



# Safe Communities Foundation New Zealand

Certifying Centre for Safe Community Programs

On behalf of the WHO Collaborating Centre on Community Safety Promotion,  
Department of Public Health Sciences Division of Social Medicine, Karolinska Institute, Sweden

## Safe Community Madison/Dane County, Wisconsin



Country: **USA**

Number of inhabitants: **482,705** (2008 US Census estimate)

Programme started year: **1999**

International Safe Communities Network Membership: **Designation Year 2009**

Full application available: [www.safecommunity.org.nz/sc/mdc](http://www.safecommunity.org.nz/sc/mdc)

### For further information contact:

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[www.info@safercommunity.net](http://www.info@safercommunity.net) (information on Safe Community activities)

[www.cityofmadison.com](http://www.cityofmadison.com) (official City of Madison, WI website)

[www.co.dane.wi.us](http://www.co.dane.wi.us) (official Dane County, WI website)

## The programme covers the following safety promotion activities:

### For the age group

#### Children 0-14 years:

- Safe Routes to School, Walk Our Children to School Week, School Traffic Safety Committee (with Madison Area SAFE KIDS Coalition)
- Safety Town (with Madison School Community Recreation)
- Safe Home Visits
- Neighborhood Safe Walking Routes Project/Pedestrian Flag Initiatives
- Safety Sunday at Madison Children's Museum
- NHTSA National Tween Safety Belt Demonstration Project Site (2005-2008)
- "Is Your Child Ready to Stay Home Alone? Guidelines for Parents" Public Education Campaign
- National Night Out

#### Slow Down Yard Sign Campaign



#### Youth 15-24 years:

- NHTSA National Tween Safety Belt Demonstration Project Site (2005-2008)
- NHTSA National Rural Safety Belt Demonstration Project Site (2003 – 2006)
- National Safety Council "Alive at 25" Driving Courses
- Neighborhood Safe Walking Routes Project/Pedestrian Flag Initiatives
- Slow Down Campaigns
- Stop on Red Campaigns
- Suicide Prevention Task Force, Suicide Prevention Summit and QPR Gatekeeper Training for Suicide Prevention
- Town Hall Meetings on Underage Drinking
- National Night Out.

#### Adults 25-64 years:

- Suicide Prevention Task Force, Suicide Prevention Summit and QPR Gatekeeper Training for Suicide Prevention
- Neighborhood Safe Walking Routes Project/Pedestrian Flag Initiatives
- Slow Down Campaigns
- Stop on Red Campaigns
- "Religiously Buckle Up" Campaign with African American Council of Churches of Dane County
- Latino Drivers Education Program with Madison Area Technical College
- Community Traffic Safety Summits
- NHTSA National Tween Safety Belt Demonstration Project Site (2005-2008)
- NHTSA National Rural Safety Belt Demonstration Project Site (2003 – 2006)
- NHTSA Impaired Motorcycling Reduction Demonstration Project (with Innocorp, Ltd. 2005 - 2008)
- Bicycle Safety Collaboration
- Falls Prevention Task Force, community education and exercise classes.

## Older Adults 65+ years:

- Falls Prevention Task Force, community education campaigns and events, clinician education on falls prevention and risk assessment screening, coordination of evidence-based community falls prevention exercise and self-efficacy courses (Stepping On, No Falls)
- NHTSA Older Adult Pedestrian Safety
- Demonstration Project Site (2003 – 2006)
- Suicide Prevention Task Force, Suicide Prevention Summit and QPR Gatekeeper Training for Suicide Prevention

### Falls Prevention



## In the following environments:

### Home:

- Falls Prevention: Home Safety Assessments;
- Suicide Prevention: Lethal Means Restriction Public Education
- “Is Your Child Ready to Stay Home Alone: Guidelines for Parents” Public Education
- Child Safety: Safe Home Visits.

### Traffic:

- National Safety Council “Alive at 25” Driving Courses
- Neighborhood Safe Walking Routes Project/Pedestrian Flag Initiatives
- Slow Down Campaigns
- Stop on Red Campaigns
- “Religiously Buckle Up” Campaign with African American Council of Churches of Dane County
- Latino Drivers Education Program with Madison Area Technical College;
- Community Traffic Safety Summits
- NHTSA National Tween Safety Belt Demonstration Project Site (2005-2008)
- NHTSA National Rural Safety Belt Demonstration Project Site (2003 – 2006)
- NHTSA Impaired Motorcycling Reduction Demonstration Project (with Innocorp, Ltd. 2005 - 2008)
- NHTSA National Older Adult Pedestrian Safety Demonstration Project Site (2003 – 2006)
- Bicycle Safety Collaboration.

### Occupational:

- Corporate fleet curriculum development and driver training on yield to pedestrian laws as part of NHTSA Older Adult Pedestrian Safety Demonstration Project Site (2003 – 2006)

**School:**

- Safe Routes to School, Walk Our Children to School Week, School Traffic Safety Committee
- NHTSA National Tween Safety Belt Demonstration Project Site (2005-2008)
- NHTSA National Rural Safety Belt Demonstration Project Site (2003 – 2006)

**Sports:**

- Web-based articles on sports safety for dissemination by partners via newsletters, church bulletins, weekly newspapers
- Education of parents and children on appropriate safety gear at Safety Sunday at Madison Children's Museum

**Leisure:**

- Web-based articles on water, boating, recreational vehicle-use safety for dissemination by partners via newsletters, church bulletins, weekly newspapers

**Violence prevention (intentional injuries)**

- National Night Out;
- Promotion of events and activities of partners including Wisconsin Council on Prevention of Child Abuse, Domestic Abuse Intervention Services

**Suicide prevention (self-inflicted injuries):**

- Suicide Prevention Task Force of Safe Communities coordinates an annual suicide prevention conference
- QPR Gatekeeper Training
- Clinician training on suicide risk assessment
- Development of new resources and dissemination of partner resource materials (access to mental health services "maps")
- Survivor of suicide support groups
- Development of lethal means restriction public education campaign

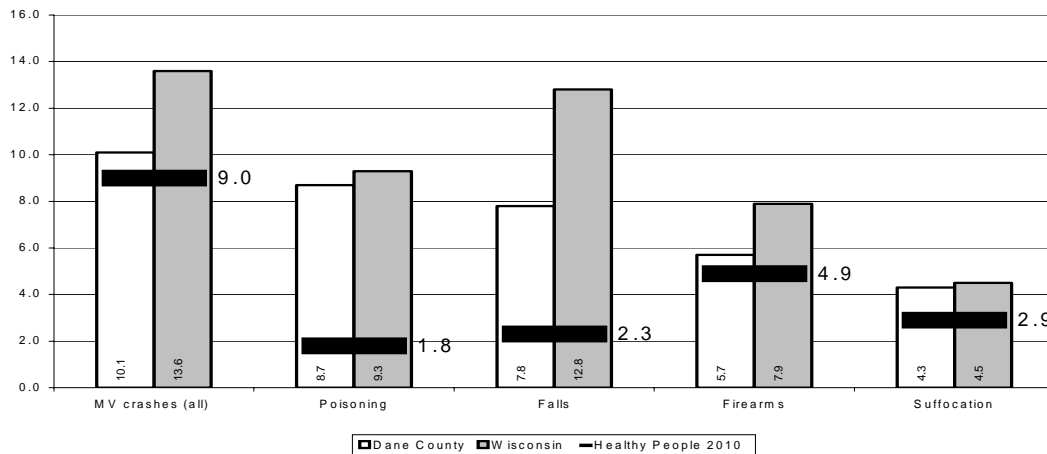
**Suicide Prevention Summit****Programmes aiming at "High risk-groups":**

- Suicide Prevention Task Force activities are geared toward higher-risk groups (older adults, youth, middle-aged males)
- Falls Prevention Task Force activities are geared toward community-dwelling older adults most at risk of falling
- Child Safety
- Traffic safety activities are geared toward young drivers, motorcyclists, African American and Latino community members, "tweens", young and older adult pedestrian

**Surveillance of injuries:**

- Where: Dane County, Wisconsin; Surveillance activities conducted by Public Health Madison-Dane county
- Population base: 482,705
- Started year: 1999
- Numbers per year:

**Injury Deaths by Underlying Cause in Dane County & Wisconsin (2002-2006)**  
(age-adjusted death rate per 100,000)



### Produced information material, pamphlets:

- Safe Communities Toolkit: Pedestrian Safety for Older Adults
- "Is Everybody Buckled Up" Tween Safety Restraint Initiative Program Kit (in English and Spanish)
- Take Action to Prevent a Fall (brochure and poster)
- Keep Youth Alive and Driving (campaign resources)
- Preventing Access to Methods of Suicide: Firearms, Poisoning, Suffocation/Hanging brochure (brochure)
- Access to Mental Health Services in Dane County (flyer)
- Slow Down Campaign (yard sign design and campaign resources)
- Stop on Red Campaign (burma shave sign messages and campaign resources)
- Is Your Child Ready to Stay Home Alone: Guidelines for Parents (brochure in English and Spanish)
- Pedestrian Flags: Coming to an Intersection Near You! (brochure)
- Flags Over Dane County Adopt-a-Crosswalk Program (brochure)
- StreetShare: Streets are for people, not just cars (brochure)
- Moving Out Madison: Safe Walking Routes Map to Goodman Pool (brochure)
- Share the Road with Bicycles (television PSAs)
- Motorcycles (television PSA)
- Ride Sober message for motorcyclists (television PSA)
- Avoid Distraction: Stop on Red (television PSAs)
- Stop on Red message geared toward youth (radio PSAs)
- Ready-made newsletter articles for partners to disseminate (web-based)
- Annual Reports: 2004 – 2008
- Quarterly Newsletters: 2001 – 2008

## International commitments:

Participation in Safe Community conferences:

- Has attended two National Safe Communities Conference, and injury conferences
- Member of Safe Communities America
- As a part of the Safe Community family we would make every effort to participate in international activities whenever possible.
- Will attend an International Conference within three years of designation

Hosting Safe Community Conferences:

- We would welcome any opportunity to host a Safe Community Conference.

## Staff:

**Number:** 2 permanent full-time employees.

**Temporary:** 3 temporary contractors doing project work.

**Organization:** Safe Communities of Madison and Dane County is governed by a volunteer Board of Directors with guidance from specialized task forces and workgroups.

## Specific intersectoral leadership group:

Board of Directors

**General public health/health promotion group:** Technical Advisory Committee and specialized task forces

### Safe Community Coalition Leaders



**Cheryl Wittke**  
Executive Director



**Debora Morgan**  
Business Manager



**Front Row (L to R):**  
Carolyn Hargrove, St. Mary's Hospital; Lisa Bullard-Cawthorne, Public Health – Madison and Dane County; Michael Aguilar, Innocorp, Ltd.; Cheryl Wittke, Safe Communities; Lt. Stephanie Bradley Wilson, Madison Police Department

**Back Row (L to R):**  
Rich Steffen, American Family Insurance; Bob Boelter, Momentum Marketing Communications; Jim Jenson, Madison Gas and Electric; Ernie Stetenfeld, Stetenfeld Associates; Capt. Tim Ritter, Dane County Sheriff's Office

**Not pictured:**  
Susan J.M. Bauman, Wisconsin Employment Relations; Roxanne Brazeau, M&I Bank; Kathyne McGowan, Physicians Plus Insurance Corporation; Don Millis, Reinhart Boerner Van Deuren, SC