



**SAFE COMMUNITIES
CERTIFYING CENTER APPLICATION**



**APPLICATION FOR BECOMING A
CERTIFYING CENTRE FOR INTERNATIONAL
SAFE COMMUNITIES PROGRAMS**

Center/Organisation: National Safety Council

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Country: USA

Number of inhabitants: 308,630,953 (US Census Bureau, 2/11/2010)

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SAFE COMMUNITIES AMERICA

The National Safety Council Overview



The National Safety Council, through its Safe Communities America program, is currently a Safe Communities Affiliate Support Center and seeks designation as a Safe Communities Certifying Centre for the International Safe community Network.

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 54,000 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.

Safe Communities America – Working Together for Safety
The National Safety Council's goal is to prevent 10,000 deaths and 1 million injuries from unintentional injuries by 2014

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 was pleased to establish Safe Communities America in 2006. Based on the World Health Organization's (WHO) Collaborating Center for Community Safety Promotion's international 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.

The National Safety Council is proud to serve as a Safe Communities Affiliate Support Center for the United States, a designation we received in October, 2007.



We follow the international multidisciplinary approach that 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.

There are six communities in the Safe Communities America network. To date, The National Safety Council/Safe Communities America has successfully mentored four communities that have received their international designation (Omaha, Nebraska, Springfield, Missouri, and Itasca, IL, Madison, Wisconsin). Currently six additional applications have been submitted to the Certifying Center in Canada. One application was submitted to the Certifying Center in New Zealand. An additional 15 American communities are in different stages of application development.

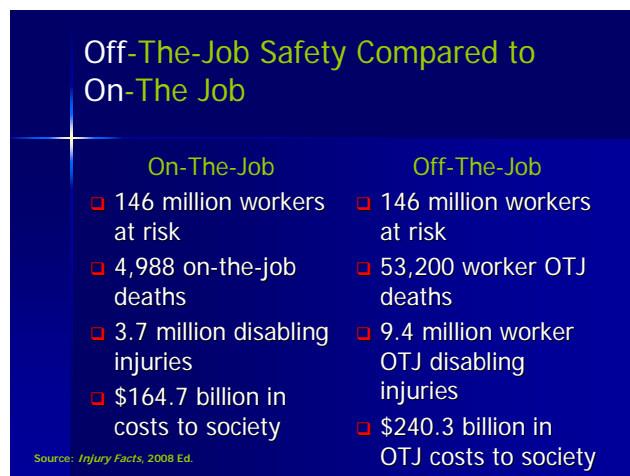


Why now?

In 2008 there were 120,000 deaths and 26.2 million disabling injuries in the United States. One out of every 11 Americans sought medical attention for their injury.

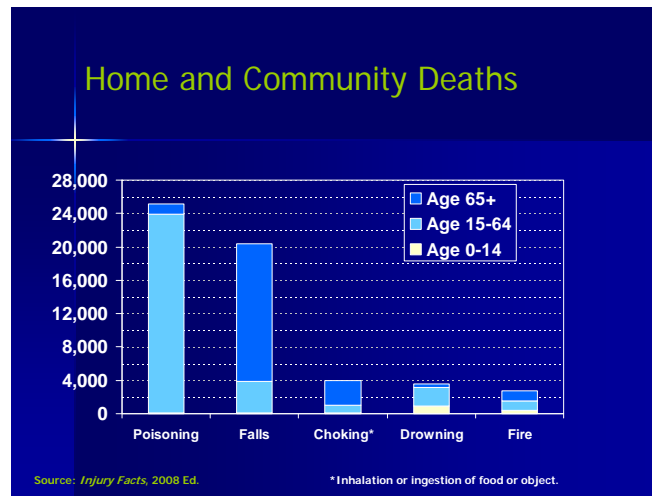


The costs of unintentional injuries in the United States are immense – \$405 billion in 2008, a 2% increase from 2007. Medical expenses, wage and productivity losses, and motor vehicle damage all contribute to this staggering number.



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.



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 engaging communities in determining what is most impacting their community, and designing programs specifically to address injury prevention in their unique environment, we can collectively make a difference and begin to reverse the trends.

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.

As a Safe Communities Affiliate Support Center the National Safety Council will continue to:

- Assist local communities to mobilize businesses and citizens to address community safety issues
- Encourage communities to 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

- Provide training and resources to assist local communities in their safety program planning processes
- Encourage and support communities 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, when possible, 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 help 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
- Work with US government agencies to develop benchmark tools to enhance community injury prevention and safety promotion efforts
- Share our tools, successes and challenges with the international Safe Communities network.

As an International Certifying Center, the National Safety Council will:

- Administer international Safe Communities designation criteria as approved by the WHO Collaborating Center for Community Safety Promotion
- Guide communities through the application review process with a positive and encouraging approach
- Review all applications for international Safe Communities designation submitted by communities
- Administer a site visit for all communities that have successfully completed the application review
- Attend and conduct community Designation Ceremonies and bestow to them their international designation and welcome them into the international Safe Communities network
- Help to identify qualified individuals who may be interested in becoming reviewers and refer them to the WHO Collaborating Centre on Community Safety Promotion for international certifier training
- Maintain an on-going relationship with all designated communities to encourage continued coalition preservation and growth
- Monitor community progress and sustainability through annual reports and other means of communication

- Conduct national, regional, and international network and training conferences when possible
- Work collaboratively with other Certifying Centers around the world and other leaders in the international Safe Communities movement
- Maintain on-going communication with the WHO Collaborating Center for Community Safety Promotion
- Attend and contribute to Certifying Center meetings
- Attend, chair meetings, and present at annual international Safe Communities conferences
- Contribute to the international Safe Communities newsletter
- Share international Safe Communities news and research with national network

INDICATORS TO BECOME A SAFE COMMUNITY CERTIFYING CENTER

1) Certifying Centres serve as primary resources for Safe Communities programs globally through program assessments, certifications and ongoing evaluations of community safety promotion efforts

Founded in 1913, the National Safety Council is a membership organization of over 18,000 companies in 51,000 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. 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.

Over many years, the Council has been a leader in workplace, transportation, and home and community safety. We publish the *Journal of Safety Research*, a peer review scientific publication, *Safety & Health*, and *Family Safety & Health* Magazines.

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.

The Council also hosts an annual Congress and Expo.

<http://congress.nsc.org/nsc2009/public/Content.aspx?MMID=223&ID=223> Averaging 15,000 attendees, participants may attend technical sessions, keynote speakers, workshops, and networking opportunities that highlight best safety practices on and off the job.

Some of the Council's current platform issues are off-the-job safety – working through business and industry to deliver home and community safety training, distracted driving initiatives, including calling for a national ban on cell phones while driving, teen driving, unintentional deaths from drug overdoses (opioid analgesic poisoning), and falls prevention for older adults. We are also focusing on encouraging businesses to become involved in their local communities to promote safety and reduce injuries.

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.

The National Safety Council has a staff of four, plus administrative support that is dedicated to the management of the Safe Communities program (see attached CVs). Dedicated staff is experienced in community organization and education, program development, management, assessments, and government relations. We also utilize the services of NSC's Research and Statistics Department, Communications and Advocacy Department, and Development Staff to support our efforts. Our Board of Directors and Board of Delegates, representing safety professionals at every level, supports our efforts (see Attachment 2).

In addition, in the event an application review requires expertise beyond that of staff, peer reviewers from other Certifying Centers will be asked to provide their support. It is our intention to work collaboratively with other Certifying Centers in the review process. We are currently working with Safe Communities Canada and the Safe Communities Foundation in New Zealand in our role as a Safe Communities Affiliate Support Center.

We will serve as gatekeepers for local communities wishing to become certified Safe Communities by providing ongoing support, promoting the value of the international Safe Communities model, providing relevant resources, vetting applications and conducting site visits to ensure that applicants meet the high standards set forth by the WHO Collaborating Center for Community Safety promotion.

We will be responsible for developing and implementing ongoing evaluations of Safe Communities programs to ensure adherence to the outlined indicators. Detailed reports will be given to communities to provide direction for future development and enhancement of their initiatives. The National Safety Council has already demonstrated its ability to do that by working with the communities of Omaha, Nebraska, Springfield, Missouri, and Itasca, Illinois who successfully completed their designation under our direction.

We will also agree to enact and manage a recertification process for members. We will encourage Safe Communities to seek recertification under the current international guidelines.

With our almost 100 year history, the National Safety Council has proven to be a sustainable entity to provide resources for the development, oversight, and continued support of Safe Communities in the United States. Additionally, the National Safety Council is committed to providing the same level of assistance and/or support to the wider Safe Communities network worldwide.

2) Certifying Centres provide a framework for promoting the Safe Communities model, both on national, regional and global levels

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 National Safety Council, through its Chapter network (see Attachment 5) that serves the 50 United States, our own internationally known Research and Statistical Services Department, our business member network of safety professionals, our long term affiliation with government agencies and injury prevention organizations provides an invaluable resource and continuing support for all communities that are interested in becoming a Safe Community. These on-going partnerships also provide multiple opportunities to promote the Safe Communities movement.

These affiliations include, but are not limited to the:

- Centers for Disease Control and Prevention
- Department of Transportation
- SafeKids
- Citizen Corps
- National Council on Aging
- OSHA
- NIOSH
- Fire Protection Association
- Poison Prevention Council
- Health Resources Services Administration
- Environmental Protection Administration
- White House Office of National Drug Control Policy
- Department of Homeland Security
- State and Territorial Injury Prevention Director's Association
- Consumers Product Safety Commission

In fact, our alliance with the CDC has already been successful in providing direct support for the development of 12 US communities.

These communities will also be part of a benchmarking initiative to follow them as they go through different stages of maturation as a community coalition.

In addition to NSC's dedicated staff to manage the on-going developmental and capacity building support, monitoring, and remediation necessary to sustain Safe Communities across the United States, the Council has already received financial support from private industry to be used as pass-through grants to help communities through their early development process and sustainability activities.

Also, NSC, through its many outreach outlets – NSC web sites, www.nsc.org, and www.safecommunitiesamerica.org, media presence, national, regional, and local network meetings, NSC's Chapter network, participation in national and local events, numerous publications – is in the unique position to promote, not only the importance of injury prevention and safety promotion, but the concept of Safe Communities as an important and viable model to accomplish those goals.

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 way 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. We recently launched an aggressive campaign to encourage drivers not to use their cell phones while driving.

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. Our Occupational Safety and Health Division conducts over 600 training programs a year nationwide. (National Training Calendar <http://train.nsc.org/ntc/newtcal01.aspx>)

In addition to hosting two Off-The-Job Safety Symposia 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 to promote off-the-job safety. An Off-The-Job Safety Advisory Panel, made up of safety professionals representing NSC business and industry partners has been formed to examine current off-the-job safety programs.

Additionally, NSC is working with the CDC to develop web-based educational training modules to encourage employees to extend their

mandated workplace safety practices to their behaviors when they leave work and return to their homes and communities.

Through our internationally respected Campbell Awards Program, companies throughout the world are invited to submit their company's safety profile/best practices. Annually one company is selected through a competitive process and their company's experience is developed into a case study that is distributed to universities and other organizations globally to be studied.

Safe Communities was featured at the 2008 Congress and Expo which generated numerous inquiries from our members regarding starting a Safe Communities coalition where they live and work.

We have developed Safe Communities Tool Kit (Attached PDF) to encourage companies and individuals to work with their communities and encourage them to become Safe Communities. This also includes a White Paper that makes the case for businesses to support Safe Communities (Attached PDF).

Many of NSC's members have international divisions and offices. This will have a direct benefit for Safe Communities. Already one of our corporate supporters is asking how they can extend their support to communities in Canada where they have offices.

3) Certifying Centres promote the development of local capacity to address injury problems

The National Safety Council encourages communities to document and evaluate their progress in addressing safety issues within their communities. Once an international annual report document is developed, communities will be required to complete them.

It is our intention to conduct networking, capacity building, and training conferences for the US, North American Network, and international Safe Communities Network.

Council training will help communities to use local community injury data to help determine future direction. Training will also help communities to develop and implement evaluation strategies.

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 International Safe Community model.

The National Safety Council also offers Distracted Driving and other product and training resources that can provide communities with the support they need to sustain their momentum and program resources.

NSC understands that Safe Communities is a rigorous process that needs to be nurtured and promoted and that not every community that seeks and/or receives designation will be able to sustain their efforts. NSC is committed to support and encourage those communities through that process for as long as they are interested.

4) Certifying Centres understand that they are responsible for defining their missions, and their service areas, in cooperation with the WHO Collaborating Centre on Community Safety Promotion

The National Safety Council's mission: Making our world safer. This long standing mission clearly positions and defines NSC's role in the United States since 1913.

The National Safety Council's is committed to:

Continuing to increase public awareness of the NSC's leadership role in distracted driving, discourage the use of cell phones while driving, "off-the-job safety," older adult falls, teen driving, unintentional death by poisoning from prescription painkillers, changing workforce, and emergency and disaster preparedness.

Broadening 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

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

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

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

Developing and executing comprehensive advocacy programs that further influence models and results on the economics of safety and health initiatives."

We agree to take our long-standing work on the international, national and local level and expand our reach and influence by working with the

WHO Collaborating Centre on Community Safety Promotion to develop, support and sustain Safe Communities throughout the United States and internationally.

We understand and agree that the WHO Collaborating Centre on Community Safety Promotion reserves the right of final approval for all applicants, as Affiliate Centre applicants or Certifying Centre applicants.

The goal of Safe Communities America is:

To work collaboratively with communities, industry and government agencies to improve community safety through the creation of a sense of awareness, understanding, support and leadership to implement effective community safety programs, to create safe environments and to contribute to reducing the social and economic costs of injuries in the United States and internationally.

The key objectives of Safe Communities America are to:

- Raise awareness of, advocate for, and support the development of safety promotion and injury prevention at local, regional, national and international levels;
- Increase the number of community safety programs throughout the United States through participation in community networks and other collaborative opportunities;
- Facilitate access to national, regional, or local data to identify groups at high risk of injury;
- Provide information, resources, and training to improve knowledge of proven and promising community-based safety promotion and injury prevention strategies;
- Apply Criteria, maintain links with and participate nationally and internationally in, the designation (including re-designation) of International Safe Communities of the International Safe Community Network based on indicators as published by the World Health Organization (WHO) Collaborating Centre on Community Safety Promotion, Karolinska Institutet, Sweden;

5) Certifying Centres recognize their responsibility to promote and use fair and appropriate models for the purpose of certifying local programmes

The United States is a very large country with many diverse populations with different injury prevention and safety promotion needs, levels of understanding about safety issues, and different approaches to achieve results. NSC's Safe Communities America staff and its vast network of available resources on the national and local level are well equipped to meet their needs – one community at a time.

NSC understands that our work is primarily to ensure that applicants to the Safe Communities network can successfully demonstrate their ability to meet program indicators.

Additionally NSC recognizes that models that prove effective in one country, may not necessarily work inside another.

We will strive to provide services to local Safe Communities that are based on actual costs of services delivered, and that are affordable to, and acknowledged as fair by local programs wishing certification and designation. We will continue to seek private and government support to pass through to local communities to help in their efforts.

6) Certifying Centres' efforts are sustainable

The National Safety Council has been working to reducing injuries and preventing deaths since its inception in 1913. We are committed to supporting the Safe Communities movement in the United States and internationally.

The National Safety Council has a staff of four, plus administrative support that will be dedicated to the management of the Safe Communities program (see attached CVs). Dedicated staff is experienced in community organization and education, program development, management, and assessments, and government relations. We will also utilize the services of NSC's Research and Statistics Department and the Safe Communities America National Advisory Board.

In addition, in the event we receive more applications than we can administrate, peer reviewers from other Certifying Centers will be asked to provide this support.

The National Safety Council has already assisted Omaha, Nebraska Springfield, Missouri, and Itasca, IL, who have successfully completed their designation under our direction. In addition, we have established a relationship with Dallas, Texas, and Anchorage, Alaska, previously

established Safe Communities who have been generous with their time and expertise.

We developed the North American Safe Communities Regional Network with Safe Communities Canada and have attended all their local and regional meetings since we started this process.

We believe that collaboration is key to success. NSC will continue in this established and documented tradition of partnership and collaboration to move Safe Communities forward in the United States and internationally.

The National Safety Council supports its Safe Communities America program through member donations that kept in a restricted fund. NSC also supplements the dedicated Safe Communities America budget with direct operating funds and resources, including staff time.

7) Certifying Centres disseminate their experiences, both with each other, and at national and international levels

NSC agrees to regularly report on their work to the WHO Collaborating Centre on Community Safety Promotion.

NSC agrees that reports of Safe Communities program certifications will be provided to regional and national stakeholders. We will strive to include such stakeholders at functions where Safe Communities are recognized.

And, NCS will regularly participate in national and international conferences and other events where they can share knowledge and help refine program models. We have already attended international Safe Community meetings in Canada (Safe Communities Canada Annual Meeting and will attend the Brampton, ON, designation ceremony), Sedona, AZ, and attended the international conference in Christ Church, New Zealand where we presented. In addition we have visited safe communities in Sweden. We were also represented at the World Safety Conference in Merida, Mexico, where we presented.

NSC's highly acclaimed annual safety Congress is open to safety professionals around the world. It is one of the largest safety conferences in the world. Attendance averages around 15,000 people – safety professionals, government agency representatives, community groups, health departments, NSC members, and international guests. We hope international safe community representatives will take advantage of this opportunity.



In addition, NSC will use its extensive network to widely disseminate information and promotion about Safe Communities to encourage communities around the United States to participate. We will also encourage our members to not only support Safe Communities with donations, but to participate in their local Safe Communities coalitions.

During National Safety Month (NSM), every June, thousands of companies, government agencies, community groups and organizations participate in efforts to distribute NSC safety and health information that focuses on the leading causes of injury and death. NSM promotion averages around 50,000 visitors to the NSM Web site and 1.9 million exposures to NSC Internet syndicated safety tips. More than 33,000 posters and tip sheets are downloaded.

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.

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

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 "5 Minute Safety Talks," maintain a Safety Video Library with 2000 titles in English and Spanish, and more. 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.