The State Perspective

- Decision to accept the CDC funding
- RFP process
- Working with Safe Communities of Madison and Dane County
Safe Communities – Who We Are

- 501(c)3 non-profit coalition of nearly 300 partners
- Data driven
- Able to mobilize partners around top causes of injury
- Dane County based, with some projects reaching statewide
2001 Revenue Breakdown

Total Revenue: $124,587

- Government Grants: $109,199
- Local Grants: $1,625
- Corporate Sponsors: $6,300
- Municipal Donations: $0
- General Donations: $7,463
- General Donations: $0
- Other: $0

Total Revenue: $124,587
2007 Revenue Breakdown

Total Revenue: $431,122

- Government Grants: $275,973
- Local Grants: $58,100
- Corporate Sponsors: $56,500
- General Memberships: $14,649
- Fundraising: $58,100
- Other: $2,800

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2010 Revenue Breakdown

Total Revenue: $101,700

- Government Grants: $25,100
- Local Grants: $18,250
- Corporate Sponsors: $49,500
- General Donations: $5,000
- Municipal Donations: $2,400
- Other: $1,450

Total Revenue is $101,700
2009 Project Activities

Slow Down Yard Sign Campaign
2009 Project Activities

Falls Prevention Task Force
2009 Project Activities

Suicide Prevention Initiative
2009 Project Activities

National Night Out
2009 Project Activities

Alive at 25

“This course saved my life. I drove fast & reckless, showing off for my friends without even thinking about the consequences. Now I listen to my heart, instead of my friends. They'll thank me later. I'm just glad I lived long enough to take this course.”

HECTOR JONES - 17

safercommunity.net BeSafe!
2009 Project Activities

Pedestrian Flag Program
2009 Project Activities

BeSafe Awards Luncheon
Becoming a Member of International Network
“Congratulations! We are happy welcoming new members of the network. Kind regards from a snowy Lapland.”

Bo Henricson, MD, Senior Advisor
WHO Collaborating Centre on Community Safety Promotion
Karolinska Institute, Stockholm
Notes of Welcome/Congratulations on WHO Designation

“On behalf of the Rainy River Valley Safety Coalition, I would like to welcome you into the flock of Safe Communities. Congratulations! Our District is looking forward to working with your group as we pave the safety road for others.”

Grace I. Silander
Rainy River Valley Safety Coalition
Fort Frances, Ontario
“Congratulations to Madison on their designation from Calgary!”

Safer Calgary
Calgary, Alberta
Notes of Welcome/Congratulations on WHO Designation

“Congratulations ...I know your community has worked hard to make this happen and you are to be commended for your efforts.”

Debora S. Biggs, Executive Director
Safety Council of the Ozarks
Notes of Welcome/Congratulations on WHO Designation

“Itasca, Illinois would like to congratulate and welcome Safe Communities of Madison/Dane County to the North America Safe Communities Network.”

Scott Heher
(2009 Ironman Wisconsin Finisher)
Itasca Safe Community Coalition
How we met World Health Organization Collaborating Centre on Community Safety Promotion criteria:
Demonstrated partnerships and collaborations:

“This program is community owned; Task Forces and work groups ... work well together and support each other’s efforts; what impressed me most about this city is the relationships and the extraordinarily good lines of communication that exist between key organizations.”
Long-term sustainable programs:

“The Madison/Dane County community is to be applauded for its 10-year commitment to injury reduction and safety promotion for its residents”

“They are an example of long-term sustainability through coalition building with a long-term vision.”
High risk and vulnerable groups and environments:

“The review team was pleased to note the evidence of interagency collaboration occurring to address high-risk groups and environments.”

“Strong rationale utilizing relevant data and research to identify best practice was evident for each high risk group/environment ...”
Documentation of frequency and causes of injuries:

“Safe Communities program is to be commended on its use of local injury data to establish coalition priorities ... and to be responsive to new and emerging situations (for example, poisoning).”
Evaluation measures to assess effects of change:

“Traffic safety and falls prevention task force activities have made extensive use of data and have evaluation activities embedded in their programs.”

“The review team was extremely impressed with the ‘continuous improvement model’ adopted by Safe Communities Madison/Dane County.”
“With Madison’s 10 year history, it would be beneficial to the International Safe Communities Network to learn more about Safe Communities’ successful coalition.”
WHO Recommendations/Suggestions for improvement:

- Strengthen evaluation component
- Increase involvement with national and international injury and violence prevention networks
- Conduct further literature reviews of best practices in peer-reviewed scientific journals as basis for selecting programs
- Review and act on alcohol involvement as underlying cause of injury
Designation Process

- State funding made it possible!
- Great opportunity to engage partners and forge stronger bonds
- Make no bones about it – lots of work (ours was a 240-page application)
- Well worth the effort – great bragging rights, opportunity to meet wonderful colleagues
Process

- Applied for and received state funding
- Support from National Safety Council staff in application development
- Support from NSC on selecting collaborating center
- Very responsive/quick turnaround from Safe Communities Foundation - New Zealand
- Site visit
- Final review/approval
- Designation at BeSafe Awards Luncheon
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM</td>
<td>Site visit kickoff and meet and greet</td>
</tr>
<tr>
<td>9:15 AM</td>
<td>Briefing on local injury data</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Stepping On Falls Prevention Class</td>
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<tr>
<td>11:30 AM</td>
<td>Lunch at Michael’s Frozen Custard with Dudgeon-Monroe Neighborhood Assn. flag minders</td>
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<tr>
<td>1:30 PM</td>
<td>Visit SAFE KIDS Car Seat Installation Check</td>
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<tr>
<td>1:50 PM</td>
<td>Briefing on Madison Area SAFE KIDS Coalition priorities and activities</td>
</tr>
<tr>
<td>4:00–5:00 PM</td>
<td>Reception for Safe Communities Task Force Members and Partners</td>
</tr>
<tr>
<td>5:30–6:30 PM</td>
<td>Dinner</td>
</tr>
<tr>
<td>7:00 -8:15 PM</td>
<td>QPR Suicide Prevention Gatekeeper Training</td>
</tr>
</tbody>
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# Site Visit Itinerary

**September 25, 2009**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Walking/Biking School Bus to Lapham Elementary School</td>
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<tr>
<td>9:00 AM</td>
<td>Overview of DeForest OWI Saturation Patrol, followed by a ride along with Dane County Sheriff’s Office Traffic Unit</td>
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<tr>
<td>11:00 AM</td>
<td>Review team report out and recommendations</td>
</tr>
<tr>
<td>12:30 PM</td>
<td>Lunch with State of Wisconsin Injury Prevention Section, Department of Health Services and Public Health – Madison and Dane County staff</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Review team departs</td>
</tr>
</tbody>
</table>
Designation Ceremony

BeSafe Awards Luncheon
Tuesday, October 14, 2009
Benefits of Designation

- Makes coalition partners proud – team building at its best!
- Confers status to have met highest standards of injury prevention programming
- Impresses new partners and funders
- Keeps us current and plugged in to international best practices
- Incentive to continue striving for better, more impactful programs