

**Application to Become a Member of the Safe Community Network for International Designation as a Safe Community by the WHO Collaborating Centre on Community Safety Promotion.**

**Description of Omaha**

Reference Sources: City of Omaha, Wikipedia, State of Nebraska

Omaha is the largest city in the U.S. state of Nebraska. It is the primary city in the greater Omaha area which includes Pottawattamie County in Iowa and Washington, Douglas, Sarpy and Cass Counties in Nebraska. Omaha is the county seat of Douglas County. As of the 2000 census, the city had a population of 390,007. According to the 2005 census estimate, Omaha's population rose to 424,988, which includes an extra population count of approximately 8,400 people by annexing the smaller City of Elkhorn. Located on the eastern edge of Nebraska, it is on the Missouri River, about 20 miles (30 km) north of the mouth of the Platte River. Omaha is the anchor of the Omaha-Council Bluffs metropolitan area. Council Bluffs, Iowa lies directly across the Missouri River from Omaha. The city and its suburbs formed the 60th-largest metropolitan area in the United States in 2000, with a population of 819,246 (2006 [1]) residing in eight counties or about 1.2 million within a 50-mile (80 km) radius.

Omaha has a rich cultural and historical legacy. Cultural highlights include the Joslyn Art Museum, the Durham Western Heritage Museum, the Holland Performing Arts Center, and the Omaha Community Playhouse. It was home to the 1898 Trans-Mississippi and International Exposition, and was the location of the winter quarters for settlers on the Mormon Trail. It has also been the location of important events in the Civil Rights Movement. It is also a business center listed as a top 10 high tech haven by Newsweek in 2001.[2] Although crime in Omaha is comparable to other U.S. cities of similar size, racial tension and the scourge of methamphetamines [3] are social issues.

Omaha has a wide range of historical and new neighborhoods and suburbs that reflect its socioeconomic diversity. Early neighborhood development of ethnic enclaves has given way recently to gated communities, and Omahans have strove to revitalize a healthy and vibrant downtown area, including the development of the Old Market. From its first annexation in 1857 (of East Omaha) to its recent and controversial annexation of Elkhorn, Omaha has constantly had an eye towards growth.

**Demographics**

As of the census of 2000, there are 390,007 people, 156,738 households, and 94,983 families residing within city limits. The population density is 1,301.5/km<sup>2</sup> (3,370.7/mi<sup>2</sup>). There are 165,731 housing units at an average density of 553.1/km<sup>2</sup> (1,432.4/mi<sup>2</sup>). The racial makeup of the city is 78.39% White, 13.31% African American, 0.67% Native American, 1.74% Asian, 0.06%

Pacific Islander, 3.91% from other races, and 1.92% from two or more races. 7.54% of the population are Hispanic or Latino of any race.

There are 156,738 households out of which 30.0% have children under the age of 18 living with them, 43.8% are married couples living together, 13.0% have a female householder with no husband present, and 39.4% are non-families. 31.9% of all households are made up of individuals and 9.4% have someone living alone who is 65 years of age or older. The average household size is 2.42 and the average family size is 3.10.

In the city the average age of the population is diverse with 25.6% under the age of 18, 11.0% from 18 to 24, 30.8% from 25 to 44, 20.7% from 45 to 64, and 11.8% who are 65 years of age or older. The median age is 34 years. For every 100 females there are 95.0 males. For every 100 females age 18 and over, there are 92.2 males.

The median income for a household in the city is \$40,006, and the median income for a family is \$50,821. Males have a median income of \$34,301 versus \$26,652 for females. The per capita income for the city is \$21,756. 11.3% of the population and 7.8% of families are below the poverty line. Out of the total population, 15.6% of those under the age of 18 and 7.4% of those 65 and older are living below the poverty line.

As of the 2004 Current Population Survey, there are roughly 409,000 people, 154,879 households, and 92,903 families residing within the city limits. The 2004-2005 Statistical Abstract of the United States lists the total estimated population for the Omaha-Council Bluffs Metropolitan Area as 804,000.[5]. Omaha ranks as the 43rd largest city in the United States, and with the suburbs and Council Bluffs, Iowa, ranks as the 60th largest Metropolitan area.

### **Economy**

With diversification in several industries, including banking, insurance, telecommunications, architecture/construction and transportation, Omaha's economy has grown dramatically since the early 1990s. Omaha's most prominent businessman is Warren Buffett, nicknamed the "Oracle of Omaha", who is ranked by Forbes Magazine as the third richest man in the world. Omaha is also home to headquarters of several major corporations, including Berkshire Hathaway, ConAgra Foods, The Gallup Organization, infoUSA, Union Pacific and Mutual of Omaha.

### **Health and Medicine**

Omaha is the smallest city in the United States to have two major research hospitals [citation unknown], the University of Nebraska Medical Center and Creighton University Medical Center. UNMC is a world renowned cancer treatment and transplant center, attracting patients internationally.

Alegent Health Bergan Mercy Medical Center, Alegent Health Immanuel Medical Center, Alegent Health Lakeside Hospital, Alegent Health Mercy Hospital (Council Bluffs), Alegent Health Midlands Hospital in Papillion, The Nebraska Medical Center (University of Nebraska Medical Center/Clarkson Hospital), Creighton University Medical Center, Douglas County Community Mental Health Center, Methodist Hospital, Children's Hospital, Omaha Veterans Administration Hospital, and Jennie Edmundson Hospital (Council Bluffs) are hospitals located in the metropolitan area.

## **Transportation**

### **Airports**

Eppley Airfield, Omaha's airport, serves the region with over 4.2 million passengers enplaning or deplaning in 2006. Southwest Airlines, United Airlines, US Airways, Continental Airlines, Northwest Airlines, Delta Airlines, Midwest Airlines, American Airlines and Frontier Airlines serve the airport with direct and connecting service. General aviation airports serving the area are the Millard Municipal Airport, North Omaha Airport and the Council Bluffs Airport. Offutt Air Force Base is a military base. Eppley is situated in East Omaha, with many users driving through Carter Lake, Iowa and getting a view of the Carter Lake before getting there.

### **Automobiles**

The primary mode of transportation in Omaha is by car, with I-80, I-480, I-680, I-29, and U.S. Route 75 (JFK Freeway and North Freeway) providing freeway service in the metropolitan area. The expressway along West Dodge Road (U.S. Route 6 and Nebraska Link 28B) and U.S. Route 275 is currently being upgraded to freeway standards from I-680 to Fremont; the construction Dodge expressway was completed Friday, October 13. Metro Area Transit runs a number of bus routes within the city. Omaha is laid out on a grid plan, with 12 blocks to the mile (east - west).

### **Railroads**

Although Council Bluffs was chosen as the starting point for the Union Pacific Railroad, construction began from Omaha on the eastern portion of the first transcontinental railroad in the United States. By the middle of the 20th century, Omaha was served by the following railroads: Chicago, Rock Island and Pacific (CRIP), Chicago, Burlington & Quincy (CBQ); Chicago Great Western (CGW); Illinois Central (IC); Chicago & Northwestern (CNW); Wabash (WAB); Chicago, Milwaukee, St Paul & Pacific (The Milwaukee Road) (CMStP&P); Chicago, St. Paul, Minneapolis and Omaha; Missouri Pacific (MP); and Union Pacific.

Amtrak, the national passenger rail system, provides service through Omaha, operating its California Zephyr daily in each direction between Chicago and Emeryville, California, across the bay from San Francisco.

### **Missouri River Bridges**

Omaha's position as a transportation center was finalized with the 1872 opening of the Union Pacific Missouri River Bridge linking the transcontinental railroad to the railroads terminating in Council Bluffs. In 1888 the first road bridge the Ak-Sar-Ben Bridge opened. In the 1890s, the Illinois Central drawbridge opened as the largest bridge of its type in the world at that time. Omaha's Missouri River road bridges are now entering their second generation, including the WPA financed South Omaha Bridge (now Veteran's Memorial) which was added to the National Register of Historic Places and is currently scheduled to be demolished. In 2006 Omaha and Council Bluffs announced plans to build the Missouri River Pedestrian Bridge which should become a city landmark on its scheduled opening in November 2008.

**Injury Surveillance Facts,**

**5 Leading Causes of Death, United States  
1999-2002, All Races, Both Sexes**

Rank	Age Groups										All Ages
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65+	
1	Congenital Anomalies	Unintentional Injury	Malignant Neoplasms	Malignant Neoplasms	Malignant Neoplasms	Heart Disease	Heart Disease				
2	Short Gestation	Congenital Anomalies	Malignant Neoplasms	Malignant Neoplasms	Homicide	Homicide	Unintentional Injury	Heart Disease	Heart Disease	Malignant Neoplasms	Malignant Neoplasms
3	SIDS	Malignant Neoplasms	Congenital Anomalies	Suicide	Suicide	Homicide	Heart Disease	Unintentional Injury	Chronic low Respiratory Disease	Cerebrovascular Disease	Cerebrovascular Disease 150,074
4	Maternal Pregnancy Comp.	Homicide	Homicide	Homicide	Malignant Neoplasms	Malignant Neoplasms	Suicide	Liver Disease	Cerebrovascular Disease	Chronic low Respiratory Disease	Chronic Low Respiratory Disease
5	Placenta	Heart Disease	Heart Disease	Congenital Anomalies	Heart Disease	Heart Disease	HIV	Cerebrovascular Disease	Diabetes Mellitus	Influenza & Pneumonia	Unintentional Injury

Produced By: Office of Statistics and Programming, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention  
Data Source: National Center for Health Statistics (NCHS), National Vital Statistics System

## **Nebraska Injury Prevention & Control Program**

The Nebraska Health and Human Services System's Injury Prevention Program was established to reduce the incidence and/or severity of injuries to Nebraskans.

### **Injury Problem in Nebraska**

Injuries are the fifth leading causes of death for Nebraskans.

Unintentional and intentional injuries are the leading cause of years of life lost for Nebraskans.

In Nebraska, falls are the leading causes of all injury hospitalizations and outpatient treatment. Falls are the second leading cause of unintentional injury deaths.

Motor vehicle crashes are the leading cause of death for persons ages 4 through 25 years. (1999 – 2003)

Suicide was the leading cause of injury death for individuals age 25-64. (1999 – 2003)

A Nebraska Injury Prevention Advisory Committee was established to assist with the development of the Nebraska Injury Prevention State Plan 2004.

The report, "Injury in Nebraska 2005" is the most comprehensive review and analysis done to date by the Nebraska Health and Human Services System. This report describes the leading causes of injury death and the leading causes of injury hospital treatment, including inpatient and outpatient.

Other recent data reports include the Nebraska Injury Surveillance Report 2004 which analyzed data from the Youth Risk Behavior Survey, and the 2004 Report on Unintentional Fall Related Injuries in Children.

" Recommendations for Suicide Prevention in Nebraska" were developed in June, 2006. The recommendations were developed by a variety of stakeholders who attended a suicide prevention symposium. " A Report on the Nebraska Suicide Prevention Symposium" details the process that was used to develop the recommendations.

The Injury Prevention Program has developed a guide, Best Practices for Unintentional Injury Prevention. This guide includes proven strategies for preventing injuries related to falls, fire and burns, motor vehicles and poisoning, as well as preventing traumatic brain injuries.

The SAFE KIDS Nebraska Coalition works to prevent the leading cause of death and disability to children age 14 years and under: unintentional injuries. Coalitions and chapters have been established across the state. Emphasis is placed on education of both children and parents through media campaigns, direct education, and community events.

A recent study on injuries to Nebraskans found that deaths due to injury made up 6% of total deaths to Nebraskans. However, among 15 – 24 year olds, more than three-fourths (78% for 15 – 19 year olds and 76% for 20 – 24 year olds) of deaths were due to injuries.

- ◆ In Nebraska, more years of potential life were lost due to injury than to any other cause of death.
- ◆ More males died from all major causes of injury than females. However, hospital discharge rates for injuries were higher for females than for males.
- ◆ Native Americans had an unintentional injury death rate that was significantly higher than the state rate (86.3 vs. 33.3 per 100,000, respectively). The leading cause of injury death among Native Americans was motor vehicle crashes.
- ◆ Statewide, motor vehicle crashes were the leading cause of injury death. Suicide was the second leading cause of injury death.
- ◆ Death rates from falls appeared to be relatively low across the lifespan until the age of 65 years, when fall-related injury death rates began to rise.
- ◆ Falls were the leading cause of injury hospital discharge for all ages combined in Nebraska. They were the second leading cause of unintentional injury death.
- ◆ Teens and young adults (age 15 – 24) had the highest motor vehicle crash death and hospital discharge rates (28.7 and 1,839 per 100,000 respectively).
- ◆ Among children under age 14, infants less than 1 year old had the highest death rate due to suffocation (6.6 per 100,000); the most common cause was suffocation in a bed or cradle.
- ◆ Being unintentionally struck by or against an object was the leading cause of injury hospital discharge for Nebraskans age 10 to 24 years. Many of these were sports-related injuries (50% in the 15 – 24 year age group).
- ◆ The death rate for unintentional poisoning was higher for males than for females (2.6 vs. 1.4 per 100,000, respectively). The age group with the highest death rate due to poisoning was 34 – 44 years (3.7 per 100,000). The leading agent of unintentional poisoning was medications.
- ◆ Drowning was the leading cause of injury death for children age 1 – 4 years. The most frequent location of drowning was a swimming pool.
- ◆ Suicide was the leading cause of injury death for individuals age 25 – 64 years. Males were more likely to die from suicide while females were more likely to be hospitalized for suicide attempts.
- ◆ Homicide was the leading cause of injury death for infants under one year of age. These deaths were most commonly related to abuse.

Table 1 Nebraska 2010 Health Goals and Objectives and most recent rates

Death	Base line Rate (1998)	Rate in (2003)	2010 Nebraska Objective (rate per 100,000 population)
Unintentional Injury	38.8	33.9	19.4
Fall	6.9	6.5	3.5
MVC	20.5	14.1	12.0
Suicide	12.2	9.9	8.2
Poisoning	4.4	1.9	1.5
Drowning	0.8	1.0	0.5
Homicide	3.3	3.4	2.0

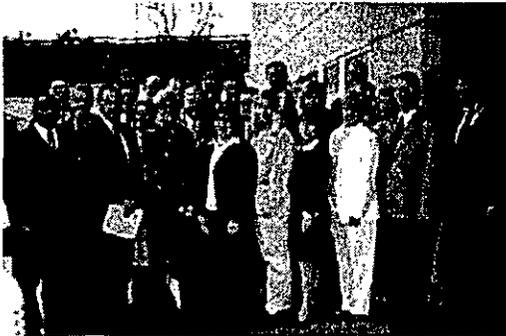
Table 6. Five leading causes of injury death by age, Nebraska, 1999-2003 total deaths

Rank	Age Groups													All Ages
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+		
1	Homicide N=6	Drowning N=13	Motor Vehicle Traffic N=22	Motor Vehicle Traffic N=22	Motor Vehicle Traffic N=273	Suicide N=159	Suicide N=194	Suicide N=159	Suicide N=88	Motor Vehicle Traffic N=81	Fall N=95	Fall N=342	Motor Vehicle Traffic N=1,191	
2	Suffocation N=8	Homicide N=12	Fire/Flame N=1	Suicide N=10	Suicide N=142	Motor Vehicle Traffic N=117	Motor Vehicle Traffic N=106	Motor Vehicle Traffic N=149	Motor Vehicle Traffic N=79	Suicide N=63	Motor Vehicle Traffic N=8	Suffocation N=99	Suicide N=804	
3	Motor Vehicle Traffic N=4	Motor Vehicle Traffic N=11	Drowning N=2	Suffocation N=8	Homicide N=71	Homicide N=53	Homicide N=57	Poisoning N=37	Fall N=29	Fall N=56	Not Specified N=70	Motor Vehicle Traffic N=36	Fall N=680	
4	Drowning N=1	Child Pedestrian N=6	Homicide N=2	Homicide N=6	Drowning N=18	Poisoning N=35	Poisoning N=47	Homicide N=31	Suffocation N=12	Suffocation N=4	Suffocation N=65	Suicide N=21	Suffocation N=273	
5	Fire/Flame N=1	Fire/Flame N=5 Natural/Event N=5 N=5	Suffocation N=2	Drowning N=5	Poisoning N=14	Other Transport N=11	Suffocation N=22	Fall N=25	Poisoning N=10	Fire/Flame N=9	Suicide N=59	Natural/Environmental N=6	Homicide N=273	

**1. An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community.**

In the greater Omaha area including Douglas, Sarpy, Washington, and Cass counties, our public officials, governmental entities, corporate businesses, law enforcement, health care, education, insurance, and related organizations all come together as the board of directors of the Greater Omaha Chapter of the National Safety Council (Council) in a collaborative effort. Pottawattamie County in Iowa is also a part of the greater Omaha metropolitan area. The purpose of the organization is "to promote safety and health by providing programs,

resource services, and education to prevent and reduce both the personal and economic loss associated with injuries, accidents, and health hazards." In addition to the board of directors, hundreds of individuals volunteer on various committees and task groups to further carry on the work of safety and health promotion in the greater Omaha area.



*Board of Directors of the  
Greater Omaha Chapter*

This association of concerned individuals began in 1924 as the Omaha Safety Council, founded by a group of well-known businessmen who concluded that 75% of accidents could be prevented. The Council's founding was against a backdrop of 80,000 lives

lost annually (about 70 people per 100,000 population) to unintentional injuries. Today's reduced national unintentional injury rate of about 35 per 100,000 population illustrates the success of the safety movement.

Representatives including prominent and leading citizens and business men and women representing sixty four organizations, both civic and commercial, met September 23, 1924 in the Council Chamber of the Omaha City Hall to discuss development of the Safety Council. Speakers included Omaha Mayor James C. Dahlman; Ballard Dunn, Managing Editor of the Omaha Bee; Judge C. E. Foster; Mr. R. A. Luessler, General Manager of the Street Railway Company; Mr. H. E. Dickinson, General Superintendent of the Northwestern Railway; and Mrs. W. E. Bolin representing the women's organizations and others.

At that meeting, Mr. R. A. Luessler, offered a motion that the Chairman appoint a committee of seven to perfect the Omaha Safety Council organization by preparing a set of by-laws and nominating Directors to the number of fifty, representing civic and commercial organizations throughout the city.

As a result of this meeting the Omaha Safety Council was born reflecting "this highly important phase of Omaha's development which is dedicated to the saving of human lives and limbs and the reduction of property loss." (from a September 29, 1924 letter to Col. Theo. Liesen, c/o Metropolitan Utilities District, City Hall, Omaha, Nebraska from Geo. M. Carey for the Omaha Safety Council.)

Quoting Kermit Hansen (a volunteer), President of the Omaha Safety Council, Inc. in August, 1982 " .... We are here for one purpose - to serve you, your firm, your school, your home with expertise in prevention of accidents and education about safety. "

"Safety is an individual concern, a matter of personal practice. But it is even more beneficial when it is a group matter. So, let us show you how we can help you – how we can work even better together."

Political leaders including our Mayors, present and past, have been active participants through the years. Note the Mayor was a participant in the founding of this organization. For many years, the Council presented the Mayor's Conference on Drug and Alcohol Use in the Workplace. We also presented the Governor's Conference on Drug and Alcohol Use in the Workplace. We discontinued this conference as interest waned, however, important help in this area is still provided to businesses through other conferences such as the Safety and Health Summit.

Other work with the city, county and greater Omaha area has taken place over the years. The Council works with the city's safety director. The director of the public works department is a member of the board of the National Safety Council, Greater Omaha Chapter. Others on the board ex officio include the Omaha Police Chief, Omaha Fire Chief, County Sheriff, Superintendent of the Nebraska State Patrol, Health Director of the Douglas County Health Department, Commissioner of the Nebraska Department of Labor, Administrator of the Nebraska Office of Highway Safety, a State Senator and U. S. Senator.

Current Mayor Mike Fahey frequently participates in Council initiatives. Annually he presents the Mayor's Trophy to a for-profit business which has developed and supported a safety initiative through their business in this community. He frequently provides support as a spokesperson through news conferences etc. in the announcement of community-wide safety initiatives. Most recently he is providing support for a Safe Playground initiative. With the parks department he supported two monument signs placed on a popular playground by the Safety Council to provide education to families regarding development of their own home playgrounds.

The Council's founding and continuing efforts indicate that the infrastructure of partnership and collaborations, the cross-sectional group of board members and the goals to reduce injury and fatality were present through the years.

While we did not recognize efforts as the Safe Community Model, it seems many of the components were in place by 1936 evidenced by the accreditation as a chapter by the National Safety Council. Documentation of injury reduction and evaluation measures have been more recent.

The Safe Communities model only became known to the Greater Omaha Chapter in 2006. Upon evaluation of our infrastructure, programs and practices at

that time, it was determined that the Greater Omaha Chapter of NSC fit the model.

Today led by a 52 member volunteer board of directors (See Appendix), a staff of 124 (102 are part time instructors with skills and certifications that allow them to teach the wide range of courses from behind the wheel driver education to teens, motorcycles safety training, behavior modification programs, defensive driving programs and first aid/CPR) and hundreds of volunteers carry out the mission. Ultimately, the collective goal is to make the greater Omaha area a safe place to live, work, learn and play.

Twenty two staff members provide program leadership and support to 5 strategic units: community safety, conferences, occupational safety and health, court services (traffic, motorcycle, behind-the-wheel education and behavior modification programs) and membership.

**2. Long-term sustainable programs covering both genders and all ages, environments and situations.**

Resources, services and events which serve businesses, courts, schools, families, and individuals are provided in occupational safety and health, community safety, traffic safety and personal accountability or individual behavior choices that impact safety. The Council has a membership. Advantages include reduced fees. Services are open to all people. The membership of almost 1,000 businesses concerned about safety represents about 250,000 employees. Through the ripple effect the Council has the ability to reach more than 600,000 people.



*Children talking with Sparky, fire fighting dog, at Family Safety Day*

Overall, annually through classes and community events, attendance exceeds 80,000. Our reach through train the trainer programs, publications, health fairs and media is far beyond that number.

The following programs implemented and led by the Council serve both genders and all ages (each program varies in age appropriateness) in our community.

**Programs are presented by injury area.**

Workplace safety was the original primary function of the Council. Those efforts increased tremendously beginning in the 1980's with expanded safe

practices programs. The opportunity to work with 1,000 businesses in 1990 under an OSHA (Occupational Safety and Health Administration) Hazard Communication grant further expanded our efforts. Growth in this area continued with challenges to meet for the Red Meat Industry and designation in 2003 by the United States Secretary of Labor as an OSHA Training Institute Education Center (OTIEC).

A reduction in workplace injuries of all kinds is the objective of these programs. Fortunately efforts to improve workplace safety have been phenomenally successful over the long term so that today the death rate is reduced to 3.5 per 100,000 workers. Year to year there are slight fluctuations up and down and our goals continue to emphasize zero deaths and injuries. The workforce is primarily 18 to 65 years old. The numbers of those who work beyond 65 years old are growing. Annually through these workplace programs we train about 8,600 in injury prevention, The reach of the programs is broader, however because many of the programs are specifically for individuals who are implementing injury prevention programs in their own workplaces.

**Injury Area: Falls, Suffocation, Struck By/Against, Cutting/Piercing, Lifting**

- **Midwest OSHA Education Center (MOEC, the US Department of Labor OTIEC)**

MOEC, regional OSHA Training Institute, is a partnership between Saint Louis University School of Public Health, St. Louis, Missouri; Kirkwood Community College, Cedar Rapids, Iowa; and the National Safety Council, Greater Omaha Chapter. Courses are available in virtually every aspect of occupational safety. Through many of these programs individuals become certified as trainers, enabling our efforts in injury reduction to expand.

- **Rapid Eye Check**

Begun in 2000 this program enables those who are trained to quickly, easily and inexpensively make initial determinations of drug or alcohol use by employees in the workplace. Through a non-invasive tool, supervisors can immediately determine if there is reasonable suspicion of drug and alcohol use with or without the knowledge of employees. Only those who fail this procedure need a body fluid test, saving a company considerable expense by concentrating on those who are likely abusers.

- **Forklift Series (Powered Industrial Trucks)**

Operator Training in Spanish and English, 'train-the-trainer' and forklift operator training evaluation and re-evaluation has been provided by the Council since early 1980.



*Occupational Safety and Health class participants at the Council*

- **Excavation/Trenching**

Education for construction supervisors, their workers and those designated as the 'competent person' (an OSHA definition) learn about excavation hazards, classification of soils, trench rescues, mechanics of cave-ins, and how to avoid them.

- **Human Resources (HR) Series**

Educating human resource personnel in safety requirements and ways to prevent injuries is important, as many workplaces have assigned safety to the HR department.

- **Principles of Occupational Safety and Health Certificate**

This National Safety Council certificate program educates people to use best practices in safety and health. It goes beyond the basics of compliance to include the prevention of injuries.

- **NSC Advanced Safety Certificate Programs**

With Principles of Occupational Safety and Health Certification, individuals can take a variety of important courses, gain certification and strengthen their foundation in achieving safety and health in the workplace. They learn skills in management and training which will help them develop a culture of concern about safety and health in their workplace and beyond.

- **Certificate of OSHA Compliance Programs**

Standards and best practices for overhead and gantry cranes, electrical safety, machine guarding, confined spaces, energy control, hazard communication, walking and working surfaces, welding, cutting and brazing, powered industrial trucks, emergency response and planning, personal protective equipment and fire protection are taught in this certificate program for a safe workplace. Recordkeeping is an important module because it makes the workplace cognizant of tracking injuries, e.g., the most common and why they happened. It helps to measure successful injury prevention.

- **CSP and ASP Preparation Courses**

There are opportunities at the Council for individuals who want to become associate safety professionals (ASP) and certified safety professionals (CSP) to take examination preparation courses. These certifications are very helpful to the business safety professional.

- **Safety and Health Summit Conference and Trade Show**



*A personal protective equipment style show was featured at the 2006 Summit*

At our Summit safety, health and environmental professionals come together to gain education and updates in a variety of safety and health tracks in the workplace. Outstanding local and national speakers, experts in their field, provide information for beginning,

intermediate and advanced safety, health and environmental managers, their staffs, and committees. More than 100 vendors are also available showing the latest in equipment to benefit workplace safety. In 2006 there were seven tracks on 42 topics which served these professionals who attended the Summit.

- **Safety University**

Through Safety University, a one day event, the Council annually brings forward community safety resources available for workplace safety.

*SAFETY KNOWLEDGE  
may determine the future of your business*

Free ½ day seminars about hot topics of concern are determined and developed by safety personnel from companies who come together to share their successes and failures which allow others to learn from them. These programs are held four times a year.

- **Health Care Network**

The Health Care Network is made up of the safety managers from all the hospitals in the area who come together in a non-competitive atmosphere sharing their safety successes and challenges in the health care setting.

- **Critical Issues Safety and Health Breakfast Series**

National and local speakers, experts in leadership, motivation and various aspects of safety are presented 10 times annually at a breakfast meeting which provides safety and health education and networking opportunities.

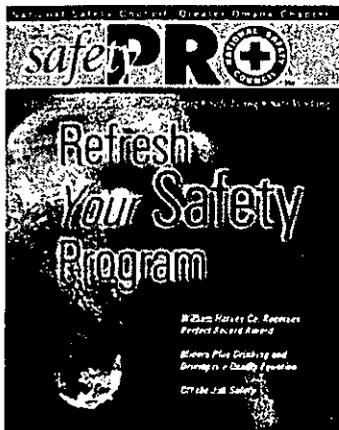
- **SilverStone Audio Visual (AV) Library**

Through the SilverStone AV Library of about 800 videos/DVDs, businesses can select videos to help them conduct injury prevention training in their workplaces. More than 300 businesses annually take advantage of this opportunity.

- **Occupational Safety and Health Awards Program**

The Awards Program provides the recognition that many businesses aspire to in their workplace injury prevention programs. It is a way the company and the employees achieve recognition for their success, and the community recognizes their business as a safe place to work. Almost one hundred companies qualify annually.

- **Safety Pro Magazine**



Published quarterly, *Safety Pro* magazine serves as a professional resource for safe driving, safe living and safe working. Articles about current important safety and health topics are included. There are also industry updates featuring achievements in injury prevention. In addition this publication offers safety tips and recognition of those who have been involved in injury prevention programs. A volunteer advisory committee of business safety and health professionals recommends content for each issue.

While the above programs are current, it's important to note that previous programs have included work under an OSHA hazard communication grant in which we helped 1,000 businesses put programs in place in their workplaces. Today we most often discuss hazard communication within our OSHA compliance programs and NSC certificate programs.

We have also developed an employee orientation program in both English and Spanish with support videos and hand out materials specifically for the Red

Meat Industry. This training program is available for sale locally and through our chapter network.

**3. Programs that target high-risk groups and environments, and programs that promote safety to vulnerable groups.**

**Injury Area: Motor Vehicle Crashes**

Motor vehicle crashes are the number one cause of injury death to those ages 5 to 24 and ages 65 - 74 in Nebraska and the number two cause of injury death in Nebraska to those ages 25 to 64. Motor vehicle crash-related deaths accounted for 27.5 percent of all injury deaths and 39.4 percent of all unintentional injury deaths in Nebraska from 1999-2003.\* A person was killed in a crash every 32 hours in Nebraska in 2005.



*The Click-It Don't Risk It team presents a school assembly program to promote safety belt usage*

Motor vehicle crashes are the fourth leading cause of injury hospital discharge in Nebraska.\* The Council emphasizes programs providing prevention that saves lives in the event of a crash. Our efforts in traffic safety reach the very youngest to the very oldest. In addition, the National Safety Council, Greater Omaha Chapter places a strong emphasis on educational programs that will reduce motor vehicle crashes.

▪ **Child Passenger Safety (CPS)**

According to the National Highway Transportation Safety Administration (NHTSA), child safety seats reduce the risk of injury in a crash in passenger cars by 71% for infants and 54% for toddlers. (2005)

The Council has led the Greater Omaha area in the development of Child Passenger Safety Programs since the early 1990s. The Council also initiated the interest in legislation through Senator Brad Ashford and supported the legislative push for legislation requiring the use of child safety seats. Together with Senator Ashford and other volunteers we were successful in making the requirement a primary law in Nebraska. After one change the current law provides that children must be in an age appropriate seat up to age six and ages six to eighteen are required to wear seat belts.



*NE National Guard delivered seats in the CPS Safety Seat Initiative. Three hundred twenty four child safety seats were distributed to area hospitals based on their annual percentage of newborn discharges.*

At the same time, the Council surveyed all hospitals, pre and post intervention, regarding their comprehensive policies, procedures and education programs for the discharge of newborns in child safety seats. Post intervention data indicated significant increases in the percentage of hospitals having formal infant child safety seat discharge policies, providing patient education and having safety seat loan/giveaway programs. The success of this program, "Promoting Hospital Discharge of Infants in Safety Seats" was published in the August, 1995, Journal of Community Health.

In 2001, the Council held a Symposium "Integrating Child Passenger Safety into Health Care - Nurses ... a Vital Link" to address the struggles which face health care facilities as they address the safe discharge transportation needs of their diverse families from the nursery, pediatrics and emergency room.

Finally, in 2007 we are realizing success from these efforts with more hospitals providing CPS technician training, services and check-up events.

In child passenger safety, Partners for Child Safety (Children's Hospital, Kohl's Cares for Kids and the NSC, Greater Omaha Chapter) provide CPS technician training two times annually. With the largest percent of the Nebraska population in the Greater Omaha area, it is important to have numerous child passenger safety technicians trained. We promote this training to law enforcement, health care workers, auto agencies, fire fighters, businesses, and community volunteers.



Representatives of Children's Hospital, Kohl's Cares for Kids and Greater Omaha Chapter of the National Safety Council during announcement of the 'Partners for Child Safety' initiative.

A four-hour Child Passenger Safety Advocate Training is taught at the Council at least two times annually. Advocates

can serve as assistants to technicians in car safety seat check ups.

One day per week is devoted to checking child safety seats by appointment. This is especially good for parents-to-be, grandparents and parents with new safety seats. Complete training is provided in addition to the CPS check. Numerous calls requesting information are fielded also by the Council staff and information is given over the phone.

In addition, four large CPS check up events are held annually. At least 8 volunteer checkers work at each of these events. Car seats found to have been in a crash or on a consumer products safety recall are immediately replaced at no charge.

▪ **Click It! Don't Risk It!**

Safety belts cut the risk of death or serious injury in a crash by up to 50%. Click It! Don't Risk It! promoting safety belt usage began in the Greater Omaha area in the early 1990's as Good Driving Omaha! followed by Arrive Alive! and most recently Click It! Don't Risk It! Our partner in this program is the Nebraska Office of Highway Safety. Since law enforcement began documentation of safety belt usage in crashes, we have been able to see the results of efforts in this area. The Nebraska Office of Highway Safety conducts semi annual surveys of safety belt usage. Most effective to safety belt usage is law enforcement, but the challenge is our secondary seat belt law in Nebraska. Law enforcement must cite another offense before a safety belt offense can be cited. In addition, a low fine of \$25 is little deterrent to non users.



Methodist Hospital representatives receive their Safety Belt Honor Roll designation from NE Governor Dave Heineman

In 2006, the campaign team leaders attended 63 events as an exhibitor or presenter to reach 34,218 people.

The Nebraska Office of Highway Safety places advertising in the media to support "Seat Belts Save Lives." They also provide grants to law enforcement providing funds overtime for dedicated efforts to traffic stops for violations with safety belt violations.

With the Click It! Don't Risk It! emphasis we have seen safety belt usage increase from 69% in 2002 to 79.2% in 2005. Our current goal is to reach 85.2% usage.

*In 1992, the NSC, Greater Omaha Chapter was the recipient of the NSC's First Public Policy Recognition for Promoting the Safety Belt Law in Nebraska.*

**Features of the Click It! Don't Risk It! campaign include:**

- A 520 member coalition taking the message and promotions to their audiences. Free resources that include NSC's "Diana's Last Message" video, parking lot safety belt signs, posters, dashboard stickers, paycheck stuffers, coloring books, and more are provided to coalition members and anyone requesting for community and business promotions.
- Some items are available in Spanish.
- The Click It Chronicle which keeps coalition members up to date with statistics, success, resources and promotions.
- The Nebraska Safety Belt Honor Roll promoted to businesses, organizations and schools. Governor Dave Heineman recognizes those groups achieving 80% or better on two safety belt checks with recognition on the Honor Roll in his monthly proclamation ceremonies.
- The Wear a Belt or Wear a Tag! promotion which targets high school students with book covers and tee shirts available to use as promotions. Honor Society, Student Council's, Future Leaders of America and Future Farmers of America are encouraged to run campaigns in their schools.
- A student's pledge to buckle up and become a member of the Buckle Up Club.
- The Pick Up the Habit promotion borrowed from North Dakota targets pick-up truck drivers.
- An educational brochure with a prize package distributed through utility, cable companies, insurance companies and by coalition members in their communities. Individuals can answer questions regarding safety belt usage found in the brochure and be eligible for four \$1,000 gift or cash packages.

**Work with international communities in Omaha**

- Omaha has a large immigrant community. We are working with many organizations in Omaha who are working with ethnic groups and their safety. Our safety belt campaign has an emphasis toward our very large Hispanic population. We have just completed extensive training for Sudanese drivers' ed instructors so that they can train their own in behind-the-wheel driving. Our new resident programs that educate regarding traffic safety are reaching ethnic populations from around the world.

*The following programs place a strong emphasis on education to reduce motor vehicle crashes. These programs include Defensive Driving Programs (DDC-4, four hour training and DDC-8, eight hour training).*

- **DDC-4**

DDC-4 teaches motorists to avoid collisions before they happen. It is provided in the greater Omaha area annually to about 500 youth with the Alive at 25 program providing eight excellent hours for those who have received a minor traffic violation. Eighteen hundred individuals take this program for traffic dismissal, court and probation requirements and workplace requirements.

- **DDC-8**

DDC-8 teaches motorists to avoid collisions before they happen. It is provided in the greater Omaha area annually to about ten thousand adults who have received a minor traffic violation or are referred by courts or probation. Students may take this program once every three years for dismissal of their minor violation. Individuals also attend this program as a requirement for their fleet driving jobs.

- **Alive at 25**

Alive at 25 is provided in the greater Omaha area annually to about 500 youth with DDC-4 to satisfy an 8 hour requirement for those who wish dismissal of a minor traffic violation. Students may take this program once every three years for dismissal of their minor violation.

- **Attitudinal Dynamics of Driving (ADD)**

ADD combines behavior change through an interactive course which teaches participants to analyze choices and develop responsible behavior patterns behind the wheel. More than twenty-one hundred people take the ADD program annually for a one time dismissal of a more serious violation, court and probation requirements and for workplace requirements.

And others:

- **Handicap Awareness Program (HAP)**

There has been a strong push in the Omaha area regarding the safety of handicapped people in parking lots. All parking areas are required to have a certain proportion of parking spots designated for the handicapped. A volunteer task force cites drivers who park in those designated areas who do not have a handicapped parking permit. Those offenders of the law have an option to attend a four hour class held by the Council to learn about the safety needs of the handicapped and responsible behavior toward handicapped people and their needs. Their citation (ticket) is dismissed upon attending.

- **Coaching the Van Driver**

Coaching the Van Driver is taught to help drivers compensate for differences between van driving and their regular vehicles.

- **Coaching the Straight Truck Driver**

Coaching the Straight Truck Driver is taught to help drivers compensate for differences between straight truck driving and their regular vehicles.

- **Behind the Wheel Driver Education for Teens**

Behind the Wheel Driver Education for Teens, which began in 1993 is taught by the Council to about 1,500 teens annually. It has been proven in Nebraska that students who take a driver education program versus others, receive statistically fewer traffic violations.\*\*

- **New Resident Driver Training**

Begun in 1999, this program provides new residents from foreign countries education in the rules of the road, obtaining insurance and licenses and includes a hands on component for those who need it.

- **Coaching the Mature Driver (CMD)**

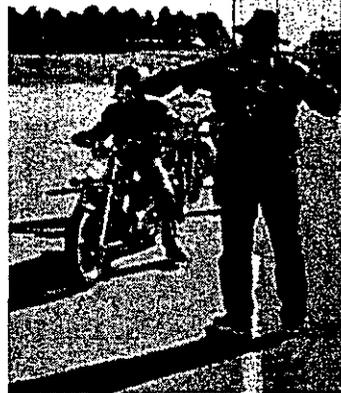
CMD is available to drivers over 55 years old who receive traffic citations. The program teaches compensation for lower reaction time, failing eye sight, and hearing loss and other issues common to our aging population.

- **Motorcycle Safety Training**

Motorcycle Safety Training programs for novice and experienced riders are comprehensive programs developed by the Motorcycle Safety

Foundation and taught by the Council to prevent crashes, prevent injury when a crash occurs and reduce the seriousness of injury after a crash.

Nebraska law requires that motorcyclists wear a helmet. Annually legislation is proposed to remove this requirement. The Council provides leadership in the effort to oppose this requirement change.



*Motorcycle safety trainees ride their bikes in single file*

- **Alcohol Education Program**

The Alcohol Education Program is provided for alcohol related offenders and is recommended as a condition for probation, pretrial agreement, or as an addition to other rehabilitative measures imposed upon conviction. The purpose of the program is to heighten the consciousness of the participants concerning their substance abuse and the consequences and ultimately stop their drinking and driving, thus reducing injuries and fatalities and making our streets safer.

- **Driving Under the Influence (DUI)**

The DUI program for offenders driving under the influence is taught regularly at the Council with the goal to educate offenders regarding their choices, teaching them to attach consequences to actions and showing them how to improve problem solving skills to decrease recidivism. The goal is that the offender will not drink and drive.

- **Cyclefest/ Bike Safety**

Cyclefest is the area's largest collaboration of FREE bicycling events for fun and safety celebrating National Bike Month and beyond. It began as a rodeo in 2000 serving 300 to 800 annually depending on the weather. Attending youngsters are required to go through a helmet fitting check (if they don't have one, they may receive a helmet and fitting free), a bike safety check (brakes, steering, height of seat etc. are all checked free) and a bicycle or tricycle rodeo.



*Ensuring that bike helmets fit properly is a goal of the Bike Helmet Initiative.*

In 2006 Cyclefest was expanded to include several other happenings ... a Trail Ride Safety Rewards Day, a Big Bike Riders' Essay Contest and availability of Bike Rodeo Kits for loan to non-profits and community service organizations.

Brochures promoting all Cyclefest events included bicycle safety tips: Bikes that fit rider, traffic laws, helmet use, selection and fitting a helmet. We also sought volunteers for the Air Pumpers, Helmet Brigade and Rewards Team.

Four hundred seventy six helmet were given away to youngsters during 2006 and 115 were sold under the discounted helmet sales program.

### **Injury Area: Falls**

- **"FIRST- Fall Intervention Reaching Seniors Together"**

"FIRST- Fall Intervention Reaching Seniors Together" is a community collaborative that is developing and presenting initiatives to reduce the trauma, injuries and deaths caused by falls in our older population. Five risk areas have been identified: Home Safety, Medication Management, Physical Activity and Mobility, Environmental Issues and Cross-cutting Issues. Volunteers on the Medication Management and Home Safety Task Groups have been active and developing action steps and projects providing solutions in their risk areas to reduce injury and fatality from falls. Environmental issues and cross-cutting issues task groups are currently in the recruitment phase and early development stages of their task group.

A Leadership Committee consists of 4 partners: Eastern Nebraska Office on Aging, University of Nebraska Omaha, United Way of the Midlands and National Safety Council, Greater Omaha Chapter with health directors of Douglas, Sarpy/Cass, Washington, Dodge and Saunders counties in Nebraska and Council Bluffs and Pottawattamie County in Iowa. Task group chairs and members representing the Visiting Nurse Association, Home Access Solutions, Metropolitan Area Planning Agency, and several physicians. They oversee the successful development and implementation of initiatives. The Council has accepted the responsibility as the lead organization. Members of the task groups from community agencies, businesses, educational institutions, health care providers, medical professionals, aging services professionals and specialists, community/public health professionals, and other stakeholders make up the community-wide Advisory Committee.



*Movement Improvement Tai Chi Trainer  
Class taught by Cate Morrill of Atlanta, GA*

This Advisory Committee with the Leadership Committee guides the coalition to provide interventions specific to each of the risk factors outlined in the Falls Free National Action Plan. It also follows the objectives of Healthy People 2010 relating to fall prevention and the Nebraska Health and Human Services Best Practices for Unintentional Injuries relating to fall prevention.

F1RST, begun in 2005, is in its infancy, and its challenges are tremendous. Falls are the leading cause of unintentional injury and death for those age 65+. There are about 74,000 adults over 65 in the Greater Omaha area and statistically 24,000 will fall in the next year. More than 60 organizations are involved either through the task groups or as Movement Improvement T'ai Chi training organizations.

**Efforts to date include:**

- Fall Prevention Tool Kit Development and availability  
The Tool Kit provides tips from experts on a balance self test, how to get up from a fall, a home safety checklist, medication tracker and tips for medication management, and how-to on conserving vision and adapting to low vision. To date 3,274 kits have been distributed through presentations, health fairs, classes and special requests (web site). Requests also come from throughout the United States.
- Training of 23 Movement Improvement Tai Chi Instructors who return to their organizations and provide classes for older adults.
- Training of 25 Matter of Balance Instructors who return to their organizations and provide classes for older adults.
- A Medication Management How-To Guide that includes a medication tracker, developed by the Medication Management Task Group. This was distributed during flu shot season to 24,000 older adults through the Visiting Nurse Association, and local pharmacies.
- Council-sponsored Movement Improvement Tai Chi programs for older adults in the neighborhood of our headquarters.
- Development of a movie of home safety with modification examples, modest and upscale that will be distributed on DVD through organizations that work with older adults. It will also be available on our F1RST website for download. The Home Safety and Modifications Task Group is developing this tool
- Development of the Public Spaces and Cross Cutting Issues Task Groups is just beginning.

- o More than 50 presentations regarding the importance of the issue and solutions, have reached upward of 1,500 people.

- **Only a Second! Campaign for Childhood Fall Prevention**

Falls were the number one cause of hospital discharges in Nebraska for children, birth through age 9 from 1999 to 2003. With a tag line "It Only Takes a Second for a Child to Fall and It Only Takes a Second to Prevent it!", Partners for Child Safety (Children's Hospital, Kohl's Cares for Kids, and the Council) in 2005 and 2006 presented a media campaign to raise awareness of the problem and to provide tips to prevent childhood falls. Tips were simple but important reminders such as not placing furniture next to windows where children might climb, keeping floor surfaces clean and not slick, padding the corners of pointed tables, securing rugs so they won't slip and more. The campaign reached an audience of women, ages 25 – 54 over 12 weeks with 312 radio spots and 437,171 impressions.

- **Public Playground Demonstration Project**

Partners for Children (Children's Hospital, Kohl's Cares for Kids and the Council) is partnering with the City of Omaha to provide a Playground Safety Demonstration at Memorial Park in spring, 2007. As a part of the playground renovation, which will provide the best in surfaces and equipment, the Partners will erect monument signs with playground safety tips to provide an educational service for parents. They will use the safety tips in erecting their own home backyard playground for their children and grandchildren.

### **All Injuries**

- **Family Safety Day**

Partners for Child Safety (Children's Hospital, Kohl's Cares for Kids and the Council) present Family Safety Day every fall, to educate families on safety and injury prevention in many areas. There is no charge to attend and free food is available to encourage attendance. Youngsters meet police and firefighters, climb up on a fire rig, in police cars, and through fire safety trailers. They learn to crawl low under smoke, stop, drop and roll, how to call 911 and practice calling 911, how to use a fire extinguisher, hunt for hazard in the safety house. Parents learn about child passenger safety, choking hazards, and more. On stage, the Teddy Bear Band and Ronald McDonald educate kids about safety. Begun in 1992, this event attracts a family attendance varying from 3,000 to 8,000.



*Children learn safety at Family Safety Day!*

- **School Coloring and Poster Contests**

Annually the Partners for Child Safety, sponsor at minimum two coloring and poster contests to educate youngsters through the school systems in the four county area. Contests have focused on three of the following each year: fire safety, bike safety, Halloween safety, safety belts and poison prevention.

- **Kids + Safety Chronicle**

Quarterly, the Council publishes *Kids + Safety Chronicle*, supported by the Partners for Child Safety. Recipients are physician offices, hospitals, day care providers, member of the Council and community non-profits who work with children. Prevention tips are sure to cover the most common causes of injury over a year plus others. A volunteer advisory committee helps identify the stories. There is no charge for this magazine and circulation, currently about 20,000, increases annually.

*Attached are the most recent issues of Kids + Safety Chronicle.*

- **Health Fair Activities**

The Council, Partners for Child Safety, Click It campaign and F1RST are frequently invited to participate in health fairs, taking safety and health education to workers and community members. In 2006 more than 35 were attended for a reach of 27,100 through this medium.

- **Community Safety Awards Program**

In an effort to encourage further development of safety programs and to provide recognition for excellence in safety and health in the Greater Omaha area, the Council sponsors the Community Safety Awards. Awards such as the Public Servant Award, OPPD Service to Safety Award for a non-profit, Lorraine Giles School Safety Award seeking school safety

programs, Mayor's Trophy honoring businesses, and the B'nai B'rith Award to an individual who has gone above and beyond provide this recognition. Honors are bestowed at the Safety and Health Summit held annually in May.

- **Safe Walk to School**

Since 1936, the Council has sponsored a Safe Walk to School the week before school starts, providing an evening that parents walk to school with their children to teach them the safe way and to receive safety tips once they reach school. Media are also involved in promoting the event and they also provide safety tips. Police are available at many of the schools also.

- **Pre-School Traffic Training**

Founded by the Council, local law enforcement in Omaha now spearhead this effort providing training for youngsters attending school for the first time. The Council's role is to promote the event to the day care population. In turn they let parents know and where possible, take the children in their care to the event held at a local mall daily for a week.

- **Getting to School Safely Video**

In 2001, the Council developed an educational video to teach youngsters safe pedestrian, bus riding and biking habits. With Partners for Child Safety the Council promotes this program annually to teachers in the Greater Omaha area. The video is provided free of charge for school libraries or school administrators and teachers can download it from our website (currently inactive for website redevelopment).

- **Smoke Detector Programs**

In the early 1990s, the Council worked with Omaha Fire and Rescue and surrounding departments in a campaign to ensure that every owner occupied home in the Greater Omaha area had smoke detectors installed. In Operation FireSafe, fire fighters went door to door to get to know the residents of their area and to install detectors where needed. The Council provided all of the educational materials and the detectors. With this came the origination of FireSafe Family Day today known as Family Safety Day to expand on other areas of safety education.

The Council always has a supply of smoke detectors for special requests. We request that they be installed by a firefighter, to ensure that installation occurs. Because of this requirement, firefighters most often request smoke detectors for their department campaigns.

▪ **Media Release Programs**

News releases are issued to the media to create awareness of coming safety issues. They may be in support of a designated celebration such as Safe Biking Week, National Safety Month or similar events, or they may provide tips for coming weather. The media recognizes the Council as the expert resource for safety and health issues.

**Injury Area: Violence**

Programs are offered by the Council to reduce violence among youth and adults. Each are provided to offenders through court orders, probation and to the general public. These programs are Making Appropriate Decisions for Adults, Making Appropriate Decisions for Youth, Anger Management for Adults, Anger Management for Youth and Alcohol Education Program. The desired outcome of each is to instill a sense of personal accountability which is vital to changing behavior.

Annually we provide support to the Domestic Violence Coordinating Council (DVCC) through notification of one thousand companies of the availability of their annual conference.

Law enforcement from two counties is represented on our board of directors. We will seek out other organizations involved in preventing violence in the partnership to be a Safe Community.

**Injury Area: Suicide**

Suicide Resources are available in the Greater Omaha area. We will seek those organizations which work in suicide prevention in the partnership to be a Safe Community.

***4. Programs that document the frequency and causes of injuries***

F1RST, Fall Intervention, Reaching Seniors Together was outlined under section three.

The Fall Intervention for Seniors program targets this high risk group and promotes safety for this very vulnerable group. As part of the initiative we will begin tracking those older adults who participate in the Movement Improvement Tai Chi programs. A pre-test and post- test will be given all participants involved in this balance training. In addition, participants will be asked at each session if they have fallen and that will be documented for the study.

Under F1RST, home safety assessments also will be provided and follow-up of those who have participated in the assessments will be undertaken to determine if they have fallen and what caused the fall.

Details of both of these initiatives are currently being developed.

**5. Evaluation measures to assess programs, processes and the effects of change.**

Cyclefest/Bike Safety was outlined in section three. As a part of this program, a component has been added to determine the learning of those participating in the program. A similar feature will be added to Family Safety Day through a program to be presented during 2007 entitled Kohl's Cares College.

Bike helmets are given away free during the Cyclefest event. In the future a follow up survey will be done to determine if those receiving the helmets are still wearing their helmets and if they have suffered head injuries.

The Council has purchased a learning tool, "Quizdom" which will be used to determine pre-knowledge and post-knowledge in training programs such as driver education.

A study has just been completed to determine if the traffic diversion programs (STOP) provided by the Council in Douglas County are effective. The purpose of this study was to study the 3 years of driving habits of individuals after they have taken a defensive driving program following a traffic citation (experimental group), compared to the 3 year driving habits of those who receive a traffic citation and choose not to take a defensive driving program (control group). The groups were matched similarly by season, age, eligibility and gender.

Through an analysis of the driving history data of those in this study it was found that significantly fewer citations were issued to those who had taken the defensive driving program in the 3 year period following their citation. This is a short synopsis of findings for this study which will be reported soon.

STOP is only one aspect of programs which have reduced motor vehicle traffic crashes by 42% and traffic injuries by 47% since 1998 in Douglas County.

Because accidental injuries and deaths – whether from a car crash, fall, poisoning, choking, fire, drowning or suffocation – are preventable, the National Safety Council, Greater Omaha Chapter's safety education programs are designed to reduce the risk of injury by increasing awareness of how, when, where and to whom accidents occur, and by introducing behaviors proven to reduce injuries.

Various evaluation tools are used to measure the outcomes of these many programs. Worksite injury and death statistics are utilized. Numbers of programs that are held and the numbers of participants involved help to corroborate the awareness and education, laws and policies that passed or will pass as a result of the awareness and educational efforts, partnerships formed through the programs and public recognition are all a part of the evaluation measures.

The specifics of injury reduction are apparent by examining non-fatal and fatal injury trends over time. If there is a reduction in targeted injuries, it may be assumed that there has been a change in awareness and behaviors that have had a positive impact on injury reduction.

Statistics intended to measure success typically come from U.S. and state government sources. The Nebraska Department of Health and Human Services gathers information from hospital discharge data, trauma center data, death certificate data. Data will soon be available for our local counties. Motor vehicle crash data comes from the Nebraska Department of Roads. It is available by county. We have utilized that to determine the success in Douglas County mentioned above in this section. The Nebraska Office of Highway Safety provides observational safety belt usage data. OSHA and the BLS (Bureau of Labor Statistics) gather data on workplace and non workplace related injures and fatalities. The National Safety Council annually publishes *Injury Facts*.

#### **6. Ongoing participation in national and international Safe Communities networks.**

##### Participation in International Networks

- With designation as a Safe Community, the National Safety Council, Greater Omaha Chapter looks forward to participation in both national and international Safe Communities networks. We will make every effort to attend.
- We have an agreement to continue our development work with Trinidad and Tobago (see item below). We consider our ongoing work with this nation as a demonstration of our commitment to the International Safe Communities Network.
- "Occupational Safety and Health Challenges in Trinidad and Tobago" will be presented at the Safety and Health Summit in Omaha. Discussion from this presentation will serve as a basis for future international dialogue and safety program development.

##### International Involvement in Designation Ceremonies

- We have invited delegates from the nation of Trinidad and Tobago to attend our designation program. While here the president of the Safety

Council of Trinidad and Tobago will present a program on the "Occupational Safety and Health Challenges in Trinidad and Tobago." He will also participate in the Safety and Health Summit by attending "Are You Liable for Not Planning?", "Developing Safety Committees", and Behavior Styles: Understanding Yourself and Others". The following day, he will consult individually with National Safety Council, Greater Omaha Chapter departmental staff members regarding safety training and programs.

- We will work with Trinidad and Tobago in development of their own national safety program, as part of our work in the international network.
- We are very pleased to have this cooperation. We will be a judge in their Awards Program in May.

#### Past Participation in International Safety Work

- In September, 2005, we recognized Omaha's Sister City, Shizuoka, Japan, during ceremonies of the SunPu Gate at our own Lauritzen Botanical Gardens. We presented them our National Safety Council, Greater Omaha Chapter flag and they in turn presented us with their green cross for safety flag that flew over the construction site.
- In November of 2005, two active volunteer members of the Council, our current board chairman, Denny Rourke, and Pete Neddo, currently our Summit seminar chairman, traveled to China with a People to People delegation to share and learn about workplace safety and prevention in China.
- As a part of our elderly fall prevention program, we have developed a Fall Prevention Toolkit. The American Public Health Association promoted this during Public Health Week and as a result we have had international requests that we have mailed, primarily England.
- We have many members who have branches around the world and they utilize materials and information from us for their employees. In the NSC Off-the-Job Safety Network, we are working with several companies involved in worldwide safety promotions. One quite commendable that was shared was one held in the Dominican Republic.

#### Omaha's ties to Sister Cities

- Omaha has strong ties to our sister cities, including Braunschweig, Germany; Shizuoka, Japan; Naas, Ireland; Sialiai, Lithuania; and Xalapa, Mexico. We are delighted to share our Safe Communities work with visitors when they come from our Sister Cities. We will work closely with the Sister Cities Commission when Sister Cities visit.

Plans for the future

- In Omaha, we look forward to hosting a regional, national or international Safe Communities event. We have a lot to offer within our partnership and in addition, our city offers a lot ... we are in the breadbasket of the nation so local expenses are quite reasonable, even though the travel to get here may be more. There are some times of the year that could lend to interest. Omaha hosts the College World Series, also River City RoundUp in addition to other events and sites that could be fun for visitors combined with learning.
- We will have to plan far enough into the future so that we can budget to attend Safe Communities events. We will begin budgeting in June 2007 for 2008 and will look seriously at the conference in New Zealand.
- The exciting thing about this partnership is that we will be able to share and learn from so many all around the world to better everyone in the world. We see our outreach work with Trinidad and Tobago as part of our commitment to Safe Communities, and will be pleased to provide periodic reports on this partnership.

\* Injury in Nebraska

\*\*NSC Injury Facts

Appendix:

2007 Board of Directors

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Metropolitan Utilities District of Omaha  
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AON Risk Services  
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