

2010 Safe Communities Strategy At-A-Glance



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 the leader and primary catalyst in making Madison/Dane County the safest American community.

Falls	Traffic Crashes	Childhood Injuries (with SAFE KIDS)	Suicide	Poisoning/Alcohol Abuse and Injury (pending funding)
<ul style="list-style-type: none"> ● #1 cause of injury hospitalization ● 40% who suffer a serious fall end life in a nursing home ● Wisconsin has the second highest death rate from falls in the nation ● Falls are not an inevitable part of aging 	<ul style="list-style-type: none"> ● #1 cause of death for Dane County youth ● Speed, alcohol, and failure to wear safety belts are causal factors in 50% of Dane County's traffic fatalities 	<ul style="list-style-type: none"> ● Accidental injuries are #1 cause of death for children under age 5 	<ul style="list-style-type: none"> ● #1 cause of violent death in Dane County ● 90% of suicides can be prevented with community support and treatment 	<p>Poisoning:</p> <ul style="list-style-type: none"> ● 2nd leading cause of injury death and hospitalization in Dane County ● Hospitalization rates are highest among those ages 35-44 ● Poisoning, including drug overdose (both prescription and controlled substances) is the #1 cause of injury death for those ages 25-64 and 2nd leading cause of death for those ages 15-25 <p>Alcohol Abuse and Injury:</p> <ul style="list-style-type: none"> ● Underlying cause of nearly 60% of traffic crashes in Dane County; often a contributing factor in suicides and assaults
<p>Who We Serve Older adults</p>	<p>Who We Serve School-age children, bicyclists, young drivers, older adults, neighborhood associations, pedestrians, motorcycle drivers, residents at large</p>	<p>Who We Serve Pre-school/Elementary School children</p>	<p>Who We Serve Older adults, people in prime earning years, youth</p>	<p>Who We Serve To be determined by planning groups</p>
<p>Programs</p> <ul style="list-style-type: none"> ● Falls Prevention Task Force ● Public Education Campaign ● Community Exercise Classes ● Service coordination via United Way 2-1-1 ● Health Care Provider education 	<p>Programs</p> <ul style="list-style-type: none"> ● Pedestrian Flags ● Slow Down Campaign ● Television Public Service Announcements ● Alive at 25 Defensive Driving Courses ● Neighborhood Safe Walking Routes (pending funding) ● Stop on Red Campaign (pending funding) 	<p>Programs</p> <ul style="list-style-type: none"> ● Safe Routes to School and Walk Our Children to School Week 	<p>Programs</p> <ul style="list-style-type: none"> ● Suicide Prevention Task Force ● Suicide Prevention Clinician Symposium 	<p>Programs</p> <p>Poisoning Prevention Planning Workgroup:</p> <ul style="list-style-type: none"> ● Uncover what's behind spike in poisoning deaths ● Develop strategy to address problem ● Find funding to support our efforts <p>Ad Hoc Group:</p> <ul style="list-style-type: none"> ● Develop strategy for addressing alcohol abuse/injury ● Decide whether to apply for Safe and Drug Free Schools grant ● Decide how to move forward, in partnership w/Dane County Coalition to Reduce Alcohol Abuse