



**Indicators for International Designation as an “Affiliate Support
Centre of the WHO Safe Community Network”**

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**Application for International Designation as an Affiliate
Centre of the WHO Safe Community Network**

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Introduction

Peaceful Resources Center (P

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RC) was founded on May 11, 2000 to serve as a non-profit organization dedicated to supporting the research and implementation of home, school, business and community programs that promote pro-social development. In May of 2001, after very little activity the organization had the opportunity to become familiar with and involved in the World Health Organization’s (WHO) Safe Community program (WHOSC), developed and supported by the WHO Collaborating Centre on Community Safety Promotion. Through the work of its sole employee/executive director, PRC became part of the International Safe Schools (InSS) movement within WHOSC. Working along side volunteers and the Co-chair Ellen R. Schmidt of the Education Development Center’s (EDC) Children’s Safety Network (CSN), PRC became home to InSS for development, implementation and research.

International Safe Schools is a major program of PRC, but it is not the only program PRC works on. PRC also has a key developmental agreement with Heartsprings, Inc. and its PeaceBuilders® International program; training programs to support InSS and PeaceBuilders International; PeaceClub for Kids which is being designed to support children outside of the school environment using the pro-social environmental change models plus sponsored materials; and, a foundation for fundraising and sponsorship of InSS and other programs that schools and communities would use in conjunction with the systemic change programs.

Vision of PRC: Safe and peaceful homes, schools and communities where children and all people live healthy, productive satisfying lives.

Mission of PRC: Research, design, implement and support programs and initiatives that will bring the Vision of PRC into reality on local, national and international levels.

Following the mission of the organization, Executive Director Max L. Vosskuhler applied for and was awarded 501 (c) (3) non-profit status in the United States of America, along with subsequent acceptance by all 50 states as an authorized charity eligible to fundraise and receive tax-deductible donations from individuals, foundations, businesses and other entities.

As most non-profit organizations, PRC is structured with a volunteer Board of Directors that is responsible for the administration and activities of the organization. PRC also utilizes an Advisory Board for each of its major initiatives that advises the Board of Directors on the specifics, planning and activities of their initiative. This allows for experts in the fields that the initiative is working in to serve as volunteer consultants

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and build the initiatives appropriately with the Board of Directors working to support and build the overall organization.

The Board of Directors ranges in size from 3 to 25 persons with the officers serving 2 year terms and elected by the volunteers, employees and any other interested party voting on the Director’s Executive Committee. At the time of this report, the Chairman/Treasurer is Max L. Vosskuhler and Vice-Chair is Katie Barak, EdD. The remainder of the Board is Michael Grivna, MD, MPH. A key advisor to the Board, who will join the Board as an officer in 2006 is Michael I. Krupnick and bring with him the strategic merging of PeaceBuilders® International. The Board is actively recruiting a new Secretary to replace the recent loss of James Schafer who died 6 weeks ago. The Board is also recruiting more Arizona residents to the Board to build the Board to seven members prior to the October quarterly meeting. Advisory Board members and committees can be found in Appendix A.

The operating budget of Peaceful Resources Center has grown from \$18,900 in 2001 to \$100,000 in 2005. The main limiting factor in budgeting is the slow fundraising and limited grant opportunities to support the work of the Center. Regretfully, since 2001, governmental support from local and US national agencies has diminished to a greater than forecast extent due to economic recession and policy changes within the US government. Initial funding commitments from the US Department of Education Office of Safe and Drug Free Schools were not able to be met, and public health funding for non-profits has also fallen. Thus, the majority of funding for PRC has been through personal funding by the Board, Executive Director, Michael I. Krupnick and local Tucson foundations. In 2004 and 2005 training and teaching opportunities have been added to bring in program related income as well. In the last half of 2005 two training institutes will be held in Arizona, plus a large fundraising campaign is being undertaken to grow the 2006 budget to \$250,000 allowing for more paid staff, volunteer coordination and travel needed to support the initiatives. Additional funding and revenue streams are being sought and created through collaborations and creative processes.

In keeping with the growth of PRC, the logical extension of its cross-sectoral work, 5 year collaboration with the World Health Organization Collaborating Centre on Community Safety Promotion on the International Safe Schools Program, is to move forward to Affiliate Center Relationship with the WHO Collaborating Centre on Community Safety Promotion. The remainder of this application is dedicated to defining PRC’s fulfillment of the 10 Indicators of Affiliate Centre Status.

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Indicator 1: PROVISION OF PROGRAMS AND SERVICES

UTILISING MULTIDISCIPLINARY AND CROSS-SECTORAL APPROACHES.

Peaceful Resources Center has prided itself on working with, developing and training in cross-sectoral programs and approaches since its inception. Beginning with PeaceBuilders and PeaceBuilders® International to WHO Safe Communities support, training and promotion; PRC is a leader in the United States of America in cross-sectoral work. Prior to inception, Max Vosskuhler, founder of the Center, worked with PeaceBuilders International to create schools and communities that created peace and safety through socio-environmental means in a community-based program that included all agents in the child’s environment. Bringing that to the inception of Peaceful Resources Center and The WHO Safe Community Movement in 2000 and 2001 respectively began the continuance, growth and development of new program directions for the Center and the WHO Safe Community Movement. This new direction is the International Safe Schools Designation Program Collaboration with the WHO Collaborating Centre on Community Safety Promotion.

The International Safe Schools Program began from a study of merit performed by Mr. Vosskuhler & Ellen Schmidt in 2001 on behalf of the WHO Collaborating Centre. Following proof that the concept had merit, Peaceful Resources Center, collaborating with PeaceBuilders International, the WHO CC on Community Safety Promotion, several Affiliate Centres of the WHO CC on Community Safety Promotion, governments, the US Department of Education, US CDC, medical doctors, educators, parents, and other experts from around the world in divergent fields developed the Indicators for International Safe Schools within WHO Safe Communities, and developed a Guide for International Safe Schools. Through to 2003, when the first International Safe School was dedicated in Götene, Sweden, Källby Gård Skola, Peaceful Resources Center continued refining, researching and visiting schools and communities around the globe to yield the best of practice and research in cross-sectoral work.

While working in International Safe Schools development, and designations, Peaceful Resources Center, also continues to forward and promote the process of WHO Safe Communities, a cross sectoral approach to injury prevention and safety promotion. Since studying for and receiving his Masters in Safety Promotion from Karolinska Institutet, Mr. Vosskuhler has been instrumental in helping to do site visits and

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designate two WHO Safe Communities: Kromeriz, Czech Republic and Ra’anana, Israel. This work included learning about all of the programs in the communities and nations concerned, keeping communications with the communities, their leaders and creating ties between the leaders in the community, researchers, programs and counterparts around the world to create strong local, national and international partnerships in cross-sectoral work and understanding of what is occurring today, and into the future.

PeaceBuilders International work is expanding. After bringing the community based prevention program to over 1300 schools in the US, Canada, Mexico, Saipan, Guam, etc., Peaceful Resources Center is proud to be able to have helped redesigned the delivery mechanism for communities, Affiliates, or NGO’s to be able to bring this proven, effective program to schools around the world via electronic delivery with translation done in team with PRC and Michael Krupnick – the creator of the program, at very low cost. The first two models of this delivery are: Ra’anana Israel and South Korea through the Anjou University Injury Prevention Centre WHO CC Affiliate Centre lead by Professor Joon Pil Cho.

Peaceful Resources Center is proud to also be participating in the WHO Violence Prevention Alliance. This Alliance is for NGO’s, Centers, and Professionals who are dedicated to fully implementing the Solutions from the WHO World Report on Violence. As an organization involved in creating local, national and international programs and training for injury prevention and safety promotion, we would be remiss if we did not participate in an international alliance to reduce the global burden of injury due to violence, which accounts for at least 12% of the total injuries each year. While 12% may seem like a minor amount, for the Millions of injuries and deaths from Violence, and the multiple millions affected by a loved one injured or killed as a result of violence each year, this is one area that we will make a difference.

In research programs, PRC, lead by Max Vosskuhler and key partners Safe Communities Foundation New Zealand, Dr. Michal Grivna, Dr. Billie Weiss, Dr. Carolyn Fowler, et. al are developing short and long term projects to follow the efficacy of the International Safe Schools Program. Peaceful Resources Center also is researching and evaluating local, national and international injury prevention programs based on outcome and efficacy data and publishes this on the internet on www.intlsafeschools.com

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Indicator 2. PROVISION OF A FRAMEWORK FOR PROMOTING COLLECTIVE

ACTION, WHICH INCLUDES INVOLVEMENT WITH COMMUNITY NETWORKS

Peaceful Resources Center has frameworks for collective action at several different levels: local, national, international. These are further classified by type of interaction intended, e.g. community, school, academic, cross-sectoral, philanthropy, etc.

All frameworks are set-up similarly. The set-up is such that with the least amount of personnel, the maximum output may be attained in the world. The guiding principle adopted by Peaceful Resources Center for this is taken from Margaret Mead’s famous quote, “Never doubt that a few dedicated individuals can change the world, for indeed that is the only thing that ever has.”

Local Networks: **Schools** – Newsletter every six weeks; Meeting with Area School

Officials involved with injury, safety and health every semester;
Invitations to trainings on topics of interest to local teachers and parents on school safety issues

Communities- Press releases & submission of opinion/editorials to news agencies when issues of injury/safety are in the news, through local government contacts participation and information to neighborhood associations and groups throughout area about safety, WHO, violence prevention, etc. Participation in multiple foundations and civic organizations of employees and Board Members to represent cross sectoral influence throughout the community.

Philanthropy – Meetings with major local philanthropists, attend community foundation events and speak about injuries and solutions, develop innovating philanthropy vehicles to interest the philanthropic community, create ties between current philanthropic goals and injury prevention and safety promotion. This area is handled by marketing director volunteer Michael Krupnick

Cross-Sectoral & Academic- Offer trainings, courses and services to academic and professional organizations in Tucson on Injury Prevention, School Safety, etc. Same with serving on State Boards for the Governor of the State of Arizona, serving on behalf of the GLBT community.

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National Networks: Public Health- Newsletters, Committees, & Meetings: Electronic Newsletters sent out every six to eight weeks on research and practice in Safe Communities, Safe Schools, Injury Prevention and Safety Promotion help keep everyone who has expressed interest at the national level in the loop. In October 2004, The US Centers for Disease Control and Prevention brought together national and state leaders in school safety to discuss and go over the WHO International Safe Schools Program and Guide. This partnership produced many good suggestions, including National level networks and Affiliates for Safe Schools that would work within each nation’s school and federal framework. In the US the National Network is slowly working on development.

International Network & Frameworks: WHO Safe Communities
International Safe Schools
WHO Violence Prevention Alliance
WHO Affiliate Centres
PAHO
Newsletters
Conferences

Through the application of mainly electronic communication and newsletters, face to face trainings on the local, national and regional levels, with International Conferences that occur and are attended at least annually with the key personnel traveling as much as possible the framework of promotion for collective action is working. It will improve as funds permit further personnel acquisition and travel.



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Indicator 3. CONSULTATIVE SUPPORT TO COMMUNITIES IN THE ESTABLISHMENT OF SAFE COMMUNITY INITIATIVES.

Peaceful Resources Center has demonstrated its ability in the past to provide consultative support to Ra’anana, Israel in its establishment of its Safe Community. Additionally, through the International Safe Schools Guide, trainings, phone and e-mail support continues to support and encourage all International Safe Schools, not only the five designated, but those seeking designation, including Porto Alegre, Brazil, Hong Kong China, Suwon South Korea, Seoul South Korea, Bangkok Thailand, etc.

Beyond previous accomplishment and current work, Peaceful Resources Center is committed to spreading our support of all community initiatives in the Americas and any school based initiatives anywhere around the world. Through research, training, consultation, marketing, conferences, web-casts, etc., all forms of technology to further the message of safe communities and safe schools will be employed to keep costs down and efficacy up.

Collaboration in the consultative support is necessary for all global initiatives. To that end, in 2005, Peaceful Resources Center in Collaboration with the WHO Collaborating Centre on Community Safety Promotion International Safe Schools Program Dedicated two International Safe Schools Affiliate Centres: Safe Communities Foundation New Zealand and Ajou University Injury Prevention Center Suwon South Korea. The Center plans to further designate Affiliates in Safe Schools to further this purpose.

The Center is actively contacting communities in the United States to become WHO Safe Communities. The road is difficult. But, the attitude will change from an attitude of protectionism to prevention and promotion over time.



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Indicator 4. FACILITATE AND SUPPORT COMMUNITY-BASED STRATEGIC PLANNING PROCESSES.

Peaceful Resources Center has a long track record of facilitating and supporting community based strategic planning processes, whether the community be a school, a city or an entire international program. Papers of applying the concepts of quality engineering, also known as strategic planning can be found at <http://www.peacefulresources.org/> Defining the community is a key step before implementing strategic planning. At Peaceful Resources Center, since 2000 our track record has dealt most strongly with school communities, but we additionally have a successful history of city-sized communities, as mentioned earlier. Finally, our continual growth and success with the International Safe Schools Program shows community-based strategic planning at the international organizational level.

The best method that we have discovered to facilitate and support community-based planning is data. Through the WHO Safe Community and Safe Schools models, baseline data must be acquired. Then once a given community knows what is happening then, decisions can be made strategically on what programs and resources need to be applied from which areas to what expected results, implementation, result measurement vs. baseline, process restart ... continual quality improvement.

Not only does Peaceful Resources Center, provide tools and training for communities to perform these tasks on their own, PRC staff provides the service of data analysis and consulting on results. Further services provided are:

- resources to promote best practice in community-based injury prevention and safety promotion programmes;
- networking opportunities both at local and national levels;
- strategic advice on community development;
- expertise in the conduct of evaluation; and
- encouragement for the appropriate documentation and dissemination of community-based initiatives.

Throughout the organization, the staff and volunteers are dedicated to the creation of excitement and dedication to community based injury prevention and safety promotion. Working on data driven planning is the process that works and distinguishes these efforts from other high volume, low result processes. Granting long-term satisfaction for all involved.

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**Indicator 5. DEMONSTRATION OF LEADERSHIP AND
STEWARDSHIP IN**

**ADDRESSING PRIORITY INJURY ISSUES, HIGH RISK AND VULNERABLE
GROUPS.**

PRC Director, Max L. Vosskuhler, MS is recognized nationally and internationally as a leader in School and Community Safety Promotion and Injury Prevention. As Co-chair of the International Safe Schools Designation Program in collaboration with the WHO Collaborating Center on Community Safety Promotion since 2001, Max has lead the global charge for systemic and systematic injury prevention and safety promotion in schools. He has met with Education and Health Ministers from over 20 countries, collaborated with over 250 scientists and professionals to promote the concepts of cross-sectoral community based injury prevention in schools. His motivation and commitment are constant and unwavering.

He enrolls others through data, his commitment and vision to drive the movement internationally. Bringing in strong partners who are wiser and more seasoned to create a stronger movement, he is continually building the organization.

Mr. Vosskuhler says that his motivation for children and youth work through the schools as vulnerable groups is simple. Globally, Injury is the Number ONE cause of death for people age 1 to 34. Additionally, life long habits and our highest learning potential is while we are young and in schools. What is a better place to begin and focus energy on a community, the school community. Additionally, who hasn't had the experience of a child learning something and teaching the adults in their lives that very thing? Schools serve as community education portals, through children taking what they learn home, or by being community gathering places where further community education can take place. This is where we reach our most vulnerable group: children, most easily. We must use our limited resources as wisely as possible. Let's use schools as much as possible!

This is not to say that PRC is not committed to reaching out to vulnerable groups such as the elderly, children not in school, women, GLBT populations etc. School populations which have more than children and often contain women and GLBT populations, can also interact with the elderly for wise counsel and positive injury prevention work.

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PRC is committed to developing these cross-over methodologies as time marches forward, for at one time or another all populations at vulnerable or at-risk. Those whom we chronically label as vulnerable are those populations that generally are those that suffer the most injuries or disproportionately more than other demographic segments of the community as a whole.

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**Indicator 6. PROVISION OF EXPERT SERVICES AND KNOWLEDGE
IN THE AREA OF INJURY DATA INJURY SURVEILLANCE ISSUES**

Peaceful Resources Center provides a repository of reviewed community based programs, using the WHO Violence and Injury Prevention Division’s Criteria for evaluation of an intervention program, on its websites, <http://www.peacefulresources.org> and <http://www.intlsafeschools.com>. This repository is available to anyone who wishes to access it and is kept up bi-monthly. Additionally, all papers, posters and meeting minutes of the International Safe Schools Conferences and Regional Meetings are published on the [intlsafeschools.com](http://www.intlsafeschools.com) website as well as available on CD by post.

These are two of the expert services offered to the world in the area of Safe Schools Injury Data and Injury Reduction. Additionally, PRC is collecting data from applicant schools and designated Safe Schools on the efficacy of their programs the effects of the International Safe Schools Program and will periodically publish papers in international journals and as part of Max Vosskuhler’s PhD Dissertation at Karolinska Institutet. All of these will be available, as much as possible via the [intlsafeschools.com](http://www.intlsafeschools.com) website.

Utilizing this data and providing this data for use in collaborative projects with other scientists, Affiliate Centers, governments, etc. PRC staff is ready to offer information on global trends in injury. Additionally, PRC staff maintains up to date literature searches and reading so can comment on trends from the literature.

Since, Mr. Vosskuhler has developed tools for tracking injury data in the past for schools, and has experience using both ICD 10 and ICD 9 he can set up injury tracking for your area, or set-up simple injury tracking for you school. The services are available to any organization or institution as part of PRC’s regular services. Certain devices are already published in PRC or International Safe Schools products.

Mr. Vosskuhler has published several papers and his thesis include information on setting up these tools for school communities. These are available at www.intlsafeschools.com.



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**Indicator 7. DEMONSTRATION OF A LONG-TERM COMMITMENT
TO SUPPORTING SAFE COMMUNITIES AND THE SAFE
COMMUNITY NETWORK WITHIN THEIR ORGANISATIONS STRATEGIC
PLAN.**

In May 2001 Peaceful Resources Center filed its Form 1023 with the United States Internal Revenue Service (IRS). The IRS Form 1023 defines United States’ non-profit / non-governmental organizations **abilities and permanent** strategic plans. Upon acceptance by the IRS, a non-profit organization in the United States, which Peaceful Resources Center is, the corporation must abide by the strategic plan filed in said form, for the LIFE of the corporation.

Peaceful Resources Center stated on the IRS form 1023 that its main strategic focus was to support and work with the World Health Organization Safe Community Network, support the development of safe communities in the US and Internationally, and support and develop International Safe Schools with the WHO CC on Safe Communities. Therefore, for all time, the commitment of Peaceful Resources Center to support Safe Communities exists, no matter who works for or is running the organization.

In the past five years, the commitment of Peaceful Resources Center to Safe Communities and the Safe Communities Network is very clear. Every international conference has been attended by staff of PRC, and programs have been constantly supported and developed by PRC.



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**Indicator 8. SUPPORT FOR COMMUNITY MEMBERS TO UTILISE
APPROPRIATE**

**INDICATORS TO EVALUATE COMMUNITY PROCESSES, EFFECTS OF
CHANGE AND INJURY RATES.**

Peaceful Resources Center supports use of the indicators from the WHO Safe Communities Movement at all events, types of community evaluation, and forums. These events have been:

- International Forums – WHO Injury Conferences, WHO Violence Prevention Alliance Meetings, WHO Safe Community Meetings, Safe School Conferences, Education Conferences, Publications
- National Forums – Federal Meetings, Meetings with Public Leaders, meetings with educators, Conferences
- Local Forums – Editorials, Trainings, meetings with philanthropists, meetings with hospitals, meetings with local government

Additionally in meetings with Applicant Safe Communities PRC leadership advocates for inclusion of all injury related data including:

- Precursor data: what was happening before- environment, behavior, antecedent events, physical state of things (e.g. states of repair, decay, new, etc.)
- Standard Haddon’s Matrix Analyses
- Freely available data: Emergency/ trauma registries, mortality registries – what’s included, what’s missing
- COST DATA

For individuals, communities, sectors, etc. Peaceful Resources keeps the network e-mail list handy for anyone who needs consulting on information in other parts of the world. The network yields experts from many corners of our planet. All too often the general populace hears one sided, politically motivated, propaganda data even from respected epidemiological institutions here in the United States. Peaceful Resources Center is concerned that data and analysis is correct. Especially, when it is used to incite hatred or as a reason for war. Therefore, as a Community Safety Injury Prevention expertise house, the Center must encourage and ensure that all sources of data are vetted.

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Furthermore, the Center maintains two websites,

<http://www.peacefulresources.org> and <http://www.intlsafeschools.com>

with tools for data analysis and acquisition. For members of the communities to use.

Directly through lectures and trainings, members of the community are taught

- The general system of data driven community change
- How the data may be found and vetted
- Tools to gather and analyze data
- Consultants in addition to PRC for data analysis
- Proper data application methods

This system is well received. Many times community members are afraid of data collection, analysis and application. Meanwhile, these processes, when couched in language that is applicable to the audience, are quite simple at the entry level.

For higher order analysis and statistics, the references to PRC or other specialists is appreciated. At least the community members are more comfortable with the data.

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**Indicator 9. DISSEMINATION OF EXPERIENCES BOTH AT
NATIONAL AND
INTERNATIONAL LEVELS.**

Peaceful Resources Center has a long history of dissemination of its experiences at the national and international levels through conferences, papers, and newsletter publications. As referred to throughout this document, Peaceful Resources Center has presented at each of the International Safe Communities Conferences since 2001, the World Health Organization World Conference on Injury Prevention and Control in 2002, 2004 and has been accepted in 2006, presented at WHO Regional Conferences. PRC has co-hosted the first 3 International Safe Schools International Conferences, and is hosting the first Regional Conference in the US for the Americas.

On the National level through the CDC meeting in October 2004, PRC reached all of the federal and several state officers in the US with what PRC has been doing. PRC continually promotes our successes and discusses our challenges at other national education, and safety school conferences in the US.

As we grow, the focus will increasingly be on peer reviewed scientific publications in various journals. Submissions thus far have met with mixed reception. PRC staff continues to revise to meet editors demands, so that the greater scientific community will see more of Safe Communities in a larger light.



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**Indicator 10. OUTLINE OF SAFE COMMUNITY ACTIVITIES AND
RESEARCH
EFFORTS.**

Peaceful Resources Center’s Safe Community Activities can best be outlined as follows:

1. Continued refinement, development and propagation of the International Safe Schools Program in collaboration of the WHO Collaborating Centre on Community Safety Promotion
2. Strengthening the Affiliate Centre Model for International Safe Schools to increase school support globally
3. Regional marketing, development and support of Safe Communities in the US, Mexico, Central and South America, and wherever needed
4. Support of All other Safe Community Network Initiatives, Affiliates, and Centres

Peaceful Resources Center’s research efforts can best be outlined as follows:

1. Continual development of Best Practices Evaluated Program List
2. Individual and Aggregated International Safe Schools Data
3. Cross National and Cross Cultural Comparison of different community injury prevention techniques
4. Cost Benefit Analysis of Safe Communities and Safe Schools Implementation



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Conclusion

The continual success of the World Health Organization Collaborating Centre on Community Safety Promotion’s initiatives are of paramount importance, as they lead to tangible, long term reduction of injuries. As an Affiliate Centre of the WHO CC on Community Safety Promotion, Peaceful Resources Center commits to uphold all of the Collaborating Centre’s processes, procedures and wishes. Having a close relationship for five years has been a tremendous gift for Peaceful Resources Center, it is the Center’s hope that this relationship can continue grow and be ever more fruitful.

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