injury Deaths & Injuries

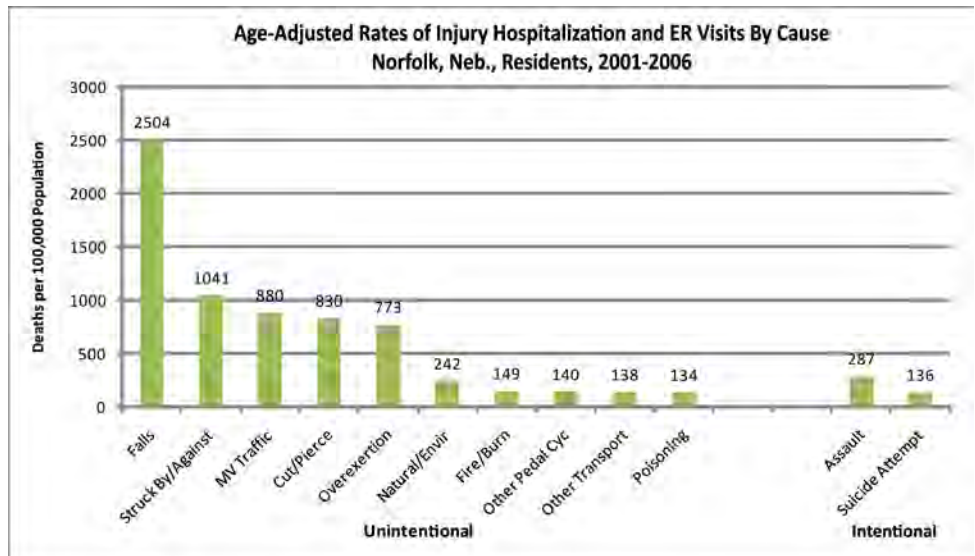
The following is a summary of the the injury hospitalizations and ER visits for the city of Norfolk compared to the state of Nebraska. Crude death rates by injury for the city of Norfolk and state of Nebraska are also reviewed.

Falls have the highest rates of injury hospitalization and ER visits in the state of Nebraska with 2037 per 100,000. The next highest rates of injuries include struck by/against with 1033 per 100,000 and traffic injuries with 676 per 100,000.

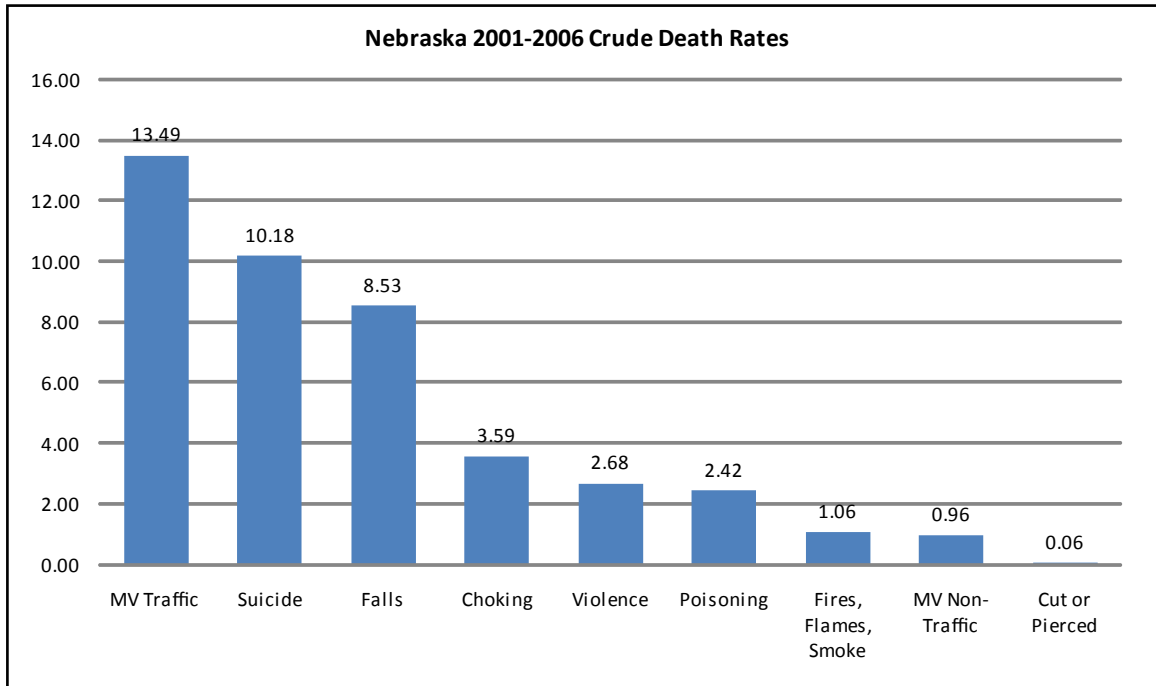


The highest rates of injury for Norfolk follow a similar pattern to the statewide trends with slightly higher rates. Falls also have the highest rate of injury hospitalization and ER visits for the city of Norfolk with 2504 falls per 100,000. This rate is slightly higher than the statewide rate of 2037 per 100,000. Falls account for over 1/3 of the injury related hospitalizations and ER visits in the city of Norfolk. Injuries from struck by/ against are second with 1041 per 100,000 (1033 is the statewide rate). Traffic injuries rate third with 880 per 100,000 (676 is the statewide rate).

The number one cause of injury for males is falls followed by struck by/against. For women, the number one cause is falls as well, but the second highest cause of injury is motor vehicle crashes. Falls is the number one cause of injury for ages 0-14, 25-64 and ages 65+. Motor Vehicle crashes are the number one cause of injury for ages 15-24.

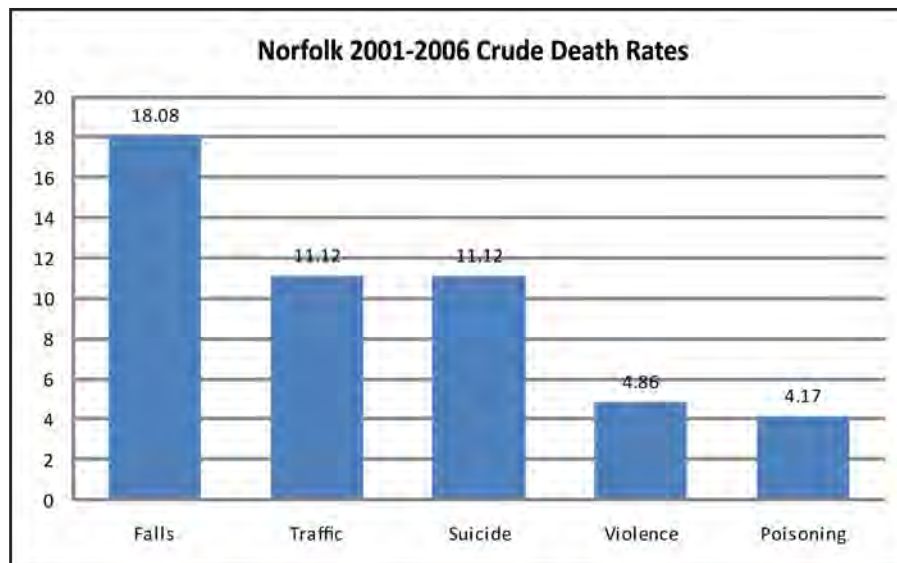


For the state of Nebraska, traffic-related motor vehicle accidents are the leading cause of death at 13.49 per 100,000. Suicide follows at a rate of 10.18 per 100,000 and falls at 8.53 per 100,000.



The Norfolk crude death rates from injury follow a different pattern than the statewide rates. Falls are the leader with 18.08 per 100,000 (8.53 statewide). Both traffic and suicide have a rate of 11.12.

Sharing the top cause of injury death for males is falls and suicide at a rate of 19.53. Females' number one cause of injury death is falls followed by motor vehicle crashes. Ages 15-24 top cause of injury death is due to motor vehicle crashes. Ages 25-64 is suicide at a 12.99 rate followed by motor vehicle crashes and violence at 8.66. Ages 65+ top cause of injury death is falls.



## **Indicator 1: Demonstrate leadership based on partnership and collaborations with all community sectors that are responsible for safety promotion in the community.**

The Norfolk Safe Community Steering Committee was organized in August 2008. The committee is composed of representatives from Norfolk's schools, law enforcement, first responders, human services, service organizations, disaster services, health care, government, and local business and industry. This variety allows members and their respective organizations to become fully aware of safety issues in all areas of the community. The Committee will enable program leaders to work together, more effectively reaching the people of Norfolk.

The mission of the Norfolk Safe Community Steering Committee is to establish a community partnership dedicated to educating and preventing intentional and unintentional injuries in all parts of the community.

The Committee has met on a quarterly basis to discuss the formation of the coalition, safety programs in progress throughout the community, and injury statistics. This committee plans to meet regularly as they work together to form the Norfolk Safety Web.

The Co-Chairs of the Norfolk Safe Community Steering Committee are Norfolk Police Chief Bill Mizner and Norfolk Fire Chief Shane Weidner. The Committee Secretary is Dale Coy of the Norfolk City Council. These individuals will be responsible for organizing the meetings and recording decisions and proceedings for the Norfolk Safe Community Steering Committee.

The following list contains the members of the committee, their organization, and their respective roles in their organization.

<b>Name:</b>	<b>Organization:</b>	<b>Title:</b>
Bill Mizner	Norfolk Police Department	Police Chief
Shane Weidner	Norfolk Fire Department	Fire Chief
Dale Coy	Norfolk City Council, Veyance Technologies	Councilman
Doug Witte	Norfolk Public School	Assistant Superintendent
Mark Claussen	Norfolk Panther Junior Optimist Octagon	Advisor
Dennis Houston	Norfolk Chamber of Commerce	President
John Grimes	Affiliated Foods Midwest Cooperative	Director of Safety
Kathy Nordby	Elkhorn Logan Valley Public Health Department	Health Director
Greg Moser	Elkhorn Logan Valley Public Health Department	Health Educator
Susie Cohee	Faith Regional Health Services	Trauma Coordinator
Melissa Nemece	Faith Regional Health Services	Health Resource Center Manager
Jeff Bellar	Norfolk Catholic School	Principal
Leon Chapman	Norfolk Police Department	Captain
Dave Ptak	Northeast Community College	Vice President of Human Resources
Gina Clyde	Bright Horizons	Outreach and Volunteer Coordinator
Connie Cooper	Northeast Nebraska Area Agency in Aging	Executive Director
Laurie Klosterboer	Nebraska Safety Council	Executive Director
Rebecca Lundgren	Rebecca Lundgren	Safe Community Intern

Task groups comprised of both members of the Norfolk Safe Community Steering Committee and local businesses, groups, and agencies collaborate on safety programs and events. This collaboration has resulted in some successful events in 2009, including the PATCH Health Fair, the First National Night Out, and a practice chemical drill.

*Health Fair Task Force:*

Planned Approach To Community Health (PATCH) is an organization in the Norfolk community and the surrounding area. Beginning in the early 1990's, PATCH has an annual Health Fair for the community. On September 18 and 19, 2009, approximately 2,300 to 2,500 people attended the fair held at Northeast Community College. This health fair addresses topics such as injury prevention, disease management, and healthy lifestyle changes.

This event is a collaborative effort of the businesses and organizations of the Norfolk community. The task group responsible for this event include Affiliated Foods Midwest, Faith Regional Health Services, Hy-Vee Food Stores, Midwest Health Partners, Norfolk Area Shopper, Norfolk Daily News, Norfolk Medical Group, Norfolk Public Schools, Northeast Community College, Northeast Nebraska Area on Aging, US92, 94ROCK, The X, and WJAG. Many of these agencies are also represented on the Norfolk Safe Community Steering Committee.



*View of PATCH Health Fair 2009  
Picture courtesy of Faith Regional Hospital*



*View of PATCH Health Fair 2009  
Picture courtesy of Faith Regional Hospital*

### *First National Nite Out Task Force:*

The First National Nite Out is a community event focused on crime and drug prevention and promotion of safety in the community. The event in 2009 was located in Norfolk's Central Park and had an attendance this year of about 500 people. A few of the members of the task group that hosted this event include the Police Department, Fire Department, JOOI, State Patrol, and Target. The date is already set in 2010 for August 3.



*Fun at Central Park*

[http://www.ci.norfolk.ne.us/police/natl\\_Nite\\_out.htm](http://www.ci.norfolk.ne.us/police/natl_Nite_out.htm)



*State Crash Simulator*

[http://www.ci.norfolk.ne.us/police/natl\\_Nite\\_Out.htm](http://www.ci.norfolk.ne.us/police/natl_Nite_Out.htm)

### *First National Nite Out 2009*



*Norfolk Police Department Booth*

[http://www.ci.norfolk.ne.us/police/natl\\_Nite\\_out.htm](http://www.ci.norfolk.ne.us/police/natl_Nite_out.htm)



*Police Officer and Dog*

[http://www.ci.norfolk.ne.us/police/natl\\_Nite\\_out.htm](http://www.ci.norfolk.ne.us/police/natl_Nite_out.htm)

### *Chemical Practice Drill Task Force:*

The city of Norfolk had a chemical spill drill on September 1, 2009, a little after 5:00 p.m. This drill was one in a series of drills conducted in the past few years. The scenario was a 1-ton chlorine tank explosion at Norfolk's water treatment plant.

The community came together to make this drill possible, spending around six months planning the drill. A few of the task group members involved in the planning and/or implementation of the drill include

the following: Norfolk Police Department, Norfolk Fire Department, 72 Civil Support Team, Nebraska National Guard, Elkhorn Valley Health Department, American Red Cross, Salvation Army, Faith Regional Hospital, and Norfolk emergency management.

Local elected officials were contacted and the news media notified the city about the drill. The people of the Norfolk community were encouraged to treat this drill as a learning experience, so they might know how to handle a real chemical emergency. The main purpose of these drills is to train community responders for emergencies so they are prepared and community agencies can all work together in an emergency situation.



*Emergency Personal Gear up in 2009 Drill*  
<http://www.ci.norfolk.ne.us/fire/September1exercise.htm>



*2009 Emergency Chemical Spill Drill Station*  
<http://www.ci.norfolk.ne.us/fire/September1exercise.htm>



*2009 Emergency response care for drill victim*  
<http://www.ci.norfolk.ne.us/fire/September1exercise.htm>

## Indicator 2: Long-term, sustainable programs covering both genders, and all ages, environments and situations.

The city of Norfolk has a long history of safety promotion through various plans, programs, and activities in the community. The following are highlights of some safety programs in the Norfolk community illustrating Norfolk's dedication to safety with programs covering both genders as well as a wide variety of ages, environments, and situations. Many of the safety programs are a combined effort of task groups, listed in the program description, involving different sectors of the Norfolk community.

### Age

#### *Infants/Children (0-14 years of age):*

##### *Babysitting Class:*

The University of Nebraska Lincoln Cooperative Extension of Madison County offers babysitting classes for fifth graders and older. The YMCA also offers a babysitting class. Some topics in this class include caring for infants and children, CPR and first aid procedure, Heimlich maneuver, food safety, and personal safety.

##### *Car Seat Installation:*

Car Seat Safety Installation is offered at the fire station, GM Auto, and the hospital since 1999. There are currently seventeen registered child safety seat technicians in Norfolk. The two permanent fitting stations are at the fire department and GM auto. These stations ensure child safety seats are installed correctly in the parents' or caregivers' vehicles. Visits to these stations are free of charge and open to the public.

##### *Internet Safety:*

An Internet Safety Class is offered in response to growing concern of the dangers of children on the Internet. The task group responsible is the Nebraska State Patrol and Noon Optimists. This program began in 2008 to teach how the Internet works, the dangers of the Internet, and how to handle these dangers. There is also a supplemental program to teach parents how Facebook and MySpace work and how to check what their children are doing on-line.

##### *Hands are Not for Hurting:*

This is a Bright Horizon's program for children in preschool through 2<sup>nd</sup> grade. The goal is to teach children at an early age not to abuse others. The message is simple and easy to understand for young children; "Use hands to help, not hurt. Use words to help, not hurt." There have been 150 kids in the Bright Horizon's program since May 2008. The wonderful thing about education is when one person hears the message, they can spread the message to others. Many preschool teachers are now incorporating this important concept into their own educational programs.



## Adolescents (15-24 years of age) :

### 9<sup>th</sup> Grade CPR Training:

In Norfolk Public School 9<sup>th</sup> Grade curriculum, students are taught CPR training. Every student that goes through Norfolk public schools is equipped with this skill to help in an emergency situation.

### CCDC Program:

The Community Character Development Coalition (CCDC) offers school programs and an after school program in the Norfolk community. The goal of this program is to encourage students to make good decisions about sex, alcohol, and drugs. Many choices adolescents make can affect them for many years to come, so it is important for students to think about the decisions they make now.

### Teen Parenting Class:

Parenting classes are offered to teenage parents as part of a program in Operation Great Start. It addresses topics such as safe sleep, nutrition, and shaken baby syndrome. The program teaches new parents important information about caring for their young child.

### Bullying Program:

The curriculum for bullying in schools started in 2007 for school age children. The task group responsible is Faith Regional Health Services and the Norfolk Schools. Its goal is to prevent children from becoming bullies, as well as teach children that are either a witness to bullying or are the target of bullying what they should do.

### Junior Optimist Octagon International (JOOI) Programs:

JOOI is an active youth optimist club in Norfolk Public Schools. Their many programs impact students of all ages.

Every Year, the JOOI Improv team, from the junior and senior high school, perform improvisational theater for hundreds of students in the Norfolk Public School System. This program has been in existence since 2003. Their topics are drug and alcohol prevention, bullying and teasing, teen pregnancy, and teen dating violence.

JOOI has several other programs. A task group composed of JOOI and the Norfolk Police Department conduct **seat belt checks** several times a year.

This program began in 2002. The seatbelts of those entering the school yard are checked. This program is at middle, junior, and senior high schools.

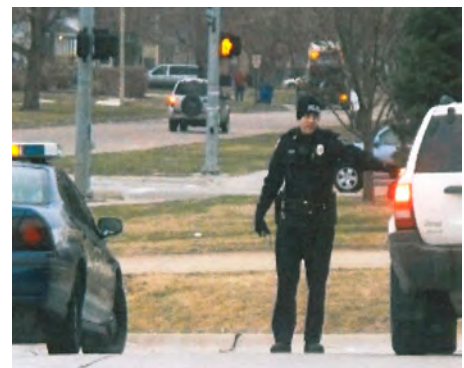
Another program, **Keep Kids Alive, Drive 25** program employs KKAD25 signs in 73 locations in Norfolk creating safe zones in residential areas and increased awareness for drivers. This safety campaign started in 2007.



*JOOI: Don't Drive Intexticated*



*JOOI Driving Program*



*Seat Belt Check*

Yet another safety campaign for JOOI is a **rollover vehicle** showing what happens to the car occupant who does not wear a seat belt. This has been taken to several events since 2008.



*JOOI Student's Traffic Project*



*Police Captain Bill Mizner and JOOI student*

### *Teen Driving Education:*

The Nebraska Safety Council started offering teen driving education in 2005 in Norfolk. This curriculum provides both classroom and behind-the-wheel training. Over 400 students have completed this program since 2005.

### *Adults (25-64 years of age)*

#### *Health Resource Center:*

Faith Regional's Health Resource Center is a health education center open to the public. The Center opened in 1998. The Center features a health information library containing books, videos and other resources on disease and injury. The Center also features a Healthy U education series featuring monthly presentations by local health professionals. During 2008, 1,810 people accessed the Health Resource Center to obtain health information and 1,286 attended the monthly Healthy U presentations.

#### *Neighbor Works Home Buyers Workshop:*

The Norfolk Fire Station offers a Neighbor Works Home Buyers Workshop. This program is for adults in the process of purchasing a home. It addresses a variety of home safety concerns including fire safety and prevention, Carbon Monoxide detection and prevention, and fall prevention.

#### *Driver Improvement Courses:*

The Nebraska Safety Council has been offering the National Safety Council's defensive driving courses since the 1960's. These courses include the 8 hour defensive driving class and the Attitudinal Dynamics of Driving course. While the defensive driving course curriculum teaches techniques to avoid crashes and to choose safe, responsible and lawful driving behaviors, the Attitudinal Dynamics of Driving course emphasizes changing behaviors behind the wheel rather than crash avoidance. Both programs teach approximately 300 students per year in Norfolk.

#### *Household Hazardous Waste Collection:*

Every other year for the last ten years, Norfolk Solid Waste with the Grand Island Clean Community System has hosted a household hazardous waste and pharmaceutical waste disposal event. Plans are

currently being made for a permanent Norfolk site that will be open daily or weekly. In 2009, 335 people brought 26,626 lbs of hazardous waste from 403 households. This waste consisted of pesticides, paint materials, aerosol, mercury, fluorescent bulbs, computers, lead acid batteries, and other miscellaneous hazardous waste.

### *Older Adults (65 years of age and older)*

#### *Brown Bag Medication:*

Brown Bag Medication is a program at Norfolk's Senior Center through Northeast Nebraska Area Agency on Aging. A doctor or pharmacist comes to the center. Any older adult interested can bring in a bag of all their medications for review. The pharmacist or doctor reviews the medication to make sure they are receiving the appropriate amounts and correct combination of drugs.

#### *AARP Defensive Driving:*

AARP Defensive Driving works to update driver safety skills in older adults. It teaches techniques to help older adults prevent traffic accidents. Reaction times and reflexes of seniors can be slowed; learning skills to accommodate these effects of aging make the roads of Norfolk safer.



#### *Tai Chi Training:*

Committee member Greg Moser, from the Elkhorn Logan Valley Health Department, is a certified Tai Chi: Moving for Better Balance Instructor. This new program for senior citizens works to gradually improve balance to reduce the likelihood of falling. This program began in Norfolk in November, 2009.

### *Occupational:*

#### *Safely Handle Chemicals and Pesticides:*

The University of Nebraska Lincoln Cooperative Extension of Madison County has a program to Safely Handle Chemicals and Pesticides. This program, for farmers and handlers of chemicals and pesticides, trains participants how to safely handle and dispose of these items.

#### *Nebraska Schools Chemical Cleanout Campaign:*

Nebraska Schools Chemical Cleanout Campaign is a program by Keep Nebraska Beautiful. The three goals of the program are as follows. First, to remove and properly dispose of inappropriate, outdated, and unnecessary chemicals from K-12 school. Second, to raise awareness in Nebraska of the potential risks from mismanaged chemicals. Third, to prevent future chemical mismanagement.

For the past two years, Norfolk public junior and senior high schools have conducted a chemical inventory. This resulted in numerous chemicals being properly disposed of. These schools are considering applying for the Readiness and Emergency Management grant with the U.S Department of Education.

#### *Nebraska Safety Council Programs:*

The Nebraska Safety Council has been providing workplace safety training since the latter 70's in Norfolk. Courses provided in the last year in Norfolk are:

- Forklift Operator Training\* Lockout/Tagout
- Safety Committee Training\* Workers' Compensation

- Trenching & Excavation\* OSHA 30 Hour Training
- Safety Training\* How to Manage an OSHA Inspection
- OSHA 10 Hour Course\* D.O.T. Hazardous Materials
- OSHA Record keeping\* Written Safety Plans
- Forklift Train-The-Trainer\* Respiratory Protection Train-The-Trainer
- 8 Hour Hazardous Waste Refresher \* Defensive Driving 4 Hour Program
- Protecting Profits Through Safety

The Council is a membership organization and has twenty-seven members employing over 3000 in Norfolk. The types of industry these members represent are: manufacturing, transportation, agriculture, construction, education, medical, distribution, and government. The Council assists these employers with their workplace safety programs.

### *Northeast Community College Programs:*

#### **Truck Driving:**

The non-credit truck driving program teaches students the fundamentals of truck operation, safety and government regulations, and necessary record keeping. Upon completion of the program, students take the U.S. Department of Transportation and Nebraska Department of Motor Vehicles license exams.

Approximately 45 graduates enter the driving field upon completion of the truck driving program at Northeast.



#### **Utility Line:**

The utility line program teaches students skills in safe installation, operations, and maintenance of electrical utilities. Instruction includes practical application of power line construction and maintenance, mathematics, sciences, electrical theory, and electrical apparatus. Successful completion of the program prepares students for highly marketable careers in safe installation, replacement, and maintenance of electrical power lines, and equipment. Typically 40+ students will graduate with an Associate of Applied Science degree in Utility Line annually with 100 students on campus during the school year.

#### **Renewable Fuels:**

The Renewable Fuels Technology diploma program will provide individuals with the necessary skills and knowledge needed to work in positions in ethanol production and management. Students will obtain hands-on experience with process control trainers. In addition, students will gain knowledge in science, safety regulations, electricity, distillation and evaporation, and mechanical fundamentals. Even with the economic downturn there are 22 students enrolled with numerous short term training classes offered throughout the state touching hundreds of ethanol workers.

#### **Wind Energy:**

The wind energy program will provide individuals with the necessary skills and knowledge needed to work safely in the wind energy field. Students will acquire knowledge and skills through concentrated classroom and hands-on learning. Enrollment is strong with 22 enrolled in the first year of this new program and applicants waiting to enroll.

## **JT&S Program:**

The program provides job training and safety education to Nebraska Rural Electric Association (NREA) member systems, Nebraska League of Municipalities, and the Nebraska Municipal Power Pool. The program conducts special safety training for meters, underground school, and hot line school throughout Nebraska and parts of Wyoming. The instructors investigate all serious personal injury accidents as requested, compile, and distribute related statistics. The instructors keep abreast of the trends and developments in training, safety, equipment, and materials for the power industry. The instructors also maintain and update the NREA Safety manual and system safety inspection procedures. The instructors assist in coordinating the NREA emergency and disaster plan along with assisting them in achieving and maintaining accreditation with the National Rural Electric Cooperative Association's Rural Electric Safety Accreditation Program. This training program serves well over 500 participants across the state of Nebraska and parts of Wyoming.

## *Emergencies and Disasters:*

### *Health Department Emergency Disaster Plan:*

Elkhorn Logan Valley Health Department program Emergency Disaster Preparedness covers Emergency Response, Disaster Planning, Pandemic Flu Preparedness, Continuity of Operations Plan, Faith Regional Health Serves Surge Capacity, and Psychological First Aid Training. This program is to provide emergency and disaster preparedness planning for all hazards for all populations. This program encompasses Norfolk, Madison County, Stanton County, Cummings County, and Burt County.

### *Community Emergency Response Team (CERT):*

This national organization is dedicated to education and awareness preparing communities for disasters. CERT members are trained to assist others in emergency situations when professional responders are unavailable.



The CARE Line is an extension of the Crisis Response Team and provides access to specialists trained to provide crisis intervention and connection with community services. The CARE Line is open to individuals, families, law enforcement personnel, hospitals and health care professionals 24 hours per day, 7 days per week through a toll-free number.

## *Intentional Injury Programs*

The Norfolk community has a number of programs and services addressing intentional injury. These include:

- Crisis Response Team
- Care Line
- Compassionate Friends Support Group
- Question, Persuade & Refer (QPR) Group

### *Crisis Response Team*

The Crisis Response Team provides 24/7 access to trained mental health and substance abuse providers to assist with ensuring that individuals in crisis are served in the least restrictive, most normative setting possible.

### *CARE Line*

The CARE Line is an extension of the Crisis Response Team and provides access to specialists trained to provide crisis intervention and connection with community services. The CARE Line is open to individuals, families, law enforcement personnel, hospitals and health care professionals 24 hours per day, 7 days per week through a toll-free number.

### *Compassionate Friends Support Group*

This is a group that meets monthly for survivors of loss.

### *Question, Persuade & Refer (QPR)*

QPR is a prevention program for suicide that involves three steps anyone can learn to help prevent suicide --Question, Persuade & Refer. QPR is an emergency response to someone in crisis. It is one of the most widely taught gatekeeper training program in the United States and Norfolk is in the process of training individuals in the program.

## **Indicator 3: Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups.**

Falls are the leading cause of injury requiring hospitalization and ER visits in the state of Nebraska and Norfolk. Norfolk has a higher number of falls with 2504 per 100,000 population. In comparison, the state of Nebraska has a bit lower number of injuries from falls, with 2037 per 100,000 population. The young child and older adult are high risk groups to sustain an injury from a fall. With Older adults over age 65, a fall is much more likely to result in death.

Norfolk has several programs to aid in fall prevention. The Landon Bos Memorial Bicycle Rodeo is an annual bike safety and helmet give-away event held at Faith Regional Health Services. The event was started by a police officer in memory of his son, Landon Bos, who was killed in a bicycle accident in 2007.

There are many activities at the rodeo, including a bike safety inspection, a miniature “chalk street course” (as shown in the picture below), helmet fitting, a free bike licensing for Norfolk residents, a child car seat safety check, and a SecureChild Photo ID System. Instructions are given about the rules of the road.

The community works together to host this event annually. The community task force includes the following: Faith Regional Health Services, WJAG, KEXM, 94Rock, Life Net, Cleveland Bike and Sport, Elkhorn Valley Cycling, Elkhorn Logan Valley Public Health, Norfolk Police Department, AAA, Cornhuskers Motor Club Foundation, Heritage Financial Services, ECOW, Culver’s, Hy-Vee, and Norfolk Fire Department.



a

*Landon Bos Bicycle Rodeo  
Picture courtesy of Faith Regional Health Services*

For the older adult, age 65 and older, there are fall prevention programs available through the hospital and senior center. Faith Regional Hospital has balance screening for both adults and older adults. Norfolk's senior center, through Northeast Nebraska Area Agency on Aging, provides a Fall Prevention Seminar. An In-home assessment, which includes safety, is also available with the Care Management Program. In-home services are available to prevent premature institutionalization.

Another program currently being implemented for fall prevention is a Tai Chi course. Committee member Greg Moser, from the Elkhorn Logan Valley Health Department, is a certified Tai Chi: Moving for Better Balance Instructor. This new program for senior citizens works to gradually improve balance to reduce the likelihood of falling.

According to the CDC, Tai Chi is a recommended exercise based intervention in the prevention of falls. In fact, more than one-third of people ages 65 or older fall each year and the direct medical cost associated with these falls totaled 19 billion dollars. On a local level in Nebraska, falls are the leading cause of unintentional injury death for adults age 65 or older. Because of these alarming statistics, an intervention needs to occur that addresses this problem. According to a study of Tai Chi: Moving for Better Balance, among senior citizens, Tai Chi reduced the risk of falls by 55% and participants had few falls and fewer fall injuries." The classes began at the Norfolk Senior Center in late November, 2009. This program offers a lot of promise in targeting a major safety issue in the Norfolk community.

Although falls are the leading cause of injury, motor vehicle traffic ranks first in Nebraska's crude death rates from injury. The statewide injury death rate for traffic is 13.9 fatalities per 100,000. Traffic ranks second for Norfolk's crude death rate from injuries with 11.12 per 100,000.

*Vehicles and traffic are a high risk environment in the Norfolk community. A high risk age group within the traffic category may be considered youth, ages 15-24. Many programs are in place in the Norfolk community, especially for youth drivers.*

Some of these programs targeted toward youth safety include the following:

- Driver's Education Classes
- Come Home Safe Campaign - one time program
- Rollover Vehicle
- Choices for Living
- Prom Cards "Live to see another sunrise."
- Click It Don't Risk It

Committee member, Mark Claussen, the Junior Optimist Octagon International (JOOI) Advisor, works with students on a variety of safety programs, usually in the area of traffic safety. Claussen has around 200 students in three clubs at Norfolk Public Schools.



The Nebraska Safety Council began offering a new program in September of 2008 for ages 16-24 called, Alive @ 25. The course is 4 hours in length and teaches key communication skills for assertiveness and being a young leader behind the wheel. Students are also given on-the-spot defensive driving techniques. Since this program started in Norfolk, over fifty students have completed the course.

The largest minority population in the city of Norfolk is Hispanic. Often, a language barrier can prevent programs from reaching this segment of the population, making the Spanish speaking community a

higher risk group. A Spanish language CPR class has been offered in an effort to start to close this safety gap in the population.

Alcohol and drug abuse is another area of injury. Many of the programs are targeted toward the youth of the community, often considered a high risk group, others involve younger children and adults as well.

- State Patrol Alcohol Awareness
- State Patrol Drug Awareness
- CCDS No Regrets
- CCDC After School Program
- MADD School Seminars
- Red Ribbon Week
- Prom Cards “Live to see another sunrise.”
- JOOI Improv Team
- Brown Bag Medication

## **Indicator 4: Document the frequency and causes of injuries.**

Falls have the highest rate of injury hospitalization and ER visits for the city of Norfolk with 2504 falls per 100,000. Injuries from struck by/against are second with 1041 per 100,000 and traffic injuries rate third with 880 per 100,000.

The number one cause of injury for males is falls followed by struck by/against. For women, the number one cause is falls as well, but the second highest cause of injury is motor vehicle crashes. Falls is the number one cause of injury for ages 0-14, 25-64 and ages 65+. Motor Vehicle crashes are the number one cause of injury for ages 15-24.

The number one cause of death for the Norfolk community is falls followed by traffic crashes and suicide at the same rate of 11.12. Sharing the top cause of injury death for males is falls and suicide at a rate of 19.53. Females’ number one cause of injury death is falls followed by motor vehicle crashes.

Ages 15-24 top cause of injury death is due to motor vehicle crashes. Ages 25-64 is suicide at a 12.99 rate followed by motor vehicle crashes and violence at 8.66. Ages 65+ top cause of injury death is falls.

The source for data on the number and causes of injuries comes from Nebraska Health and Human Services. Norfolk Safe Community Steering Committee reviews this data to assess the types of injury and injury deaths in the community. This data will assist the committee and local leaders in planning and revising local programs to prevent injuries and death.

The Nebraska Health and Human Services System collects data from three primary sources: Hospital Discharge Data, Death Certificate Data, and the Nebraska Trauma Registry.

### **Hospital Discharge Data:**

Hospital discharge data (HDD) is generated from uniform hospital billing forms. These records contain patient information (excluding names) provided by Nebraska acute care hospitals to the Nebraska

Hospital Association (NHA). The records for each discharge contain information on the date of admission, date of discharge, patient's age and gender, county or residence, and primary and secondary diagnosis codes, including a dedicated field for recording an E-code. An E-Code specifies the external cause of injury. The E-code data, a subset of HDD containing injury related records, is provided to the Nebraska Health and Human Services System (NHHSS) by NHA. Diagnosis codes are used to describe the type of injury, such as a broken arm. Both injuries and their external cause are classified according to the 9<sup>th</sup> Revision of the International Classification of diseases, Clinical Modification (ICD-9-CM).

#### **Death Certificate Data:**

Death certificates containing information about Nebraska residents are collected and compiled by the NHHSS Data Management Section. Death certificates classify injuries by external cause of death. The data include information on a variety of attributes of the deceased including age, gender, race, ethnicity, place of residence, and primary and secondary causes of deaths. The death certificate data were coded based on ICD-10 (International Classification of Diseases-10<sup>th</sup> Revision).

#### **Nebraska Trauma Registry:**

The Nebraska Trauma Registry (NTR) is a database which contains detailed information about injury patients admitted to trauma centers or hospitals in Nebraska. The trauma registry collects information that aids in the evaluation of trauma care for a set of injured patients. Information collected includes patient demographics, injury type, injury severity, and place of occurrence.

Another source of injury data is from the Nebraska Department of Roads Madison County Traffic Accident Annual Report. This information deals strictly with traffic injuries and deaths including age, seatbelt usage, road conditions, cause of the accident, lighting, and the presence of alcohol. This report is for the county of Madison. Norfolk is the largest city in Madison county.

### **Indicator 5: Evaluate measures to assess their programs, processes and the effects of change.**

Norfolk safety programs have had many successes in public awareness, reduced injuries, and a decrease in fatalities.

Nebraska's hunter education program was initiated in 1972. This course is required for a person ages 12-29 to hunt in Nebraska. As a result, Nebraska continues an over 30 year decline in accidents. From 1966 to 1975, there were 220 hunting incidents in Nebraska, 40 of those incidents were fatal. From 1986 to 1995, the numbers dropped to 156 incidents with 9 resulting fatalities. Since 2006, there has been only 31 hunting incidents with 2 resulting fatalities in the state of Nebraska. Although numbers of hunting accidents specifically in the Norfolk area are unavailable, Norfolk, with it's popularity for hunting, has participated in this successful hunter education program.



*Norfolk Fire Station*  
<http://www.ci.norfolk.ne.us/fire/>

Child car seat fitting stations have reported very positive results from their program at Norfolk GM Auto Center and Norfolk Fire Station. Since 2004, there has been a general decline in the amount of car

seats improperly installed. In 2004, 218 seats were checked and 210 were misused. For 2004 the misuse averaged 96%. Just two year later, in 2006, 246 seats were checked and 203 of those misused. By 2006, the car seat misuse had dropped to 78%. As the numbers illustrate, these car seat fitting stations are playing a vital role in vehicle safety for young passengers.

The State Trooper has educational traffic programs addressing traffic safety issues as well as alcohol and drug educational programs. Over the last nine years, there has been a general decrease in the annual traffic fatalities. In 2000, there were 44 traffic fatalities. In 2004 there were 41, and in 2008 there were 38. This gradual decline offers encouragement to the many sponsors of traffic safety programs in the Norfolk area.

Only one other community in the world has more Optimist clubs than Norfolk. These active clubs start at the elementary school level and run through adulthood.

The Norfolk Junior Optimist Octagon International (JOOI), run by committee member Mark Claussen, is very active in the public schools and the community. They have been nationally recognized for their youth safety efforts with the Norfolk Police Department and the Nebraska State Patrol.

Their seat belt check campaigns are know as "Click it, Don't Risk it" at the middle school, "Click It B4 YOUth Start at the junior high school, and "Come Home Safe" at the senior high school. Generally, with each seat belt check, a higher percentage of students are wearing their seat belts. In the 2008-2009 school year, seat belt usage at the middle school increased from 60% to 78% and from 59% to 86%. At the junior high school, seat belt usage rose from 79% to 82%. At the senior high school, results were similar with a seat belt usage increase from 76% to 89%.

## **Indicator 6: Ongoing participation in national and international Safe Communities networks.**

With designation as a Safe Community, Norfolk community leaders look forward to participating in the national and international Safe Community networks. The representative(s) that attend will disseminate information learned from these events with the committee in order to enhance efforts in their community. The committee is willing to attend an international Safe Community conference within three years after receiving designation."

Norfolk has networks at the state, national, and international levels. Several members of Norfolk's Safe Community Steering Committee have national and international safety partnerships and many of the safety programs in Norfolk are part of national organizations.

Members of the Norfolk Safe Community Steering Committee are involved in many local, state, national, and/or international organizations. The following is a list of some of these memberships: Emergency Nurses Association, Nebraska Society of Health Educators, National Association of Area Agencies on Aging, National Safety Council, Rotary, Nebraska Association of Area Agencies on Aging, Nebraska State Domestic Violence and Sexual Assault Coalition, International Fire Fighter Association, International Association of Fire Chiefs, National Fire Protection Association, Nebraska State Volunteer Fire Fighter Association, Nebraska Municipal Fire Chiefs Association, Nebraska Hazardous Materials Association, International Code Council, Junior Optimist Octagon International (JOOI), National Organization for Youth Safety (NOYS), National Youth Leadership, Optimist International, Nebraska

Emergency Management Agency (NEMA), International Association of Chiefs of Police, Police Chiefs Association of Nebraska, and the Police Officers Association of Nebraska.

A member of the Norfolk Safe Community Steering Committee, John Grimes, is a member of the Community Emergency Response Team (CERT). This national organization is dedicated to education and awareness preparing communities for disasters. CERT members are trained to assist others in emergency situations when professional responders are unavailable.

The Norfolk Junior Optimist Octagon International (JOOI), run by committee member Mark Claussen, is very active in the public schools and the community. They have been nationally recognized for their youth safety efforts with the Norfolk Police Department and the Nebraska State Patrol. The 2009 JOOI Youth Traffic Safety Month Project was one of the 50 best in the nation. This recognition is from the National Organizations for Youth Safety (NOYS) and the Allstate Foundation. The program also works with the State Farm Foundation and the National Youth Leadership Council to bring awareness about traffic safety and seatbelt usage.

The Norfolk JOOI Project Ignition is one of 25 semi-finalists in the nation. This program is through State Farm and the National Youth Safety Council. Their project is called Don't Drive InTEXTicated. The project aims to encourage kids not to text while driving. The community task group responsible for this project include CableOne, Norfolk Police Department, State Farm, TeleBeep, and 94Rock. The students conducted surveys, had a Text-Off competition, a driving course, improvisational theater, give-aways, and a commercial that played on cable 1.

The JOOI group in Norfolk regularly attends regional and/or international conferences and frequently present on projects they have completed. Most recently, they attended the 2010 International JOOI Convention in Denver, Colorado where they presented information on two projects, "Don't Drive InTEXTicated" and "Project Ignition". Other conferences attended include the International JOOI conventions in Orlando, Florida (2008 & 2009), Nashville, Tennessee (2006), New Orleans, Louisiana (2005) and St. Louis, Missouri (2004). Regional conferences attended include Iowa District JOOI Convention in 2010 (Council Bluffs), 2009 (Des Moines), 2007 (Iowa City), 2005 & 2006 (Des Moines), and 2004 (Council Bluffs). The Norfolk JOOI group has also hosted the Nebraska District JOOI Convention in Norfolk from 2003- 2010.



*Filming Project Ignition: Don't Drive InTEXTicated  
Picture courtesy of Mark Claussen, JOOI*

As with many committee members, Norfolk Fire Chief and committee member Shane Weidner is a member of many state, national, and international organizations. Some of these organizations include the following: International Fire Fighter Association, International Association of Fire Chiefs, National Fire Protection Association, Nebraska State Volunteer Fire Fighter Association, Nebraska Municipal Fire Chiefs Association, Nebraska Hazardous Materials Association, and the International Code Council.

We wish to extend our national and international partnerships to create an even stronger safety web by joining with other communities in the Safe Community network.

**Sources of Information:**

- The Official City of Norfolk Home Page: <http://www.ci.norfolk.ne.us/>
- Facts about Norfolk, NE
- US Census Bureau, 2000 Census Information
- Nebraska Public Power District Service: [sites.nppd.com](http://sites.nppd.com)
- Norfolk Fire Station
- Norfolk Police Station
- Norfolk Public Schools