

# Safe Communities 2010 Project Charters

## Alcohol Abuse and Injury

**Scope (What is included?):** Analyzing data on alcohol abuse and injury; looking at best practices that address alcohol abuse as an underlying cause of injury. What's Safe Communities role/how can we (or should we) interface with Dane County Coalition to Reduce Alcohol Abuse, Capitol Neighborhoods and other groups working on this issue.

**Scope Exclusions (What is not included?):** For purposes of 2010, this is a planning group, so, with the exception of making a decision on whether to apply for Safe and Drug Free Schools, we won't implement projects in this year.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** No other organization in Dane County has applied for (or plans to apply) for federal Safe and Drug Free Schools funding. Dane County Coalition to Reduce Alcohol Abuse invited us to take the lead. Also, a recommendation that came out of both our WHO designation process and our last Annual Membership Breakfast is that we look at ways in which alcohol abuse is a causal factor in injury, and that we develop programming to address it.

## Alive at 25

**Scope (What is included?):** Alive at 25 is a four-hour defensive driving course for young drivers ages 16–25. It is a program of the National Safety Council and Safe Communities is one of only two organizations sanctioned to deliver the program in Wisconsin. We contract with Lake Mills Police Chief Kathy Hansen to teach the classes. She is a certified Alive at 25 instructor and the only master trainer in Wisconsin.

Currently Dane and Jefferson County municipal court judges refer young drivers to the class if they've been charged with a traffic offense. In 2009, 146 young drivers participated in 20 Alive at 25 classes. Six municipal courts made referrals: Madison, Dane County, McFarland, Middleton, Lake Mills, and DeForest/Windsor. Safe Communities received a grant in October 2009 from State Farm Insurance to pilot Alive at 25 at three Dane County high schools. This pilot is based upon South Carolina programs where taking the class is a pre-requisite to receiving a permit to park in the school lot. We are in the process of identifying prospective schools.

We are also forging a partnership with Wisconsin Traffic Safety Officers Association (WTSOA) to begin statewide expansion of the program. If there's sufficient interest we will host a training-of-trainers for officers statewide. Safe Communities would administer this program and contract with officers to deliver the course on their own time.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** Traffic crashes are the number one cause of death for youth ages 16–25. Alive at 25 program evaluations have found that youth who complete the course are significantly (98%) less likely to be involved in a serious crash.

In addition, Alive at 25 has potential to generate additional revenue for Safe Communities, particularly if we can increase referrals and expand. We have the state's only master trainer on our team; we have a track record with municipal court judges and local law enforcement, relationships with statewide associations (WTSOA and municipal court judges) and systems in place to administer the classes. In terms of reaching into high schools proactively (vs. relying solely on court referrals) this program could augment driver's education classes and affect real reductions in serious crashes among this age group.

## Falls Prevention Task Force/Community Education Workgroup

**Scope (What is included?):** Falls Prevention Task Force of Safe Communities work to disseminate and support community falls prevention classes and clinician education to reduce falls by 10% in three years.

**Scope Exclusions (What is not included?):** Falls prevention among those under 60 years, including people with disabilities and young children (both groups suffer high rates of serious falls), workplace/occupational-related falls; falls in health care settings.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** Falls are #1 cause of injury hospitalizations in Dane County. Prior to Safe Communities taking the lead, we saw much activity but little collaboration among agencies and across health care/aging services networks.

## Making Safe Communities a Household Name

**Scope (What is included?):** Educating public at large, funders and decision-makers about Safe Communities and what we do.

**Scope Exclusions (What is not included?):** Communities outside of Dane County.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** According to Dane Trak survey conducted in January, 2006, more than three-fourths of respondents were “not at all familiar” with Safe Communities. Also, at our Forward Focus/Annual Breakfast Meeting in March 2009, active Safe Communities members identified the following as the top two organizational priorities: 1) Safe Communities should continue playing a key role in leading collaboration; 2) Educate public, funders and decision makers about Safe Communities and what it does (to increase funding and community involvement). If we don't move forward on this, status quo is most likely outcome.

## Member Relations

**Scope (What is included?):** Developing and implementing a plan to communicate with and more fully engage Safe Communities partners. Includes updating lists, planning Annual Breakfast Meeting, developing a communications plan; expanding opportunities for networking, and, other ideas ...?

**Scope Exclusions (What is not included?):** There's considerable overlap between who we call “members” and who are end consumers – think neighborhood associations, schools, law enforcement agencies. We need to sort this out overlap between this group and the “Making Safe Communities a Household Name” group.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** Safe Communities was launched when a Public Health Department assessment discovered that Dane County has many injury prevention organizations but that little collaboration was occurring. Fostering collaboration is a key reason we exist, and ensuring that partners find value in participation is critical to engagement.

## National Night Out

**Scope (What is included?):** National Night Out is a national crime prevention initiative where communities around the country plan events the first Tuesday in August each year. Our role was to help a group in South Madison plan and implement their National Night Out event. This includes meeting facilitation, fundraising, media relations, partner coordination, and acquisition of permits. Also, decide whether/how to help in other areas of Madison/Dane County if there's a need and if funding becomes available. We might also decide to collect and disseminate information about NNO events happening throughout Dane County.

**Scope Exclusions (What is not included?):** Many communities in Dane County have thriving National Night Out events every year, and other than helping to promote events, we wouldn't be involved in these.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** We helped in 2009 in South Madison; opportunity to promote proactive crime prevention activities and partnerships.

## Meeting New IRS 990 Requirements

**Scope (What is included?):** Adopting fiscal and personnel policies that comply with new IRS regulations governing nonprofits.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** We're required by law to do so by 2011 tax year.

## Outer Loop Pedestrian Project

**Scope (What is included?):** Through engineering, enforcement and education, increase yield to pedestrian rates at non-signalized crossings of the Capitol Square outer loop.

**Scope Exclusions (What is not included?):** Other locations.

**Business Reason (Why are we doing this project?, What will happen if we don't do this project?):** Interest from City of Madison Downtown Coordinating Committee; opportunity to use "zone approach" that Safe Communities piloted during NHTSA Older Adult Pedestrian Safety demonstration project; high visibility project.

## Pedestrian Flag Program

**Scope (What is included?):** Coordinating a volunteer network of flag minders, flag holder-builders and flag assemblers; coordinating new requests for flag sites (city of Madison has an approval process; other municipalities manage themselves); central distribution site for bulk flag supplies (DeForest Police assemble; Middleton Police build and install flag holders; Safe Communities collects contributions to replenish supplies for flags).

**Scope Exclusions (What is not included?):** Except for Madison, municipalities in Dane County have taken over management of their flag programs – they're listed on Safe Communities' website and that's about it. We supply informational brochures called "Pedestrian Flags: Coming to an Intersection Near You" that were funded by the Active for Life pilot project in 2003.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** When the project kicked off in 2001 and expanded in 2003 we received strong media coverage. After the Slow Down Campaign, Pedestrian Flag Program is our most visible project: according to a 2003 Dane Trak survey 59% of respondents were aware of the Pedestrian Flag Program (although, like the Slow Down campaign, most people don't know it's affiliated with Safe Communities).

Pedestrian flags are highly effective, increasing the yield-to pedestrian rate at sample intersections from 6% to 87%. In 2005, when Safe Communities received a NHTSA National Demonstration Project Grant to increase pedestrian safety among older adults, the Pedestrian Flag Program was a central component.

## Poisoning Work Group

**Scope (What is included?):** Working with state injury prevention staff to understand nature of poisoning problem in Dane County; identifying a strategy to address it; building partnerships to fund and implement a pilot project; grant writing.

**Scope Exclusions (What is not included?):** Project implementation – in 2010 this is a planning group.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** Recent analysis of injury data by Public Health Madison/Dane County uncovered a spike in poisoning deaths in Dane County. Injury prevention experts tell us that there are not identified best practices in the area of poisoning prevention. We could pilot a community-based prevention project as it's an emerging issue nationwide.

## Slow Down Campaign

**Scope (What is included?):** Statewide campaign – components include distribution of yard signs via law enforcement, public health and American Family Insurance agents; increased speed enforcement by participating police departments; media events and promotion.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** Slow Down Campaign is Safe Communities' hallmark project, and has served as a vehicle to test statewide expansion (in 2009 we conducted the campaign in 31 Wisconsin Counties; in 2011 we will launch the campaign statewide).

The campaign generates operating revenue for the organization through sponsorships (AAA Wisconsin and General Casualty were past sponsors; since 2006 American Family Insurance has sponsored). If we don't continue this project: could carry on without community component (e.g. rather than partnerships, stepped up enforcement, distribution of signs alone could continue through agents). However, enforcement and education about the enforcement through media is critical to a successful campaign. According to a Dane Trak survey conducted in 2002, 67% of respondents reported reducing their speeds in areas where yard signs are posted. Speed studies conducted during campaigns measured reductions in vehicle speeds.

## Suicide Prevention Initiative

**Scope (What is included?):** Suicide Prevention Symposia April 26<sup>th</sup>, 2009; Suicide Prevention Training for First Responders; promotion of HOPES QPR activities.

**Scope Exclusions (What is not included?):** With funding cuts in 2010, we limited focus to symposium and promotion of activities of partners.

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** Suicide is among the top 3 causes of injury death and hospitalization in Dane County. We became involved when we partnered with HOPES to plan and conduct first Suicide Prevention Summit three years ago after a series of youth suicides rocked Dane County. We garnered foundation and Dane County funding, created a Task Force and implemented projects.

Even with funding cuts, we can continue to maintain a small presence in suicide prevention efforts with a few targeted trainings while HOPES manages QPR gatekeeper trainings.

## Sustainability

**Scope (What is included?):** Working with board of directors and staff to develop and implement a strategy to raise funds through diverse sources (project and event sponsorships, sustaining memberships from corporate, government, nonprofit and individual donors, products and services).

**Business Reason (Why are we doing this project? What will happen if we don't do this project?):** Funding this organization has been an on-going challenge, and with contributions down due to the economy it's as bad as ever. If we're going to meet our mission we need to devote more time and attention to fundraising.

We have a strong track record of winning grants. To date we've received three national NHTSA demonstration projects; a three-year Madison Community Foundation capacity building grant; 6 years of grant support from Wisconsin Bureau of Transportation Safety, and grants from statewide foundations. Grants have allowed us to work intensively on key safety issues like increasing safety belt use. Also, we've used these grants to make awards to our partners to implement activities. When partners see Safe Communities as a potential funding source, our stock rises.