



SAFE COMMUNITY TIME LINE

STEPS IN BUILDING A SAFE COMMUNITY

FIRST THREE MONTHS

Step 1: Form a Core Community Workgroup

1. Invite key stakeholders to an orientation meeting to discuss the Safe Community concept
2. Utilize Safe Community material (Safe Community marketing brochures, Safe Community Tool Kit, marketing presentation, Safe Community Annual Report, NHTSA Crash Cost Disk and Safe Community Data Templates)
3. Identify and assign responsibilities to core community group members to gather organizational information for the Safe Community
4. Create a community profile
5. Conduct community assessment

FIRST SIX MONTHS

Step 2: Develop an Injury Profile

Identify and assign responsibilities to core community group members to gather injury data for the Safe Community

1. Demographics for fatal and nonfatal injuries
2. Create an injury profile of your community
 - a. vital statistics
 - b. behavioral surveys

- c. hospital data
 - d. motor vehicle crash data
3. Design a simple fact sheet on injury problems in your community
 4. Design a marketing brochure for your Safe Community (develops your identity)
 5. Identify a community leader to sponsor Safe Community event (hospital administrator, Mayor)
 6. Conduct a community media event (Safe Communities Roll Out or Town Hall Meeting) to share data on the injury problems in the community and to "advertise" plans to address these injury problems. Use your core community partners as keynote speakers during the event (make sure they're visible).

FIRST SEVEN MONTHS

Step 3: Organize Larger Coalition

Identify and recruit members for Safe Communities Coalition

1. Core community group identifies power brokers, knowledge brokers, and gatekeepers to recruit for coalition
2. Safe Community Coordinator and members of core community group meet with key recruits to gain their involvement in Safe Community coalition
3. Identify private sector sponsors for coalition meeting
4. Submit editorial to local newspaper on Safe Community Program
5. Identify co-chair, secretary and develop bylaws
6. Organize first coalition meeting
 - a. introduce organizational structure
 - b. discuss findings (surveys, crash and hospital data)
 - c. conduct a sharing session on each organization's efforts to address injury prevention (ask each group to bring information on their program with enough copies to share with entire coalition)
 - d. introduce the Safe Community concept (mini-training session approx. 1 hr)
 - e. prioritize problems
7. Submit media release on committee meeting

FIRST NINE MONTHS

Step 4: Prioritize Injury Problems in the Community

Prioritize injury problems based on data

1. Organize second coalition meeting to
 - a. conduct a sharing session with organizations
 - b. prioritize major problems to be addressed by coalition
 - c. decide on subcommittee structure (by injury problem or by function for
 - d. example, DUI Committee vs. law enforcement or media committee)
 - e. have sign up sheets for subcommittee workgroups
 - f. identify chairpersons for each subcommittee
2. Submit media release on committee meeting
3. Host community leader breakfast to solicit their input and support (find a private sector sponsor)
4. Design Safe Community program stationery

END OF FIRST YEAR

Step 5: Identify Prevention Strategies

Develop strategies to address "Top Three" problems or community concerns and shift to Steering Committee structure with subcommittees

1. Conduct subcommittee meeting to identify prevention strategies
 - a. conduct subcommittee planning to identify multiple strategies (education,
 - b. enforcement, engineering, policy/laws, and economic incentives)
 - c. invite experts on the Big Three Issues to discuss successful strategies
 - d. assign subcommittee member(s) to identify resources available to implement
 - e. program activities
 - f. develop plans to report back to large committee
2. Solicit local media to do a "feature story" on one of the community's injury problems

EACH QUARTER

1. Conduct a special event with media coverage ("Safe Community Day" at the Mall, safety checkpoint, Saved by the Belt Award) Important: rotate your coalition members as lead

person or designated spokesperson for the Safe Community events; this builds ownership into the program

2. Link with national theme weeks
3. Conduct coalition meetings with sharing session, subcommittee reports, and "featured expert speakers"
4. Appearances on community talk shows, radio talk shows

ANNUALLY

1. Track progress. Note changes in overall injury and document changes in Big Three problems addressed by the community program and specific target groups.
2. Conduct follow up safety belt surveys to determine usage increase in the community
3. Conduct Safe Community Roll-out and share progress of program and changes in injury picture in the community
4. Host community leader breakfast and update (with political leader or private sector sponsor) to obtain support for programs
5. Develop a Report Card (simple progress report or fact sheet) on Safe Community activities and impact on injury problems in the community
6. Approach new potential funding sources
7. Examine selected strategies to determine if they are comprehensive and effective
8. Host a Safe Community Awards Program to reward members and celebrate your success! Good motivational tool for coalition members.