

Safe Communities 2013 Report

The Safe Communities Report at Parachute:

How it started:

For six years, Safe Communities Canada implemented a thorough and comprehensive community report card which allowed communities to consider their strengths and challenges, as well as compare results both against themselves in years past and their ranking relative to other Safe Communities. Recognizing the value in this important exercise, Parachute has continued to administer the report, while also making adjustments to the process, which would reflect communities' needs and the changes that had occurred over the past six years.

A review of the report card process took place with community consultation, and a streamlined version has been piloted in 2013, the results of which are reflected in this report.

64 communities in Canada have been designated as Safe Communities since 1996.

Survey methodology & procedure:

The 2013 survey was developed based upon the key directives and goals of the previous report card. The new survey sought to expand upon the information collected, and used previous years' surveys as a base. The new survey sought to gather information in the areas of Community Demographics, Leadership and Management, Priority Setting, Current Initiatives, Sustainability, Public Profile and Community Engagement, and Evaluation. The survey employed a mixed methods approach, incorporating both quantitative and qualitative questions. The revised inventory of questions was entered into an online survey tool (using a service called QuestionPro) and a link to the survey was sent to all Safe Communities. Upon initiation of the survey all participants were asked to consent to the process and were informed that throughout the testing they could terminate their participation at any time without penalty. The information collected from communities is based on reporting for the time period of May 2012 to April 2013.

At the time of the 2013 Safe Communities Report, there were 46 active communities. 39 communities responded to the Safe Communities Report survey.

Analysis:

The online survey tool generated a series of individual answer reports for each respondent to the survey, as well as aggregate data that provided a national picture. Taking into consideration how the information could be best presented and the optimal level of level of detail to be included. The overall aggregate data and individual reports were reviewed to develop a template where each community's information could be easily accessed. It was determined that a mix of graphic and written information would make the report easy to read. Individual report were reviewed and woven this together with national aggregate data to complete each community's individual report.

Nationally, Safe Communities in Canada reported a total of 1,561 volunteers in 2012-2013, and an average of 40 volunteers for each Safe Community. Further, there were a total of 36,559 volunteer hours reported by all Safe Communities in the past year, and an average of 937 hours per community.

About this report:

This report is organized into sections that mirror the survey communities responded to. Readers will find individual community data juxtaposed against national aggregate data to give a sense of where their community is situated in the national picture.

- **Demographics** - provides information about the community's total population, and a local and national population profile. Please note that this information is based on what each community reported.
- **Leadership and Management** - provides information about community Leadership Tables, Terms of Reference, frequency of meetings, budgets and in-kind support. Local data is embedded in the graphs in green.
- **Priority Setting** - provides information about the most recent Priority Setting Exercises (PSEs) undertaken by the community, and the results of these.
- **Current Initiatives** - communicates current partnerships, projects, evaluation, community engagement and local reach.
- **Sustainability** - refers to how communities can continue their work by reporting on succession plans and administrative support.
- **Public Profile and Community Engagement** - outlines how Safe Communities are known locally, and how they communicate information outwards.
- **Evaluation section** - communities were asked to report on how they had assessed their own work and effectiveness.

The responding communities represent a total population of 6,487,608

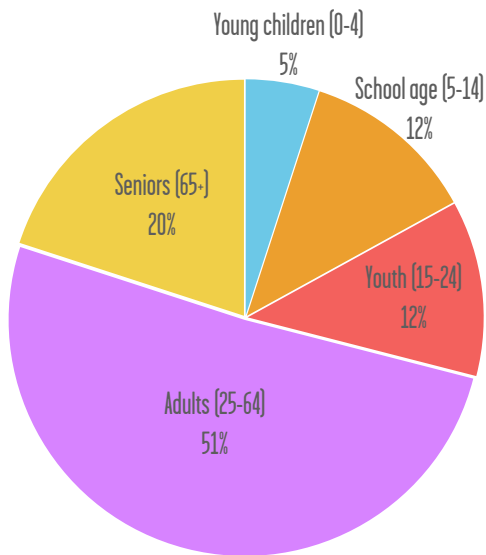
Demographics

Makeup of the local community

Rainy River’s total population is 20,370. The population profiles for Rainy River and the Safe Communities across Canada are shown in figures 1 and 2, respectively. Rainy River differs from the national average with respect to adults, seniors and children, having a higher percentage of adults and seniors and a smaller percentage of young children.

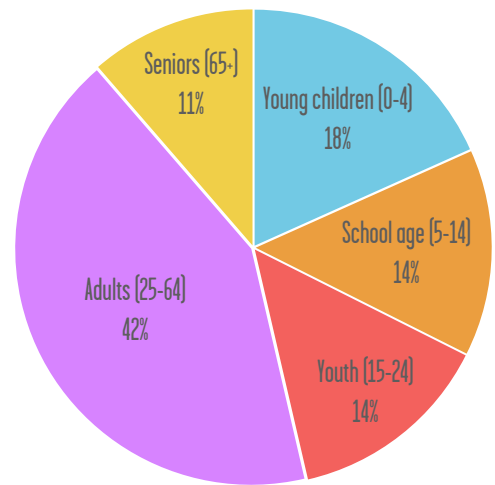
RAINY RIVER

Figure 1. Ages of population in Rainy River



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Figure 2. Ages of population in Safe Communities



Leadership and management

Leadership Table representation

The diversity of the Leadership Table is an important component of each Safe Community. Figure 3 demonstrates the national average representation on Leadership Tables across Canada. In 2012, Rainy River reported having representation from the following community groups: public health, EMS, local government, health care services, local business, community volunteers and aboriginal representation.

Terms of reference and incorporation

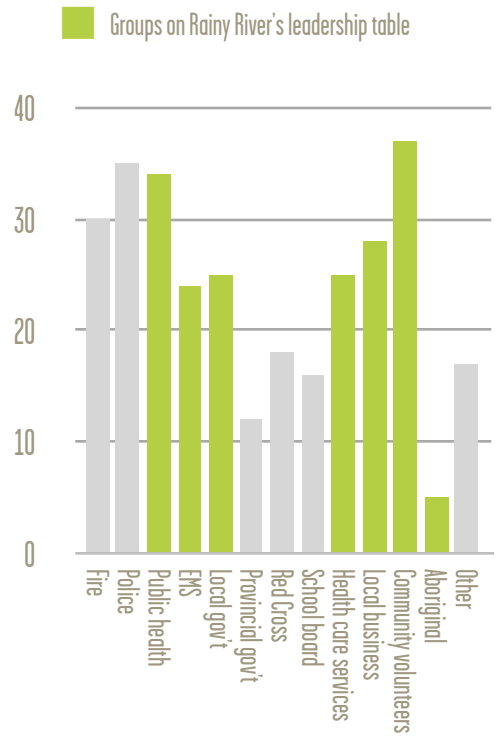
In 2012, Rainy River confirmed having formal terms of reference. On a national level, 93% of Safe Communities in Canada reported having formal terms of reference. Rainy River is also incorporated. Nationally, 38% of Safe Communities reported being incorporated, with 51% not incorporated and 10% unsure.

Frequency of meetings

Rainy River reported meeting eleven or more times between May 2012 and April 2013. Nationally, the majority (41%) of Safe Communities held formal leadership meetings six to ten times. As shown in figure 4, 18% of communities met eleven times or more, 23% of communities met three to five times, 18% met one to two times.

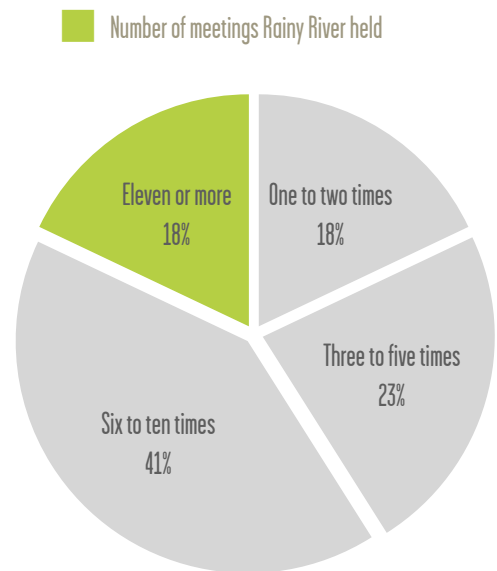
NATIONAL COMPARISON

Figure 3. Number of Safe Communities with leadership table representatives from specific groups



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Figure 4. Number of meetings held per groups



Budget

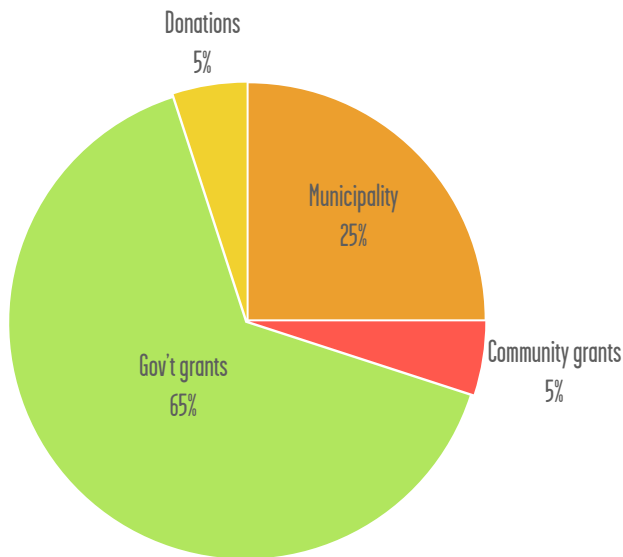
Rainy River’s annual operating budget was more than \$25,000, similar to 28% of the other Safe Communities in Canada. Nationally, 38% of communities had an operating budget of \$0 - \$5000, 10% of budgets were between \$5,000 and \$10,000, and 23% of budgets were between \$10,000 and \$25,000.

Budget breakdown

Figures 6 and 7 illustrate the main sources of revenue for Rainy River and the average for all Safe Communities in Canada. The majority of Rainy River’s annual operating budget comes from government grants (65%), whereas nationally most Safe Communities tend to receive the majority of funds from local businesses (61%).

RAINY RIVER

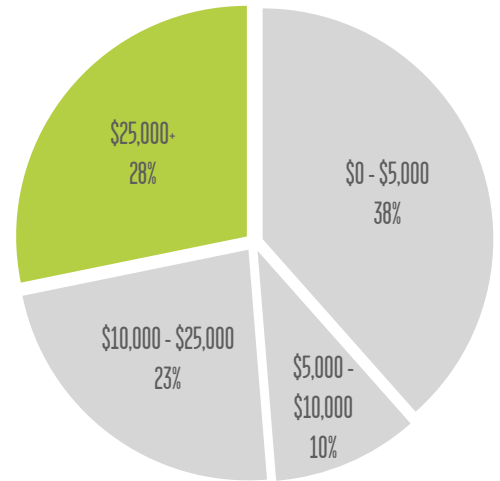
Figure 6. Breakdown of local operating budget



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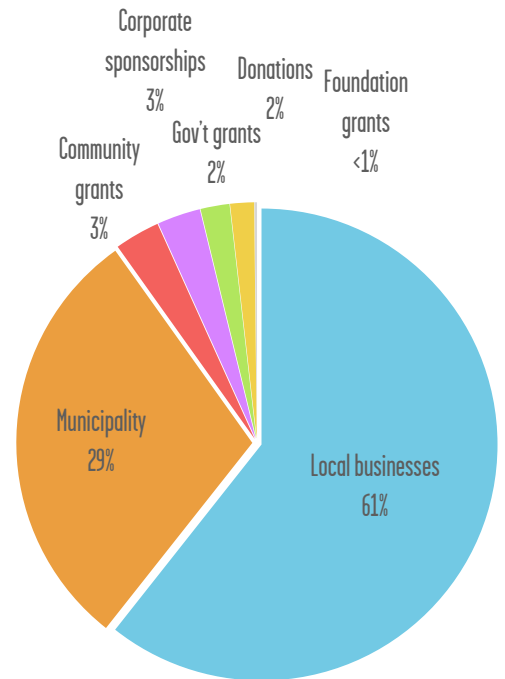
Figure 5. Annual Operating Budgets for Safe Communities in Canada

■ Rainy River's annual operating budget



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Figure 7. Breakdown of Safe Community operating budgets across Canada



In-kind donations

In 2012-2013, Rainy River reported receiving in-kind donations amounting to \$8,000 - \$10,000 per year. These donations included meeting space, internet and phone use, office supplies and volunteer staff. On a national level, 94% of Safe Communities reported having in-kind donations in the past year. As shown in Figure 8, these donations were classified as meeting space (28.8%), food and refreshments (12.8%), internet and phone use (16.8%), and office supplies (20%).

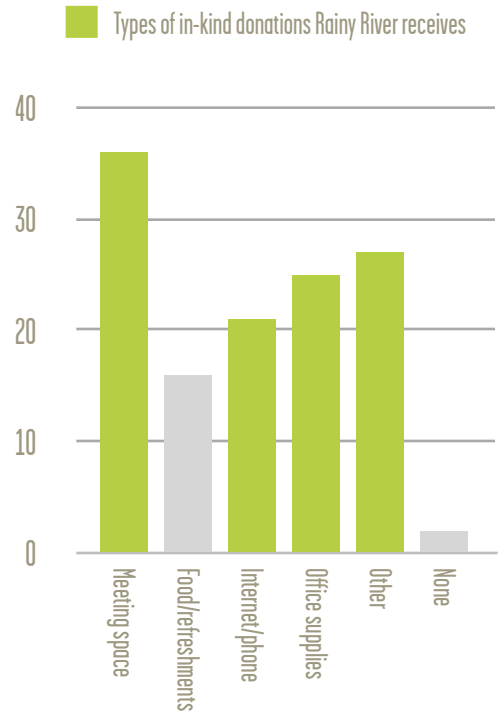
Volunteers

Rainy River reported having 160 volunteers in 2012-2013. These volunteers contributed an estimated 1,500 hours to support their Safe Community's activities.

Nationally, Safe Communities in Canada reported a total of 1,561 volunteers in 2012-2013, and an average of 40 volunteers for each Safe Community. Further, there were a total of 36,559 volunteer hours reported by all Safe Communities in the past year, and an average of 937 hours per community.

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Figure 8. Number of Safe Communities that receive type of in-kind donations



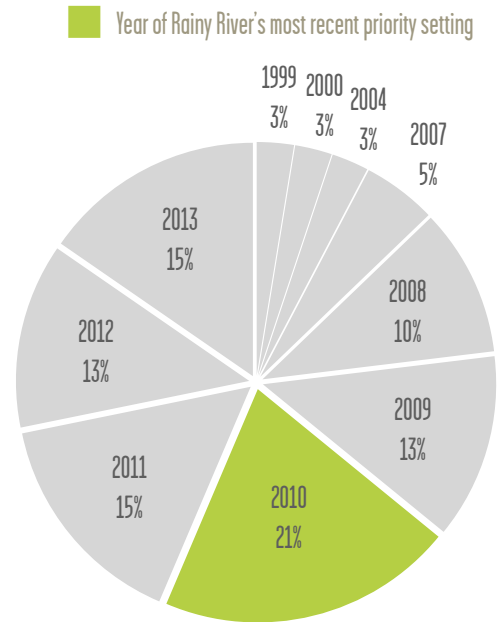
Priority setting

Most recent priority setting

Rainy River completed its last priority setting exercise in 2010. As shown in Figure 9, 21% of Safe Communities across Canada also held a priority setting session in 2010. Figure 10 illustrates the year in which Safe Communities in Canada held their second-most recent priority setting exercise. Rainy River's second most recent session was held in 2003. The current priorities are listed in the next section.

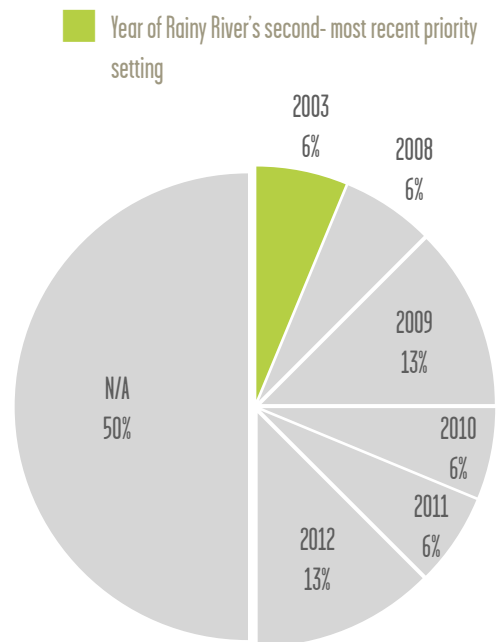
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Figure 9. Year of most recent priority setting



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Figure 10. Year of second-most recent priority setting



Current initiatives

Current priorities

The five most common priorities identified by responding Safe Communities in Canada were: motor vehicle safety, fall prevention, suicide prevention, young workers safety and seniors health and safety. Rainy River is currently addressing the following priorities:

- Traffic safety
- School zones
- Rail safety
- Bike safety
- Seniors safety
- Children’s safety
- Substance abuse prevention
- Violence prevention

Rainy River typically uses the following strategies to address these priorities: presentations, distribution of resources, media efforts, training, speed monitoring, engaging law enforcement, research and advocacy. These correspond to the strategies reported by Safe Communities across Canada, as shown in Figure 11.

Current partnerships

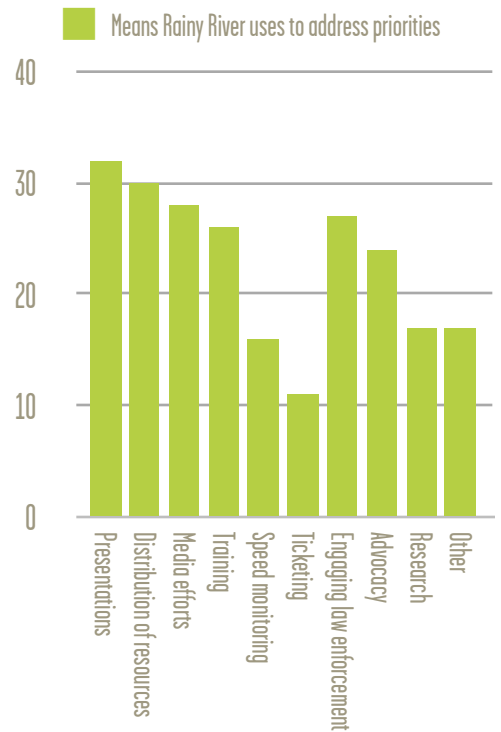
On average, Safe Communities across Canada have 12 partners. In 2012-2013, Rainy River reported having more than 30 community partners.

Current projects

Considering their own programs and projects offered through community partners, Rainy River reported more than 25 community safety programs. These programs focus on: on-road vehicles, off-road vehicles, drowning prevention, poison prevention, sports and recreation, fall prevention, suicide/self-harm, bullying/mental health, alcohol related injuries, youth risk-taking, pedestrian injuries, agricultural safety, child safety and home safety. Figure 12 shows the topic areas that Safe Communities’ programs tend to focus on nationally.

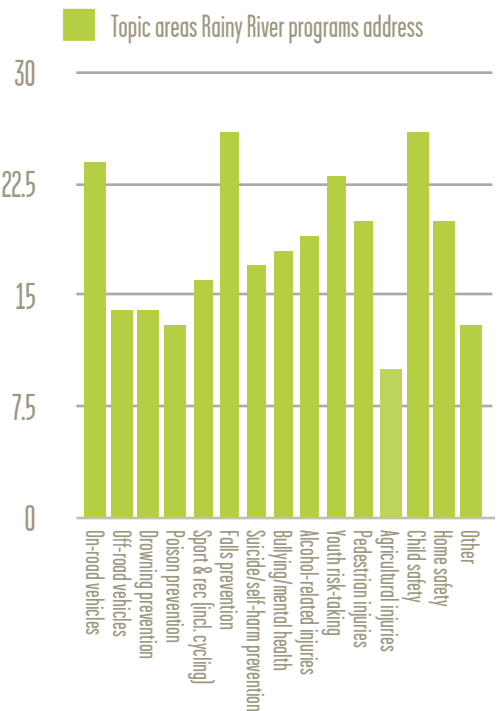
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Figure 11. Means used by Safe Communities to address priorities



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Figure 12. Topic areas that Safe Communities programs address



Evidence-informed practices

Rainy River reported ‘yes’ their programs were informed by evidence. Nationally, 67% of Safe Communities reported ‘yes’ their programs were evidence-informed, while 26% reported ‘some’ and 8% reported ‘no,’ their programs were not informed by evidence.

Safe Communities in Canada most often looked to the following sources to find their evidence-informed programs:

1. Public Health Units
2. Parachute or one of its legacy organizations (Safe Kids Canada, Safe Communities Canada, ThinkFirst or SMARTRISK)
3. Provincial injury prevention organizations (e.g., Ontario Injury Prevention Resource Centre, Alberta Centre for Injury Control and Research)
4. Police organizations (e.g., RCMP, OPP)
5. Canadian governmental organizations (e.g., Health Canada)

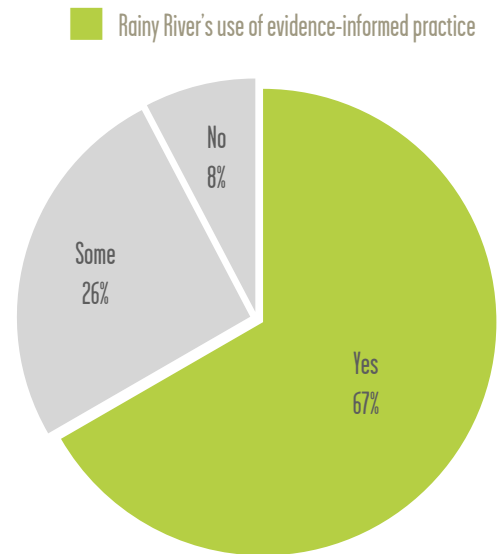
An evidence-informed practice refers to any program, project or community initiative whose effectiveness is based on some sort of evaluation. In other words, the initiative that you are considering or implementing, has been tested, and those tests have indicated that the program works for your desired change, i.e., is evidence-informed.

Program evaluation

In 2012-2013, when asked how many of the programs championed by the leadership table were evaluated, Rainy River responded ‘some of them.’ As shown in Figure 14, this was similar to 54% of Safe Communities across Canada. Of the remaining communities, 28% reported that all of their programs were evaluated, and 18% reported that none of them were.

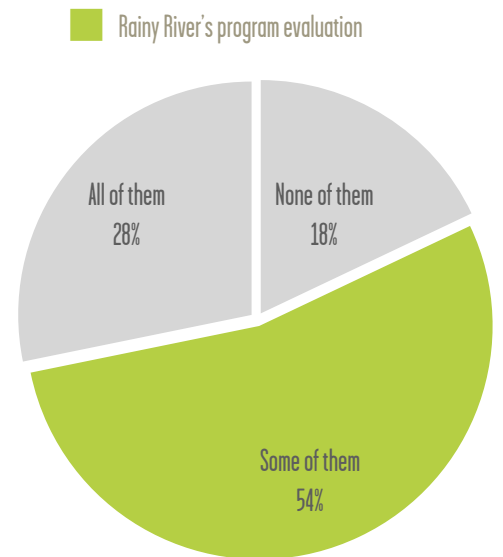
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Figure 13. Percent of Safe Communities using evidence-informed practice for programs



NATIONAL COMPARISON

Figure 14. Percent of Safe Communities evaluating their programs



Community engagement

Rainy River described the overall level of engagement in the community as high, given options of low, medium and high. Nationally, figure 15 illustrates that the majority (51%) of Safe Communities in Canada rated community engagement overall as medium, while 23% felt it was low, and 26% felt it was high.

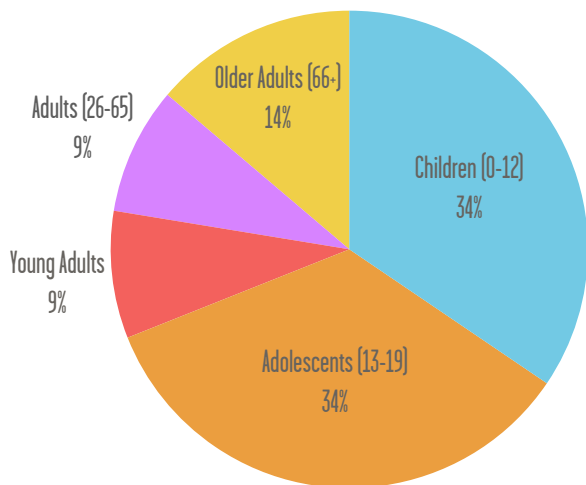
In terms of participation in community events, Rainy River estimated that approximately 11,000 citizens were actively involved in their Safe Community programs or projects. Nationally, an average of 3,770 citizens per community participated in Safe Communities programs or events during the past year.

Local Reach

Rainy River's Safe Community reaches the following segments of the local population with their initiatives:

RAINY RIVER

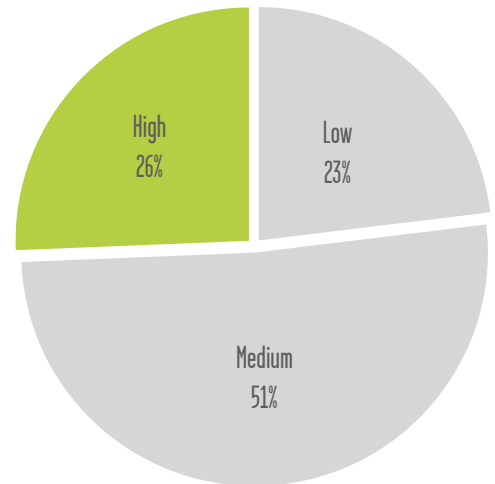
Figure 16. Segments of Rainy River's Population reached by programming



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Figure 15. Level of engagement in community

■ Rainy River's community engagement



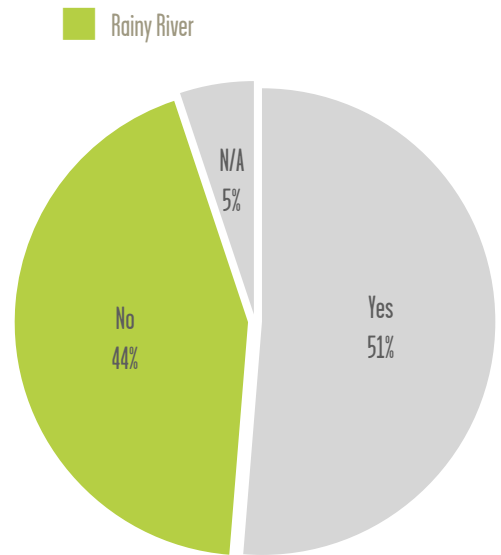
Sustainability

Succession planning

Rainy River does not have a formal succession plan in place, but indicated that a cooperative procedure is in place for replacing members. Nationally, there are 51% of Safe Communities that have a succession plan, 44% who do not, and 5% who report that this is not applicable to them. Of those communities who have a succession plan, 67% reported that the plan was used successfully, while 5% felt it was not successfully used and 29% had not used their succession plan.

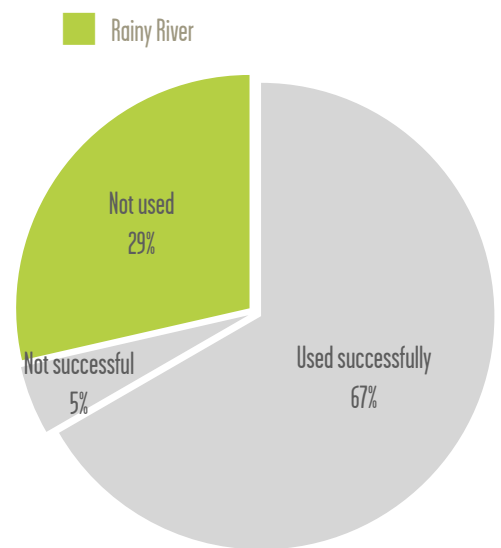
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Figure 17. Safe Communities that have a succession plan



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Figure 18. Success of succession plan

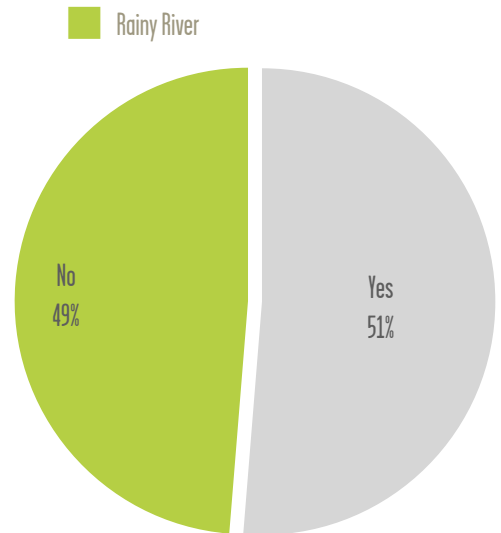


Administrative support

Rainy River did not have administrative support for 2012-2013. Nationally, the majority (51%) of Safe Communities have an administrative position, 83% of these positions are part time, and 65% are paid positions. 60% of admin positions require 0 - 10 hours per week, 20% require 11 - 20 hours per week, 15% require 21 - 30 hours per week and 5% require 31 - 40 hours per week.

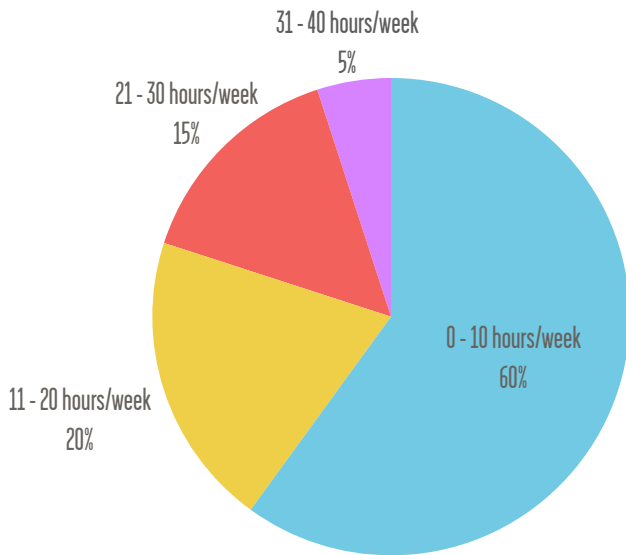
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Figure 19. Percent of Safe Communities with administrative dedicated support



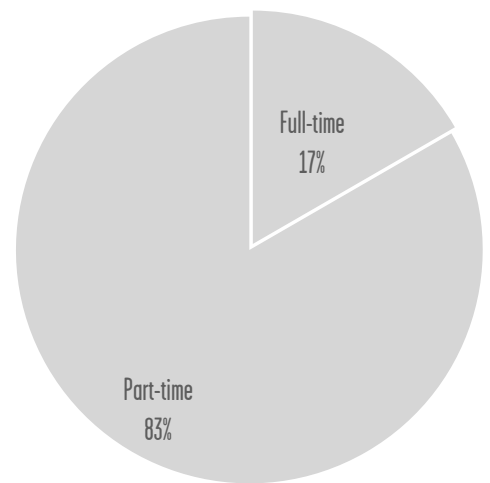
ADMINISTRATIVE SUPPORT

Figure 20. Percent of Safe Communities with various hours of admin support



NATIONAL COMPARISON

Figure 21. Percent of Safe Communities with full time and part time administrative support



Public profile and community engagement

Community demonstration of awareness

In 2012-2013, Rainy River and 67% of responding communities considered their Safe Community to be a known entity. Rainy River indicated that awareness of their Safe Community’s activities was usually demonstrated through media coverage, awards, community participation, requests from external groups, and financial support from the municipal government. These methods correspond to all strategies cited by Safe Communities across Canada, as shown in figure 22.

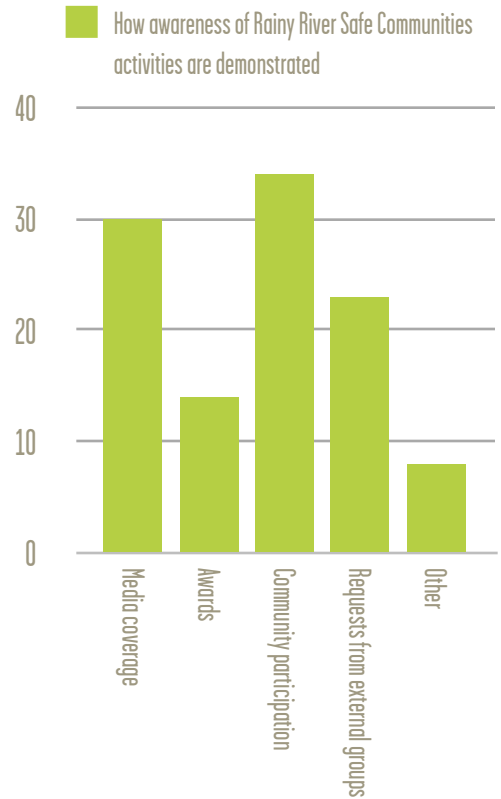
Online presence

Website

Nationally, 69% of Safe Communities are similar to Rainy River in that they have their own website. On a monthly basis, Rainy River identified having 20 - 80 unique visitors to the website. Nationally, the majority (67%) of Safe Communities were not aware of the number of unique visitors to their website per month. Refer to figure 23 for a further breakdown on unique website visitors.

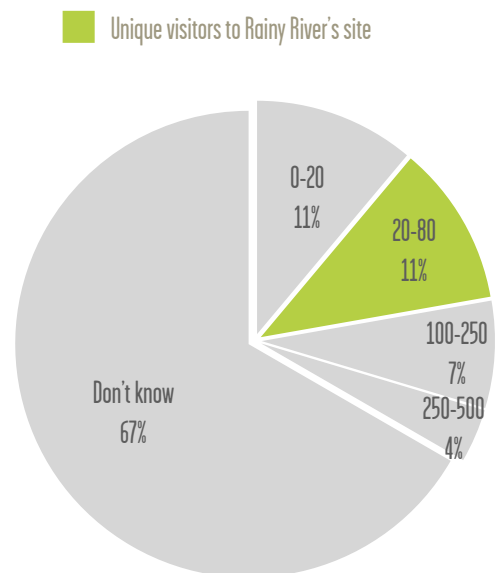
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Figure 22. How awareness of Safe Communities’ actions are demonstrated.



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Figure 23. Unique visitors per month to local Safe Communities websites



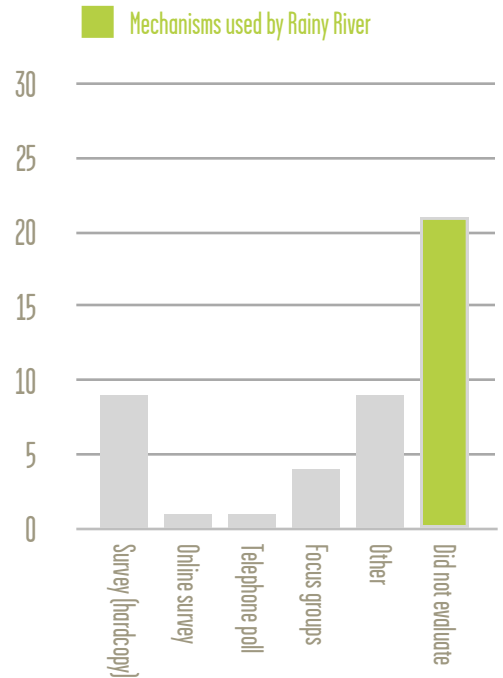
Evaluation

Evaluation mechanisms

In the past year, the Rainy River Leadership Table had not measured its effectiveness as a champion of safety in the community. Nationally, 44% of Safe Communities in Canada measured their Leadership Table’s effectiveness. Effectiveness can refer to the following: number of people reached, reduction in injuries, or awareness of programs and projects in the community. Figure 24 shows the mechanisms used by the Safe Communities to measure effectiveness.

NATIONAL COMPARISON

Figure 24. Mechanisms used by Safe Communities to evaluate their leadership table effectiveness



Next steps

The next steps and way forward for Rainy River

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