

Community Safety Month 2011

# Community Action Kit

**Step 1**  
Brainstorm

**Step 2**  
Invite

**Step 3**  
Register

**Step 4**  
Promote

**Step 5**  
Evaluate



In partnership with ICCWA

**ICCWA**  
Injury Control Council of Western Australia



## The Kit

The Community Safety Month (CSM) Community Action Kit ("the kit") has been developed to encourage communities to actively take part in CSM during October in 2011. The Kit includes a range of tools and resources to help local governments, community groups, businesses, organisations and individuals who wish to participate in CSM. Tools provided have been developed to help groups plan and promote events or activities, seeking support, encouraging participation, engaging with media and evaluating their event/activity.

The Injury Control Council of Western Australia [Inc.] (ICCWA) will be coordinating an **Online Events Calendar** for all registered CSM events held across WA. Register your event by downloading and completing the registration form and then forward it to ICCWA.

For more information about Community Safety Month, the CSM webpage can be accessed from the following address: [www.iccwa.org.au](http://www.iccwa.org.au). Alternatively please contact ICCWA's Community Engagement Coordinator, Elicia Wheat, on (08) 9420 7212 or email [ewheat@iccwa.org.au](mailto:ewheat@iccwa.org.au).



“ Safety is considered a basic human right and the responsibility of all. ”

WHO, 1989

# Who is ICCWA?

ICCWA is the peak not for profit organisation involved in injury prevention and community safety promotion in WA. Our mission is to reduce the number of injuries and their effects on the individual and the community. Injuries are preventable.

## What is Community Safety?

Community safety is broader than road safety and crime prevention. It covers all intentional and unintentional injury including suicide, alcohol related injury, falls, burns and community violence. It involves safety on the road, farms, in the water, at work and at school. Your event could promote safety messages to indigenous people, youth, seniors, children or people from Culturally and Linguistically Diverse backgrounds.

“ Community safety is broader than road safety and crime prevention ... It involves safety on the road, farms, in the water, at work and at school. ”





## What is Community Safety Month all about?

Every single person has a responsibility in keeping the community safe, and everybody has a role to play in preventing injury, reducing crime and promoting safe behaviour practices. Everyone should get involved in Community Safety Month!

CSM aims to engage the community and encourage participation in safety events held throughout October. During the month, there will be events and programs run across the country to help remind all community members to be more safe aware.

Events and safety activities may be organised by local community groups, schools, councils, businesses, government agencies and departments, to encourage all people to take steps towards enhancing their safety and the safety of their community.

### Why get involved?

Many fabulous organisations and community groups across WA are already involved in innovative programs, aimed to improve safety and prevent injuries in their community. Involvement in CSM is a creative and fun way to highlight the good work you, and your organisation, or community group already do.

Community Safety Month is celebrated Australia wide and there is scope for your good work to be recognised nationally.

There is a direct link to the WA CSM webpage and Calendar of Events on many organisations' web pages.

There will be multiple events you or your organisation could become involved in, and help engage media attention and to raise awareness of a particular community safety message. Community Safety Month is an excellent opportunity to help raise your profile and build new partnerships.

“ CSM aims to engage the community and encourage participation in safety events held throughout October. ”

Step 1  
Brainstorm

## Steps for planning your event

Step 2  
Invite

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### Step 1 Brainstorm

“ Organising an event doesn't have to be tricky ... make sure you know who you are targeting, and make it fun and informative. ”

Organising an event doesn't have to be tricky. Just make sure you know who you are targeting, and make it fun and informative. Involve local celebrities, or well known social figures to endorse your event and/or message. Keep an eye and ear out for local events you could tag onto, to promote your message (ie. Festivals, community shows, fairs etc).

### Consider:

- Asking an expert to present at your forum or seminar.
- Running a competition with a safety theme in your local newspaper.
- Organising a safety display for your local shopping centre.
- Organising a short course on a particular safety or injury topic.
- Organising a fundraiser or raffle to raise funds for CSM.





# Steps for planning your event



Everyone has a role to play in making our community safer. The lists below could be useful when deciding who to involve in your Community Safety Month events/activities.

Consider working with other local organisations to jointly promote community safety.

Community Safety Sectors	Community Level Groups	Other Potential Agencies
<ul style="list-style-type: none"> <li>• Government departments &amp; Non-government agencies</li> <li>• Traffic safety</li> <li>• Home safety</li> <li>• Work safety</li> <li>• Sport safety</li> <li>• School safety</li> <li>• Safety in public places</li> <li>• Safety for the elderly</li> <li>• Safety for children</li> <li>• Crime and violence prevention</li> <li>• Suicide prevention</li> <li>• Injury surveillance</li> <li>• Local Government Authorities</li> </ul>	<ul style="list-style-type: none"> <li>• Health Care providers</li> <li>• Schools and educational institutions in your community</li> <li>• Local police, fire, ambulance/ first aid groups and special emergency services</li> <li>• Community service teams and volunteer groups</li> <li>• Youth groups</li> <li>• Seniors associations</li> <li>• Local media</li> <li>• Local businesses –i.e. shops, banks, real estate</li> <li>• Local sporting clubs</li> <li>• Local community clubs –Lions, Rotary etc</li> <li>• Local religious groups</li> <li>• General community</li> </ul>	<ul style="list-style-type: none"> <li>• Workers compensation and insurance agencies</li> <li>• Tourism and hospitality organisations</li> <li>• Financial institutions</li> <li>• Local businesses –i.e. shops, banks, real estate</li> <li>• Local members of Parliament and other elected officials related to our community or safety activities</li> <li>• Red Cross, St. John Ambulance, YM/YWCA groups</li> <li>• Trade/industry associations</li> <li>• Other groups linked to injury prevention, health and safety promotion.</li> <li>• University students</li> </ul>

# Steps for planning your event



The registration form can be downloaded from the CSM webpage at [www.iccwa.org.au](http://www.iccwa.org.au) or by contacting Elecia Wheat at ICCWA on 9420 7212 or email [ewheat@iccwa.org.au](mailto:ewheat@iccwa.org.au).

Please complete the CSM Event Registration Form and return it to:

Community Engagement Coordinator  
ICCWA  
City West Lotteries House  
2 Delhi Street, WEST PERTH WA 6005

**Fax:** (08) 9486 7955

**Email:** [ewheat@iccwa.org.au](mailto:ewheat@iccwa.org.au)





## Steps for planning your event



### Events calendar

ICCWA will promote your event online through the ICCWA events calendar which can be accessed at [www.iccwa.org.au](http://www.iccwa.org.au).

The events calendar is a useful tool for you to see what other events/activities are happening during October. Events on the calendar may provide opportunities for you to support other groups, meet new contacts and/or to participate in Community Safety Month activities.

### Use your networks

Promoting your event through your networks and community links is easy, and can potentially reach many networks of people. Consider contacts you know through different community groups, schools, sporting clubs, businesses and work circles that can assist you in the promotion of your event/activity.

### Get local media attention

Local media love local people and local stories, so keep it local!

There are many benefits of getting media coverage, these include:

- Raising awareness for your organisation and your event/activities to a large number of people at one time;
- Raising community awareness about the need to take positive action to decrease and reduce injuries;
- Generating interest in your events/activities from potential corporate business partners; and
- Drawing attention to fundraising efforts supporting your activities.

### Invite the media

Combine your media release/community service announcement with an invitation, event details and information about who you are, and send it to local media.

For media contacts across Western Australia visit:  
<http://www.ourcommunity.com.au/marketing>

“ Local media love local people and local stories, so keep it local! ”

# Steps for planning your event

## Print coverage - Media Releases

Media releases are used to provide news mainly to newspapers, radio, and television stations.

- Check the deadlines and publishing schedule (ie. daily, weekly or monthly)
- Include contact details at the end of the release, and make sure the contact person is available at least three days after the Media Release has been sent
- Date your media release and indicate whether is embargoed (ie. the release is to be held until the date indicated)
- Provide a good photo to submit with the article.
- Community papers have a "What's On" section to promote community events. Keep your submission to "What's On" brief and straight to the point. Contact your community paper for further information

A media release template has been provided in the *Tools section* of this kit, but feel free to create your own!

## Radio coverage – Community Service Announcements

Community service announcements are similar to a short media release and are useful when promoting your event over the radio, or at events.

- Check with the radio or TV station whether they run Community Service Announcements and what the guidelines are.
- Be prepared early. Generally you should send your CSA about three weeks before the event. Although, some community radio stations may be able to run it at shorter notice.
- Submit the CSA on your letterhead or if you don't have a letter head, list the name and contact details of your organisation at the top left corner

A community service announcement template has been provided in the *Tools section* of this kit, but feel free to create your own!

## Logos for CSM

All groups hosting CSM events are welcome to use the ICCWA and Community Safety Month logos on promotional materials, and other publications developed for their events, providing these are not fundraising events. These logos will be provided to you, along with guidelines for their use, when events/activities are registered with ICCWA using the registration form.





## Steps for planning your event



ICCWA will be evaluating the WA Community Safety Month campaign on a statewide level. Your event/activity's evaluation helps ICCWA gather feedback and information on what other groups and communities did during CSM. This information will help us make future campaigns bigger and better!

“ Your event/activity's evaluation ... will help us make future campaigns bigger and better! ”

### Why evaluate?

Taking time to evaluate your event/activity is important for a number of reasons:

- To know whether your event has been a success;
- To reflect on what worked, what didn't work and what were the reasons for these outcomes;
- To gain feedback from the people who attended your event/activity; and
- To give you insight into what you might change in the future.

### How do you evaluate?

The most effective evaluations are planned from the beginning of your event. You can evaluate your local event/activity through simple measures, such as recording how many people attended, or by developing a small survey for participants.

Photos from your event provide valuable information, and can help with promotion as well as evaluation. ICCWA welcomes any photos you would like to share to help promote participation in Community Safety Month in future years

An evaluation questionnaire for event organisers has been provided in the *Tools* section of this kit.

ICCWA encourages you to use the survey to evaluate your event/activity. Completed evaluation forms should be returned to ICCWA to provide information for future planning of Community Safety Month.

# Media release template



*(INSERT DATE)*

## **Media Release**

*(INSERT TITLE)*

October is Community Safety Month, and *(INSERT ORGANISATION NAME)* is taking leaps and bounds to show Western Australia that they are taking positive steps to make *(INSERT COMMUNITY)* safer.

To coincide with Community Safety Month WA in 2011, *(INSERT ORGANISATION NAME)* will host a free event for community members on *(INSERT SAFETY TOPIC/S)*.

The event, *(INSERT EVENT NAME)* will be held at *(INSERT VENUE)* on the *(INSERT DAY)* October 2011 from *(INSERT TIME)* and aims to *(INSERT AIM)*.

*(INSERT ORGANISATION NAME)* is dedicated to making *(INSERT COMMUNITY)* a safe place to live, work and play, after all community safety is the responsibility of all.

The Injury Control Council of WA (ICCWA) is coordinating Community Safety Month in 2011 and applauds *(INSERT ORGANISATION NAME)* for putting community safety at the top of their agenda.

Deborah Costello, CEO at ICCWA says, "It is encouraging to see so many organisations and individuals dedicated to injury prevention and promoting safety in our community."

"Community safety includes all areas of intentional and unintentional injury prevention, crime prevention, emergency management and safety promotion."

"This year ICCWA is focusing more on WA's youth and the growing range of safety issues they are facing."

The *(INSERT ORGANISATION NAME)* is one of many organisations joining forces during Community Safety Month to hold an event that promotes safety and injury prevention.

*"(INSERT COMMENT FROM CEO/MANAGER)"*

"I encourage *(INSERT WHO THE EVENT IS TARGETED AT)* to attend the event to help make Western Australia safe for all who call it home."

For more information on *(INSERT EVENT NAME)* please contact *(INSERT NAME)* at the *(INSERT ORGANISATION NAME)*.

**Media contact:** *(INSERT MEDIA CONTACT'S NAME, PHONE NUMBER AND EMAIL ADDRESS)*

# Community service announcement



*(INSERT DATE)*

## **Community Service Announcement**

*(INSERT TITLE)*

As part of Community Safety Month in 2011, the *(INSERT ORGANISATION NAME)* will hold a free event *(INSERT EVENT NAME)* focusing on *(INSERT SAFETY TOPIC)*. *(INSERT THOSE WHO ARE INVITED TO ATTEND i.e. Community members)* are invited to attend *(INSERT EVENT NAME)* to be held *(INSERT EVENT DETAILS)*. *(INSERT EVENT NAME)* is part of a nation wide community safety initiative, Community Safety Month which aims to raise awareness about injury prevention and safety promotion. After all safety is a basic human right and the responsibility of all. In Western Australia, Community Safety Month is coordinated by the Injury Control Council of WA and many other organisations across the state are holding an event to promote important community safety messages. If you would like more information on *(INSERT EVENT NAME)* please contact *(INSERT EVENT COORDINATOR)*.

**Media contact:** *(INSERT MEDIA CONTACT'S NAME, PHONE NUMBER AND EMAIL ADDRESS)*

# Community Safety Month 2011: Event organiser survey



Please complete this brief evaluation survey. Evaluation allows us to assess your satisfaction with Community Safety Month and ensures your feedback is considered in the future years. The information you provide will remain confidential.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Contact Number: \_\_\_\_\_

## 1. Event Information

a) Did you hold a Community Safety Month Event?  Yes  No

**If yes**, please describe your event: \_\_\_\_\_

\_\_\_\_\_

Do you hold the event every October?  Yes  No

Is this an event you planned specifically for Community Safety Month?  Yes  No

b) How many people attended your event? \_\_\_\_\_

c) Did you evaluate your event?  Yes  No

**If yes**, how did you evaluate your event? *Please tick as many as you like.*

- Speaking to people
- Numbers of people that attended
- Media attention
- Used survey in Community Action Kit
- Used own survey
- Recordings of the event (photos, DVD etc.)
- Other (Please describe) \_\_\_\_\_

d) Do you think the event increased awareness of Community Safety?  Yes  No

Please explain your response (Why/Why not?) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 2. Resources

a) Overall would you rate the following resources (1=poor and 5=excellent)

Community Action Kit	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Community Safety Month Webpage	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Poster 1 – Event Promotion Poster	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Poster 2 – Community Safety Month Poster	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Online Calendar of Event	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

## 3. What other suggestions/recommendations do you have for Community Safety Month 2011?

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**Thank you for completing this survey and being involved in Community Safety Month 2011!**

Please return to by **27th November 2011**

Community Engagement Coordinator  
 Injury Control Council of Western Australia (Inc)  
 City West Lotteries House  
 2 Delhi Street, WEST PERTH WA 6005

**Fax:** (08) 9486 7955

**Email:** ewheat@iccwa.org.au



Visit Community Safety Month at  
[www.iccwa.org.au/community-safety-month](http://www.iccwa.org.au/community-safety-month)

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