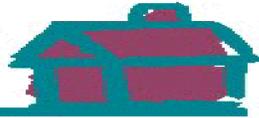


# Safe Community Coalition

of Brockville & District



## 10TH ANNIVERSARY REPORT



### Safe Community Coalition of Brockville & District

BROCKVILLE: A WORLD HEALTH ORGANIZATION "Designated Safe Community"



### **Changing faces....facing change....**

**"Partners for a Safer and Healthier Community"**

In 1832 the hamlet of Brockville was created as a Police Village under a Board of Police. 164 years later in 1996, Brockville became the Safe Community Foundation of Canada's 1<sup>st</sup> pilot safe community.

Led by Co-Chairs; the Chief of the Brockville Police Service and the Executive Director of the Victorian Order of Nurses, a Public Health Nurse from the Lanark, Leeds & Grenville Health Unit was the co-coordinator, supported by a Steering Committee with members from YMCA, Brockville Police Service, DuPont of Canada, School Boards, Brockville Fire Department, businesses, hospitals and industry. The Safe Community Coalition of Brockville and District earned accreditation as Ontario's 1<sup>st</sup> WORLD HEALTH ORGANIZATION "Designated Safe Community" in 2001. This special World Health designation was an acknowledgment that the Safe Community Coalition of Brockville & District had met the 12 international criteria necessary to ensure that Brockville and area indeed exemplify a Safe Community, on a sustaining basis..

### **Dedicated to our community....**

A Safe Community and Community policing are not just programs, they are a way of doing business, a philosophy and an integral part of daily operations. In the early 1970's, it was referred to by a variety of terms, but today the focus is strong on safe schools, safe streets, safe neighborhoods and safe communities.

Today we know that there is so much more to this concept. One size does not fit all. Community interactive programs are essential and must be tailored to the unique needs of each individual community if they are to be successful. Proactive community safety requires a fundamental change in attitude, vision and commitment to become the safest and healthiest community in which to live, learn, work and play in Canada. A Co-Chair model organizational structure, strong leadership and nurtured relationships must clearly be prioritized, with an enhanced and safer quality of life as the primary mandate.

## ***Community Safety, a successful partnership....***

Brockville suffered a pedestrian rail tragedy in 1995 with two teenaged girls being struck and killed during their lunch hour while walking across a level grade rail crossing near their school. This community is built along Canada's main rail line, with twinned, high-speed railroad tracks which have been and will continue to be a challenge for everyone; pedestrians, bicyclists, motorists and even mothers with baby carriages, to always obey the rules because of the dangerous consequences.

A community which has railway tracks running through the centre with more than 65 trains passing each day poses an increased risk to motorists and pedestrians alike. Stopping a train quickly is impossible. The average freight train that runs through Brockville weighs between 7,000 and 11,000 tons. A fully loaded grain train can weigh up to 14,000 tons. As a comparison, an empty school bus weighs approximately 13 tons. Railroad property is also not designed or intended as a playground or a shortcut to school.

This tragedy, more than any other single factor, shocked the community. It was evident that a single program would not be the answer. Rather, a broad based, inclusive initiative was necessary so that everyone in this small city could engage and have the belief that all that could reasonably be done, was being done. This became the driving force for a community mobilization.

The Safe Community Foundation had recently been created as a result of one family's tragedy. In November 1994, Sean Kells was pouring a highly flammable chemical from one ungrounded drum to another at work, when it exploded and ignited in Toronto. Sean was not told that what he was doing was dangerous. Sean was killed the third day of his part-time job at the age of 19. It wasn't an accident; it was preventable. Since that tragic day, Sean's father Paul Kells, has made it his goal to help prevent any other family from experiencing the loss and pain that he and his family have experienced.

Paul Kells approached the five major Canadian banks to support the Safe Communities Foundation (SCF): The Bank of Montreal, Canadian Imperial Bank of Commerce, RBC Foundation, Scotiabank and the TD Bank Financial Group. Since then other supporters have committed to helping the SCF reach its goals: CN, the Cooperators, DuPont Canada, Hydro One Inc., Imperial Oil Foundation, Marsh Canada Limited, and the Workplace Safety & Insurance Board (Ontario)

Since the Foundation's launch in Brockville on April 23, 1996, many communities across Canada have gone through the process of becoming a Safe Community. There are now 48 Safe Communities (SAFECOM) covering 23% of the Canadian population.

There are a number of important safety and crime prevention programs in place in our community, delivered through SAFECOM coalition member agencies such as "RiskWatch", (for which Brockville was the Canadian Pilot project in 1997). This program is co-coordinated by an Ontario RiskWatch Advisory Committee consisting of Ontario's Chief Coroner, Ontario Fire Marshall, OPP Deputy Commissioner and Brockville's Chief of Police (also our Safe Community Co-Chair). Their goal is to have RiskWatch in every elementary school in Ontario within 5 years. This program, focuses on grades JK to 8, deals with fire safety and arson prevention, firearm laws, personal safety, traffic laws, poison control and drug awareness, motor vehicle safety including impaired driving, use of seat belts and car seats, amongst other topics.

Five of our coalition member organizations including the Brockville Fire Department, Brockville Police Service, Lanark, Leeds-Grenville Health Unit and E.M.S. and local OPP Detachments attend school classes in partnership with the Upper Canada District School Board and the Catholic School Board of Eastern Ontario. The RiskWatch program has been evaluated as meeting the standards for the Ontario school curriculum. Its primary "learning" is to teach students to analyze situations and weigh consequences, certainly the KSA's (Knowledge Skills and Abilities) attributes we advocate for effective Crime Prevention and Community Safety.

We have also offered the Y.W.A.P. (Young Workers Awareness Program) with more than 1,300 local high school students participating in this health and safety program and Traffic Safety Program for elementary school students designed to build relationships, capture children's attention and have them learn, then dialogue with their parents on the importance of obeying traffic laws. This is intended to help minimize participation of adult drivers they may be with, in road rage and other criminal driving behaviors. With the prevalence and peer pressure of drug trafficking in our schools and community-at-large, the Safe Community Coalition programs, in partnership with local Police, Health Unit and educators, ensure that children and youth at a very early age, are aware of the consequences and relationship of drug use and abuse and crime.

The SAFECOM Coalition participates every May in Police week, which in Brockville has for the past 10 years been heralded as *Community Safety and Police Week*. We demonstrate the strength of our wide spread community partnerships and support as another opportunity to educate those who attend, and build relationships to foster a commitment to a safer and healthier community. This Annual Mall display lasts three days and has 30 partner agencies joined together with displays in the 1000 Islands Mall, visited by literally thousands. There are official ceremonies with a focus on VEP (Very Effective People), a self esteem and values based program that is provided at every elementary school. The students from selected schools "graduate" during the Community Safety and Police Week ceremonies and put on skits which they present to the audience. These skits demonstrate what the youth have learned about good citizenship, crime prevention, drug awareness, shoplifting, peer pressure, violence prevention, anti-bullying, positive youth development, the criminal justice system and policing as a future career option.

Brockville Police Service statistics for 2005 reveal decreases in most categories, attributed to a combination of reasons. The SAFECOM Coalition has been successful in initiating change within the community evidenced by the large number of community partners who believe strongly in a Safe Community concept. The recently adopted model *Safe Schools policy*, crafted through a partnership of three school boards, eight police services, Family and Children's services and others in Eastern Ontario, including the Co-Chair of the Safe Community coalition, demonstrates the value of sustaining partnerships in Brockville and district. In evaluating our success, we measure the functioning of the Coalition as a whole, rather than the success of any one event or program.

The Coalition concept creates and nurtures personal relationships and networking. Through developing and delivering valued and proactive programs that have and will continue to strengthen the community, our coalition ensures we are providing the necessary tools to address crime prevention and community safety. Although the Programs are key to impacting on 'problems' within a given community, true sustainability and success lies in the Coalition's people, not it's programs. This is the ideal formula for success, for a safer and healthier community, as much as it is for successful problem solving, community policing and effective crime prevention.

The Safe Community Coalition of Brockville and District continues to strive to satisfy the intrinsic values of our individual partners. This is why tremendous accomplishments have been realized, including coveted "Awards of Excellence" for 5 of the past 8 years from the Safe Community Foundation of Canada. The success achieved by the Safe Community Coalition of Brockville and District is directly attributed to the people who repeatedly come to the forefront because they believe in the Safe Community concept.

The acceptance and support of our local MP, MPP, Mayor, Council, industry, businesses, emergency services and citizens at large, are a clear demonstration of what it means to be "Partners for a Safe and Healthy Community."

By way of information, the SAFECOM Coalition functions on a small budget that has averaged \$35,000 per year, raised primarily from a 100 Hole of Golf fundraiser and some small grants. Due to our desire to use our funds for programming, we did not go to the expense of incorporating as a non-profit group, rather we decided to work co-operatively with the SCF in this area. Fundraising is continually an issue, for many community NGO's, and we now share resources much more and depend on in-kind contributions from community partners. Ensuring financial sustainability alone will not lead to self-sustaining coalitions. It is only one piece of the puzzle. Without leadership, commitment, community support and effective teams and programs, having sufficient funds will not bring us any closer to making Canada the safest country in the world in which to live, learn, work and play.

We have ranged from 35 to 86 affiliate members, a leadership committee of 7 and a male/female Co-Chair model. For the past two years we have adjusted our model to avoid a multiplicity of meetings as virtually all of our Steering Committee members are involved in a number of different spin-off coalitions or programs such as Racing Against Drugs, Every Kid in Our Communities, RiskWatch, Cops and Rockers, Rail Safety, Child ID, VIPP, VEP, Seniors Safety & Elder Abuse, Harm Reduction and others. Many attend meetings representing multiple interests and continue to support one another. We use E mail and our web site to provide ongoing primary sourcing of information for members which works quite well.

Our PRIMARY agencies are the Police, Health Unit, VON, Boards of Education, Fire Department, EMS, CN & CP Police, 3M, Dupont, P & G, City councilor, YMCA, SCF Regional representative, Girls Inc., hospitals, IAPA, WSIB, Canadian Forces, Industry Health & Safety Representatives and others. The key is to have appropriate, interested and senior representatives from the key agencies involved. Last year at a City Council meeting, comments were made by a Councilor and the Mayor that the Safe Community Coalition was one of the best things that has happened in Brockville in the past 5 years. They continue to support the Safe Community Coalition with free prime space in city hall, phones, MIS support, but more importantly, support and attendance by the Mayor and some councilors at every important event we have.

With our small budget, we operate through a formula of "Adopt a program" where for example Tim Horton's Sponsors the Child car seat clinics, and the Kinsmen sponsor the Bicycle Rodeo, the Lions sponsor the Safety crossing guards, the WSIB and IAPA sponsor young workers awareness, CN sponsors rail safety programs, 26 organizations sponsor Racing Against Drugs annually for 2000 students, the school Boards help sponsor the annual "Much Music style" Multi Media presentation to all 3 secondary schools for 1800 students on Peer Pressure, Alcohol and Drug Prevention and Injury Prevention, and on and on for smaller programs. We ensure loyalty to sponsors and promote them at every opportunity, including their names/logos on 2 donated Community Safety vehicles for the Brockville Police Service..

These two community provided police vehicles are marked COMMUNITY SAFETY with the motto "*Partners for a Safe Community*" which has now been adopted and is utilized by the City, Health Unit, Police Service, VON and a number of small organizations. One Safety vehicle license plate is 2bsafe which is also the Email URL for The Safe Community Coalition of Brockville and District. our web site with information that may be of interest is: [www.brockville.com/safety](http://www.brockville.com/safety) .

Without hesitation, I can certainly attest to the value added impact professionally, as well as personally that I and the vast majority of our coalition members are convinced accrue from participation and engagement within the Safe Communities Coalition.

We have been fully supported by Safe Community Foundation of Canada founder, Paul Kells, President Pat Coursey and every member and sponsor of the Safe Community Foundation since 1996. Any community that does not engage in a safe community partnership is, in our view, missing the opportunity of a lifetime, to bring an all encompassing, non-threatening and very proactive program to their community, a program that captures the immediate interest of educators, parents, business, seniors, youth and emergency services professionals.

Positioning new and existing programs with a goal of promoting a Safer & Healthier community, aligns very well with new Federal, provincial and municipal rationale as well the priority of most citizens, confirmed by repeated polls that confirm what is important to Canadians and their quality of life.

*Safe schools, safe streets, safe neighborhoods, seniors safety, child and youth safety, traffic safety, water safety, winter safety, Health and Safety, A Safer Community, and increasingly, expanding to encompass A Safer and Healthier Community,* clearly all contain the right marketing mix to attract people to the message we are advocating. Only when you can capture their attention, do they absorb your message which must be clear, specific, focused and repetitive.

The opportunity for community members from all sectors to engage, is only limited by their individual commitment, energy and creativity. Intrinsic rewards are not fulfilled instantly, but after two or three years of working through projects together and seeing the partnership expand, and then benefiting from the cross inter-relationships that develop even further, the true value and meaning of "*working together to make your community the safest (& healthiest) community in Canada*" takes on real meaning and becomes recognized.

Through the Safe Community Coalition of Brockville and District and sustaining partnerships with more than 86 partners members in related organizations, coalitions and committees, we share a vision of becoming the safest & healthiest community in Canada, in which to live, learn, work and play.

We focus on our most vulnerable sectors, children and youth, seniors and those who practice risky behavior. Working as "*Partners for a Safer and Healthier Community*", our residents and community police service, together with Safe Community partners, can be effective at problem solving.

The Brockville Police Service has taken a progressive leadership role from the very start of the SAFECOM Coalition. As a community oriented Police Service, a great deal of the success is shared with the Police Services Board, the cooperation of the citizens and businesses of the City, full support of City Council and civic staff as well as the dedication of it's officers and civilian employees,

While youth may only represent 20% of our population, they are 100% of our future. Youth continually need guidance and reinforcement so that they can continue to build upon community values, pride and a life style full of hope and promise. We also prioritize proactive programs which support women, children, persons with disabilities and seniors, as well as all citizens and visitors to our community.

In our ever changing society, personal security has become a grave concern, even in Brockville. We cannot build a fortress to protect ourselves. What we can do, however, is prepare for these situations before they occur. While anyone of any age can be victimized, women, seniors and persons with disabilities are increasingly becoming vulnerable targets. Many elderly citizens in cities, towns and rural communities share a common fear, the fear of becoming a victim of crime while at home or in the community.

Many different crimes occur against elderly citizens, some of whom are afraid to venture out of their own homes for fear of being victimized either physically or financially. A new major outreach Crime Prevention and Safety for Senior's initiative was started in Brockville and District during 2003 and 2004 in partnership with the YMCA/YWCA, VON, police and the Safe Community Coalition of Brockville and District, funded by Ontario Crime Prevention grants, reaching over 2000 seniors across urban and rural Leeds & Grenville counties.

Members of SAFECOM and the Brockville Police Service have devoted much of their time to the youth of our community, which reflects favourably on the effective police-public relations now enjoyed and the numerous co-operative partnerships, focused to enhance public safety in Brockville. We recently hosted a Cops & Rockers MuchMusic video dance for 700 students from grades 6, 7 & 8 , held as a fundraiser to connect with youth and help them to gather pledges as their commitment to fund part of a new \$250,000 Skatepark. The process was an unqualified success.

A tragedy in 2005 took the life of a young Brockville student and injured another, reaffirming the dangers that can exist in a community. Students from area schools in Brockville cross railway tracks each day without incident but on February 17<sup>th</sup>, 2005, something went wrong. The tragic, avoidable train-pedestrian fatality does not negate the excellent work of the Safe Community Coalition and its many partners, but reflects the realities and fragility of life.

One of the programs provided annually for more than ten years in Brockville by the Brockville Police Service, Safe Community Coalition, CN Police and local educators, has been rail safety to students at all elementary schools. The presenters frequently remind students to follow safety rules when approaching rail crossings, to stop and look both ways and to realize that trains are unable to stop within ½ mile.

CN's *Operation Lifesaver* is just one of the local safety initiatives provided to students to warn them of the dangers of moving trains. An international public education program, *Operation Lifesaver* is designed to eliminate collisions, injuries and deaths at highway/railway intersections, and on railroad right-of-ways

Many adults and children walk or ride their bicycles. Most people in Brockville will encounter a railway crossing in their travels. Safety awareness is important. Stop, look and listen before crossing railway tracks is as important as it is to stop, look and listen before crossing a street. Parents and teachers are urged to remind children about safety rules so that together, we can help protect our children as "*Partners for a Safer & Healthier Community*"

Operation Lifesaver, War Amps program and street level crossing safety blitzes with Brockville Police and CN/CP Rail police are ongoing. Last fall students from this particular school were taken on a "safety walk" where the students are walked for a few blocks around their schools and stopped at every different potential hazard, which is discussed with them. This includes intersections where they have to cross the street, crossing guards (where it is explained they must obey them), and the rail crossing (they are instructed to stay behind the barriers, stop, look both ways, listen and proceed with caution).

The Safe Community Coalition, Brockville & CN Police are re-doubling combined efforts to remind young students, pedestrians and motorists of the safety rules to follow in proximity to or when they have to cross railroad tracks, as all such collisions are avoidable and preventable. .

Brockville remains a relatively safe community, but our continuing challenge is to do all that we can to make it the safest community in which to live, learn, work and play in Canada. To do that, the co-operation and support of everyone from parents, teachers, police, the media, sponsors and the community at large is required to help us to keep our kids dreams alive and remain injury free.

### **1. SUSTAINING SAFE COMMUNITY COALITIONS REQUIRES TRACKING PROGRESS**

Police Service & Stats Canada statistics reveal changes in most crime categories, attributed to a combination of reasons including nation-wide trends, and proactive Safe Community & crime prevention initiatives. Safety programs focused for our seniors, women and youth, safety audits, crime prevention planning through environmental design, community safety and crime prevention seminars and school based awareness programming in partnership with our Health, Education and Enforcement partners have allowed us to serve effectively as proud members of the SAFECOM and identify areas of greatest need for proactive prevention programs

SENIORS: We partner in Seniors Safety and Crime prevention and Elder Abuse Prevention programs with the VON and other area Police Services. Over 1000 seniors received presentations in conjunction with the VON senior exercise SMART classes and Diner's Clubs at more than 34 venues. The project was recognized by the Ministry of Community Safety & Correctional Services as a "Best Practice."

CHILDREN & YOUTH: We are now in the third year of a new overarching partnership with 41 organizations who deal primarily with children and youth. In cooperation with the Brockville Police Service, the Safe Community Coalition is one of 6 founding organizations and acts as the Secretariat. This new Child and youth safety/health initiative is called *EKIOC*, (*Every Kid In Our Communities*), a Positive Youth development philosophy, focused on youth from birth to young adulthood using the SEARCH Institute research on needs of Canadian and American youth, who receive common influences on their behavior due to international exposure to media, film and lifestyle trends.

**SUBSTANCE ABUSE RESEARCH:** Our Safe Community Coalition was chosen as one of 17 Canadian Communities participating in a one year pilot national research project entitled: CCENDU (Canadian Community Epidemiology Network on Drug Use). The Canadian Centre on Substance Abuse funded research to document a snapshot on substance use and abuse in these communities, together with action plans for municipalities of varying sizes and demographics to address areas of concern. In partnership with our school boards, our local teachers, and secondary students also received FAS programming for both female and male students which is now being expanded for local professionals. A video, posters and brochures were developed through the FAS lead committee. Alcohol & Substance Abuse prevention was also presented to 2400 Secondary students. A local harm reduction network was created from this project and has supported the start of a local pharmacy based needle exchange program to minimize the hazards of discarded needles that may be infected.

**INJURY PREVENTION:** SAFECOM also participated with various partners in seasonal safety initiatives such as booster car seat safety awareness, road safety messaging in partnership with the police, seat belt surveys, safe bicycle rodeos, the World Health Organization initiative for road Safety awareness and enforcement. Comparative data, year over year for Provincial initiatives plus an assessment of similar sized communities, identifies, to an extent, success or areas of need. One comparator is our community for 3 consecutive years, has greatly exceeded the Provincial average for seat belt compliance. Our 5th annual Racing Against Drugs program in partnership with 22 organizations, over 4 days, saw 1850 elementary school students participate.

**RECREATIONAL SAFETY:** Marine safety awareness focused on trailer safety, wearing the gear and safe operation of boats & seadoos. Annually, the Old Fashioned Family picnic safety displays and CHILD ID program were very popular for the 7th year in a row. This year more than 3000 attended.

**SMALL BUSINESS INJURY PREVENTION:** The SCIP program (Safe Community Incentive Program), which provides focused small business safety programming in co-operation with SAFECOM & the Workplace Safety and Insurance Board has been so successful, that Brockville is the ONLY community in Ontario where employers have received rebates for 8 consecutive years running, providing more than \$1.2 Million in rebates for 157 local businesses & organizations because of their sustained reduction in workplace injury claims. Even more important is the fact that every \$\$\$ rebated, relates to a reduction in injuries, suffering, attendance at our stressed hospital emergency wards and reduced trauma for both employers, employees and their families.

**INTERNATIONAL MENTORING PROJECT FOR W.H.O. DESIGNATION:**

In 2001, the Safe Community Coalition of Brockville & District, received accreditation from the W.H.O. (World Health Organization) as Ontario's first and North America's 4<sup>th</sup>, WHO "Designated Safe Community". We initiated a partnership with the local Canadian Aid for Chernobyl and established and mentored a "Safe Community Coalition" for Chausy, Belarus. Six officials from Chausy, (Mayor, Fire and Police Chiefs, Director of Health, Social Services and Education), were brought to Brockville by the Safe Community Coalition, for a one week interactive program to orient them on the programming we had available and establish their greatest needs as a Safe Community Coalition. We have sustained mentoring Chausy, Belarus injury prevention programs to assist in reducing injuries that stress their medical systems and hospital facilities. We have developed an ongoing linkage for the past 5 years with the new SAFECOM of Chausy, Belarus through an internet capability provided for them and a laptop and printer donated by the City of Brockville.

We have traveled to Belarus with Canadian Aid for Chernobyl, providing Brockville donations including two donated fire trucks, one ambulance, 2-way mobile & portable radios for Chausy Police & Fire, smoke detectors for their orphanages and senior's homes, clothing, personal hygiene supplies, medicine & supplies for hospitals as well as to reinforce with officials and emergency services, the need for them to lead in ongoing prevention. Safe Community Coalition Co-Chair, Chief Barry King was awarded the "Grandmaster" medal of Belarus, the highest Police medal of honor, by the Ambassador of Belarus for his assistance to their Police & Fire Services.

**COMMUNITY IMPACT:** Our Leadership Committee is comprised of two community leaders as Co-chairs, and a Lead Team of 7 dedicated individuals.. All remaining members participate on a steering committee. The positive nature of being designated as a "Safe Community" is an asset for our tourism and economic development initiatives which attract business, visitors, tourists, retirees and prospective residents who increasingly, assess "Quality of Life" factors as a vital consideration for people considering Whether or not to re-locate. Safe Community signs are prominent at each entrance to the city and real estate firms and Tourism/EDC publications herald the W.H.O. "Designated Safe Community" accreditation. A measure of the area's collective success during the Ice Storm '98 was achieved because of the large number of persons in safety related organizations who personally knew each other, having worked together on the Safe Community Coalition. The networking and personal contacts were repeatedly cited as key in enabling many people to rally behind community needs, volunteer, assist one another and work together effectively. Queens University, in a major review of the Ice Storm Emergency Response by all communities in Eastern Ontario, specifically commented on the high level of co-operation, teamwork and effectiveness exhibited in Brockville and the fact that the Safe Community Coalition was a positive factor in the effectiveness of the response during the week long blackout..

**PROVINCIAL & NATIONAL IMPACT:**

There are now 48 "Safe Communities" in Ontario, Alberta, BC, NS covering 23% of the Canadian population and expanding into other Provinces, all dedicated to Community Safety, Injury Prevention and well being, because preventable injuries are the single largest cause of serious injury and death. Safe Community partners helped the Brockville Fire Department initiate and develop the Canadian version of RiskWatch, for which Brockville was Canada's pilot for the school based RiskWatch program. The program is a partnership between the fire department, public health unit, boards of education, police, emergency medical services and specifically, teachers for grades 5 & 6.. It has proven so successful; it is now in every school in Brockville, Leeds & Grenville. Ontario's Chief Coroner, Fire Marshall, Brockville Fire and Brockville Police Chiefs and an OPP Deputy Commissioner formed The Ontario RiskWatch committee, with a commitment to roll it out to every school in Ontario. There are now hundreds of communities across Canada involved with RiskWatch and it is also growing internationally. Sharing successes and best practices is also vital to growth and development of safe communities

**2. FOCUS ON THE VISION OF THE COALITION**

**a. To Take a Leadership Role in Actioning the Vision, Purpose, and Goals for the Safe Community Coalition of Brockville & District.**

- M To communicate experiences locally, (provincially, nationally, and internationally)
- M To establish and maintain a local network
- M To network with other Safe Communities
- M To market the vision of a safe and healthy community
- M To mentor internationally, the Safe Community of Chausy, Belarus

**b. To Have Cross-Sectoral Representation.**

- M To establish and maintain a membership and network
- M To establish criteria and expectations for membership and participation
- M To establish and sustain a Lead Team, and our coalition structure

**c. To Establish/Maintain a Community Injury Data Base.**

- M To establish and maintain links with organizations involved with injury prevention and data collection.
- M To access and maintain data specific to injuries, locally for Brockville & District..
- M To investigate common injury monitoring tools and evaluation models for use in Leeds & Grenville through our Public Health Unit.
- M To refine existing monitoring tools and conduct data analyses

**d. To Be Proactive in the Prevention of Injuries**

- M To maintain a P3, strategy of Priorities, Programs & Projects through the use of data analysis and Best practices.
- M To develop and implement community communication strategies
- M To facilitate an inventory of safety and health programs/projects, services, and organizations
- M To actively develop and expand networks as “Partners for Safer & Healthier Communities”
- M To meet our communities greatest needs to mitigate preventable injuries and risky Behaviors though community safety prevention, education, awareness and interactive partnerships.

**3. COMMISSION INDEPENDENT ORGANIZATIONAL ASSESSMENTS (summary attached)**

The Safe Community Coalition of Brockville & District was the first Safe Community in Canada to have an independent community survey conducted in 1997. A second follow-up 2002 survey demonstrated success and important achievements in targeted areas. The survey results are posted on the Safe Community Coalition's and the Safe Community Foundation of Canada web Sites. Strategic Visioning days with community partners results in the compilation of a matrix for gap analysis. We list all community demographics and then identify programs/initiatives focused to each sector. We then cross-index each with those impacting where they LIVE, LEARN, WORK and PLAY as our primary risk management strategy.

**4. EXPANSION BEYOND INJURY PREVENTION - TOWARDS A SAFER & HEALTHIER COMMUNITY**

The Safe Community Coalition of Brockville & District is a self sustaining organization which has broadened its scope beyond injury prevention, workplace safety programming and community safety awareness into;

1. Crime Prevention (Seniors Safety, Crime prevention for Seniors, Elder Abuse),
2. Substance Abuse Prevention (Racing Against Drugs, FAS (Fetal Alcohol Syndrome Presentations for 2500 Secondary Students and teachers.
3. MAD (Music, Arts & Drama for Safer and Healthier Lifestyles) using students from Whitehorse, Yukon, to travel to Brockville and present skits on substance abuse and peer influences to 3000 Secondary school students in 4 Eastern Ontario cities.
4. Research through the Canadian Centre on Substance Abuse National CCENDU/HEP (Canadian Community Epidemiology Network on Drug Use & Health, Education & Enforcement in Partnership) a 1 year long research project in 17 Canadian cities.
5. Harm Reduction Network initiated as results of recommendations from CCENDU/HEP Study, leading to establishment of pharmacy based needle exchange programs. Safe Community Coalition & Brockville Police Service are lead team members with the Lanark, Leeds & Grenville District Health Unit.
6. Community-wide surveys. Two were commissioned with more than 1000 respondents, 5 years apart to evaluate the impact of the Safe Community Coalition and its programs (97% felt safe or very safe). Another is planned for 2007
7. Asset Building for Youth. One of six founding organizations to initiate Asset Building for youth based on the 28 years of research by the SEARCH Institute who identified 40 Assets or building blocks youth need to succeed. Created EKIOC (Every Kid in Our Communities) a network of more than 41 organizations which Safe Community Coalition is on the Lead Team, the Co-Chair is one of the Community Champions and Safe COM provides Secretariat services for EKIOC who operate from the Downtown Community Policing & Safe Community Centre .
8. Public Awareness. Convincing professionals, residents, businesses and volunteers alike that everyone needs to be more proactive in taking on responsibility for both personal and community safety.

SAFECOM works towards reducing incidents and injuries which are preventable at work, at home, during recreation, in school and throughout communities each & every day. As the recognition factor becomes more wide spread, awareness increases. We anticipate a reduction in unsafe, risky behavior and practices, thereby reducing the potential for serious injury and death, and the collateral suffering and cost to our health care system. We also concentrate on a proactive safety mindset for our youth. While they may only be 20% of the population, they are absolutely 100% of our future and need to be valued, involved, cared for and safe.

Since 9 / 11, the Manitoba Floods, BC Mudslides, Air Crashes, Train Derailments, Ferry Sinkings, New Orleans Disaster and numerous other man made, weather related or terrorist inspired tragedies, we must re-double efforts as a wake up call for enhanced pro-active planning, security, and safety for all Canadians. The label or recognition of being "safe", "safer" or the "safest" is meaningless if we do not maintain the behavior and attitude, each and every day. Working together, in partnership, we can create safer and stronger communities.

Nationally, our collective goal should be to make Canada the safest and healthiest place to live, learn, work and play in the world! Safe streets, safe kids, safe schools, safe neighborhoods, safe, healthy and strong communities contribute to our quality of life and reduced fear of crime and victimization. Police Services are in every community in Ontario and throughout Canada. Through our influence, position, mandate, knowledge, skills and abilities, combined with our community policing experience, Police are one of the natural leaders of progressive change for community safety and well being.

With linkages to the Safe Community Foundation of Canada, Police have the capability to lever existing community partnerships into an enhanced mobilization of local community resources.

**Chief Barry V. King, OOM,  
Ruth Kitson, VON, Lanark, Leeds & Grenville  
Co-Chairs, SAFE COMMUNITY COALITION  
of Brockville & District**



Nathalie Bouchard – Administrative Assistant  
2006

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