



# Application for Designation

The application describes your community and its safety promotion and injury prevention activities. The application consists of five parts.

- 1 Cover Page
- 2 Community Description
- 3 Program Description
- 4 Supporting Documentation
- 5 Internet Application Summary

- Part 1: The cover page summarizes the contact information for your Safe Communities program.
- Part 2: The community description provides a snapshot of your community, its injury patterns, and your community's approach to addressing safety and injury issues.
- Part 3: The program description provides a detailed look at how your community addresses the six Safe Communities program indicators in its Safety promotion and injury prevention program.
- Part 4: Supporting Documentation provides evidence to support of your Safe Communities application.
- Part 5: The internet application summary is posted on the Safe Communities America and WHO Collaborating Center on Community Safety Promotion websites. It is basically a brief version of your application for designation.

## Definition:

"Community" as used in this application is defined by the applicant organization. It is a geographical area as defined by the applicant organization such as a city, town, county, or regional area composed of multiple municipalities.

## 1. Application Cover Page

The application cover page should include the following information.

Name of the Community:

Primary Contact Person:

Name:

Job Title:

Name of Contact or Lead Organization:

Address:

Country:

Phone (country code included)

Phone:

Fax:

E-mail:

Community Website Address:

Lead Organization Website Address:

## 2. Community Description

Community description provides a snapshot of your community, the injury patterns and risks of your community, and your community's approach to addressing these issues.

- Describe your community including its geographic location, population, size, type of government, and economic situation. Also include a demographic profile that includes population by gender, age group, race/ethnicity, education, economic status, and disability status. Identify and discuss any issues or attributes unique to your community.
- Describe the most prevalent injuries and injury risks for your community.
- Describe how local stakeholders worked together on a recent community safety promotion or injury prevention project.

## 3. Program Description

Under program description, you will describe the safety promotion and injury prevention work of your community by addressing the program indicators below. Please include in your description how your community addresses the bullet points listed below each indicator.

### Indicator 1

Demonstrate leadership based on partnership and collaborations with all community sectors that are responsible for safety promotion in their community.

**Indicator 5**

**Evaluate their programs, processes, and the effects of change.**

- Describe any changes in pattern of injuries, attitudes, behaviors and knowledge of injury risks as a result of your community's safety promotion and injury prevention activities.
- Describe how your community evaluates if its safety promotion and injury prevention programs are effective.
- Describe how you use program evaluation results to continually improve your safety promotion and injury prevention activities.
- Attach evaluation information that documents any changes as a result of your safety promotion or injury prevention programs.

**Indicator 6**

**Participate in national and international safe communities networks.**

- Describe how your community networks with other local, state, national and international organizations about safety promotion and injury prevention activities.
- Describe how involvement in the Safe Communities America network and the International Safe Communities network will benefit and improve your community.

**4. Supporting Documentation**

Please include in your application for designation the following supporting documents.

- 1 A membership list of your safe community coalition or group responsible for community safety
- 2 Minutes of most recent coalition meeting
- 3 Letter(s) of Support
- 4 List of safety promotion and injury prevention programs for indicators 2 and 3
- 5 Community Injury Data
- 6 Evaluation Results

**5. Internet Application Summary**

A Word template with the required international Internet format is provided in the Safe Communities Program Tools. The Internet Application Summary is a short version of your community's application that is posted on the National and International Safe Communities websites prior to the site visit. Program tools can be downloaded from the website [www.safecommunitiesamerica.org](http://www.safecommunitiesamerica.org).

- Identify the group or coalition in your community responsible for this Safe Communities project. Describe how coalition members represent the various sectors of your community and their role(s) in their respective organizations.
- Describe how you involve and collaborate with the local government(s) and public health department(s) in your safety promotion and injury prevention activities.
- Indicate how long your coalition has been operating, how often it meets, how it is structured and how it monitors and tracks the work of the coalition.
- Indicate how you will ensure the sustainability of your Safe Community coalition.

## Indicator 2

**Long-term, sustainable programs covering both genders, and all ages, environments, situations, and includes preparing their citizens for emergencies and disasters.**

- Provide a history of the safety promotion and injury prevention activities of your community.
- Please address the following questions:  
*What are the injury risks and patterns identified by your community? How did your community use data to guide your decisions? What criteria does your community use to select programs and initiatives to be developed? Are programs research-based? Do the programs focus on primary prevention?*
- Describe the process used by your community to determine and prioritize the injury issues to be addressed by your coalition.
- Attach a list of community programs to demonstrate that safety promotion and injury prevention programs are provided to both genders, and all ages, environments, and situations.

## Indicator 3

**Programs that target high-risk groups and environments, and programs that promotes safety for vulnerable groups.**

- Identify high-risk groups, high-risk environments and vulnerable populations within your community.
- Describe any safety promotion or injury prevention programs developed for high-risk groups, high-risk environments or vulnerable populations in your community.
- Describe how your coalition engages high-risk and vulnerable groups in your prevention and safety promotion planning and activities.
- Attach a list of programs to demonstrate that safety promotion and injury prevention programs are provided to high-risk groups and environments, and to vulnerable populations.

## Indicator 4

**Collect data on the number and causes of injuries**

- Describe the process used by your community to collect data about injuries and injury deaths.
- Describe the data collected within your community to document injuries and injury deaths.
- Describe how you use the collected data in community planning, safety promotion and injury prevention.
- Attach injury data collected by your community.

## General Instructions:

- **Safe Communities America**, as part of an international network, follows the international internet formatting standards of the Karolinska Institute.
- There are no page limits. However, please be concise in writing your application for designation.
- Please submit a copy of your application and supporting documentation electronically to:

## Application Submission

The application is submitted to **Safe Communities America** at the address above.

- A letter will confirm receipt of the application.
- Upon review of the application, Safe Communities America program manager(s) will complete an initial review of the application and notify applicants in writing if any revisions or changes are needed.
- Following initial review, the application will be reviewed by the Safe Communities America review panel.
- The applicants will be notified of the review panel's decision and if any revisions or changes are needed.
- The Community's Internet Application Summary is posted on the Safe Communities America and WHO Collaborating Center for Community Safety Promotion websites.
- A site visit to the applicant community is scheduled by Safe Communities America program manager thirty days following website posting of the application.

## Application Costs

The costs include an application fee of \$1,000 and the travel costs of one Safe Communities Certifying Official for the site visit and dedication ceremony. Travel costs include roundtrip airfare (to closest regional airport), rental car (if needed to travel to the community) and hotel room charges for one – two nights as determined by the mutually established schedule for the site visit and dedication ceremony activities.

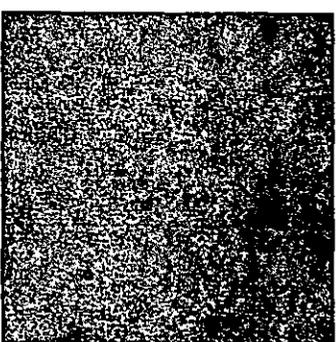
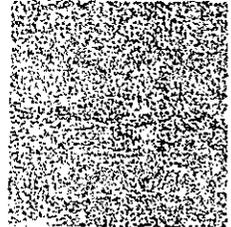
## Safe Communities Program Tools

Safe Communities Program Tools are provided to assist communities in preparing their application for designation. These tools can be downloaded from the Safe Communities America website [www.safecommunitiesamerica.org](http://www.safecommunitiesamerica.org).

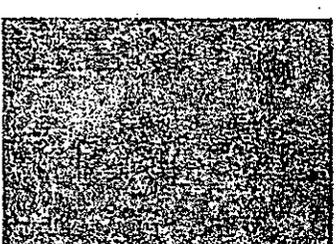
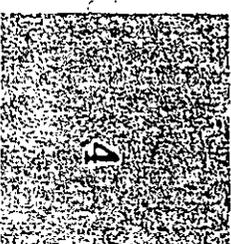
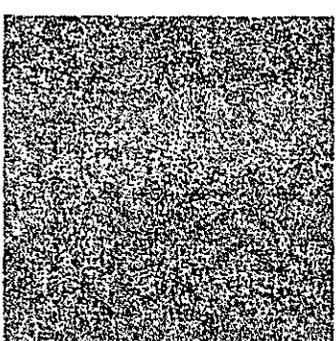
## Application Questions:

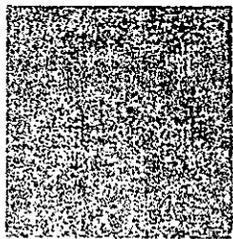
Questions about completing the application can be directed to a Safe Communities America Program Manager at 800.621.7619.





# SAFE Communities <sup>TM</sup>





## What is a Safe Community?

A Safe Community is a place where all members come together to promote safe and healthy behaviors that protect people from harm in all aspects of their lives. Safe communities:

- Share a designated geographical area (a municipality, a campus, a workplace, a virtual community)
- Work together in a coordinated and collaborative way
- Promote safety and health and help to prevent injury of its members
- Determine for itself what areas of safety and health are in greatest need of attention, prevention, intervention, and control

## Who belongs to a Safe Community?

Everyone, including:

- |                              |                       |
|------------------------------|-----------------------|
| • Chambers of Commerce       | • Businesses          |
| • Public health departments  | • Faith-based groups  |
| • Medical associations       | • Safety advocates    |
| • Citizen and service groups | • Government agencies |
| • Law enforcement            | • NSC Members         |
| • Educational institutions   | • NSC Chapters        |

## Why would a community want to be a Safe Community?

- To reduce the incidence and cost of injury (based on local data)
- To demonstrate community pride
- To attract and retain people, families, and businesses
- To make a difference
- To improve the quality of life for their residents
- To save lives!

## Why now?

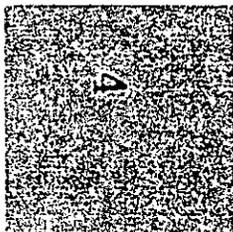
Injuries at play, at work and on our roads are the leading cause of death among Americans ages 1 to 41, and the fifth leading cause of death overall. In 2005, there were 113,000 injury-related deaths and 24,100,000 disabling injuries. One out of every nine Americans sought medical attention for their injuries.

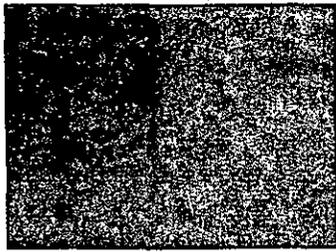
The cost of unintentional injuries in the United States is immense – \$625.5 billion in 2005 or \$2,100 for every person. Medical expenses, wage and productivity loss, and property damage all contribute to this staggering number, which is compounded by the enormous toll that pain and suffering inflicts on individuals, their families, and their communities.

## Injuries are preventable

Simple safety measures can save lives. Historical data shows us this is true. National poison prevention initiatives begun in the 1960s have greatly reduced poisoning deaths for children ages five and younger to 30 in 2005. Since 1975, more than 211,000 lives have been saved by buckling up while in a vehicle.

Through ***Safe Communities America***, the National Safety Council works with local communities to prevent needless deaths and disabling injuries. It provides a structure, administrative support, and years of experience and expertise in injury prevention in an effort to make our communities safer places to live, work and play. To learn more, visit our website [www.safecommunitiesamerica.org](http://www.safecommunitiesamerica.org).





# Safe Communities America Designation

The **Safe Communities America** designation is awarded to communities that have demonstrated leadership in promoting safety, reducing injuries, and preparing their citizens for natural and man-made disasters. Communities seeking designation must meet the following six indicators established by World Health Organization and the Safe Communities America program:

- 1 Demonstrate leadership based on partnership and collaborations with all community sectors that are responsible for safety promotion in their community;
- 2 Long-term, sustainable programs covering both genders and all ages, environments, situations, and includes preparing their citizens for emergencies and disasters;
- 3 Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups;
- 4 Collect data on number and causes of injuries;
- 5 Evaluate their programs, processes and the effects of change;
- 6 Participate in national and international Safe Communities networks.

## The International Safe Communities Movement

The Safe Communities movement grew out of the First World Conference on Accident and Injury Prevention, held in Stockholm, Sweden, in 1989. The **Manifesto for Safe Communities**, emerging from that conference, provided the foundation for the international Safe Communities movement, and for Safe Communities America.

Many people and organizations worldwide already invest energy and resources into the goals of safe communities. The concept of a safe community recognizes that no single approach to injury prevention and safety promotion can be as effective as a collaboration among community organizations and community members. The concept of a safe community recognizes that the leading role is played by the community itself, an entity that is larger than any of its parts.

Communities that can document a systematic approach to defining local injury prevention and safety issues, a collaborative process to address them, and a commitment to evaluate the effectiveness of their efforts are eligible to be designated as a Safe Community by the World Health Organization's Collaborating Centre on Community Safety Promotion <http://www.phs.ki.se/csp/>.

Throughout the world, hundreds of communities, including some communities in the United States, have become International Safe Communities. **Won't you join us?**

[www.safecommunitiesamerica.org](http://www.safecommunitiesamerica.org)



**Becoming a designated Safe Community is a three step process: submitting an application, a site visit, and a designation ceremony celebrating your community's achievement.**

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# NATIONAL SAFETY COUNCIL

Safe Communities America, a program of The National Safety Council, is the World Health Organization Safe Communities Affiliate Support Center in the United States. As the U.S. Safe Communities Support Center, Safe Communities America serves as the national voice of the World Health Organization's Collaborating Centre on Community Safety Promotion and encourages and supports those communities aspiring to the International Safe Community designation.

Founded in 1913, and chartered by the U.S. Congress in 1953, the National Safety Council is a not-for-profit, public service, mission-based organization committed to educating and influencing people to prevent accidental injury and death.

More than 50,000 businesses, labor unions, schools, public agencies, private groups, and individuals are members of the Council and its Chapters. Forty-one chapters of the Council operate throughout the United States and Canada. These organizations support the Council's ideas and services at the grass-roots level, where they can have the greatest impact on a local safety and health effort.

As a not-for-profit organization, the Council receives its funding from a variety of sources. Primary funding is generated from membership dues and through the sale of safety products and services. The Council also receives funds through grants, special products, and co-venture.

Attachment # 4  
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National Safety Council  
 1121 Spring Lake Drive  
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