

2015 Safe Communities Strategy At-A-Glance



MISSION: Safe Communities builds partnerships with people and organizations to save lives, prevent injuries and make our community safer.

VISION: Safe Communities will be both a leader and a catalyst in making Madison/Dane County a safer community.

ISSUES: We address the top causes of injury as determined by data and the safety concerns most cited at listening sessions.

Drug Poisoning & MedDrop

In Dane County, poisoning has passed traffic crashes as the leading cause of injury death, and most of these are drug-related. Deaths due to prescription opioids almost tripled from 2000-2010.

OUR WORK

- Funding from city and county
- Collaboration with 150 partners
- Reduce access through 12 MedDrop locations and Lock Up Meds campaign
- Reduce inappropriate use through Health Care Task Force on Opioids, SCOPE of Pain Training and Patient/Prescriber Education
- Overdose intervention: pilot Narcan programs with police and surveys / focus groups with more than 1,000 respondents
- Partnership with Dane County Recovery Coalition
- Dedicated Parent Addiction Network website
- Educators Prevention Network to disseminate prevention programs

RESULTS

- More than 6 tons of medicines collected and safely disposed of through MedDrop
- Featured program of the 2013 National Safety Council Rx Symposium and Strategy Meeting
- \$10,000 award through US Conference of Mayors 2013 Safeguard My Meds Prescription Drug Abuse Recognition Competition
- Model program for Wisconsin Department of Justice grant to local communities

Elder Falls

Falls are the #1 cause of injury hospitalization for older adults in Dane County; there are about 1,700 annually at a cost of \$33,000 per hospital stay. But, most falls are preventable ... not an inevitable part of aging.

OUR WORK

- 40 partner organizations collaborate on Falls Prevention Task Force
- Website is one-stop for older adults and care/service providers to find classes and programs proven to prevent falls
- Deliver STEADI Clinician Toolkit from CDC to health care partners
- Partnership with EMS to reach frequent fallers

RESULTS

- Stepping On class reduces falls by 50%; we have graduated more than 300 area seniors
- "Only Leaves Should Fall" event annually screens nearly 100 older adults for risk and refers for classes / services
- Featured program at 2012 Midwest Injury Prevention Alliance Conference

Traffic Crashes

A young person dies every 46 days in Dane County as a result of a crash, making it the age group's #1 cause of death. Speed, alcohol and/or failure to wear safety belts are a factor in 60% of crashes. If a child is struck by a car, there is an 80% survival rate at 20mph; but only 20% survive at 40mph.

OUR WORK

- Administer Alive at 25 Defensive Driving Course for young offenders referred by municipal courts and for area high schools
- 7,000 Slow Down yard signs distributed annually through partnership with law enforcement and neighborhoods
- More than 50 pedestrian flag sites established in Dane County
- Roundabout education and Stop on Red Campaign

RESULTS

- Research shows 98% reduction in serious crashes in Alive at 25 grads
- 76% of drivers surveyed reported slowing down upon seeing a Slow Down yard sign
- Yield-to-pedestrian rate among motorists is 89% with pedestrian flags vs. 11% without
- Awarded 3 National Highway Traffic Safety Administration demonstration projects and partner on a 4th

Suicide Prevention

More than 1/4 of injury-related deaths in Dane County are suicides, and the rate in Dane County in 2011 increased 41% over previous 5-year annual averages. Also in 2011, more than 835 people were hospitalized for self-inflicted injuries.

OUR WORK

- 40 partner organizations collaborate on Suicide Prevention Task Force
- Reduce access to lethal means of suicide by disseminating 3,000 gun locks and promoting MedDrop as a means of prevention
- Promote Man Therapy (an evidence-based website) with sportsmen's groups and mental health providers

RESULTS

- Reached 1,000 people in 2013 with evidence-based QPR (Question, Persuade, Refer) Gatekeeper Training
- Trained 130 professionals at Suicide Prevention Summit in January 2013; conduct annual or biennial trainings
- Featured program of 2011 Safe States Alliance Conference