SAFE COMMUNITIES

Getting Started

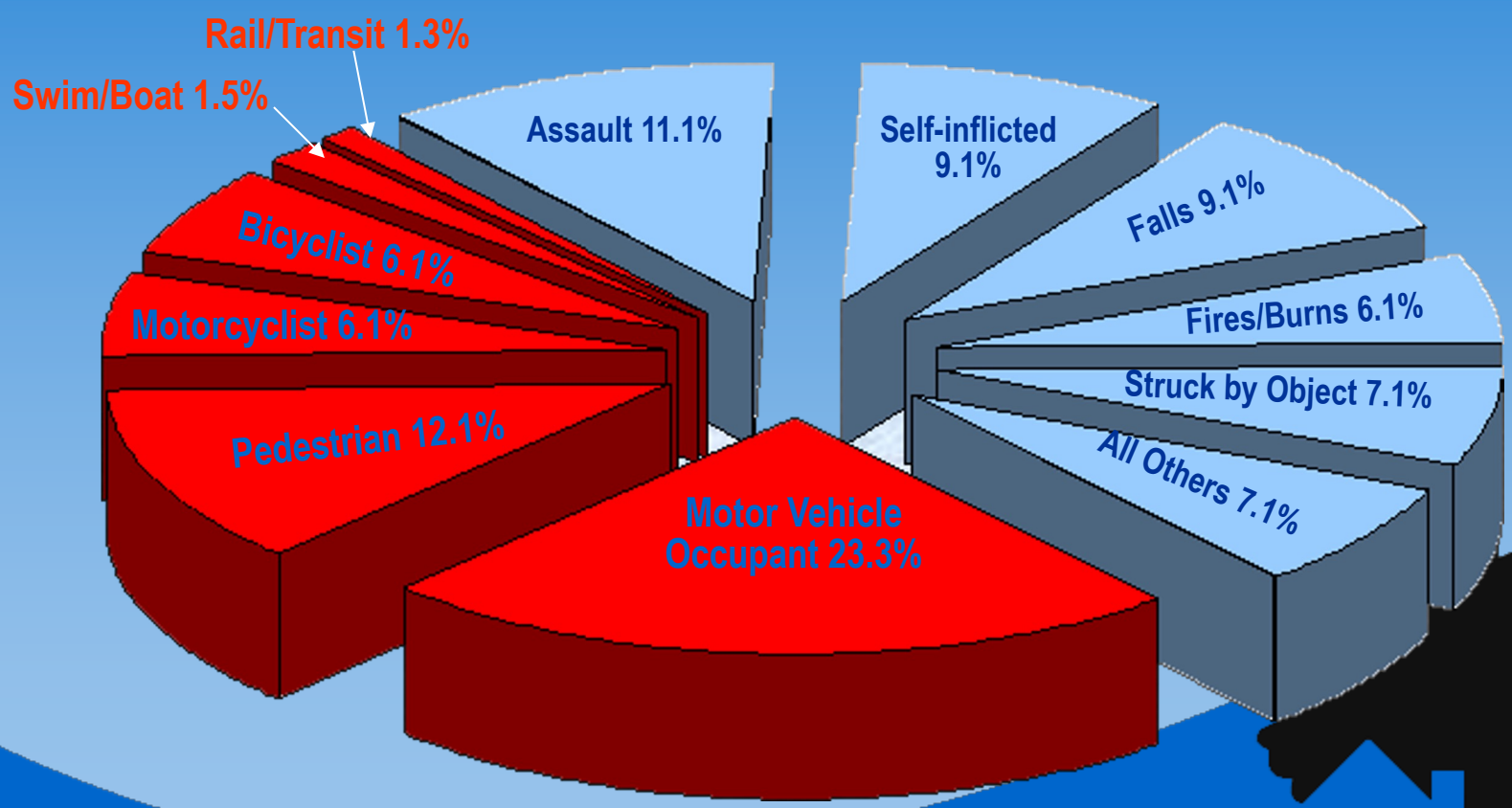
America's INJURY Problem

from Intentional & Unintentional Injuries Annually

- **150,000 deaths per year**
- **2,850,000 hospitalizations**
- **$325 billion cost to society**
- **American culture accepts traffic deaths/injuries as routine**

Transportation Related Injuries

DEATHS & HOSPITALIZATIONS due to TRAUMA



TOTAL = 50%

INJURY COT ARE ENORMOUS

Crashes cost society $150 Billion annually –
OF THAT AMOUNT:

- $17 Billion is medical costs
- 37.5 Billion is employer costs
- $54.7 Billion is lost productivity

Crime CLOCK Crash

1 murder every **32*** minutes

1 fatality every **12*** minutes

1 aggravated assault every **37*** seconds

1 injury every **12*** seconds

1 violent crime every **23*** seconds

1 property damage crash every **5*** seconds

1 property crime every **3*** seconds

1 law enforcement reported crash every **5*** seconds

Sources: NHTSA Traffic Safety Facts, 2005 and Uniform Crime Report, 2005 Department of Justice

Defining Safe Communities

- Safe Communities is a process, not a program.
- Safe Communities is a coalition centered, data driven prevention model.
- Safe Communities emphasizes motor vehicle crashes as a leading injury prevention issue.

Defining Safe Communities

- Safe Communities looks at transportation injuries and their costs.
- Safe Communities is most successful when the coalition involves new partners in the process.
- Safe Communities is geographic-based and involves local citizens.

History of Safe Communities

- First used as an injury prevention model by the World Health Organization (WHO) in 1989

- Adopted by NHTSA to address traffic related injuries in 1995
- Nearly 900 Safe Communities exist nationwide.

Why we need a Safe Communities Coalition

- Injuries are not accidents.
- Injuries are predictable and preventable

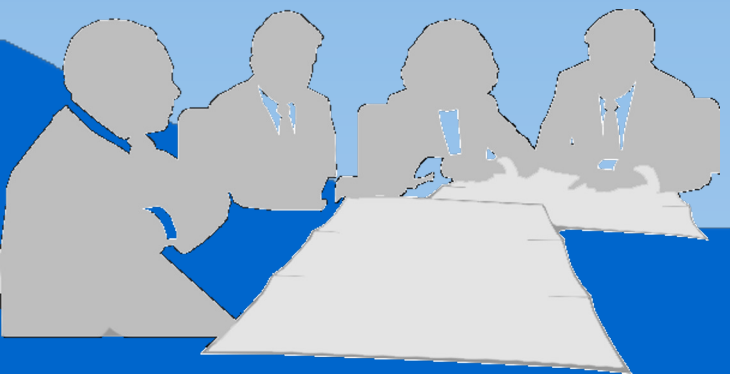
- Local people are in the best position to solve local problems.
- Every community has effective organizations working to prevent injuries.

Safe Communities
Getting Started Checklist

- ✓ Form a core community coalition
- ✓ Create a community profile
- ✓ Examine local injury data
- ✓ Prioritize injury problems using data
- ✓ Organize coalition with subcommittees
- ✓ Identify/implement prevention strategies
- ✓ Measure impact and cost benefits

Safe Communities
Forming a Coalition

- Identify and recruit stakeholders
- Find host or lead organizations
- Appoint Safe Communities Coordinator
- Enlist Keepers of the data
- Recruit injury data expert
- Identify meeting times & places

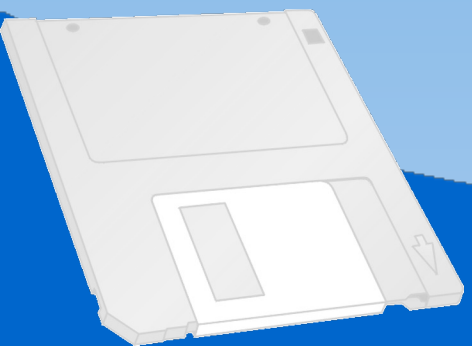


Safe Communities
Building a Community Profile

- Demographics (age, ethnic background, gender)
- Roadway user behavioral data
- Environmental data
- Citizen & Community Leader Input

Safe Communities
Looking at Injury Data

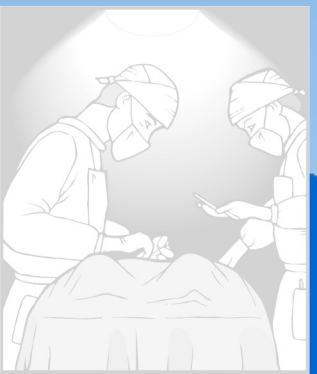
- *Emergency department
- *Hospital discharge
- *Emergency run report
- Police crash reports
- Trauma registry



*HIPAA now in effect

Safe Communities
Prioritizing Injury Problems

- Significant contributor to fatal and nonfatal injuries
- Significant contributor to health care costs
- Disproportionately affects specific population groups
- Major concern of community residents



Safe Communities
Identifying Coalition Members

- Transportation
- Insurance companies
- Law enforcement
- Businesses
- Hospitals/physicians
- Public health
- Schools & colleges
- Traffic safety groups
- EMS
- Citizen advocates
- Military bases
- Civic clubs

Safe Communities
Implementing Interventions

- Enforcement strategies
- Enact laws or policies
- Education/awareness strategies
- Engineering and technology improvements
- Evaluating results

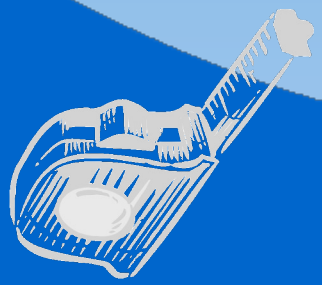
5E's

Safe Communities
Examples of Traffic Issues

- Alcohol impaired driving
- Non seat belt use
- Non or misuse of child car seats
- Pedestrian collisions
- Speeding or aggressive drivers
- Inexperienced drivers
- Distracted drivers
- Red light running

Safe Communities
Measuring the results

- Number of injuries
- Hospital costs
- Emergency room visits
- Behavioral change
- Local policies or ordinances
- Community attitudes
- Community resources



Safe Communities Success Stories

- Fargo, ND
  - College Outreach
- South West Coalition of Safe Communities, Dickinson
  - Heaven Can Wait
- Northern Valley Safe Communities, Grand Forks
  - Winners Buckle Up
- Mayors Council for Safe Communities, Minot
  - Teen Week
- Region 3 Safe Communities, ND
  - Buckle Up in Your Truck
- And hundreds more…

Safe Communities
Taking it to the Streets

Get your community in action!

NHTSA Safe Communities Resources

WWW.NHTSA.DOT.GOV
Under Traffic Safety button

NHTSA Safe Communities Resources

Service Center

Location:

Safe Communities Service Center
NHTSA South Central Region
819 Taylor Street
Room 8A38
Fort Worth, TX 76102
(817) 978-3614
safe.communities@dot.gov