





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:

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|------------------------------|-----------------------|
| • 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.





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



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.





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.

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