

Ontario  
Safe Communities  
2014 Report

# The Safe Communities Report at Parachute:

## Introduction:

Parachute has continued the great work of Safe Communities Canada and we are proud that there are now more Safe Communities than ever. Under Parachute's leadership, the Safe Communities network has grown and become stronger, and the Safe Communities program is a well-known entity within the injury prevention community. 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, 26 of which are in Ontario, 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 26 Safe Communities in Ontario. A total of 16 communities responded to the 2014 Safe Communities Report survey. Of the 26 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.

---

*Safe Communities in Ontario reported in excess of 2,305 community volunteers in 2014. This results in an average of 177 volunteers per Safe Community, contributing, on average, a total of 4572 volunteer hours. Further, there was a total of over 10,731 volunteer hours from leadership tables reported by all Ontario Safe Communities in the past year, which is an average of 894 hours per Safe 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 Ontario communities represent a total population of 1,726,159*

---

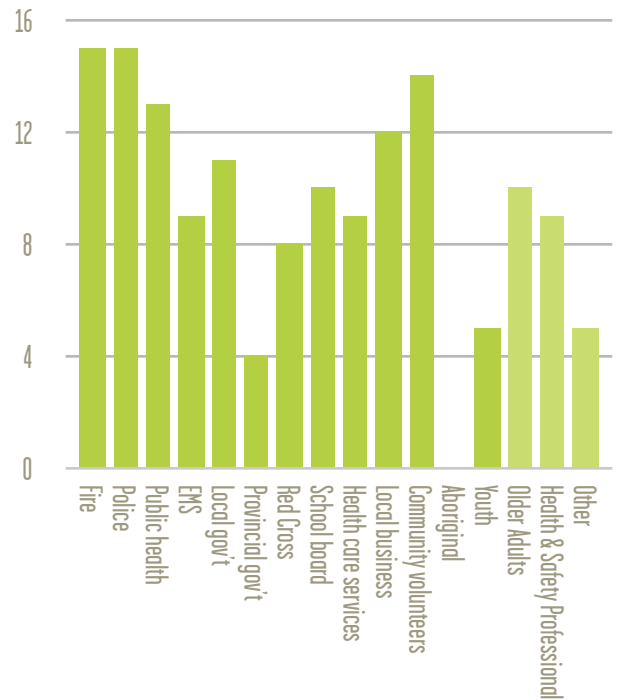
# Leadership and management

## Leadership Table representation

The diversity of the Leadership Table is an important component of each Safe Community. In 2014, Ontario Safe 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, community volunteers and public health.

### LEADERSHIP TABLE REPRESENTATION

Figure 1. Diversity of leadership tables among Ontario Safe Communities



## Terms of reference and incorporation

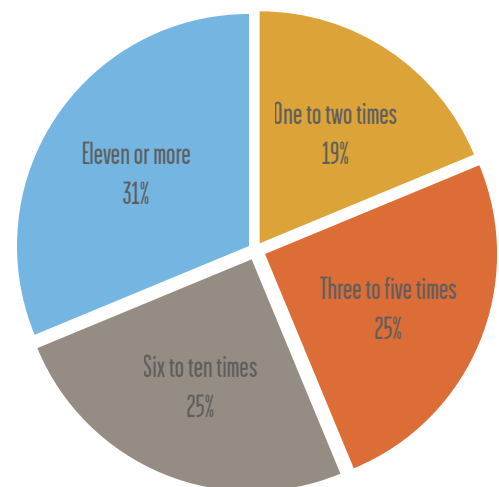
On a national level, 94% of Ontario Safe Communities reported having a formal terms of reference. In addition, 38% of Ontario Safe Communities reported being incorporated, with 56% not incorporated and 6% were unsure.

## Frequency of meetings

The majority of Ontario Safe Communities held formal leadership meetings a minimum of three to five times per year in 2014. 25% met three to five times per year; 25% met six to ten times per year; and 31% met eleven or more times per year respectively as shown in Figure 2. 19% of Ontario Safe Communities met one to two times per year.

### FREQUENCY OF MEETINGS

Figure 2. Number of leadership meetings held in Ontario Safe Communities in 2014



## Budget

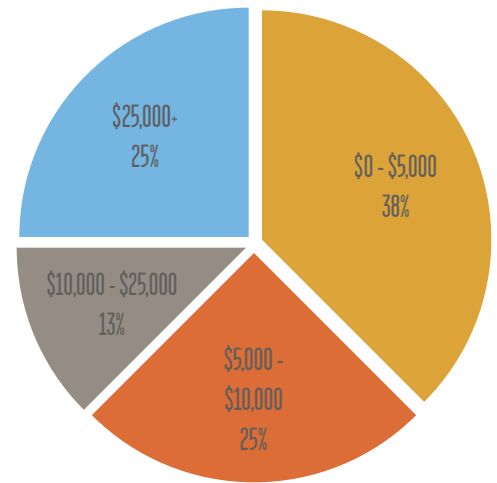
Safe Communities on Ontario were asked to report on the amount and structure of their operating budgets. As shown in Figure 3, 38% of communities had an operating budget of \$0 to \$5000, 25% of budgets were between \$5,000 and \$10,000, 13% were between \$10,000 and \$25,000, and 25% of budgets were more than \$25,000.

### Budget breakdown

Figure 4 illustrates the main sources of revenue for Ontario Safe Communities. The majority of their funding comes from municipalities, followed by donations. Other sources of revenue include local business, fundraisers (e.g. golf tournaments) as well as corporate sponsorships and foundation grants.

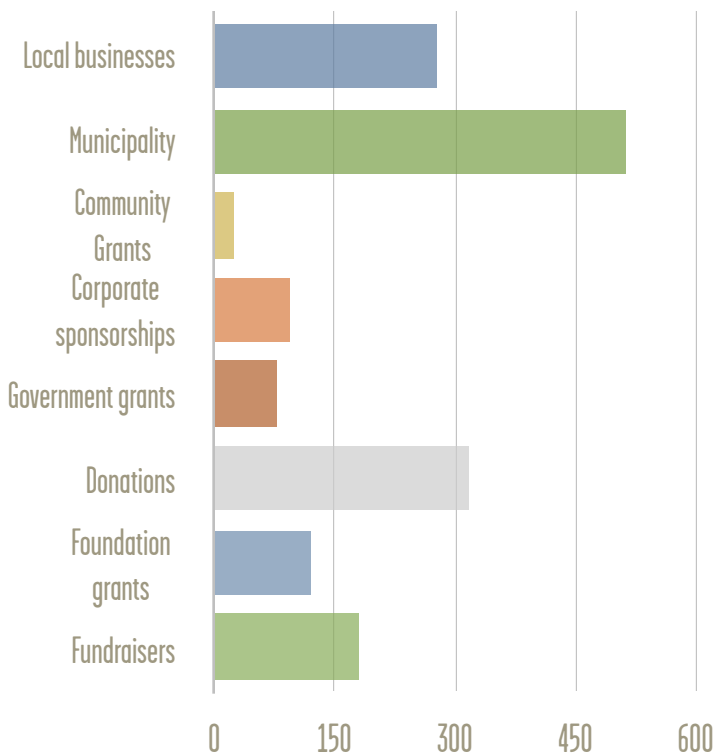
### OPERATING BUDGET

Figure 3. Annual Operating Budgets for Ontario Safe Communities



### BUDGET BREAKDOWN

Figure 4. Breakdown of Ontario Safe Communities' operating budgets



## In-kind donations

On a national level, 88% of Ontario Safe Communities reported having received in-kind donations in the past year. As shown in Figure 5, the most common donations were classified as meeting space (29%), other in-kind support such as professional and administrative services, promotional support, venue space and gifts and supplies for local programs and events (20%), internet and phone use (19%), office supplies (16%) and food and refreshments (16%).

For those Ontario Safe Communities who reported receiving in-kind donations the average was \$6,000 per community.

## Volunteers

Safe Communities in Ontario reported in excess of 2,305 community volunteers in 2014. This results in an average of 177 volunteers per Safe Community, contributing, on average, a total of 4572 volunteer hours. Further, there was a total of over 10,731 volunteer hours from leadership tables reported by all Ontario Safe Communities in the past year, which is an average of 894 hours per Safe Community.

---

*2305 total community volunteers for Ontario Safe Communities*

---



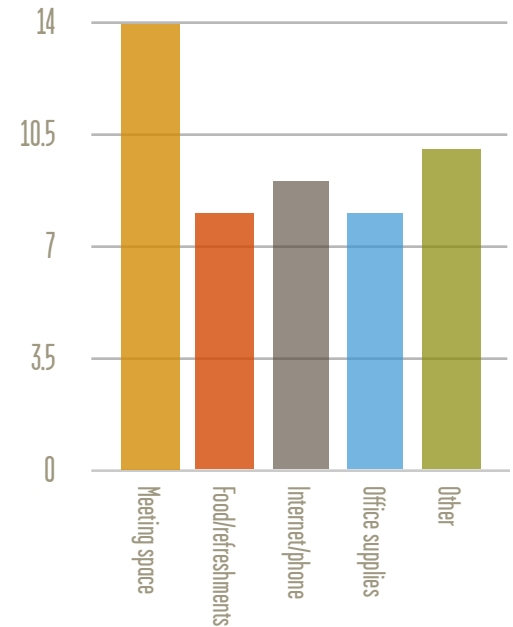
---

*50,297 reported volunteer hours for Ontario Safe Communities*

---

### NATIONAL COMPARISON

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



# Priority setting

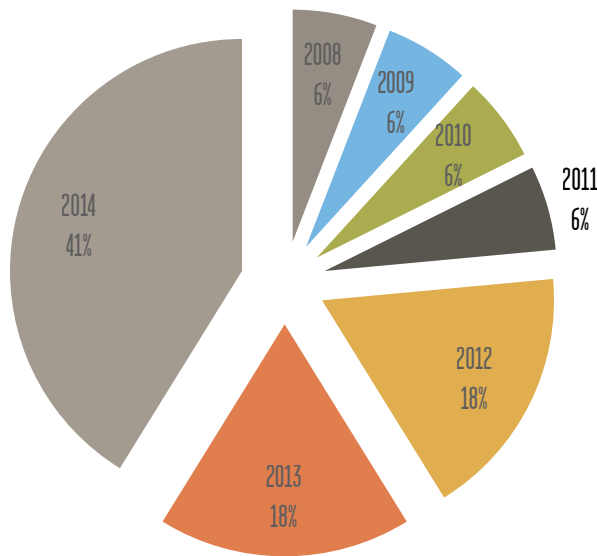
## Most recent priority setting

Ontario Safe Communities were asked to report the year of their most recent priority setting or priority review exercise. As shown in Figure 6, 41% of Ontario Safe Communities reported completing their most recent exercise in 2014, with other communities completing these exercises in the years ranging from 2008 to 2013.

On average, Ontario Safe Communities had 29 participants in attendance at their most recent priority setting or priority review exercise.

### PRIORITY SETTING

Figure 6. Year of most recent priority setting or priority review exercise for Ontario Safe Communities



# Current initiatives

## Current priorities

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

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

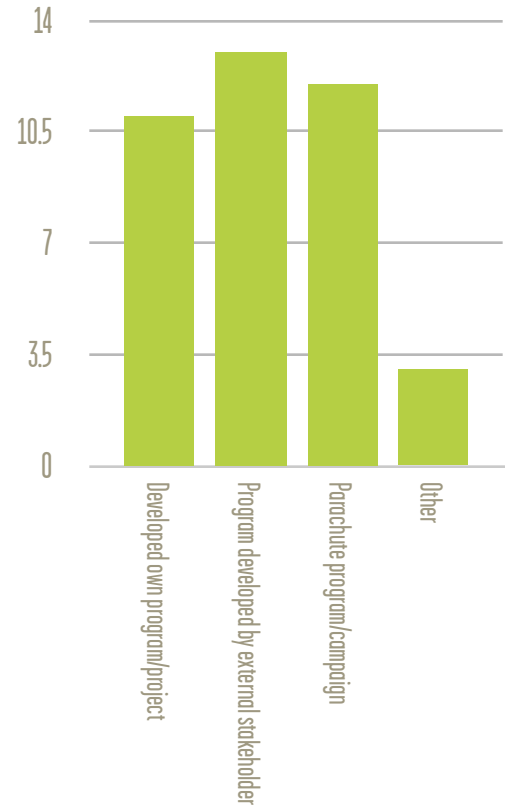
Other identified priorities included violence prevention, young worker safety, poisoning prevention, rail safety, agriculture safety, and water safety. Children and young adults were often identified as key target groups.

To address these priorities, Ontario Safe Communities most commonly utilizing programs developed by external stakeholders (i.e. public health, enforcement, fire/EMS, CN Rail), followed by utilizing Parachute programs and campaigns and developing their own program or project as illustrated in Figure 7.

Ontario 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), distributing resources, media, followed by presentations and engaging law enforcement.

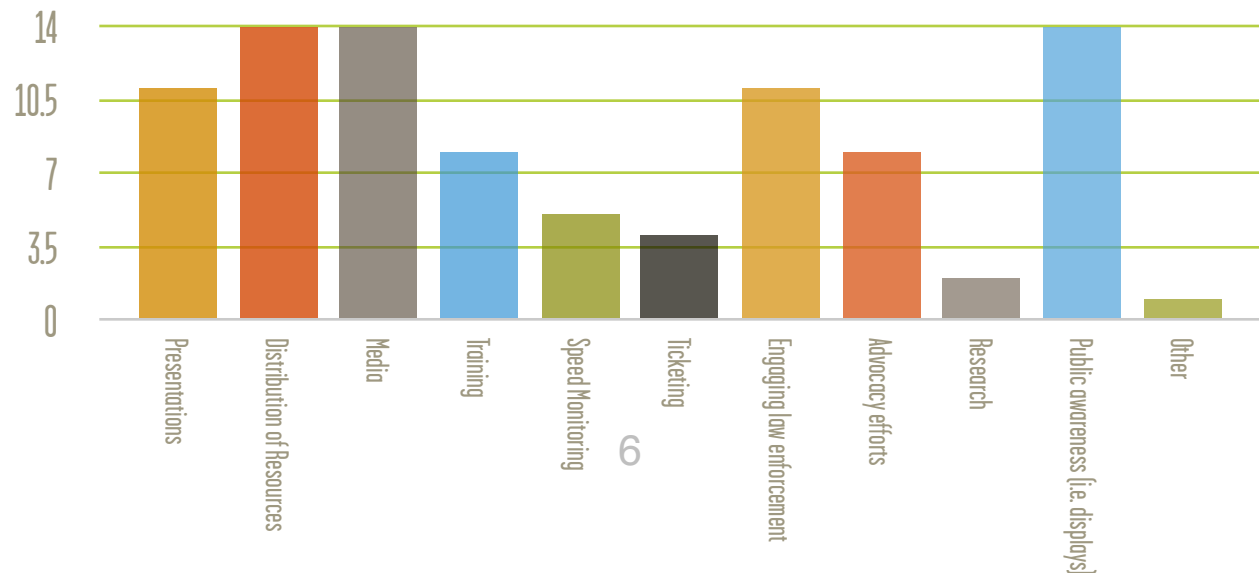
### ADDRESSING PRIORITIES

Figure 7. Programs used by Ontario Safe Communities to address priorities



### ADDRESSING PRIORITIES

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





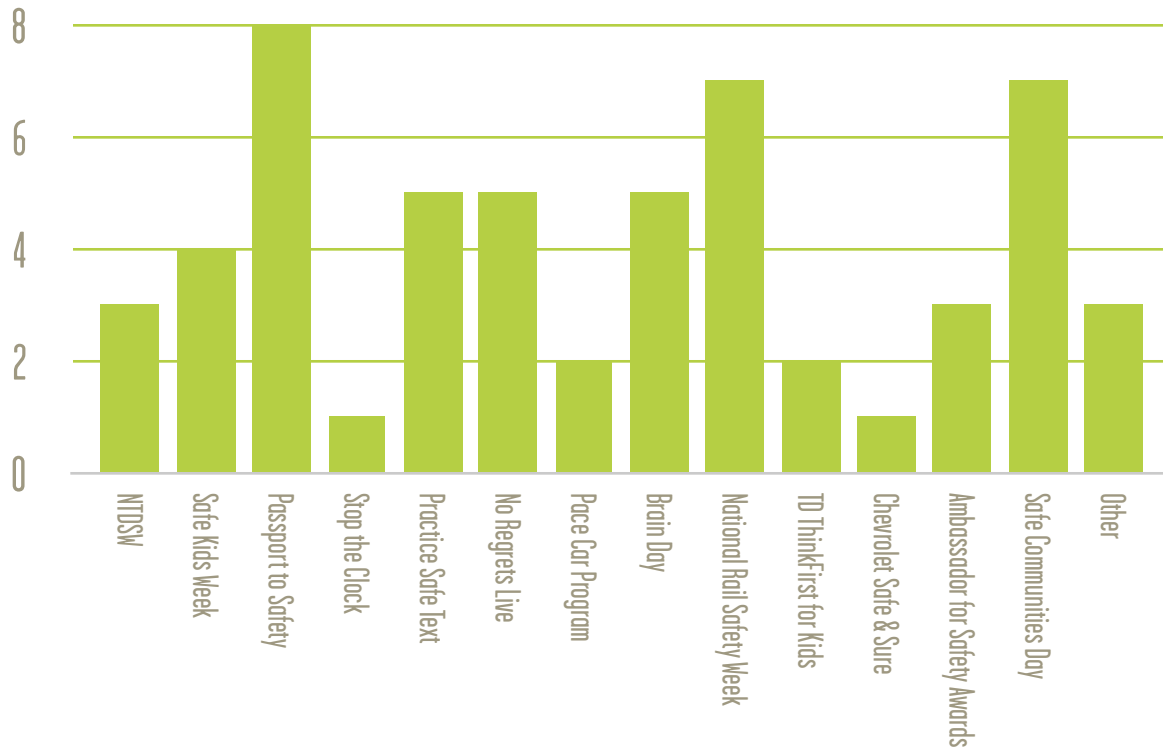
## Parachute Programs and Campaigns

Reporting Ontario Safe Communities utilized and participated in various Parachute programs and campaigns as illustrated in Figure 9. The most common programs utilized were Passport to Safety (50%); followed by National Rail Safety Week (44%) and Safe Communities Day (44%).

75% of reporting Ontario 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.

### PARACHUTE PROGRAMS/CAMPAIGNS

Figure 9. Parachute campaigns or programs Ontario Safe Communities utilize



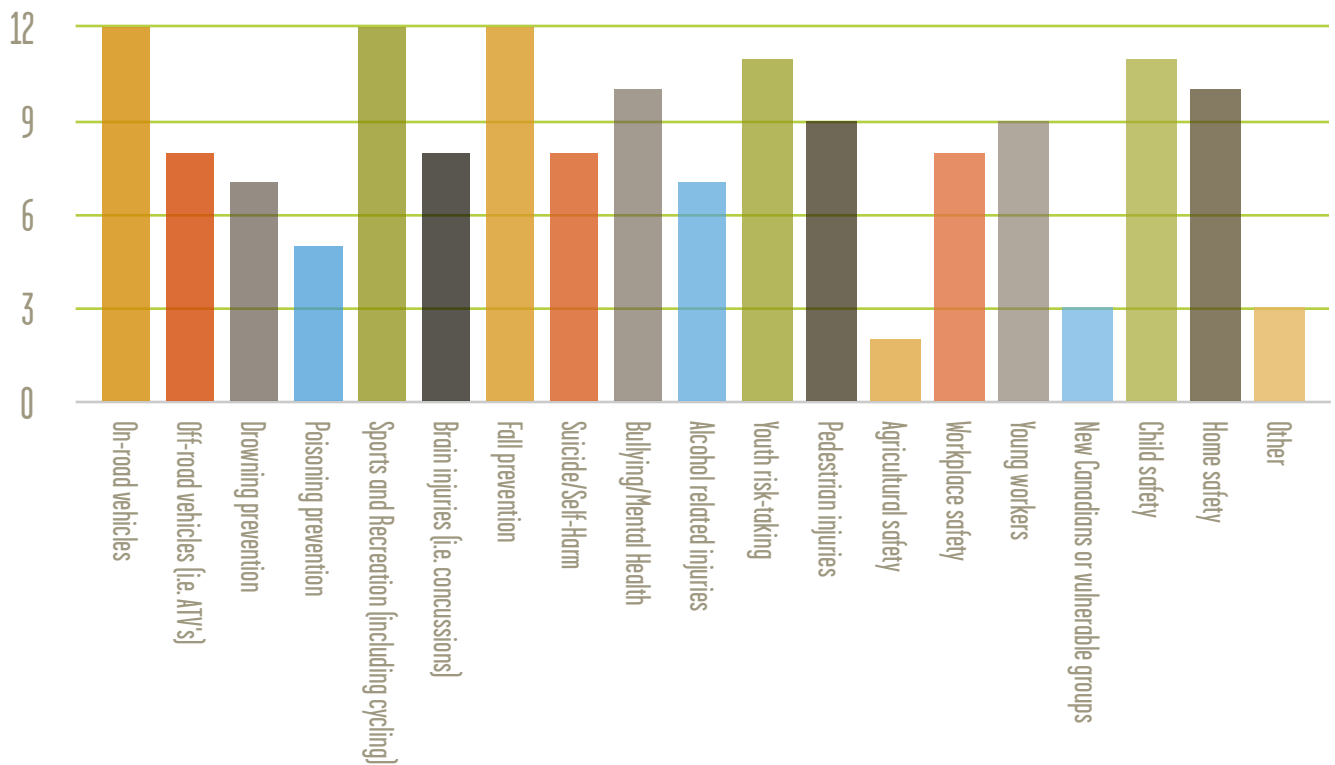
## Current partnerships and projects

On average, Ontario Safe Communities reported having 16 community partners. Safe Communities partnerships typically include public health, police services, fire and emergency services, school boards, municipalities, minor sports associations, local business and service clubs.

Ontario 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 on-road vehicles and safety, sports & recreation related injuries, fall prevention, child safety, youth risk-taking, home safety and bullying/mental health.

### PROGRAM/PROJECT TOPIC AREAS

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



## Evidence-informed practices

Ontario Safe Communities were asked to report whether or not evidence-informed practices were used in selecting their programs and projects. 50% of Ontario Safe Communities reported that their programs were evidence-informed, while 44% reported that some were evidence-informed and 6% reported that their programs were not informed by evidence or were 'unsure' as shown in Figure 11.

Ontario Safe Communities 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.*

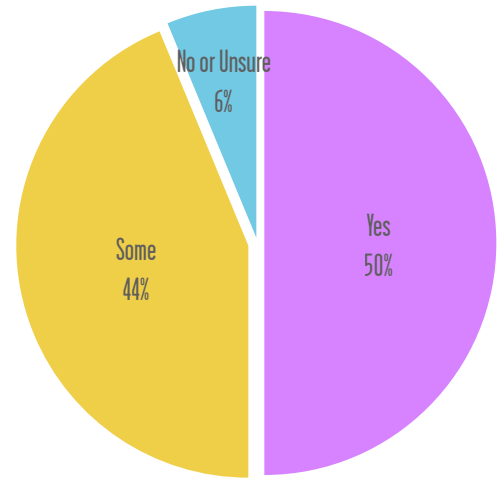
---

## Program evaluation

Ontario Safe Communities were asked to report on their program evaluation activities. The majority (63%) reported that 'some' of their programs were evaluated, while 19% reported 'all' programs were evaluated and 19% reported that 'none' were evaluated as shown in Figure 12.

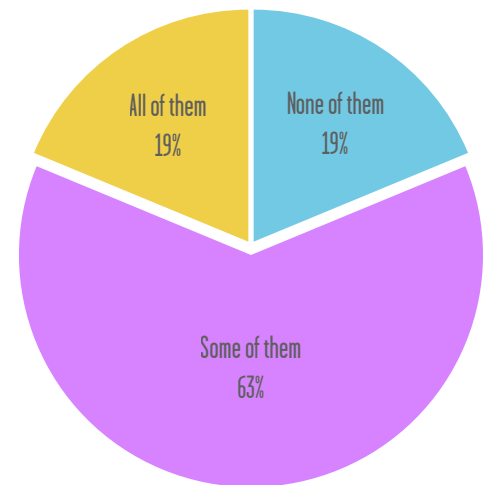
### EVIDENCE-INFORMED PROGRAMS

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



### PROGRAM EVALUATION

Figure 12. Percent of Ontario Safe Communities evaluating their programs



## Community engagement

Figure 13 outlines the level of community engagement in reporting Ontario Safe Communities. 69% of responding Ontario Safe Communities reported that the overall level of engagement in their community was moderate (56%) or high (13%), while 31% reported a low level of engagement.

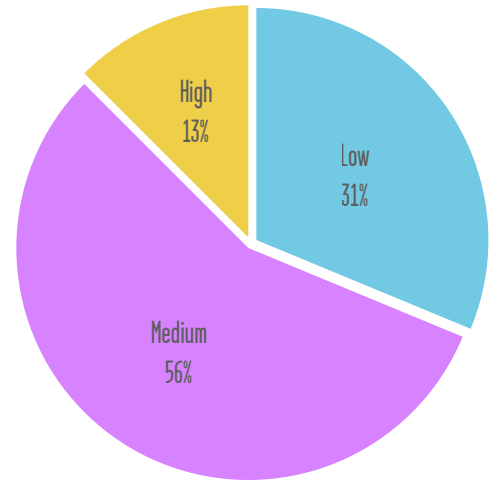
---

*On average over 8,400 citizens actively participated in programs or projects offered by Ontario Safe Communities and their partners in 2014.*

---

### LEVEL OF ENGAGEMENT

**Figure 13. Level of engagement in Ontario Safe Communities**



# Sustainability

## Succession planning

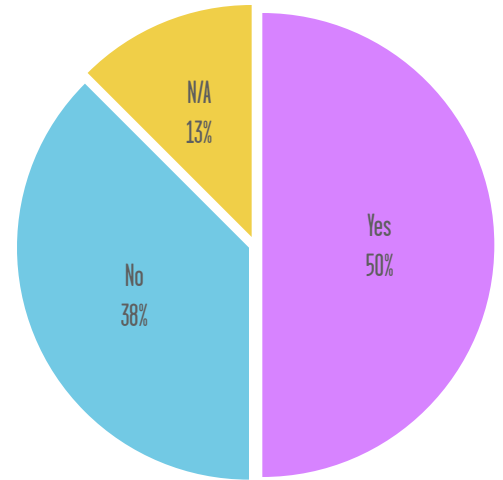
One tool that Safe Communities can use to improve the sustainability of their organization is a succession plan. Of the responding Ontario Safe Communities, 50% reported having a succession plan, 38% reported not having a plan, and 13% indicated that a plan was in progress, as shown in Figure 14.

Ontario Safe Communities' succession plans typically consist of staggered terms for leadership table members (50%), co-chairs (31%) or indicated that a succession plan is in progress (19%).

Of the communities that had a succession plan, 75% had used the plan successfully. The remaining 25% have not used the plan successfully or do not currently have a succession plan in place but indicated that one was in progress. This is illustrated in Figure 15.

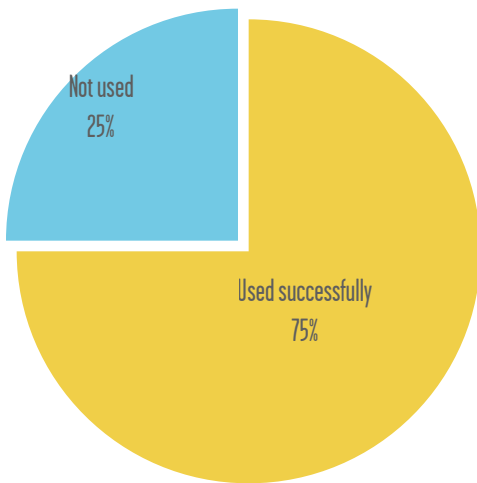
### SUCCESSION PLANNING

Figure 14. Ontario Safe Communities that have a succession plan



### SUCCESSION PLANNING

Figure 15. Success of Ontario Safe Communities' succession plan



## Administrative support

Another important aspect of sustainability is administrative support. The majority (56%) of Ontario Safe Communities do not have dedicated administrative support as outlined in Figure 16.

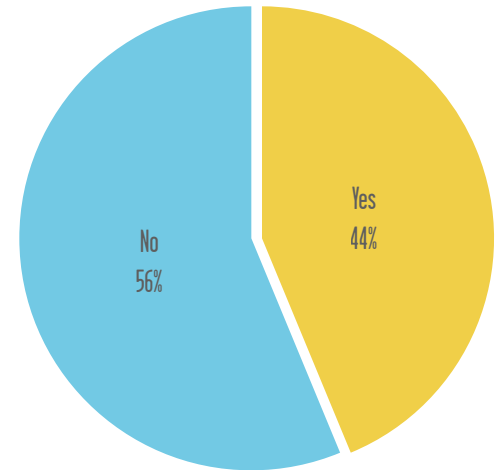
Of the 44% of Ontario Safe Communities that have administrative support, 86% of positions were part-time as outlined in Figure 18.

71% of the administrative support positions were paid positions, 29% were volunteer positions.

43% of administrative support positions required 11-20 hours per week, 14% required 0-10 hours per week, 29% required 21-30 hours per week and 14% required 41+ hours per week as shown in Figure 17.

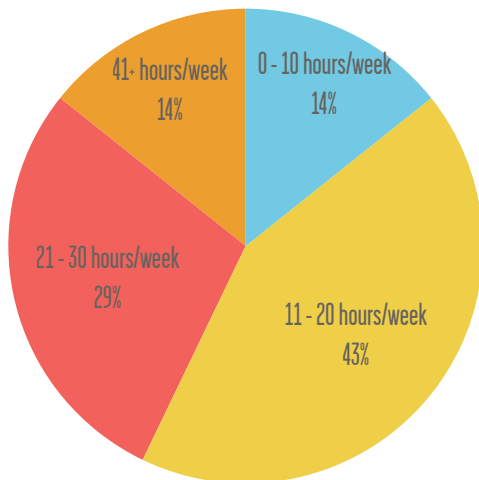
### ADMINISTRATIVE SUPPORT

Figure 16. Percent of Ontario Safe Communities with dedicated administrative support



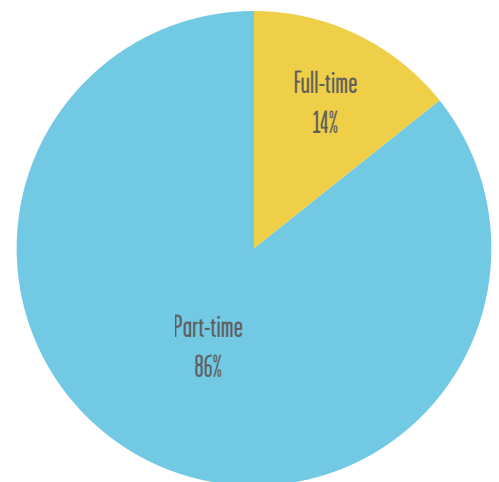
### HOURS DEDICATED TO ADMINISTRATIVE SUPPORT

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



### EXTENT OF ADMINISTRATIVE SUPPORT

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

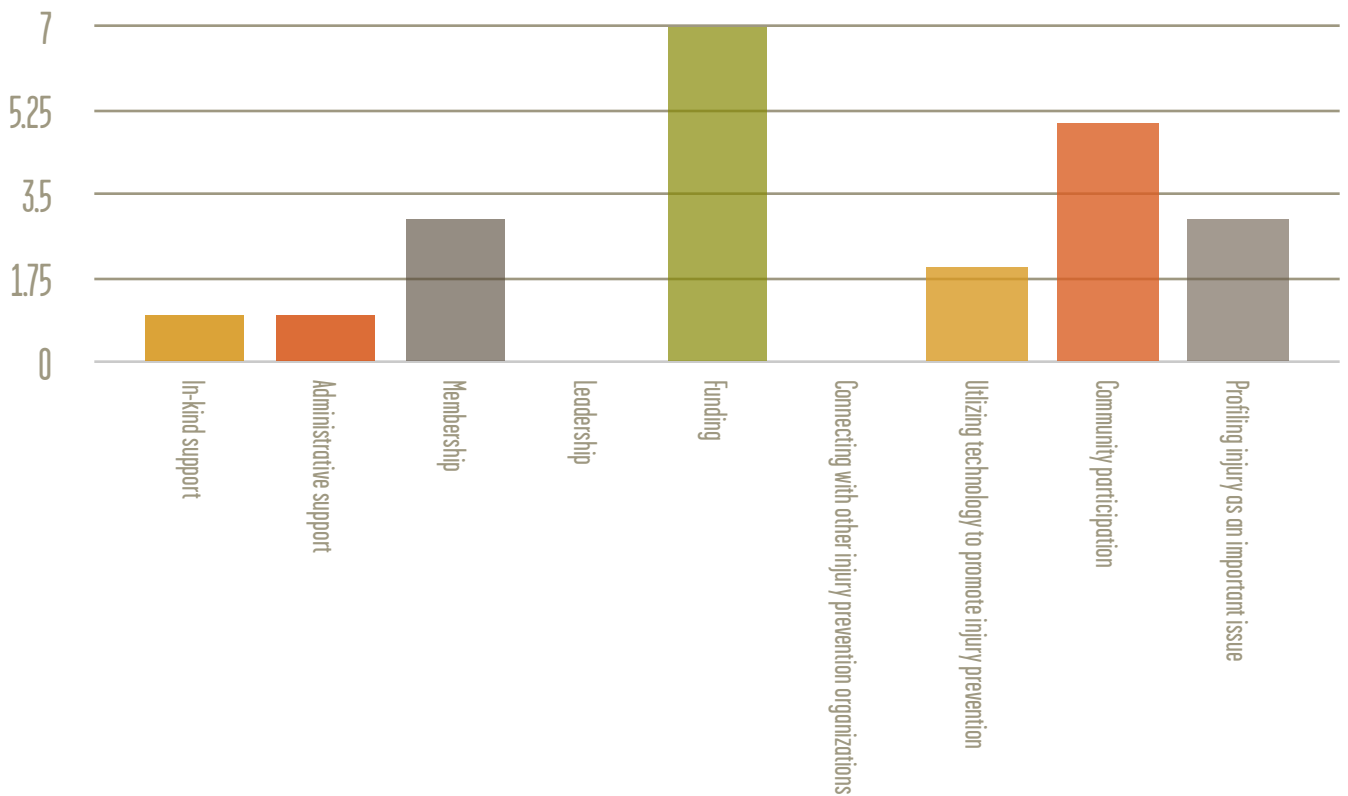


## Key challenges

Ontario Safe Communities were asked to outline some of the key challenges they face. The top two challenges faced by Ontario Safe Communities include funding and community participation. This is followed by profiling injury prevention as an important issue and membership. As outlined in Figure 19, other challenges included utilizing technology to promote injury prevention and obtaining administrative and in-kind support.

### KEY CHALLENGES

Figure 19. Key challenges faced by Ontario Safe Communities.



# Public profile and community engagement

## Community demonstration of awareness

In 2014, 63% of responding Ontario Safe Communities considered their Safe Community to be a known entity within the community.

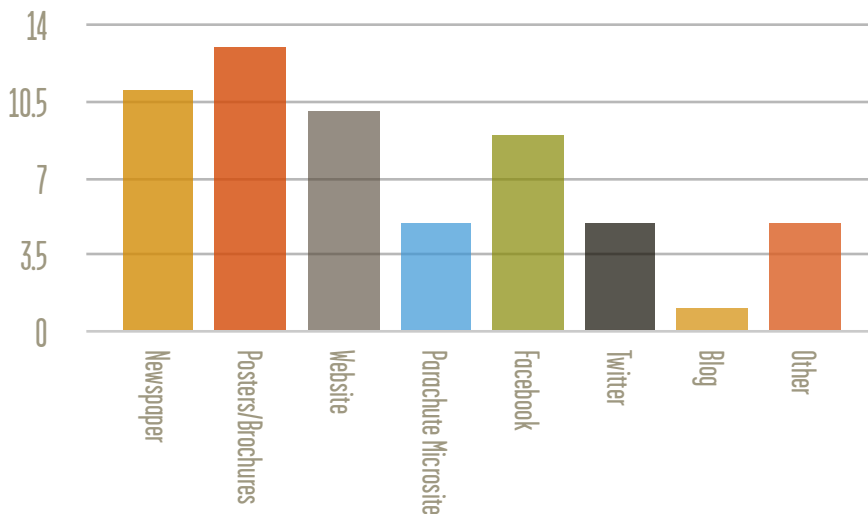
Safe Communities across Canada also cited various strategies used to increase local awareness of their Safe Community, including media coverage (87.5%), community participation (i.e. in events) (87.5%), requests from external groups (i.e. for information) (50%), awards (37.5%) and other (12.5%) means (i.e. event booths and listings within municipal information) as shown in Figure 20.

Ontario Safe Communities utilize various means by which to communicate information as shown in Figure 21. The most common means include utilizing posters/brochures (81%), newspaper (69%), website (63%), and Facebook (56%). Other means included a Parachute microsite, Twitter and other means such as community meetings, radio and e-mail.

For those Ontario Safe Communities who utilize social media, the most common network is Facebook (56%) followed by Twitter (19%). 37.5% of Safe Communities in Ontario reported that they do not use social media.

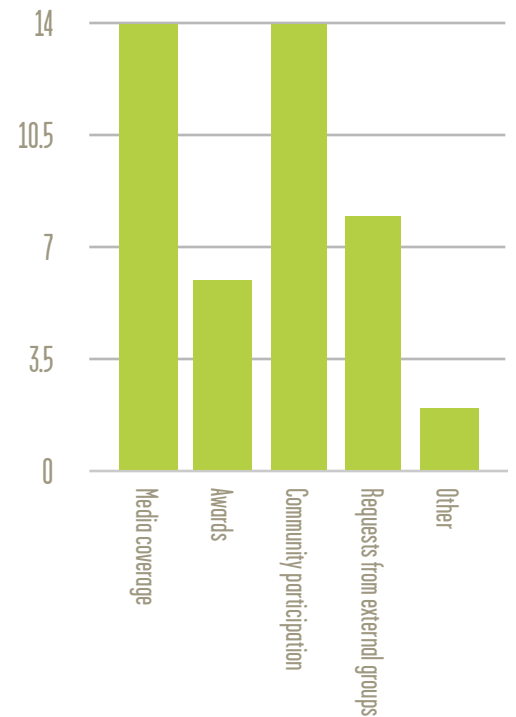
### COMMUNICATING INFORMATION

Figure 21. How Ontario Safe Communities communicate information.



### DEMONSTRATING AWARENESS

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





# Evaluation and Network Participation

## Evaluation mechanisms

In 2014, 37.5% of the leadership tables among Safe Communities in Ontario have evaluated their effectiveness as a champion of safety in their community. Figure 22 outlines the mechanisms used by responding Safe Communities to measure effectiveness. Other mechanisms include public forums, committee discussion following public events as well as engagement of community partners.

Ontario Safe Communities engage with Parachute most commonly through the teleconferences/webinars (87.5%), direct contact with staff such as the Provincial Lead and Community Mobilizers (81%), followed by utilizing the Parachute website (69%) and participating in Parachute programs (50%), as shown in Figure 23.

Ontario Safe Communities commented that the most valuable reason to be part of the wider Safe Community network is information sharing, networking, and awareness of available programs and resources.

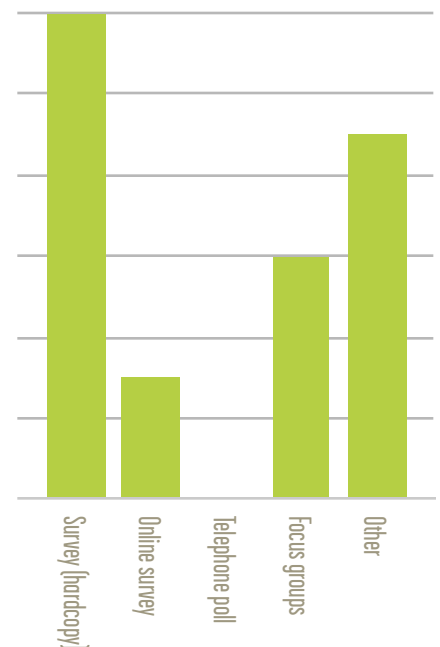
---

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

---

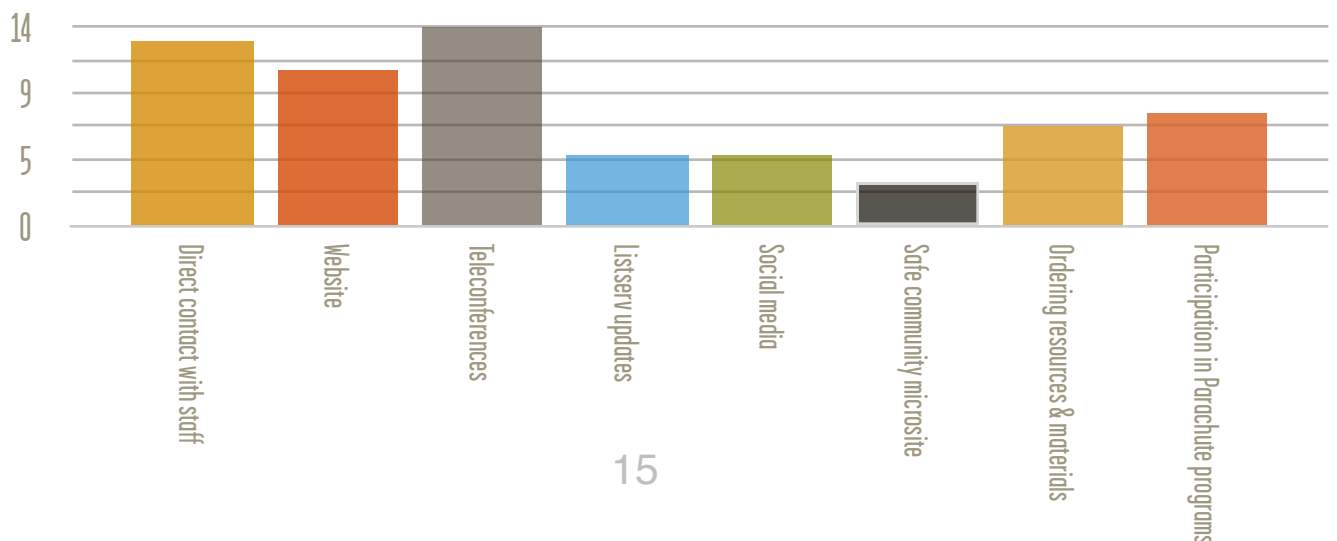
### MEASURING EFFECTIVENESS

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



### NETWORK PARTICIPATION

Figure 23. Means by which Ontario Safe Communities engage with Parachute



# Demographics

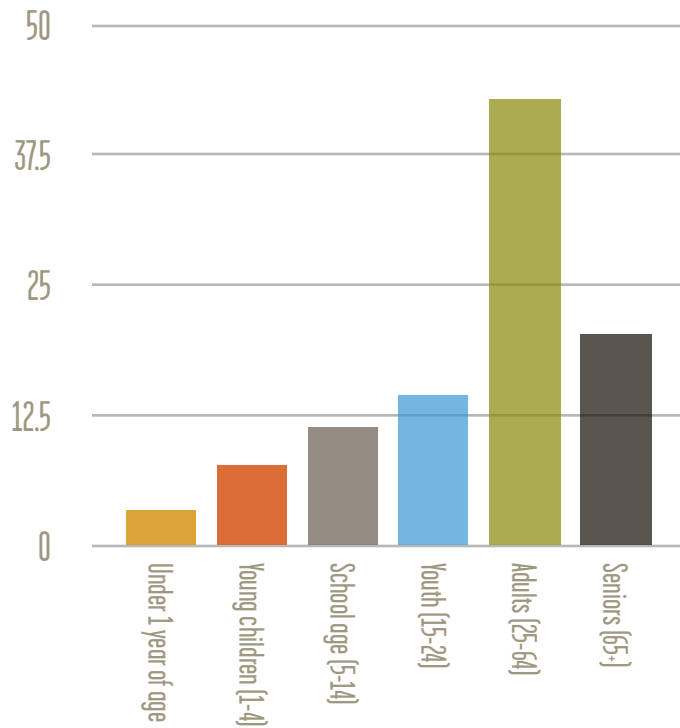
## Makeup of the local community

The population profile for reporting Safe Communities in Ontario is shown in Figure 24. The average population for Safe Communities in Ontario is 107,885. Reporting Ontario Safe Communities' populations range in size from 8,000 to 580,000.

On average, adults make up the largest proportion of Safe Communities in Ontario (42.7%). The next largest cohort includes older adults aged 65+ (20.3%), followed by youth aged 15-24 (14.5%), school-aged children (11.3%), young children (7.7%) and infants (3.5%).

### NATIONAL DEMOGRAPHICS

Figure 24. Population profile of Safe Communities in Ontario



# Acknowledgements

A special thank you to our sponsors, the Ontario Ministry of Labour and CN for the continued support and commitment to the Safe Communities program at Parachute.

Parachute would also like to thank all Ontario Safe Communities for their work and enduring commitment to injury prevention. Ontario's 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.