

# 2012 Safe Communities Strategy At-A-Glance

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**Mission:** Safe Communities builds partnerships with people and organizations to save lives, prevent injuries and make our community safer.

**Issues we address:** 1) top causes of injury, as determined by data; and 2) safety concerns cited at community listening sessions

**Vision:** Safe Communities will be both a leader and catalyst in making Madison/Dane County a safer community.

Falls	Traffic Crashes	Childhood Injuries (with SAFE KIDS)	Suicide	Drug Poisoning
<ul style="list-style-type: none"> <li>● #1 cause of injury hospitalization</li> <li>● 40% who suffer a serious fall end life in a nursing home</li> <li>● Wisconsin has the second highest death rate from falls in the nation</li> <li>● Falls are <b>not</b> an inevitable part of aging</li> </ul>	<ul style="list-style-type: none"> <li>● #1 cause of death for Dane County youth</li> <li>● Speed, alcohol, and failure to wear safety belts are causal factors in 50% of Dane County's traffic fatalities</li> </ul>	<ul style="list-style-type: none"> <li>● Unintentional injuries are #1 cause of death for children under age 5</li> </ul>	<ul style="list-style-type: none"> <li>● #1 cause of violent death in Dane County</li> <li>● Many suicides can be prevented with community support and treatment</li> <li>● Almost 1/3 of injury-related deaths in Dane County are the result of suicide</li> <li>● Suicide is a public health issue (in addition to a mental health issue)</li> </ul>	<p><b>Poisoning:</b></p> <ul style="list-style-type: none"> <li>● Leading cause of injury death in Dane County</li> <li>● Hospitalization rates highest among those ages 35-44</li> <li>● Poisoning, including drug overdose (both prescription and controlled substances) is the #1 cause of injury death for those ages 25-64 and 2<sup>nd</sup> leading cause of death for those ages 15-25</li> <li>● Reducing access to prescription drugs through MedDrop is a promising prevention practice</li> <li>● <b>Alcohol Abuse and Injury:</b></li> <li>● Underlying cause of nearly 40% of traffic crashes in Dane County; often a contributing factor in suicides and assaults</li> </ul>
<p><b>Who We Serve</b> Older adults</p>	<p><b>Who We Serve</b> School-age children, bicyclists, young drivers, older adults, neighborhood associations, pedestrians, motorcycle riders, residents at large</p>	<p><b>Who We Serve</b> Pre-school/Elementary School children</p>	<p><b>Who We Serve</b> Older adults, people in prime earning years, youth</p>	<p><b>Who We Serve</b> Young adults, people 25 - 55 (highest risk group for death by drug poisoning), older adults</p>
<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>● Falls Prevention Task Force</li> <li>● Coordinate and promote community exercise classes, including Stepping On, NoFalls</li> <li>● Health Care Provider education Partner with EMS</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>● Pedestrian Flags</li> <li>● Slow Down Campaign</li> <li>● Alive at 25 Defensive Driving Courses (court referred and high school partnerships)</li> <li>● Stop on Red Campaign (pending funding)</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>● Kids Safe Home Alone campaign</li> <li>● Safe Routes to School/Walk to School</li> <li>● Web-based education</li> <li>● Safety Fair at Madison Children's Museum</li> <li>● Logistical support for National Night Out</li> </ul>	<p><b>Programs</b></p> <ul style="list-style-type: none"> <li>● Suicide Prevention Task Force</li> <li>● Community Mobilization Events</li> <li>● Promote dissemination of evidence-based suicide prevention education</li> <li>● MedDrop and Preventing Access to Methods of Suicide public education</li> </ul>	<p><b>Programs</b></p> <p>Drug Poisoning Summit and Initiative:</p> <ul style="list-style-type: none"> <li>● Create workgroups and community-wide, collaborative strategy to address problem; evaluate</li> <li>● Drug Poisoning Summit January 30, 2012</li> </ul> <p>Manage MedDrop Program - expand to 10 permanent drop box sites in partnership with local police departments</p> <p>Promote activities of partners of Dane County Coalition to Reduce Alcohol Abuse</p>