

Safe Communities 2014 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 have occurred over the past six years.

A review of the report card process took place with community consultation. A streamlined version was piloted in 2013. This new streamlined version with a few additional questions was utilized in 2014, the results of which are reflected in this report. The responses provide valuable information to Parachute to understand what is happening in Safe Communities across Canada as well as defining priorities, synergies and also outline how Parachute can best provide support to Safe Communities.

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

Survey methodology & procedure:

The 2014 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 & Community Engagement, Evaluation and Network Participation. 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 January 2014 to December 2014.

At the time of the 2014 Safe Communities Report, there were 39 active Safe Communities. 29 communities responded to the 2014 Safe Communities Report survey. Of the 39 active communities, two are new Safe Communities. These communities did not complete the survey as they were only recently designated.

Analysis:

The online survey tool generated a series of individual raw data reports for each communities' response to the survey, as well as aggregate data that provide a national picture. Parachute takes into consideration how the information can be best presented and the optimal level of level of detail to be included. It was determined that a combination of graphic and written information would make the report easy to read. Individual reports were reviewed and woven together with aggregate data to complete this national report.

Nationally, Safe Communities in Canada reported in excess of 1,800 community volunteers in 2014, which results in an average of 62 volunteers for each Safe Community. Further, there was a total of over 6,500 volunteer hours from leadership tables reported by all Safe Communities in the past year, which is an average of 224 hours per community.

About this report:

This report is organized into sections that reflect the categories within the survey Safe Communities responded to.

- **Safe Community Contacts** - communities were asked to provide their Safe Community name in addition to the main and secondary contact person for their Safe Community.
- **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 & Network Participation** - communities were asked to report on how they had assessed their own work and effectiveness as well as how they engage with other networks.
- **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.

The responding communities represent a total population of
3,859,847

Leadership and management

Leadership Table representation

The diversity of the Leadership Table is an important component of each Safe Community. In 2014, communities were asked to report on the involvement of the following possible groups: fire, police, public health, EMS, local government, provincial government, Red Cross, school board, health care services, local business, community volunteers, aboriginal representation, youth, older adults, health & safety professionals (i.e. from local business) and others. Figure 1 demonstrates the national average representation on Leadership Tables across Canada. The most common members of Safe Community leadership tables include fire, police, public health and community volunteers.

Terms of reference and incorporation

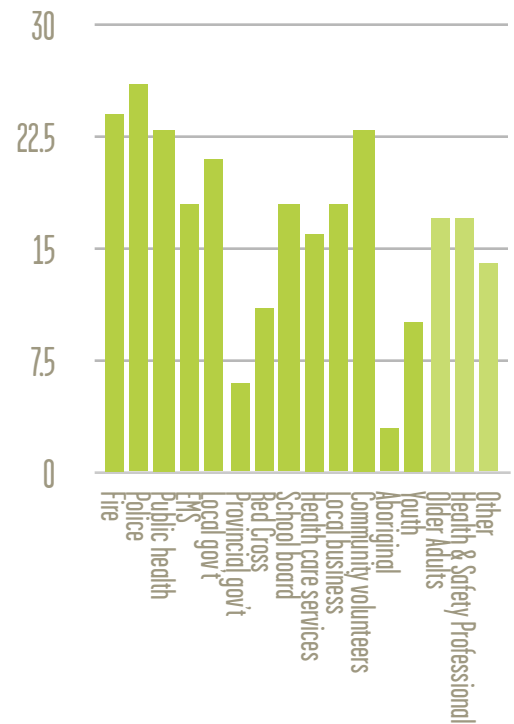
On a national level, 86% of Safe Communities reported having a formal terms of reference. In addition, 34% of Safe Communities reported being incorporated, with 62% not incorporated and 4% were unsure.

Frequency of meetings

Nationally, 28% of Safe Communities equally held formal leadership meetings a minimum of three to five times per year; six to ten times per year; and eleven or more times per year respectively as shown in Figure 2. 17% of Safe Communities met one to two times per year.

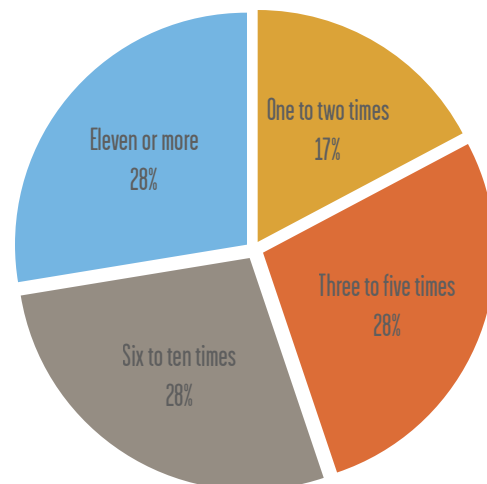
LEADERSHIP TABLE REPRESENTATION

Figure 1. Number of Safe Communities with leadership table representatives from specific groups



FREQUENCY OF MEETINGS

Figure 2. Number of leadership meetings held in 2014



Budget

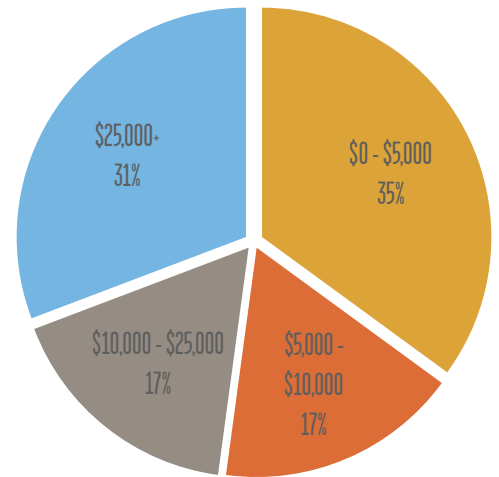
Safe Communities across Canada were asked to report on the amount and structure of their operating budgets. As shown in Figure 3, 35% of communities had an operating budget of \$0 to \$5000, 17% of budgets were between \$5,000 and \$10,000, 17% were between \$10,000 and \$25,000, and 31% of budgets were more than \$25,000.

Budget breakdown

Figure 4 illustrates the main sources of revenue for the Safe Communities across Canada. The majority of funding comes from fundraising (e.g. golf tournaments) (32%), followed by corporate sponsorships (23%). 17% of Safe Communities receive funding from local municipalities. Other sources of revenue include government grants, donations, local business, as well as community or foundation grants.

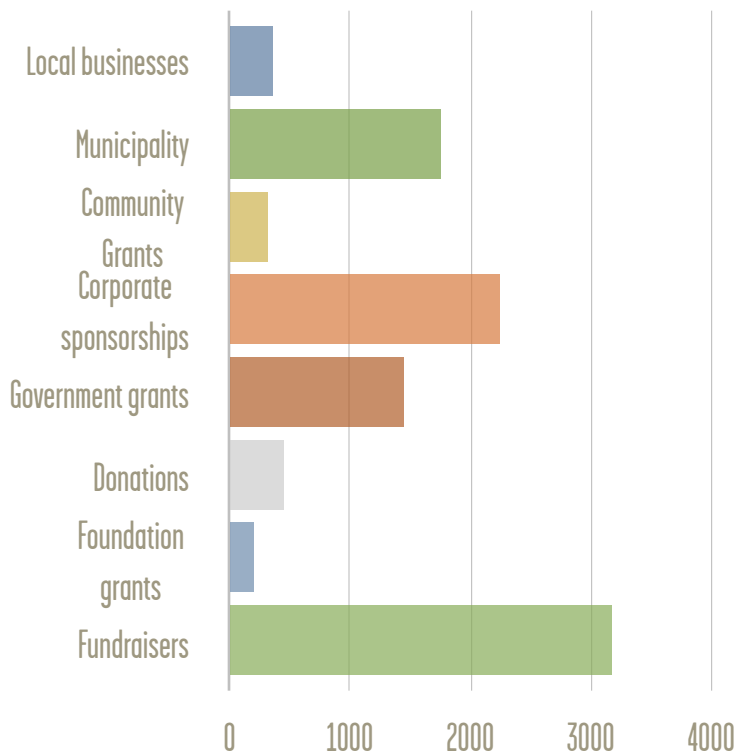
OPERATING BUDGET

Figure 3. Annual Operating Budgets for Safe Communities in Canada



BUDGET BREAKDOWN

Figure 4. Breakdown of Safe Community operating budgets across Canada



In-kind donations

On a national level, 90% of Safe Communities reported having received in-kind donations in the past year. As shown in Figure 5, these donations were classified as meeting space (28%), office supplies (20%), internet and phone use (19%), other in-kind support such as professional and administrative services, promotional support, venue space and gifts and supplies for local programs and events (19%) and food and refreshments (14%).

Volunteers

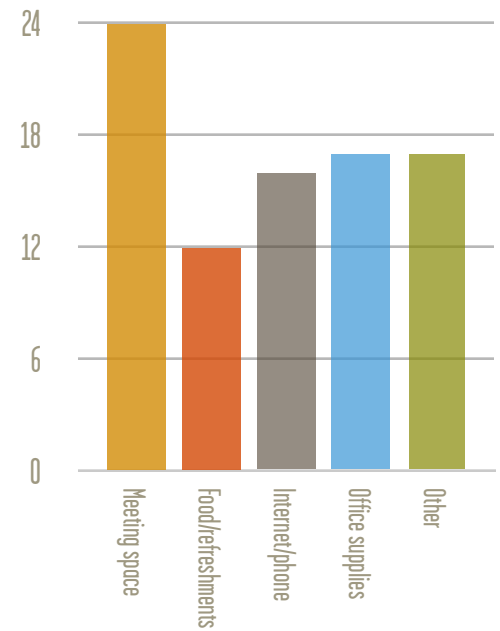
Nationally, Safe Communities in Canada reported in excess of 1,800 community volunteers in 2014, an average of 62 volunteers for each Safe Community. Further, there was a total of over 6,500 volunteer hours reported by leadership tables in 2014, an average of 224 hours per community.

1,800 total community volunteers
for Safe Communities

42,568 reported volunteer hours for
Safe Communities

NATIONAL COMPARISON

Figure 5. Types of in-kind donations received by Safe Communities



Priority setting

Most recent priority setting

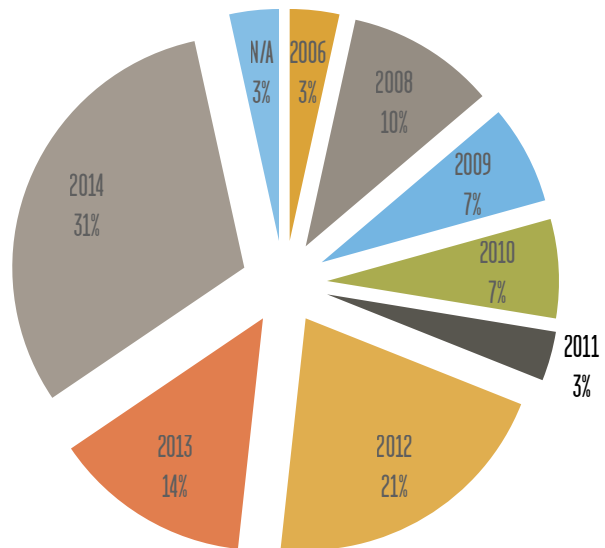
Safe Communities were asked to report the year of their most recent priority setting exercise. As shown in Figure 6, 31% of Safe Communities reported completing their most recent exercise in 2014, with other communities completing these exercises in the years ranging from 2006 to 2013.

On average, Safe Communities had 30 participants in attendance at their most recent priority setting exercise.

Figure 6 illustrates that 97% of the reporting Safe Communities have held more than one priority setting session. Only one community has held one priority setting exercise to date which was indicated in the report by selecting N/A.

PRIORITY SETTING

Figure 6. Year of most recent priority setting exercise



Current initiatives

Current priorities

The five most common priority areas identified by responding Safe Communities in Canada were:

- Road safety
- Fall prevention
- Self harm & suicide prevention
- Seniors health and safety
- Sports & recreation related injuries

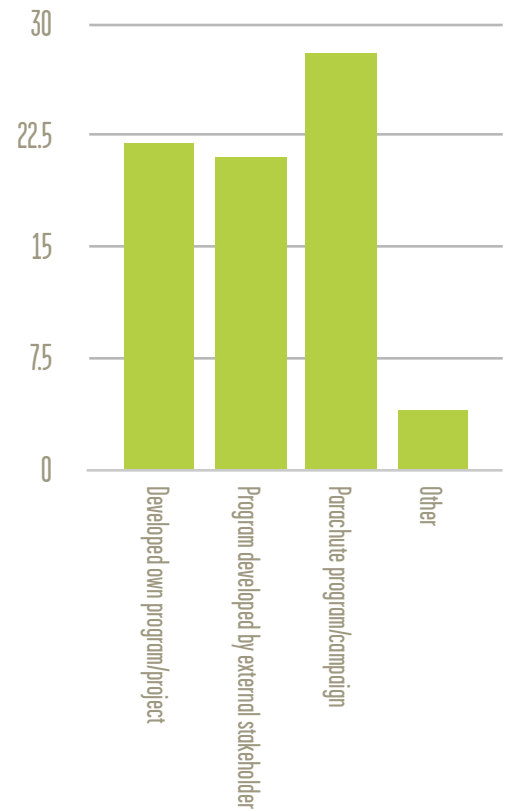
Other identified priorities included young worker safety, rail safety, poisoning prevention, violence prevention, agriculture safety, and water safety. Young adults were often a key target group.

To address these priorities, Safe Communities reported the development of their own programs, utilizing programs developed by external stakeholders (i.e. public health, enforcement), as well as utilizing Parachute programs and campaigns as illustrated in Figure 7.

Safe Communities utilized a variety of means to address their identified priorities as shown in Figure 8. The most common means were through public awareness (i.e. displays) (15%), distributing resources (14%), media (14%) and presentations (12%).

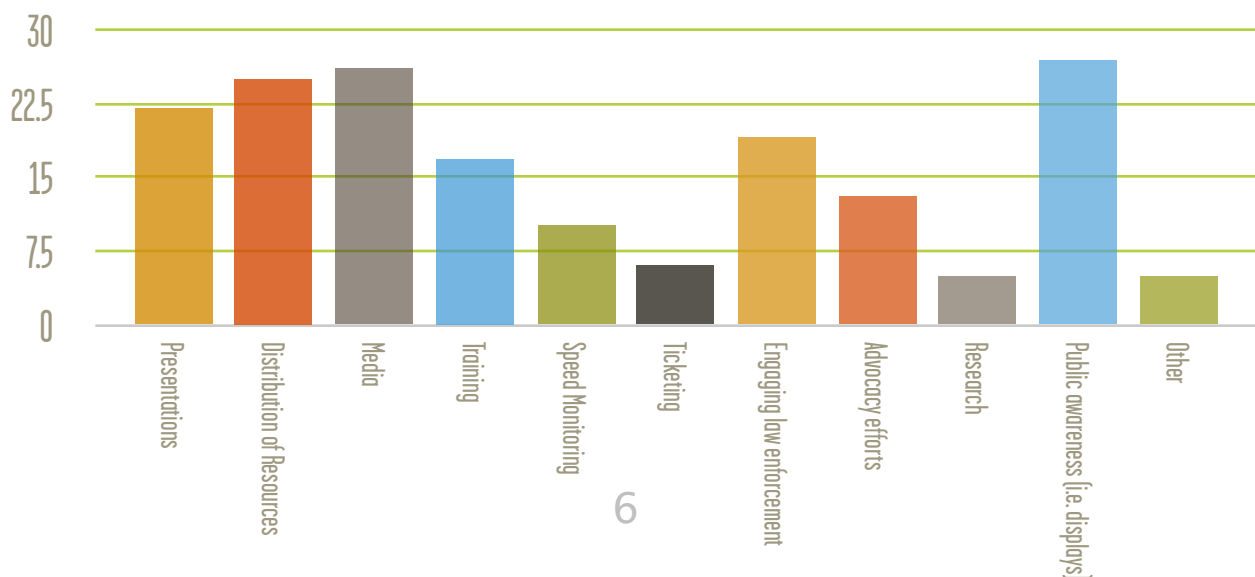
ADDRESSING PRIORITIES

Figure 7. Programs used by Safe Communities to address priorities



ADDRESSING PRIORITIES

Figure 8. General means Safe Communities utilized to address their priorities

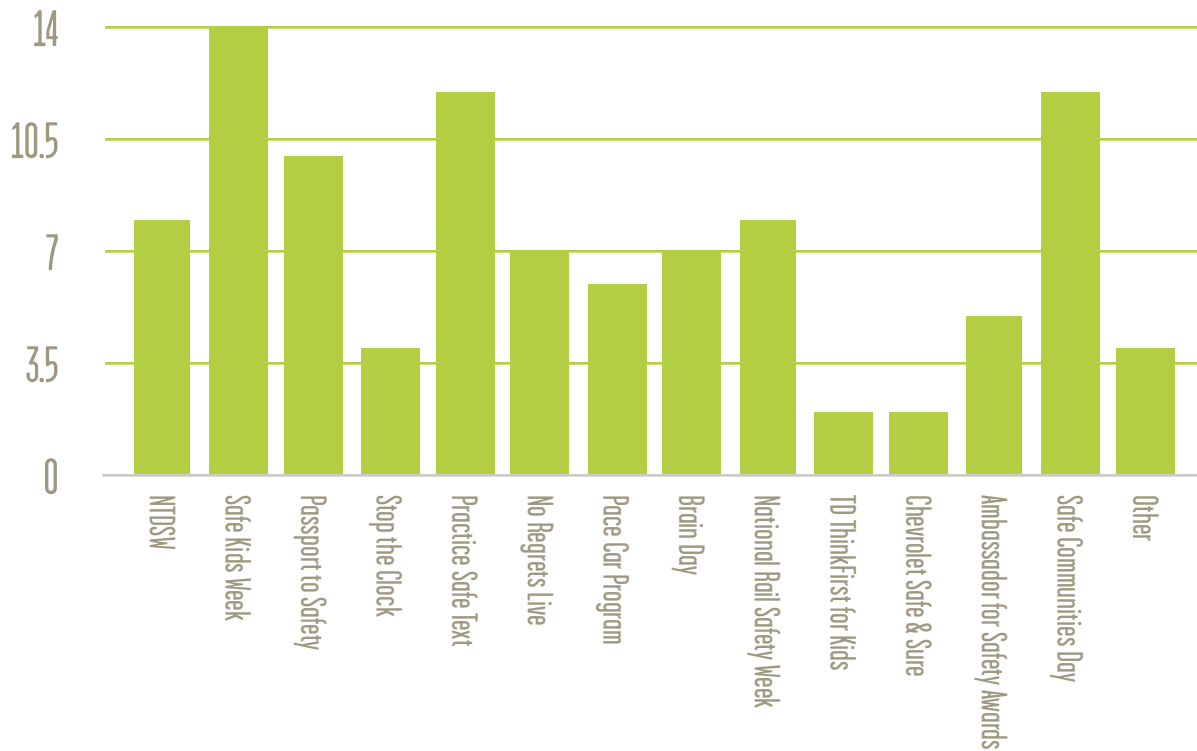


Parachute Programs and Campaigns

Reporting Safe Communities utilized and participated in various Parachute programs and campaigns as illustrated in Figure 9. The most common programs utilized were participating in Safe Kids Week (14%), the Practice Safe Text campaign (12%) Safe Communities Day (12%) and Passport to Safety (10%).

PARACHUTE PROGRAMS/CAMPAIGNS

Figure 9. Parachute campaigns or programs Safe Communities utilize



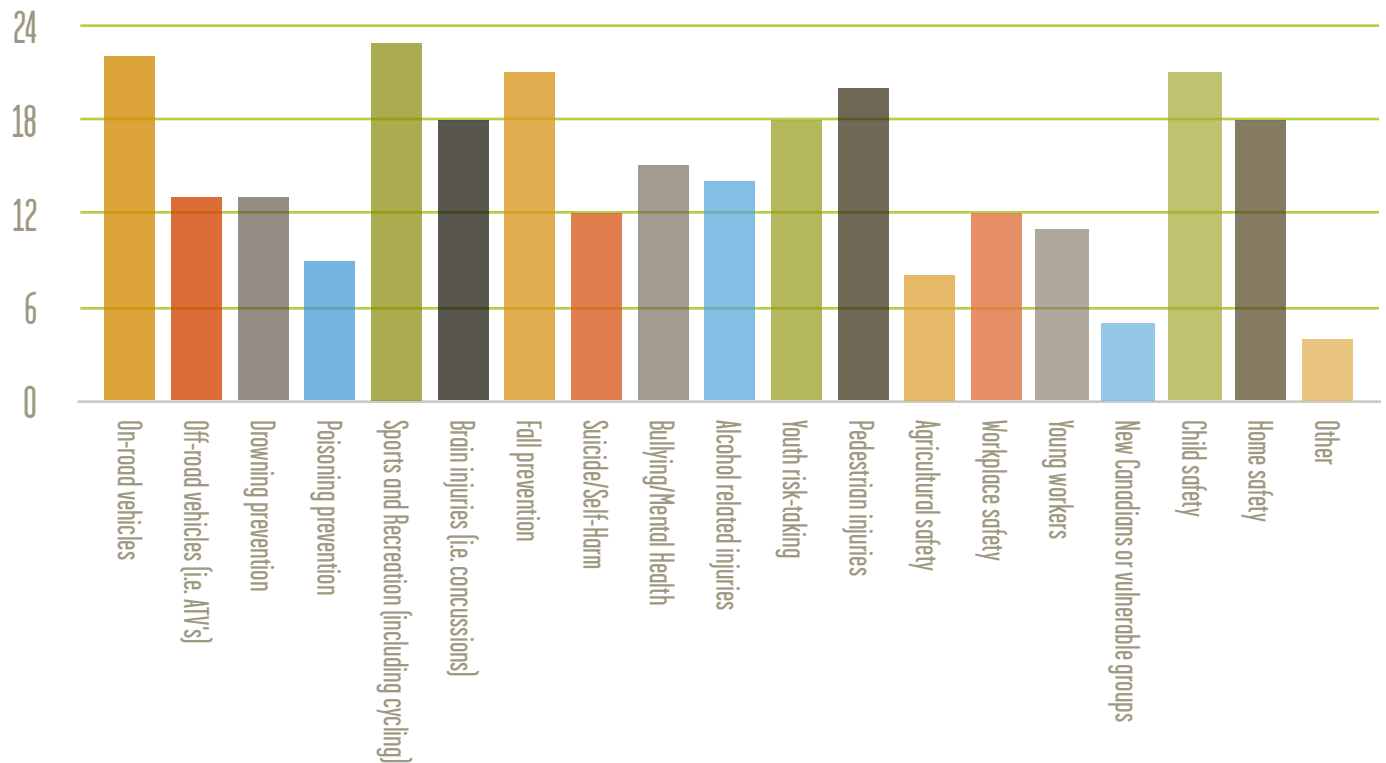
Current partnerships and projects

On average, each Safe Community across Canada reported having 15 community partners. Safe Communities partnerships typically include public health, police services, fire and emergency services, school boards, municipalities, local business and service clubs.

Safe Communities and their partners, addressed a number of different topics in injury prevention, shown in Figure 10. Some of the most commonly addressed injury issues by Safe Communities and their partners include sports & recreation related injuries, on-road vehicles and safety, fall prevention, child safety and pedestrian safety.

PROGRAM/PROJECT TOPIC AREAS

Figure 10. Specific topic areas that Safe Communities' programs & projects address



Evidence-informed practices

Safe Communities were asked to report whether or not evidence-informed practices were used in selecting their programs and projects. Nationally, 45% of Safe Communities reported ‘yes’ their programs were evidence-informed, while 48% reported ‘some’ and 7% reported ‘no,’ their programs were not informed by evidence or were ‘unsure’ as shown in Figure 11.

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

1. Public Health Units
2. Police organizations (e.g. RCMP, OPP)
3. Provincial injury prevention organizations (e.g. Ontario Injury Prevention Resource Centre, Injury Prevention Centre)
4. Parachute
5. Developed own program/project
6. 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.

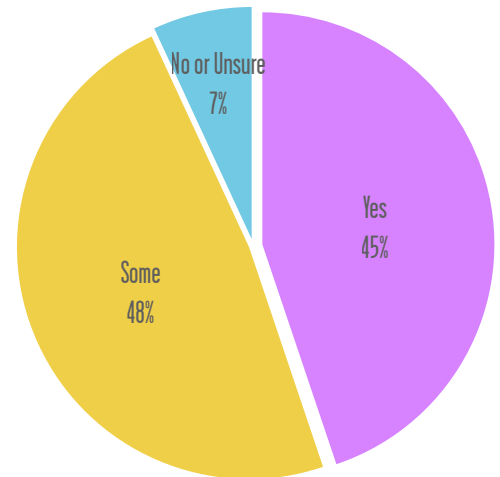
Program evaluation

In 2014, Safe Communities across Canada were asked to report on their program evaluation activities. The majority (62%) reported that ‘some’ of their programs were evaluated, while 21% reported ‘all’ programs were and 17% reported that ‘none’ were evaluated as shown in Figure 12.

81% of reporting Safe Communities outlined that they were aware of Parachute’s Horizon, an innovative new solutions hub, which provides evidence-based and leading practice injury prevention solutions.

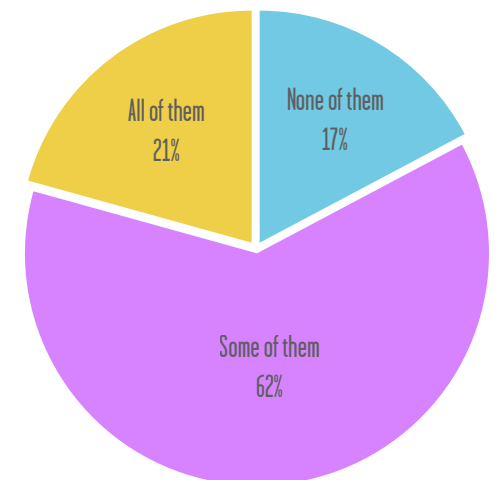
EVIDENCE-INFORMED PROGRAMS

Figure 11. Percent of Safe Communities using evidence-informed practice to select programs



PROGRAM EVALUATION

Figure 12. Percent of Safe Communities evaluating their programs



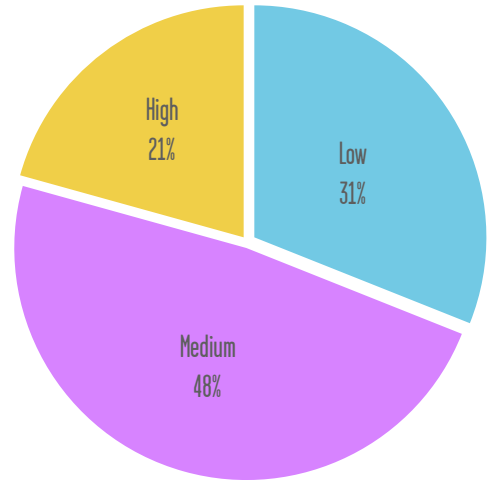
Community engagement

Figure 13 outlines the level of engagement in reporting Safe Communities. 48% of Safe Communities reported that their communities were moderately engaged; 21% as highly engaged and 31% reported a low level of engagement.

Nationally, an average of 6,300 citizens per community participated in Safe Communities programs or events during the past year.

LEVEL OF ENGAGEMENT

Figure 13. Level of engagement in community



Sustainability

Succession planning

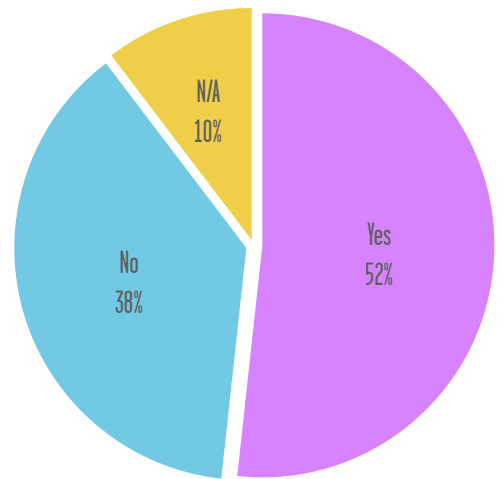
One tool that Safe Communities can use to improve the sustainability of their organization is a succession plan. Of the responding Safe Communities, 52% reported having a succession plan, 38% reported not having a plan, and 10% indicated it was not applicable to them, as shown in Figure 14.

Safe Communities' succession plans typically consist of co-chairs (46%), staggered terms for leadership table members (42%), paid staff (8%) or do not have a succession plan (4%).

Of the Communities that had a succession plan, 85% had used the plan successfully, 8% had not used the plan, and 8% reported the plan was used, but was not successful. This is illustrated in Figure 15.

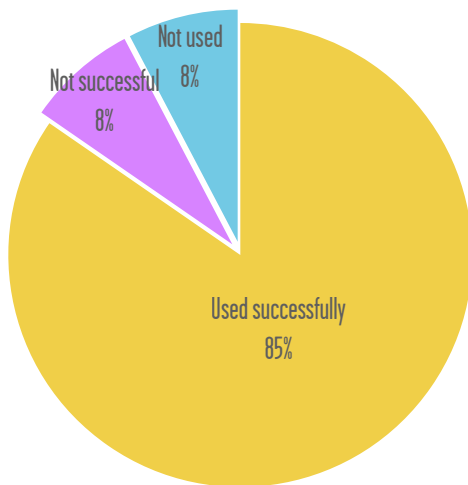
SUCCESSION PLANNING

Figure 14. Safe Communities that have a succession plan



SUCCESSION PLANNING

Figure 15. Success of succession plan



Administrative support

Another important aspect of sustainability is administrative support. Nationally, the majority (55%) of Safe Communities had dedicated administrative support as outlined in Figure 16.

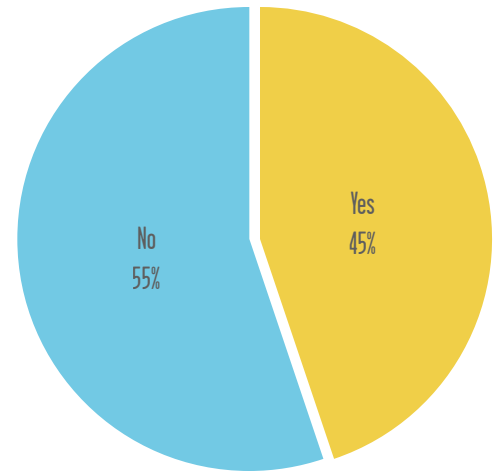
92% of the administrative support positions were part-time as outlined in Figure 18.

77% of the administrative support positions were paid positions, 23% were volunteer positions.

38% of administrative support positions required 11-20 hours per week, 31% required 0-10 hours per week, 23% required 21-30 hours per week and 8% required 31-40+ hours per week as shown in Figure 17.

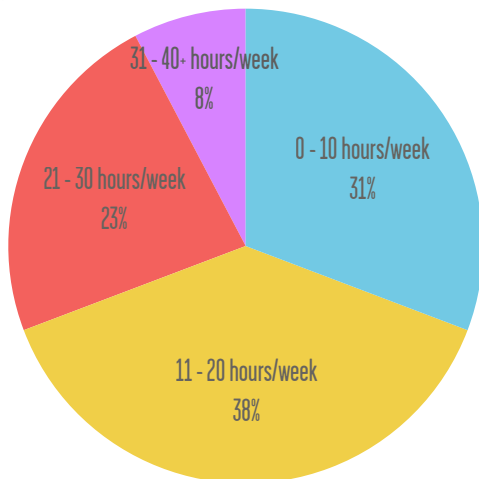
ADMINISTRATIVE SUPPORT

Figure 16. Percent of Safe Communities with dedicated administrative support



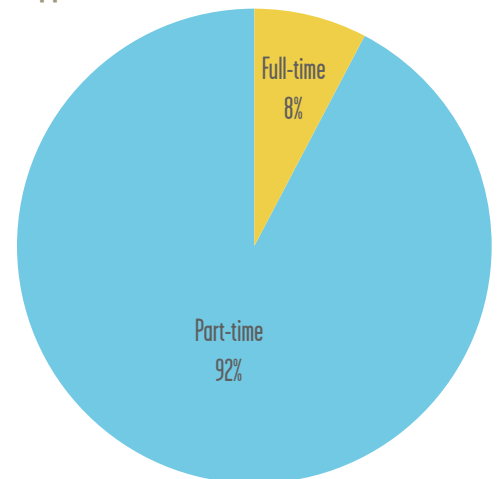
HOURS DEDICATED TO ADMINISTRATIVE SUPPORT

Figure 17. Number of hours of administrative support received by Safe Communities per week



EXTENT OF ADMINISTRATIVE SUPPORT

Figure 18. Percent of Safe Communities with full-time or part-time administrative support

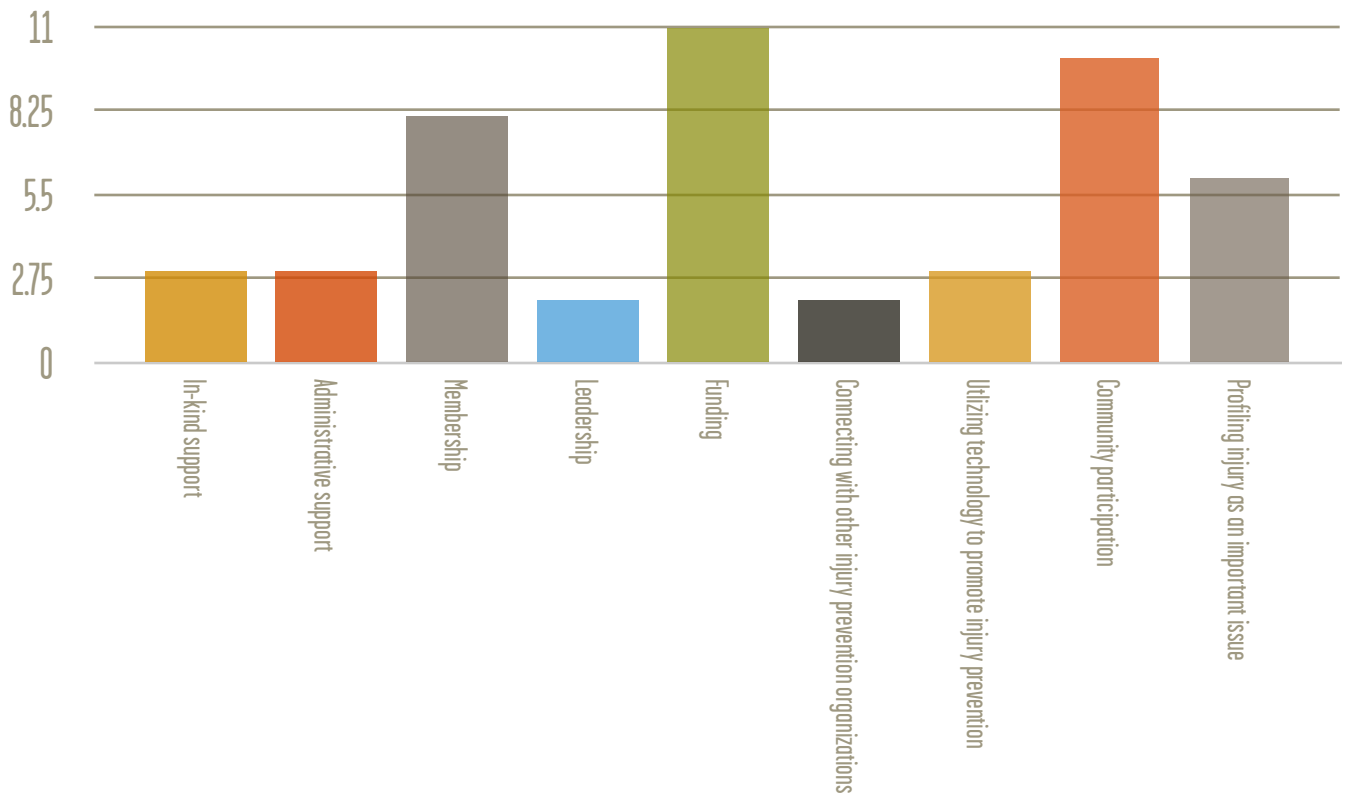


Key challenges

Safe Communities were asked to outline some of the key challenges they face. The top three challenges faced by Safe Communities include funding (23%), community participation (21%) followed by membership (17%). As outlined in Figure 19, other challenges included profiling injury as an important issue, utilizing technology to promote injury prevention, obtaining administrative and in-kind support, leadership support and the ability to connect with other injury prevention organizations.

KEY CHALLENGES

Figure 19. Key challenges faced by Safe Communities.



Public profile and community engagement

Community demonstration of awareness

In 2014, 62% of responding communities considered their Safe Community to be a known entity within the community.

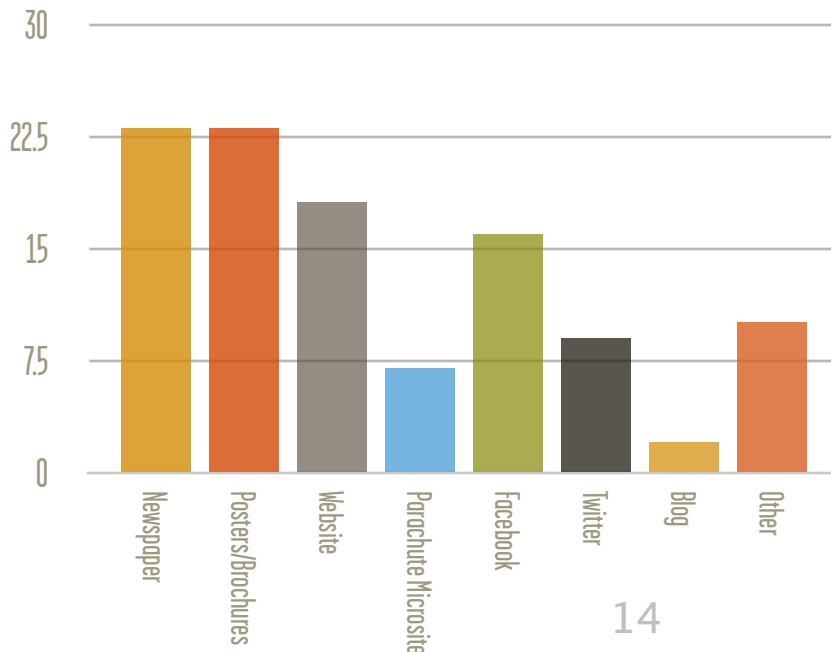
Safe Communities across Canada also cited various strategies used to increase local awareness of their Safe Community, including media coverage (31.5%), community participation (i.e. in events) (31.5%), requests from external groups (i.e. for information) (23%), and awards (10%) and other (4%) as shown in Figure 20.

Safe Communities utilize various means by which to communicate information as shown in Figure 21. The most common means include utilizing local newspaper (21%), posters/brochures (21%), website (17%), and Facebook (15%). Other means included community events and meetings, TV screens in public areas, radio and e-mail.

For those Safe Communities who utilize social media, the most common network is Facebook (44%) followed by Twitter (19%).

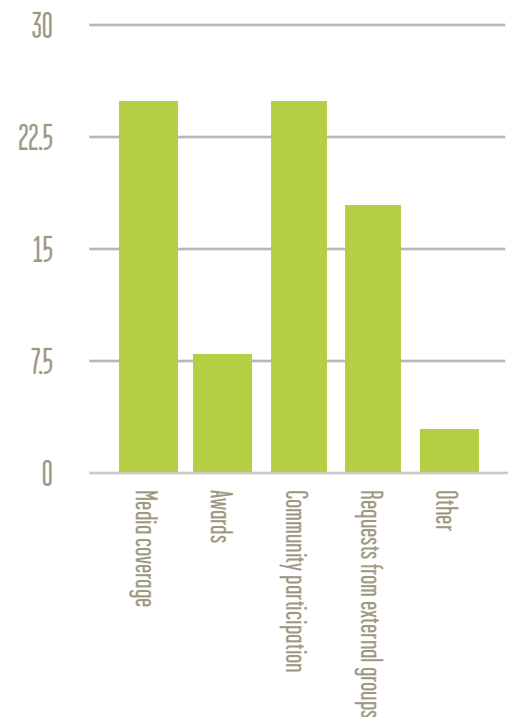
COMMUNICATING INFORMATION

Figure 21. How Safe Communities communicate information.



DEMONSTRATING AWARENESS

Figure 20. How awareness of Safe Communities' actions are demonstrated.



Evaluation and Network Participation

Evaluation mechanisms

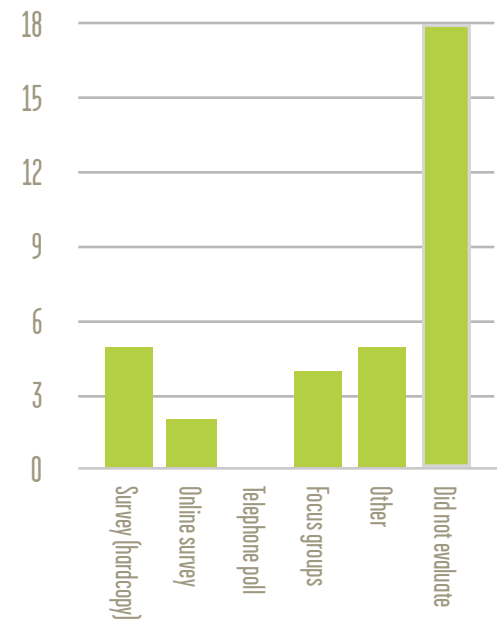
In 2014, 38% of the leadership tables among Safe Communities in Canada evaluated its effectiveness as a champion of safety in their community. Figure 22 outlines the mechanisms used by responding Safe Communities to measure effectiveness.

The most common means by which Safe Communities engage with the wider Safe Communities network is through Parachute teleconferences/webinars (27%) as shown in Figure 23. Safe Communities commented that the most valuable reason to be part of the wider Safe Community network is sharing, networking, and awareness of available programs and resources.

Effectiveness can refer to the following: number of people reached, reduction in injuries, or awareness of programs and projects in the community.

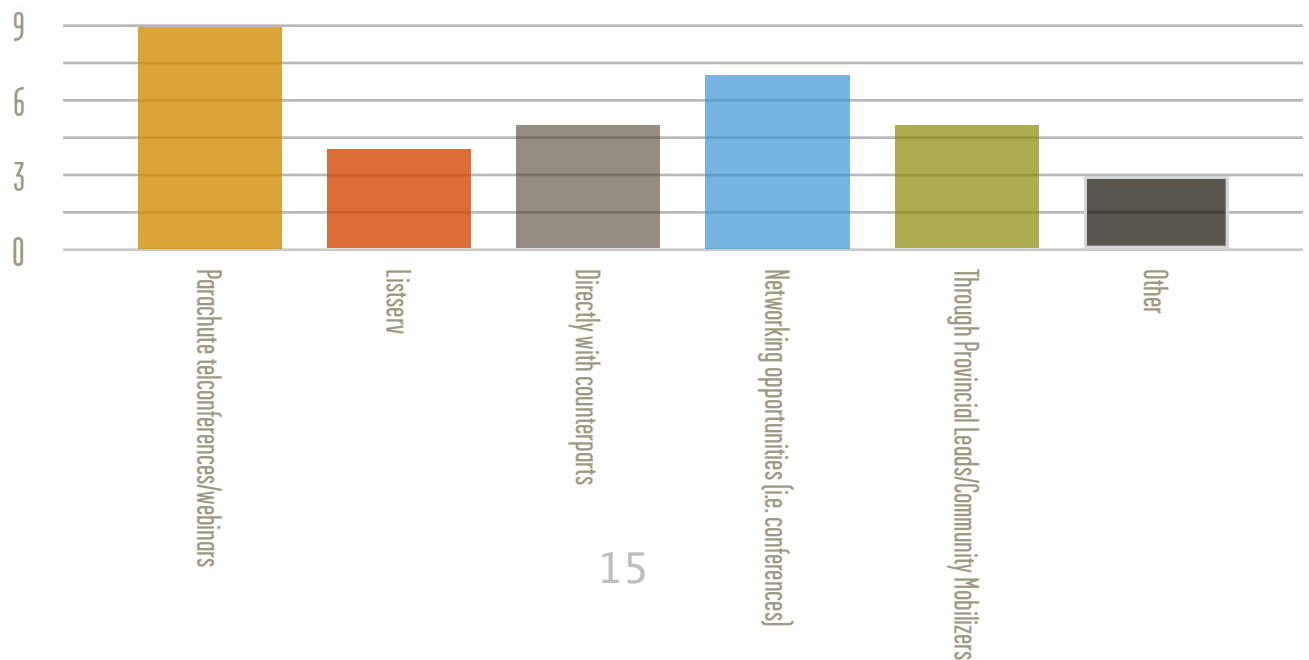
MEASURING EFFECTIVENESS

Figure 22. Mechanisms used by Safe Communities to evaluate their effectiveness as a champion of safety



NETWORK PARTICIPATION

Figure 23. Means by which Safe Communities engage with the wider Safe Community network



Demographics

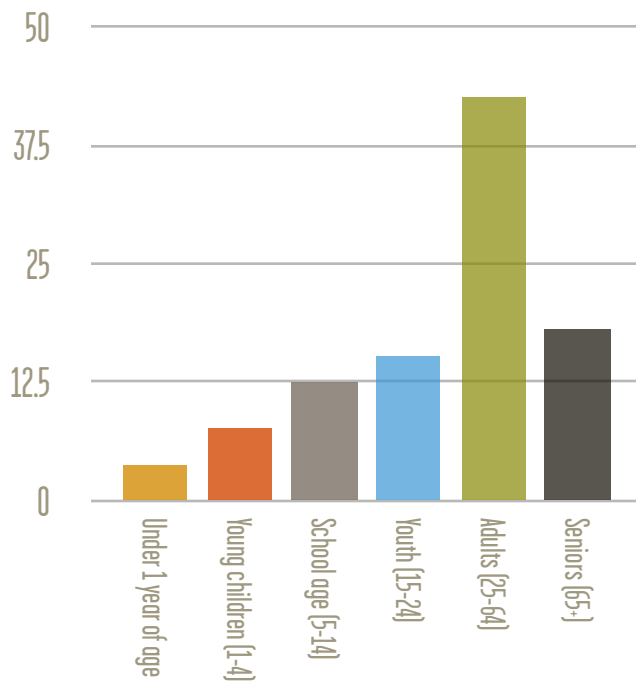
Makeup of the local community

The population profile for reporting Safe Communities across Canada is shown in Figure 24. The average population for Safe Communities in Canada is 137,852. Safe Communities' populations range in size from 2,400 to 1,300,000.

On average, adults make up the largest proportion of Safe Communities in Canada (43%). The next largest cohort includes older adults aged 65+ (18%), followed by youth aged 15-24 (15%), school-aged children (12%), young children (8%) and infants (4%).

NATIONAL DEMOGRAPHICS

Figure 24. Population profile of Safe Communities in Canada



Acknowledgements

Parachute would like to thank all Safe Communities for their work and enduring commitment to injury prevention. Safe Communities' efforts are a testament and demonstration to the importance of working collaboratively. Safe Communities are driving forward the injury prevention agenda in Canada and contributing to collective action.

Safe Communities continue to grow in Canada. Parachute designated two new Safe Communities in 2014, and several more are in the planning stages. Parachute gladly welcomes new communities to our growing network each year. Parachute is exploring new and innovative methods for increased network engagement, and we look forward to many more successes with Safe Communities of Canada in the future.