



**SAFE COMMUNITIES
CERTIFYING CENTER APPLICATION**



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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.

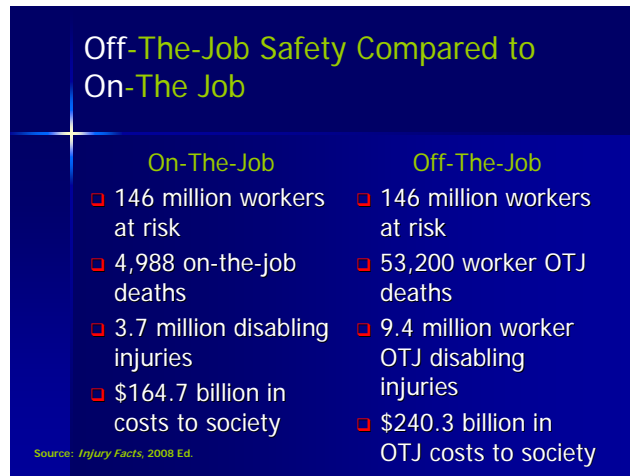


Why now?

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.

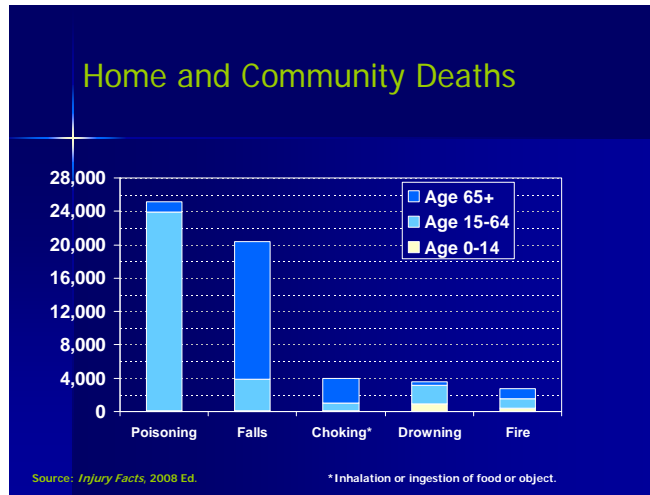


The costs of unintentional injuries in the United States are immense – \$405 billion in 2008, a 2% increase from 2007. Medical expenses, wage and productivity losses, and motor vehicle damage all contribute to this staggering number.



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

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

Center/Organisation: National Safety Council

Address: 1121 Spring Lake Drive (Headquarters),
Offices in Washington, DC, Syracuse, NY, and Chapters around the country
(attachment 1)

Zip code: 60143 **City:** Itasca, Illinois

Country: USA

Phone (country code included): 001 630.775.2555

Fax: 001 630.775.2310

Country: USA

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

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

Name: Donna Stein-Harris (key contact)

E-mail: donna.stein-harris@nsc.org

Indicators for Certifying Centres

Groups applying for Certifying Centre status are seeking:

- To undertake the responsibility of serving as the primary certifying body for Safe Communities;
- To publicly affirm commitment to support local, regional and international Safe Community initiatives;
- To promote the Safe Communities model at local, regional and national levels; and
- To contribute to knowledge development at the international level through the Safe Community Network, in partnership with the WHO Collaborating Centre on Community Safety Promotion.

Any organization seeking a Certifying Centre status must have a documented record of experience in community safety program development and implementation, including evaluation of safety programs.

Applicants applying for Certifying Centre status are expected to describe and define the “communities” they serve within the context of their programs.

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.

The following list summarizes our current activities and outlines our plans for the future:

Safe Communities America/National Safety Council National and International Activities

Future Activities

- Convene a North American Regional Networking and Training Conference in the summer of 2010. This conference will include representatives from all North American internationally designated communities, Affiliate Support Centers, and Certifying Centers, as well as interested partners (i.e. CDC, public health community, safety promotion organizations, academic institutions, community stakeholders). Safe Communities representatives from other parts of the world are welcome. The planning for this conference and future regional conferences will be planned in collaboration with Safe Communities Canada.

- Apply to convene International Safe Communities Conference in the United States for 2013. This conference will coincide with the National Safety Council's 100th Anniversary celebration and be held concurrently with NSC's annual Congress and Expo in Chicago. International Safe Community representatives will have the opportunity to participate in safety promotion technical sessions offered to Congress attendees as well as sessions just for International Safe Communities representatives. The International Safe Communities participants will also convene their own Opening Session, banquet, poster exhibit, and Closing Session. This will be an opportunity to expand technical training to International Safe Communities participants as well as promote the International Safe Communities movement to the additional 15,000 Congress and Expo attendees.

- Participate in on-going sustainability efforts with other Support and Certifying Centers to help maintain a viable international network. Safe Communities America is willing to mentor other developing regions around the world, including other North American regions, such as Mexico. We will work with our International Department to help identify other parts of the world that show an interest in Safe Communities. We will provide support through counseling, participation in international community development activities, and leveraging our safety network to provide additional guidance.

- Safe communities America/NSC will develop a webinar series to explore best practices in community safety promotion based on current worldwide injury data trends – older adult falls, unintentional drug overdoses, motor vehicle safety, workplace injuries, etc. International Safe Communities would be asked to contribute ideas and speakers. Safe Communities America/NSC would host and coordinate the series. The webinar series would be offered to all Safe Communities around the world. The series would be archived to allow for time zone differences. The webinar series will be launched at the North American Regional Conference this summer.
- Work with CDC to create a benchmarking tool to help communities enhance current activities and create a model for sustainability and expansion that will be shared with the international network (on-going).
- Participate in 19th International Safe Communities Conference, Korea, 2010
- Participate in 10th World Conference on Injury Prevention and Safety Promotion, London, 2010
- Participate in 20th International Safe Communities Conference, Sweden, 2011
- NSC agrees to regularly report on our work to the WHO Collaborating Centre on Community Safety Promotion (on-going).
- Develop and share tools with International Safe Communities network to help engage corporations to support Safe Communities (on-going).
- Increase number of internationally trained Certifiers.
- Continue all of the below current activities

Current Activities

- NCS regularly participates in national and international Safe Communities and other safety-related conferences, meetings and events where we can learn and help to contribute to best practices in workplace, transportation, and home and community safety.
- Attended three Safe Communities Canada Annual Meetings
- Represented Safe Communities America at the Brampton, ON, designation ceremony

- Attended Safe Communities/Safe School Conference, Sedona, AZ
- Attended the international conference in Christ Church, NZ, where we presented a keynote address and session
- Visited Safe Communities throughout Sweden and Canada
- We were also represented at the World Safety Conference in Merida, Mexico, where we presented.
- Attended Certifiers Training in Winnipeg (Safe Communities America has six internationally trained Certifiers)
- Conducted site visit and designation ceremony in Madison, WI, on behalf of the NZ Certifying Center
- Mentored and provided technical assistance to communities that seek International Safe Communities designation – Montgomery County, KY, New Lenox, IL, Arlington Heights, IL, Murray State University, (State), Emory University, GA, Lincoln, NE, Nebraska Panhandle (11 counties), Jefferson Parrish, LA, Beatrice, NE, Tallahassee, FL, Kingsport Area, TN, Windham, ME, Concord, NH, Quincy, IL, Erie, PA, Norwich, CT, as well as those communities who have completed or nearly completed their designation.
- Participated as application and/or site visit reviewers in Omaha, NE, Springfield, MO, Itasca, IL, Hagerstown, MD, Lycoming , PA, Shawnee, OK, University of Southern California, and Madison County, KY
- NSC hosts a highly acclaimed annual safety Congress that is open to safety professionals around the world. It is also 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. During our annual Congress, we have featured Safe Communities through keynote speakers, panels, and Board of Directors and Delegates presentations.
- The National Safety Council hosted the World Safety Congress in 2005 in Orlando, Florida. The World Congress, organized jointly by the United Nation's International Labor Organization (ILO) and the International Social Security Association (ISSA), is held every three years. Occupational safety and health professionals, employers and workers in both the public and private sector, social security representatives, policymakers and administrators, representing more than 110 countries attended.

- 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.
- We have submitted articles to the Safe Communities newsletter
- The National Safety Council also has an international division that services Latin America, Europe, the Middle East, and China. We provide workplace safety training and education as well as consulting services.
- NSC also encourages our members to not only support Safe Communities with
- donations, but to participate in their local Safe Communities coalitions.
- 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. 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 .



ATTACHMENT 1

Becoming a Designated Safe Community

Safe Communities America has been established by the National Safety Council to work collaboratively with other key stakeholders to further support the development of injury prevention and safety promotion in the United States and internationally. As part of this process Safe Communities America will be assisting communities who are interested in working toward designation as an International Safe Community of the International Safe Community Network.

This approach to safety promotion and injury prevention encourages greater cooperation and collaboration between non-government organizations, the business sector, central and local government agencies, and creatively mobilizes local community members to action.

The international Safe Communities model helps to create an infrastructure for local communities to address injury prevention initiatives through the building of local partnerships.

We believe that designation is important as it provides recognition for the efforts of the various organizations and individuals working together to design and implement strategies to promote safety and reduce the incidence and/or severity of injury in their population. The Safe Community model for injury prevention and safety promotion is a proven and sustainable model for reducing the injury burden.

A designation process provides not only support for communities, but is an indication of a level of achievement within the field of safety promotion and injury prevention. Coalitions will receive international recognition for their efforts in local community safety. This public commitment to an open, transparent and evidence-based approach provides significant benefit to any community who makes this commitment.

Indicators and Process to Become a Safe Community

In order to be designated as a Safe Community, Safe Communities America, of the International Safe Community Network. Communities are required to meet the following six criteria:

1. An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community.
2. Long-term, sustainable programs covering both genders and all ages, environments, and situations.
3. Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups.
4. Programs that document the frequency and causes of injuries.
5. Evaluation measures to assess programs, processes and effects of changes.
6. Ongoing participation in national and international Safe Communities networks.

Communities can contact any Certifying Center throughout the world for evaluation and designation. Communities wishing to apply for designation as a safe community contact may Safe Communities America at the National Safety Council or go to www.safecommunitiesamerica.org or www.nsc.org for assistance if they choose.

Process: Safe Community

- The process for designation as a Safe Community includes a written application, a site visit, and designation ceremony celebrating their achievement. When a community considers it has achieved the above criteria they should follow the instructions in the international guidelines that they can download from www.safecommunitiesamerica.org or from the WHO Collaborating Center for Community Safety Promotion, http://www.phs.ki.se/csp/pdf/guidelines/guidelines_for_sc_application_081113.pdf.

An application fee will be paid to Safe Communities America. The application fee covers administrative costs associated with the application process and the international peer review process. Travel costs for one reviewer for the site visit and designation ceremony are covered by the applicant.

One electronic copy (including appendices) of the application and/or a disk will be sent to:

Donna Stein-Harris
Safe Communities America
National Safety Council

1121 Spring Lake Dr.
Itasca, IL 60143-3201
www.nsc.org

630.775.2555 Direct
Donna.stein-harris@nsc.org

The application can also be uploaded onto the Safe Communities America web site, www.safecommunitiesamerica.org.

A shorter text for inclusion in both the WHO Collaborating Centre on Community Safety and Safe Communities America webpage is also required. <http://www.phs.ki.se/csp/pdf/guidelines/web2008.pdf>

The application will be reviewed by internationally trained certifiers. If necessary, a conference with the community's steering committee will be scheduled to clarify information on the application. Once the application is deemed acceptable a written report using the application/site visit review form (Attachment 6) as a guide will be sent to the community prior to the site visit.

Internationally trained and certified reviewers - representatives from the Safe Communities America network and/or an international reviewer - will make the on-site visit (usually 1-2 days) to review the application and program. Emphasis is given to how the community has achieved each of the six criteria and needs to include:

- A meeting with the cross-sectional group that is responsible for the safety promotion/injury prevention program in the community; and
- A field visit with community groups/agencies that are responsible for initiatives and other relevant activities relating to injury prevention and safety promotion in the community, arranged at a time and place suitable to both the community and the Safe Communities America and/or international representative.

Once all the above have been satisfactorily completed, a designation ceremony is arranged at a time and place suitable to both the community and the Safe Communities America and/or international representative.

Each community receiving Safe Community designation through the Safe Communities America Certifying Center of the National Safety Council agrees to include the International Safe Communities logo the

Safe Communities America logo on their announcement, promotional and educational materials.

In addition to the requirement specified by the WHO Collaborating Centre on Community Safety Promotion, the group also needs to agree to make an announcement celebrating their designation and, after receiving designation, work with the Safe Communities America staff as part of their ongoing commitment to the international and national Safe Communities network.

All application and designation information can be accessed at www.safecommunitiesamerica.org or at www.nsc.org .

ATTACHMENT 2

SAFE COMMUNITIES AMERICA

Oversight and Organizational Chart

Safe Communities America will have **three** levels of oversight:

1. National Safety Council internal staff dedicated to the day-to-day operational activities of Safe Communities activities (see bios below)
2. National Safety Council senior management, Board of Directors and Board of Delegates who will periodically review Safe Communities America activities for strategic direction and content evaluation (attached PDF - list of members)
3. National Safe Communities Advisory Board made up of executive level safety professionals representing a cross section of NSC business members, government agencies, and advocacy groups who will:
 - 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
 - Serve in a review capacity on specific issues and/or programs when appropriate
 - Willingness to explore support opportunities in the participation of national and international networks and activities

In addition, Safe Communities America will take advantage of the experience and expertise of national and international peer advisors when guiding and mentoring communities.

US Safe Community America Network Advisors

Kay Farrell - National Safety Council, Safe Communities Omaha

Deborah Biggs - Safety Council of the Ozarks, Safe Communities Springfield

Shelli Stidham-Stevens - Safe Communities Dallas

Marcia Howell – Safe Communities Anchorage

International Safe Communities Network Advisors

Leif Svanstrom, Professor, Chair

Karolinska Institutet

WHO Collaborating Centre on Community Safety Promotion,
Stockholm, Sweden

Paul Kells, Founder and Executive Director

Safe Communities Canada

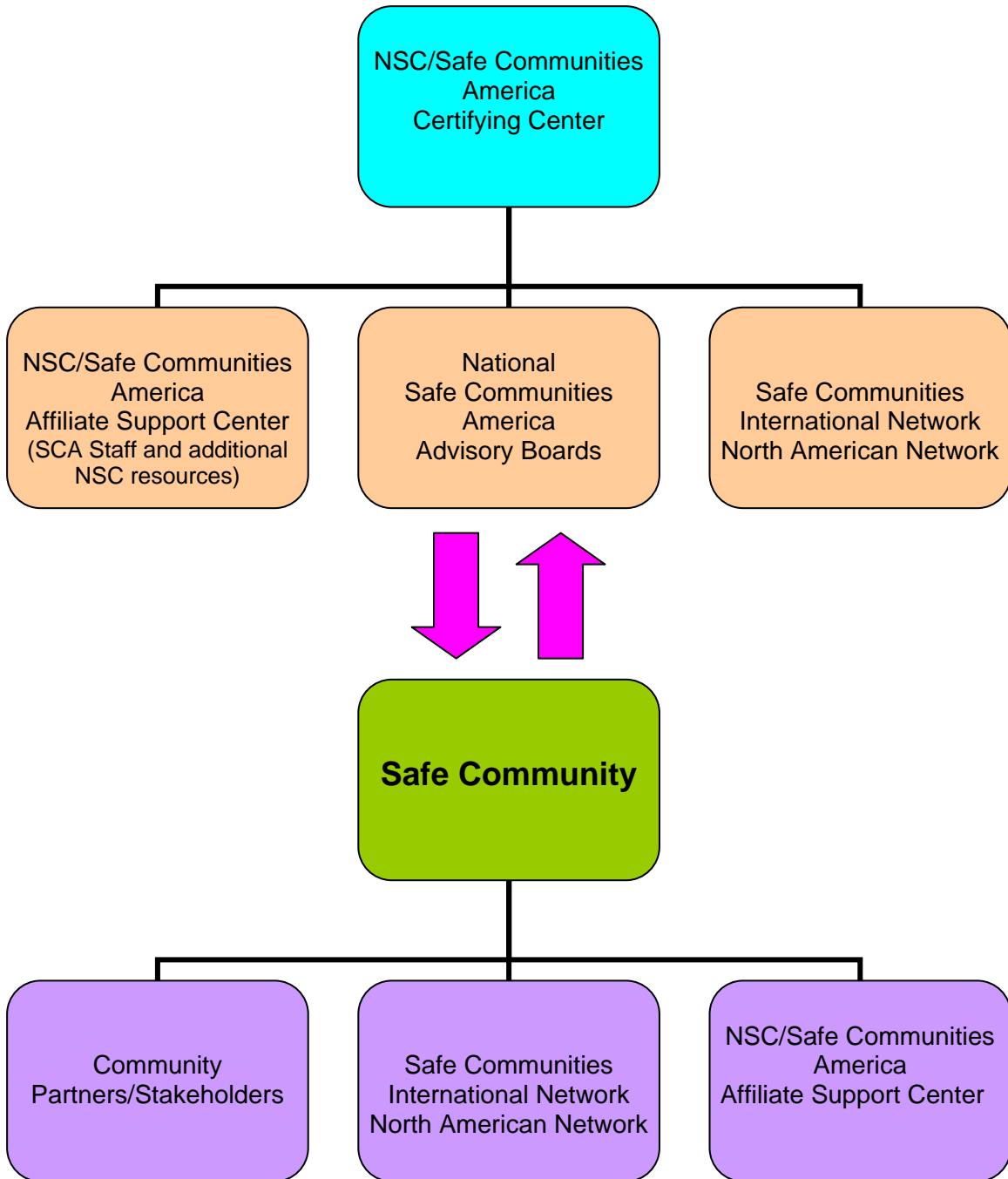
Carolyn Coggan, Executive Director

New Zealand

Safe Communities Foundation of New Zealand

Safe Communities America Organizational Chart

Safe Communities America will follow the model below. The community is the centerpiece and all activity flows up and down from the community with the fundamental purpose of developing and sustaining a successful Safe Community.



SAFE COMMUNITIES AMERICA

Record Keeping and Reports

Record keeping is an important and on-going task.

All records, applications, correspondence, etc., will be requested electronically and stored in Safe Community dedicated password protected files and folders. We will be using the National Safety Council's organizational network which has a built-in secured back-up system.

Hard copies will also be filed in a secured area.

If electronic files are not available, documents received in the mail will be scanned and filed electronically.

Reports, notes, memos, site visit observations, will be recorded and filed electronically in a secure Safe Communities designated file/folder.

ATTACHMENT 3

SAFE COMMUNITIES AMERICA

OPERATIONS/POLICIES

Confidentiality, Rules of Appeal, and Withdrawal and Cancellation Policies

Confidentiality

Safe Communities America, an initiative of the National Safety Council, confidentiality policies cover the collection of data and information to help evaluate Safe Communities' applications, develop programs and services to assist applicants and communities, and to conduct research to help in the overall evaluation of the Safe Communities initiative nationally and internationally. It also includes the collection of personal information to provide requested information about Safe Communities activities, products, services/training, meetings and national and international conferences.

Data Collection

All collected data would be stored in dedicated, password protected files. For confidential programs, the responses will be processed and data entered into an electronic database within two business days.

Personal Information

Safe Communities America has adopted a privacy policy which establishes principles governing the collection, use and disclosure of personal information in the execution of all aspects of Safe Communities America activities.

What is Personal Information?

Personal Information includes any factual or subjective information, recorded or not, about an identifiable individual. This includes information in any form, such as:

- Name, ethnic origin
- Opinions, evaluations, comments, social status, or disciplinary actions

The name, business title, business name, business phone number, and e-mail of an employee of an organization are not considered to be private information.

What We Collect

Safe Communities America collects personal information only for the following reasons:

- To provide the products or services that participants and stakeholders have requested
- To understand participant and stakeholder needs and to recommend products and services accordingly
- To manage our business, which includes employment matters
- To meet legal, statutory and regulatory requirements

Personal information will not be used for any other reason without consent.

We do not collect any personal information unless voluntarily provided to us. For example, if a request is made to have a guide, poster, or other promotional material mailed to a business or residence, we ask that a name is provided, as well as an e-mail address, phone number, and mailing address to accommodate the request.

E-mail addresses will also be added to our electronic newsletter distribution list and/or to our conference mailing list. If one does not wish to be contacted in this manner, please so indicate while placing the order. We do not share our mailing/distribution lists with any third parties.

Obtaining Consent

Consent is obtained before the collection of personal information.

Limiting Collection

Personal information will be collected only where it is necessary for valid business purposes. We will collect the personal information we need only for the stated purpose.

Limiting Use, Disclosure and Retention

The purposes for which personal information is being collected will be identified at or before the time that the personal information is collected.

Personal information will not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual involved or as required by law. Personal

information will be retained only as long as is necessary for the fulfillment of the purposes regarding which it was collected.

Accuracy & Openness

We keep our participants, stakeholders and our employees informed of our policies and practices surrounding the management of personal information.

The personal information that Safe Communities America keeps will be kept as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used. We will give individuals reasonable access to their personal information and correct any personal information if its accuracy and completeness are challenged and found to be deficient.

Using Appropriate Safeguards

Any personal information collected by Safe Communities America will be kept private and disclosed to staff and/or third parties on a need-to-know basis only.

Providing Recourse

We will investigate any concerns or complaints promptly.

Rules of Appeal

All appeals will follow policies directed by the WHO Collaborating Centre on Community Safety Promotion. In the absence of printed regulations regarding same from the Centre, any appeals for rulings will be referred directly to the WHO Collaborating Centre on Community Safety Promotion, until same provides written policies.

Withdrawal and Cancellations

Withdrawal and cancellations of Safe Communities certificates will be undertaken under direction and guidance of the WHO Collaborating Centre. In the event that a certified Safe Community is unable to meet terms of recertification, the community will be informed of this decision through a written report, stating which documents will need to be corrected before recertification takes place. The Safe Communities America Certifying Center would receive the report. Yearly progress reports are required so that problems are identified early in the recertification process.

ATTACHMENT 4

SAFE COMMUNITIES AMERICA

Staff and Qualifications

Safe Communities America Staff

Donna Stein-Harris – Senior Director
Kristin Lolmaugh – Senior Program Manager
Tess Benham – Program Manager
Rachel Poulin – Program Coordinator
Deanna Capra - Administrative Assistant

Most Safe Communities Affiliate Support Center and Certifying Center functions will be managed by the above staff. We will, on occasion, utilize the services of NSC's Research and Statistics Department and the Safe Communities America National Advisory Board (nationally recognized leaders in safety)

Dedicated staff is all experienced in community organization and education, program development, management, and assessments, and government relations.

Donna Stein-Harris, Tess Benham, and Kristin Lolmaugh have been internationally trained and have received their certification as international Safe Community Certifiers.

NSC's Research and Statistic's Department, internationally known for its cutting edge work in the safety community, is headed by Mei-Li Lin, PhD, an eminent researcher who has been instrumental in safety initiatives in China, Mexico, as well as in the United States.

Biographies of Professional Project Staff

Donna Stein-Harris

Senior Director, Strategic Initiatives – Off-The-Job Safety

Education

BA: English, Speech
University of Illinois

Studies in Masters of Business Administration
Northwestern University

Professional Experience

Donna Stein-Harris is responsible for the development, implementation, and evaluation of new and the integration of existing initiatives that help to reduce the incidence of injuries and promote health in the home and community. She is also responsible for seeking out partnership opportunities that help the National Safety Council in accomplishing their goal of reaching the greatest number of people with the highest level of impact to reduce injuries and promote health in the home and community. To that end, she is working with the World Health Organization Collaborating Centre on Community Safety Promotion at the Karolinska Institutet, Stockholm, Sweden, to implement Safe Communities America, a collaborative approach to injury reduction at the national and most importantly, at the local level through NSC's Chapter Network.

Donna Stein-Harris has over 30 years experience in not-for-profit management including image building, strategic planning, fiscal management, partnership/corporate development, media and public relations, marketing, and organizational development.

She held the position of Executive Director of the Skin Cancer Foundation in New York City and was Senior Director of Communications for the American Academy of Dermatology (AAD) in Schaumburg. While at AAD she was responsible for corporate partnership development. She managed a coalition of corporate partners that worked directly with, and contributed to, the AAD to support their mutual goal of raising the visibility of the specialty. This effort also resulted in developing long-term relationships with industry

that brought the Academy additional in-kind and direct support as well as paving the way for future collaborations.

Collaborative initiatives have been a theme throughout her career. As President and principal of S.B. Network, a small health promotion company, Donna had the opportunity to work with government agencies, voluntary health organizations, local health departments, and media outlets on a variety of health promotion initiatives.

Her work with the Department of Alcoholism and Substance Abuse, the Chicago Department of Health, Office of Hispanic Affairs, the California Department of Health, American Lung Association, American Heart Association, and major universities, gave her the opportunity to help heighten awareness of important health related issues that affects the health and wellbeing of the general public.

Kristin Lolmaugh
Senior Program Manager

Education

B.S. in Art Education from the University of Maryland.

Kristin Lolmaugh is Senior Program Manager for the National Safety Council's Home and Community Partnerships and Initiatives, which she joined in 1993. Her responsibilities include managing and supervising staff for numerous federally-funded programs under the U.S. Environmental Protection Agency and the U.S. Coast Guard. Some of these programs have included implementation of an indoor air quality program with four national radon phone lines; poison prevention outreach activities; message development of older adults on recreational boating safety; asthma outreach; youth environmental community outreach activities; child care environmental health curriculums; electro-magnetic field publications research and focus groups; and a variety of radiation programs.

Ms. Lolmaugh represents the National Safety Council on a number of national councils such as the National Poison Prevention Week Council, the Fire Safety Council, and the National Skin Cancer Prevention Council. She has conducted workshops and made presentations at numerous national conferences, i.e., the National Safety Council's Annual Congress & Expo, EPA's Community Involvement Conference, National Head Start Conference, and the National Radon Meeting.

Ms. Lolmaugh had primary responsibility for the development, design, and maintenance of the Home & Community web presence and has extensive experience in numerous software programs involving World Wide Web page creation and on-line networks. She also provides desktop publishing guidance and support for the various programs in the division, with responsibilities including the content, design, and layout of guidebooks, newsletters, kits, and brochures. She provides strategic planning support for conferences and workshops. She has a B.S. in Art Education from the University of Maryland.

Tess Benham
Program Manager

Education

BS: Business Administration
George Mason University

Professional Experience

Tess Benham is responsible for development, implementation, and evaluation of injury prevention programs and programs that promote the safety and health in home and community settings. As part of NSC's Off-The-Job Safety and Health strategic initiative, she develops employer resources to deliver health and safety programs to employees and their families.

Tess Benham provides technical assistance and support to communities seeking designation through the Safe Communities America Initiative. Additionally, she is an International safe communities certifier. In this capacity, she reviews applications, conduct site visits and represent the certifying center at designation celebration.

Tess Benham has over 10 years of experience in program development and grants administration. This includes more than 5 years of experience in administering and monitoring grant applications and contracts for a statewide organization. She has a proven track record of implementing and managing effective social service and violence prevention programs.

Mei-Li Lin, Ph.D.

Senior Director, Research and Statistical Services

Education

PHD: Industrial Engineering, Minor: Statistics

MS: Industrial Engineering

University of Wisconsin-Madison

University of Wisconsin-Madison

Professional Experience

Ms. Lin is the Senior Director of Research and Statistical Services at the National Safety Council. She has the overall responsibility of the Council's research and statistical publications and directs technical and professional staff to collect and analyze injury data, to develop products that promote safety and health, and to formulate research plans and proposals. Her group has designed various survey instruments and has conducted numerous evaluation surveys to measure the quality and effectiveness of many safety and health training programs.

Before joining the Council, Ms. Lin managed the product safety program for a major paper machine manufacturing company. In that capacity, she led the development and implementation of a global safety program, performed injury trend and cost analyses, and conducted numerous ergonomic/manual material handling evaluations. She is experienced in on-site risk assessments, machinery safety, and European regulation compliance.

In addition to her industrial experience, Ms. Lin was an Assistant Professor for the Biomedical and Industrial Engineering Department at Wright State University. Courses she helped develop and/or taught included: Occupational Safety and Health, Advanced Industrial Ergonomics, Experimental Design for Engineers, and Human Factors Engineering Methods.

Ms. Lin is a member of both the US Technical Advisory Group for ISO Machinery Safety Technical Committee and Sigma XI-The Scientific Research Society. In addition, she has published several research papers on the topics of musculoskeletal injuries and biomechanical

stress. Ms. Lin is currently a consulting editor for the Journal of Safety Research.

Rachel Poulin
Project Coordinator

Education

BS: Biological Sciences, Minor: Psychology
Eureka College
Eureka, Illinois

MPH: Public Health Promotion
Northern Illinois University
DeKalb, Illinois

Professional Experience

Rachel Poulin assists with development, implementation, and evaluation of programs that promote safety and health in home and community settings. She provides technical assistance and support to communities seeking designation through the Safe Communities America initiative.

Rachel Poulin has experience in advocacy, policy and education. At the American Academy of Pediatrics, a membership organization dedicated to childhood health and well being, Rachel worked closely with pediatrician volunteers to advocate for child health care issues at a state and local level. She also has over five years experience in developing self-study medical education programs.

ATTACHMENT 5

National Safety Council Chapter Network

The National Safety Council is in the unique position of having representatives that service all areas of the United States. NSC Chapters have already demonstrated their willingness to mentor communities in their service areas.

ALABAMA

[Alabama Chapter, NSC](#)

241 W. Valley Avenue, Ste 106
Birmingham, AL 35209
Phone: (205) 328-7233
Alt. Phone: (800) 457-7233
Fax: (205) 328-1467
[Email: alabama@nsc.org](mailto:alabama@nsc.org)

[Alabama Chapter, NSC](#)

2041 Beltline Road S.W., Bldg. A, Ste. 110
Decatur, AL 35601
Phone: (256) 308-1133
Fax: (256) 308-1161
[Email: alabama@nsc.org](mailto:alabama@nsc.org)

ARIZONA

[Arizona Chapter, NSC](#)

1605 W. Indian School Rd.
Phoenix, AZ 85015
Phone: (602) 264-2394
Fax: (602) 277-5485
[Email: main@acnsc.org](mailto:main@acnsc.org)

ARKANSAS (NORTHERN)

[Safety Council of the Ozarks](#)

1110 South Glenstone
Springfield, MO 65804
Phone: (417) 869-2121
Alt. Phone: (800) 334-1349
Fax: (417) 869-2133
[Email: dbiggs@nscozarks.org](mailto:dbiggs@nscozarks.org)

ARKANSAS (SOUTHERN)

[National Safety Council, Ark-La-Tex Chapter](#)

8100 Kingston Rd., No. 107
Shreveport, AR 71108
Phone: (318) 687-7550
Fax: (318) 687-7298
[Email: safety@nscaltchapter.org](mailto:safety@nscaltchapter.org)

CALIFORNIA

[National Safety Council, California Chapter](#)

4552 Glencoe Avenue, Ste. 150
Marina del Rey, CA 90292
Phone: (800) 421-9585
Alt. Phone: (310) 827-9781
Fax: (310) 827-9861
[Email: california@nsc.org](mailto:california@nsc.org)

COLORADO

[Colorado Safety Association](#)

4729 Oakland Street, #500,
Denver, CO 80239
Phone: (303) 373-1937
Alt. Phone: (800) 727-0519
Fax: (303) 373-1955
[Email: melodye@coloradosafety.org](mailto:melodye@coloradosafety.org)

CONNECTICUT

[Served by Safety Council of Western New England](#)

1000 Wilbraham Road
Springfield, MA 01109
Phone: (413) 783-1632
Alt. Phone: (800) 359-9717
Fax: (413) 783-1042
[Email: info@scwne.org](mailto:info@scwne.org)

DELAWARE

[Chesapeake Region Safety Council](#)

Rutherford Business Center
17 Governor's Court
Baltimore, MD 21244
Phone: (410) 298-4770
Alt. Phone: (800) 875-4770
Fax: (410) 281-1350
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DISTRICT OF COLUMBIA[Chesapeake Region Safety Council](#)

Rutherford Business Center

17 Governor's Court

Baltimore, MD 21244

Phone: (410) 298-4770

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Fax: (410) 281-1350

[Email:safety@chesapeakeesc.org](mailto:safety@chesapeakeesc.org)**FLORIDA**[Central & North Florida Chapter, NSC](#)

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Orlando, FL 32809

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Alt. Phone: (800) 427-2713

Fax: (407) 370-9902

[Email:floridacn@nsc.org](mailto:floridacn@nsc.org)[South Florida Chapter, NSC](#)

1345 SW 11th Way,

Deerfield Beach, FL 33441

Phone: (866) 672-5700

Alt. Phone: (954) 354-5700

[Email:training@safetycouncil.com](mailto:training@safetycouncil.com)**GEORGIA**[Georgia Chapter, NSC](#)

3300 NE Expressway Ste 5A

Atlanta, GA 30341-3941

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Alt. Phone: (800) 441-5103

Fax: (770) 457-6189

[Email:georgia@nsc.org](mailto:georgia@nsc.org)**ILLINOIS****(CHICAGOLAND AREA)**[Chicago Chapter, NSC](#)

1121 Spring Lake Drive

Itasca, IL 60143-3201

Phone: (800) 621-2855

Alt. Phone: (630) 775-2213

Fax: (630) 775-2136

[Email:chicago@nsc.org](mailto:chicago@nsc.org)**(OUTSIDE CHICAGOLAND AREA)**[Iowa-Illinois Safety Council](#)

8013 Douglas Avenue

Urbandale, IA 50322-2453

Phone: (515) 276-4724

Fax: (515) 276-8038

[Email:iiscadmin@iisc.org](mailto:iiscadmin@iisc.org)**(ST. LOUIS METROPOLITAN AREA)**[Safety Council of Greater St. Louis](#)

1014 Locust Street, Suite 902

St. Louis, MO 63101

Phone: (314) 621-9200

Fax: (314) 621-9204

[Email:director@stlsafety.org](mailto:director@stlsafety.org)**INDIANA****(CENTRAL/SOUTHERN)**[Kentucky Chapter, NSC](#)

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Lexington, KY 40505

Phone: (859) 294-4242

Alt. Phone: (866) 688-4242

Fax: (859) 294-7860

[Email:conleyg@nsc.org](mailto:conleyg@nsc.org)**(NORTHWESTERN)**[Chicago Chapter, NSC](#)

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Kansas City, MO 64110

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[South Louisiana Chapter, NSC](#)

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Kenner, LA 70063
Phone: (504) 888-7618
Alt. Phone: (800) 672-3389
Fax: (504) 888-7612
Out-of-state Fax: (866) 698-1685
[Email:bob@metrosafety.org](mailto:bob@metrosafety.org)

MAINE

[Safety & Health Council of Northern New England](#)

159 Larrabee Rd., A-3
Westbrook, ME 04092
Phone: (207) 854-8441
Fax: (207) 854-8455
[Email:safety@shcnne.org](mailto:safety@shcnne.org)

MARYLAND

[Chesapeake Region Safety Council](#)

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17 Governor's Court
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MASSACHUSETTS

[Central Massachusetts Chapter, NSC](#)

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(Eastern Massachusetts)

[Massachusetts Safety Council](#)

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MICHIGAN

[Safety Council for Southeast Michigan](#)

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3314 S. Pennsylvania Avenue
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MINNESOTA

[Minnesota Safety Council, Inc.](#)

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[Safety Council of Greater St. Louis](#)

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MONTANA**[Wyoming-Montana Safety Council](#)**

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ATTACHMENT 6

Safe Communities America

International Safe Community Designation Process

Framework for Site Visit Assessment and/or "Desk-top" Review

Date of Site Visit:

Site Visit Attendees:

| Int SC Criteria | Performance Indicator | Comments |
|--|---|----------|
| <p>Criteria One: Demonstrates partnerships and collaborations</p> | <p>A Stakeholder Reference Group, Program Advisory Group or the like has been operating for a minimum of one year to guide and inform initiatives/programs.</p> <p>Evidence of involvement of local council with above group.</p> <p>Evidence that the above group meets on a regular basis.</p> <p>Appropriate and relevant representatives are involved with the above group on an as needs basis.</p> <p>Evidence of consultation, communications and shared decision making with other injury prevention coalitions or community groups.</p> | |

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| | <p>Evidence of commitment shown by the extent and quality of involvement by the appropriate partners and stakeholders.</p> | |
| <p>Criteria Two: Long-term sustainable programs</p> | <p>Demonstrates that the most appropriate data set and evidence was sourced and used to inform the development of the initiative.</p> <p>Demonstrate how the range of initiatives applies to both genders, all ages, environments and situations by reporting on numbers of the population reached or geographical area covered or contact with specific groups within the community.</p> <p>Potential and current injury prevention providers within the community are identified and encouraged to be involved in initiatives.</p> <p>Evidence of community development approach.</p> <p>Evidence that issues related to the sustainability of initiatives/programs have been identified and where appropriate were addressed.</p> | |
| <p>Criteria Three: High risk and vulnerable groups and</p> | <p>Demonstrates that the most appropriate data sets and evidence were sourced and used to inform the</p> | |

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| <p>environments</p> | <p>development of the initiative.</p> <p>Evidence of initiatives/programs targeting high and vulnerable groups and environments.</p> <p>For specific high-risk groups, demonstration of how this group was identified and engaged.</p> | |
| <p>Criteria Four: Documentation of the frequencies & causes of injuries</p> | <p>Demonstrates that the most appropriate data sets were sourced and used to inform the development of the Safe Community priority areas.</p> <p>Evidence as to how data is used to inform the ongoing refinement of plans, initiatives, and/or programs.</p> | |
| <p>Criteria Five: Evaluation</p> | <p>Demonstrates appropriate evaluation techniques.</p> <p>Demonstrates how improvements or modifications are made to the initiative/program based on the evaluation findings.</p> | |
| <p>Criteria Six: Involvement in networks</p> | <p>Promotes the sharing of information, resources and products within, and across community coalition/groups.</p> <p>Demonstrates a planned approach to participating in regional networks and events, such as maintaining a calendar</p> | |

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| | <p>of events or regularly attending other networks' injury prevention meetings.</p> <p>Evidence of participation in national networking opportunities.</p> <p>Evidence of participation in international networking opportunities.</p> <p>Actual or potential leadership identified in relation to support for the development of Safe Communities nationally and internationally.</p> | |
|--|--|--|

ADDITIONAL COMMENTS:



