



Community Safety Month Evaluation Report 2010



Community Safety Month 2010 Final Report

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1.0 Background

The Injury Control Council of WA (ICCWA) is the peak non-government, not for profit organisation involved in injury prevention and community safety in Western Australia. ICCWA's business does not duplicate existing injury prevention activities in Western Australia; ICCWA works in partnership with individuals and organisations involved in injury prevention at community, state and national levels to facilitate injury reduction. ICCWA encourages collaboration amongst the WA injury prevention community to make best use of all available resources, to effectively reduce the incidence and severity of injury in Western Australia.

ICCWA is committed to innovative, evidence based, locally driven initiatives that enhance injury prevention and community safety programs.

ICCWA coordinates Community Safety Month in WA under the guidance of the Community Safety Month reference group. The Office of Crime Prevention (OCP) previously coordinated Community Safety Month, however this responsibility ceased in 2007. At this time, the OCP subsequently endorsed ICCWA's intentions to take over the coordination of Community Safety Month.

Community Safety Month aims to promote safety awareness amongst West Australians to enable safe practices and safe behaviour choices. Community safety is defined to include all areas of intentional and unintentional injury prevention, crime prevention, emergency management and safety promotion. Community Safety Month is currently an annual event in Victoria, Western Australian and some other jurisdictions.

In only the second year that ICCWA have coordinated Community Safety Month, ICCWA created new pathways, established innovative partnerships and launched new events. None of this would have been possible without the dedication and hard work of the Community Safety Month reference group, ICCWA staff and all of the Community Safety Month sponsors and supporters.

2.0 Aims

Community Safety Month aims to engage the community to improve safety and raise awareness that injuries are preventable.

In order to achieve our aims in 2010 ICCWA created the following objectives:

- Promote and encourage stakeholder and community participation in events and activities during October – using avenues such as the community Action Kit, events calendar and websites.
- Engage specific target groups within the community to participate in Community Safety Month – in 2010 these groups were - Regional WA and youth.
- Engage potential partners and support for Community Safety Month – through the use of the Partnership Opportunity Package.
- Provide tools for community groups to use to participate in and host their own Community Safety Month events. This may involve community groups linking in with already existing events during October – this was done using the Community Action Kit, website and Community Safety Month merchandise.
- Raise awareness of Community Safety Month among community members and safety stakeholders – through print, radio and television media and events.
- Raise awareness of community safety issues and preventative measures which can be undertaken to improve safety in the community – through print, radio and television media and events.
- Increase the profile of injury prevention and safety promotion organisations and stakeholders across WA –Community Safety Month as a whole.

The key message for Community Safety Month is that safety is a basic human right and the responsibility of all. It is important that everyone feels safe where they live, learn, work, travel and play.

3.0 Partnerships

The (ICCWA) continues to develop new partnerships with injury prevention agencies and other key stakeholders. These partnerships are crucial to the success and sustainability of Community Safety Month.

In 2010, ICCWA engaged 14 new organisations as sponsors for Community Safety Month. ICCWA would like to say a big thank you to these such organisations; The West Australian Newspaper Group, RTR FM, Australian Safe Communities Foundation, RAC, Student Edge, Chamber of Commerce and Industry, Satterley Property Group, Local Drug Action Groups, Constable Care, IFAP, Master Builders Western Australia, Blue Dog Communications, Global Good Foundation and Lushart Designs.

The Community Safety Month reference group reconvened in early 2010. The key agencies involved in the planning and success of Community Safety Month 2010 included Farmsafe WA Alliance, Royal Life Saving Society of Australia, Surf Life Saving WA, IFAP, Kidsafe WA, Office of Crime Prevention, Department of Education, WALGA, Local Drug Action Groups, Roadwise, FESA and Public Transport Authority. The Reference group convened 6 weekly to discuss all matters related to Community Safety Month including events, media and other promotional activities. ICCWA would like to say thank you to all reference group members for their hard work, support and fantastic ideas for Community Safety Month 2010.

3.1 Partnership Opportunity Booklet

ICCWA developed a Partnerships Opportunity Booklet in 2010 which was disseminated to potential sponsors and supporting partners. The package outlined ways in which organisations could support or get involved in Community Safety Month. The partnership opportunity package was well received with 75% of organisations surveyed saying the booklet was easy to use, it clearly outlined the different levels of sponsorship available and increased their understanding of Community Safety Month (Appendix 7).

ICCWA will continue to use the Sponsorship Opportunity Package to engage sponsors in 2011. The Partnership Opportunity Package successfully gained one platinum sponsor, one gold sponsor, four silver sponsors, one bronze sponsor and seven supporting partners for Community Safety Month 2010.

3.2 Sponsorship Agreement

In 2010 ICCWA introduced a Sponsorship Agreement. This agreement was between each individual Community Safety Month sponsor and ICCWA. The Agreement, similar to a memorandum of understanding, outlined what each party would do to support one another and Community Safety Month. All of the sponsor survey respondents said that the Sponsorship Agreement clearly outlined what was expected of them, what ICCWA's responsibilities were and that at the end of Community Safety Month all aspects of the Agreement had been adhered to (Appendix 6).

We will continue to use the Sponsorship Agreement in 2011 as it simplified the role of each sponsor and outlined the benefits and opportunities of Community Safety Month for each sponsor.

3.3 Community Safety Month Patron

As part of Community Safety Month, each year a patron is selected to represent the Month. Professor Fiona Wood was selected as the 2010 Community Safety Month Patron due to her wealth of knowledge and passion for injury prevention. Fiona brought with her a myriad of ideas, networks and partnership opportunities that benefited Community Safety Month tremendously.

As the Community Safety Month Patron, Mrs Wood participated in radio interviews, provided information for newsletter articles and quotes for Community Safety Month promotional material. Professor Fiona Wood was also the key-note speaker at the Breakfast of Champions. Fiona's address was outstanding; she raised many issues relating to various injuries and encouraged us to all do our bit to prevent injuries. Fiona's presentation was very inspiring and thought provoking. ICCWA would like to thank Professor Fiona Wood for her enthusiasm, dedication and passion for Community Safety Month 2010.

3.4 Awareness Raising

As part of Community Safety Month 2010 all sponsors were surveyed to gain feedback about what they thought of the Month. All survey respondents reported that being part of Community Safety Month increased their understanding of preventable injuries and their perception of Community Safety Month (Appendix 2).

80% of survey respondents answered that Community Safety Month supported their organisations mission (Appendix 4), despite not all organisations being health or injury related. Regardless of this, all sponsors noted that they would sponsor Community Safety Month again as they can see the benefits of such a program (Appendix 5).

4.0 Community Safety Month Promotional Material

4.1 Community Action Kit

The Community Action Kit received a facelift in 2010 thanks to the generous support of Lushart designs. The Kit was developed to encourage communities and individuals to actively take part in Community Safety Month. The Kit included a range of tools and resources to help plan and promote events/ activities, seek support, encourage participation, engage with the media and evaluate their event/activity. A sample media release, evaluation template as well as ideas for Community Safety events were included in the kit.

The Community Action Kit was available for download from the ICCWA website and was disseminated to over 100 organisations and community groups across Western Australia. The Community Action Kit rated extremely useful amongst those that received and reviewed it (Appendix 8). We will use the Community Action Kit again in 2011 to encourage organisations, community groups and individuals to get involved in Community Safety Month.

4.2 Events Calendar

In total over 60 Community Safety Month events and activities took place throughout October which included a road safety display at the Perth Royal Show, shopping centre displays, free information sessions, Global Good Foundation Gala Ball, the McComb Foundation Burns Ball and a whole host more.

Organisations were encouraged to host their own Community Safety Month event through the dissemination of the Community Action Kit. All events that took place throughout October were registered with ICCWA and added to the new Google calendar. The calendar was accessible from a link on the ICCWA website and was handed out at events and displays. The calendar was user friendly and was well received by users (Appendix 8).

4.3 Website

Community Safety Month has a dedicated section on the ICCWA website year round. The Community Safety Month webpage contains all promotional materials used for Community Safety Month as well as a brief snippet regarding various events occurring during October. All promotional material and the Community Safety Month calendar were available to download from the website as well as links to the Community Safety Month Facebook page and Victorian Safe Communities Network.

The website will have more functions available in 2011 such as the ability to register Community Safety Month events online and track website usage.

4.4 Facebook Page

Victorian Safe Communities Network (VSCN) coordinates Community Safety Month in Victoria and created a Facebook page in 2008. VSCN allowed ICCWA shared ownership of the Community Safety Month Facebook page in 2010 which enabled us to post messages, events and photos of Community Safety Month in WA and share these with community groups, friends and stakeholders. The Facebook page enabled us to reach a younger audience of people who are frequent Facebook users.

In August 2010 The Community Safety Month Facebook page had only 60 people that liked it and 9 active weekly users. In the lead up to Community Safety Month we gained friends, active users and daily views. During Community Safety Month we reached 113 likes, 49 active weekly users and averaged 100 daily views (Appendix 9). We will be utilising the Facebook page again in 2011 due to its reach particularly within the 15-30 year old age group.

4.5 Merchandise

In 2010 ICCWA developed new Community Safety Month merchandise that we anticipate will be expanded in future years. The new merchandise consisted of tattoos and fridge magnets with the Community Safety Month logo and the message "safety is everybody's business". All of the Community Safety Month merchandise was disseminated at various Community Safety Month events and to organisations that registered events on the Community Safety Month calendar. The magnets, tattoos and posters were well received by event organisers (Appendix 10).

5.0 Community Safety Month Events

5.1 Breakfast of Champions

To launch Community Safety Month 2010, and celebrate International Safe Communities Day, the (ICCWA) hosted the annual Breakfast of Champions on Friday, 1st October 2010 at Burswood on Swan. The event was officially opened by the Director General of WA Health Department, Mr. Kim Snowball.

The Breakfast of Champions provides the opportunity to acknowledge those individuals, community members and organisations that have been doing outstanding work within their communities to improve safety.

The Breakfast attracted over 110 attendees which included Hon. Helen Morton, Hon. Linda Savage, Hon. John Kobelke and Hon. Alison Xamon; 2010 Community Safety Month Patron, Dr Fiona Wood and Community Safety Champions. Members of the community and professionals with an interest in health and safety from government and non-government agencies were also in attendance.



From Left to Right: Mr Kim Snowball, Ms Deborah Costello, Professor Fiona Wood and Hon. Helen Morton

In 2010, 31 Community Safety Champions were nominated across a wide range of safety areas. Some of these included water safety; road safety; injury prevention; farm safety; falls prevention and prevention of drug and alcohol related harm. Champions were nominated by 24 different organisations and 25 Champions personally attended the

breakfast to receive their certificates. This is an increase in the number of safety Champions nominated and the number of organisations that nominated champions from 2009.

All Champions were displayed on the “Wall of Champions” at the breakfast, which highlighted the extent to which Champions have gone to improve safety in their community. The wall was also placed on the Community Safety Month webpage so others could view them.



The “Wall of Champions” at the Breakfast 2010

The Breakfast of Champions was another hugely successful event for Community Safety Month and we will continue to host this event for years to come.

5.2 “Chill out zone” Fairday

One new event that took place during Community Safety Month was the “chill out zone” at Pride Fairday. The challenge for this event was to engage youth in relation to various community safety issues. ICCWA provided a range of merchandise to attract people to the stall. ICCWA also provided some canvases and encouraged people to use their creative side to put together some artwork related to community safety. We also supplied numerous bean bags that were extremely well utilised by young people.



Jody Niven at the Community Safety Month display at Fairday2010

Fairday was extremely worthwhile as we were able to connect with hundreds of young people through informal conversations and a survey compiled for the Our Space Safe Place Project. A project that aims to determine young peoples perception of safety in public spaces. Fairday is an event we will be continuing in 2011.

5.3 Lunchtime Forum

The ICCWA lunchtime forum for October focused on road safety and the consequences of drink driving. Keith Condor, from the Paraplegic Benefit Fund, gave a touching presentation about how he was personally affected by road trauma. Fortyfive people attended the presentation including the Hon. Margaret Quirk, Hon. John Kobelke.

The forum was sponsored by the RAC who were keen to raise awareness of road safety and Community Safety Month.

The ICCWA October Lunchtime Forum will continue to be included as a Community Safety Month event.



From Left to Right: Ms May Bowden, Mr Keith Condor and Ms Deborah Costello

5.4 Shopping centre display

Stockland Bullcreek shopping centre sponsored Community Safety Month by donating a space to set up a static display during the September/October school holidays.

The display promoted Community Safety Month as well as various injury prevention messages. Beyond Blue, Office of Crime Prevention, Office of Road Safety and Stay On Your Feet WA[®] provided promotional materials to ensure the display showed a variety of relevant safety and injury prevention information. ICCWA received phone calls requesting further information on various safety issues, and resulted in over 7 boxes of resources being distributed. We hope to expand on the number of shopping centre displays in 2011 as it is easy to maintain, requires limited resources and reaches a broad range of community members.

6.0 Media

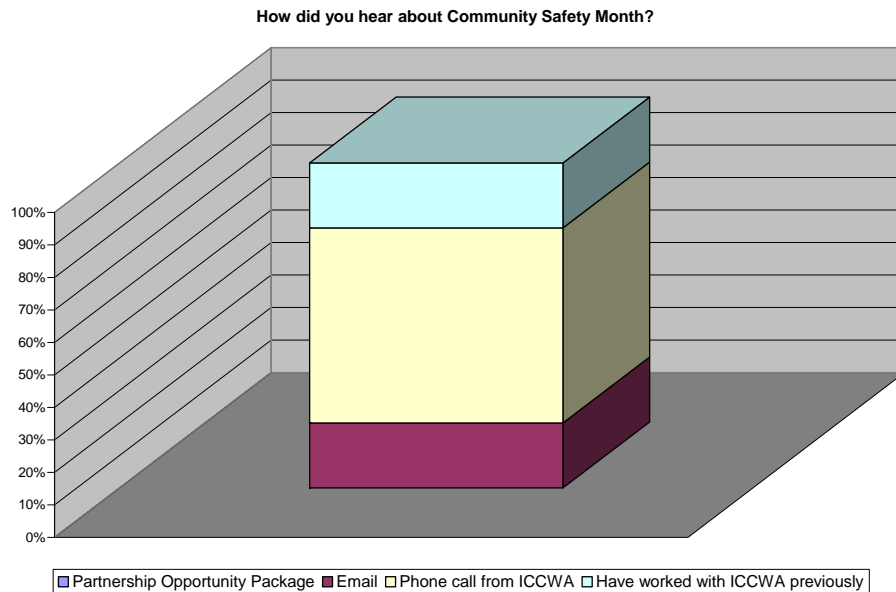
Community Safety Month 2010 received a significant amount of media coverage through the generous support of sponsors and stakeholders. During Community Safety Month we received four colour adverts in the West Australian, 180 Community Service Announcements on RTR FM and a radio interview with Fiona Wood. We also received a television interview on "The Couch", two radio interviews on Radio West and 350 Community Service Announcements across two channels on Radio West.

Community Safety Month also obtained advertising and promotion through corporate newsletters, high profile magazines and on corporate and government websites. In total Community Safety Month gained promotion in 17 organisational newsletters, 4 high profile magazines, 7 corporate websites, a special liftout in The West Australian, 3 editorials in the community newspaper and 4 ¼ page adverts in the Countryman newspaper. This was the first year Community Safety Month gained media attention of this scale.

This media has helped to raise awareness that October is Community Safety Month and everybody has a role to play to make their community safer. We hope to spread the Community Safety Month message further through the media in 2011.

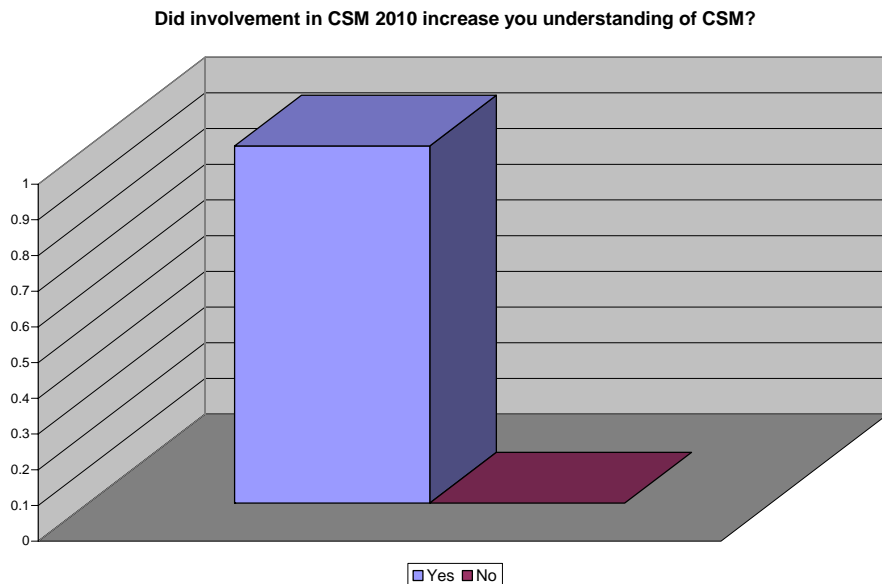
You can find copies of the media Community Safety Month received in the appendices.

7.0 Graphs and explanations from surveys



Appendix 1

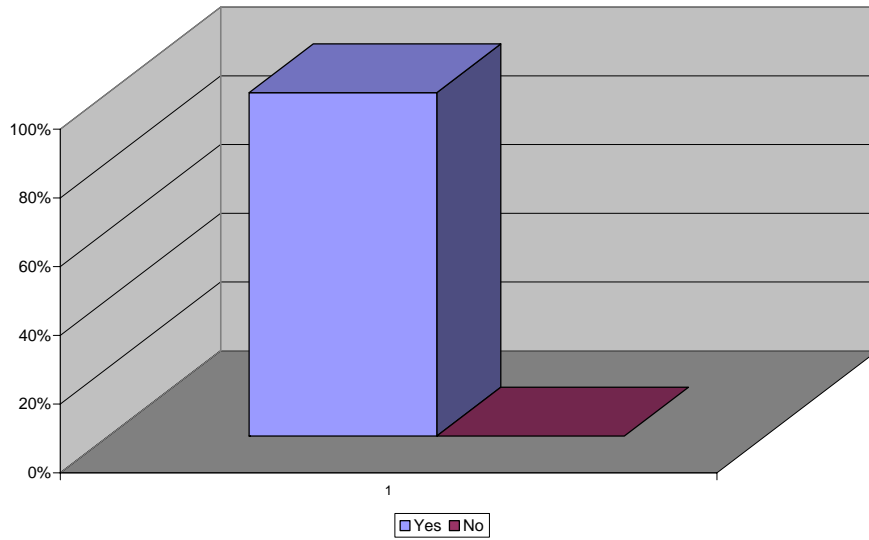
Sixty percent of sponsors that participated in the survey responded that the best method to engage them was via direct telephone call. The other methods that engaged sponsors in 2010 was via email or if they had worked with ICCWA previously. The Partnership Opportunity package did not rate as one of the reasons why people sponsored Community Safety Month but was useful in explaining the concept and ways in which organisations could get involved.



Appendix 2

All organisations that sponsored Community Safety Month and participated in the survey said that being a part of the Month increased their understanding of Community Safety, even if they had been involved with ICCWA before.

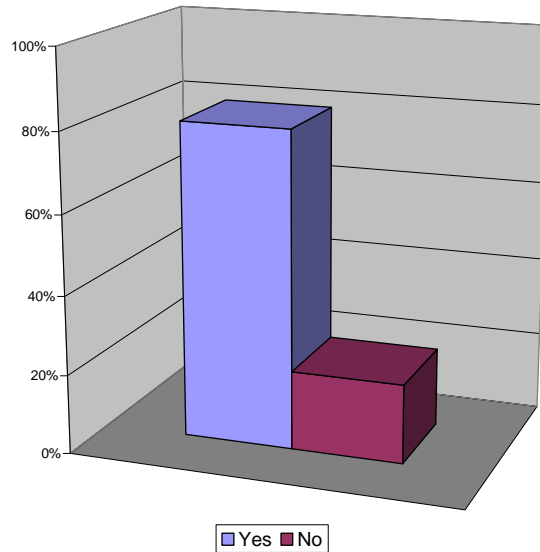
Did the Breakfast of Champions increase your understanding of CSM?



Appendix 3

100% of people that attended the Breakfast of Champions and completed the survey noted that their understanding of Community Safety Month had increased as a result of attending the breakfast.

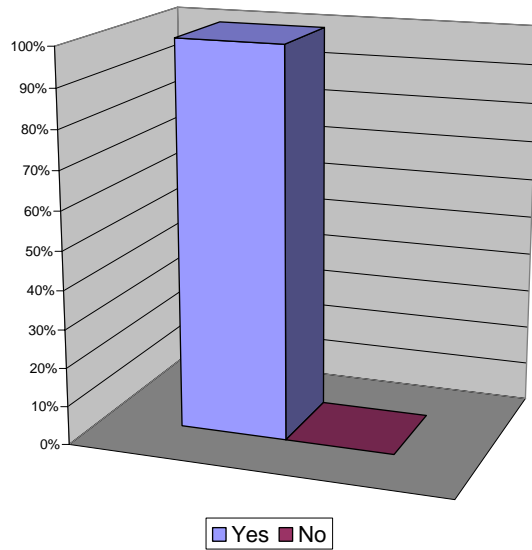
Does Community Safety Month support your organisations mission?



Appendix 4

80% of survey respondents said that Community Safety Month supported their organisations mission. Not all of these organisations were involved in safety or injury prevention.

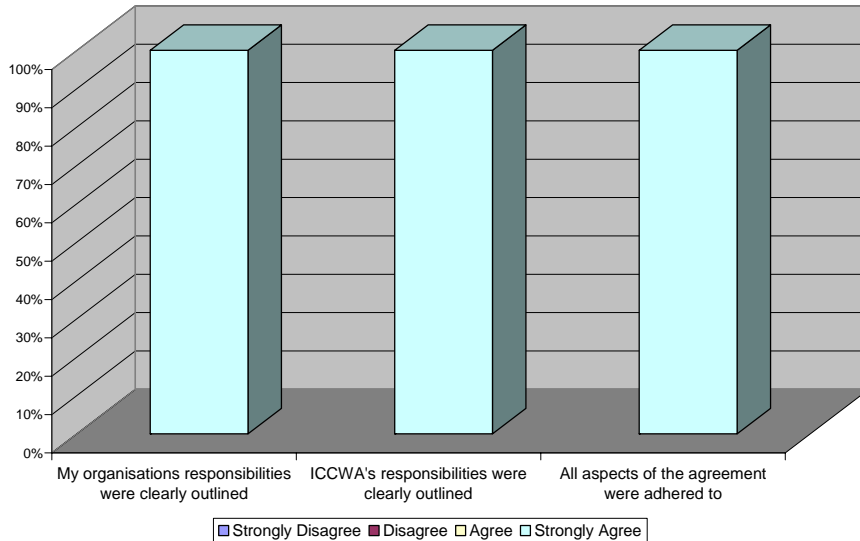
Would you consider supporting Community Safety Month again?



Appendix 5

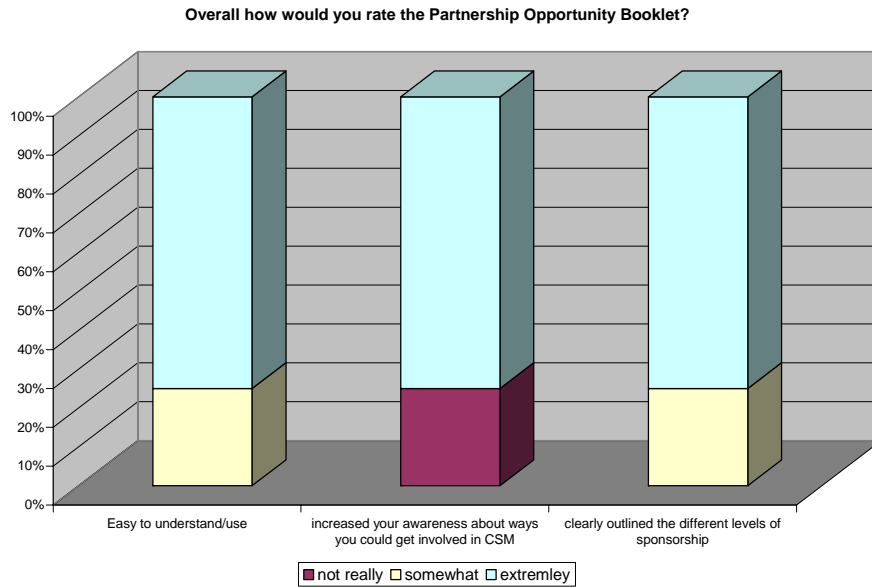
All of the 2010 Community Safety Month sponsors surveyed would like to be involved in Community Safety Month again due to the fact that it increased their knowledge and awareness of Community Safety and they could see the benefits for their organisation and for the community.

Overall how would you rate the Sponsorship Agreement?



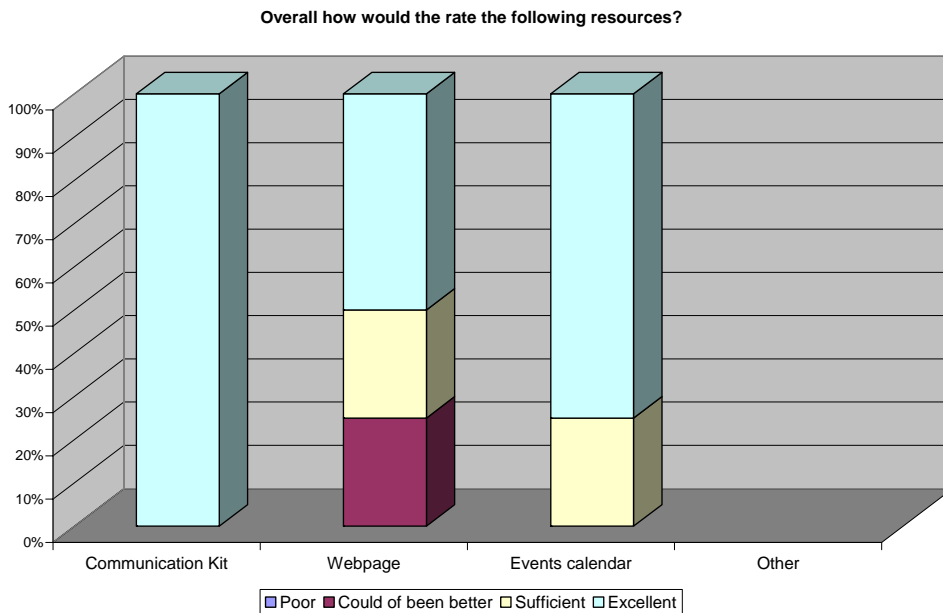
Appendix 6

The sponsorship agreement was found to be a very useful tool for both the sponsoring organisation and ICCWA. The sponsoring organisations responsibilities were clearly outlined as well as ICCWA's responsibilities which made it easy for both parties to adhere to the agreement.



Appendix 7

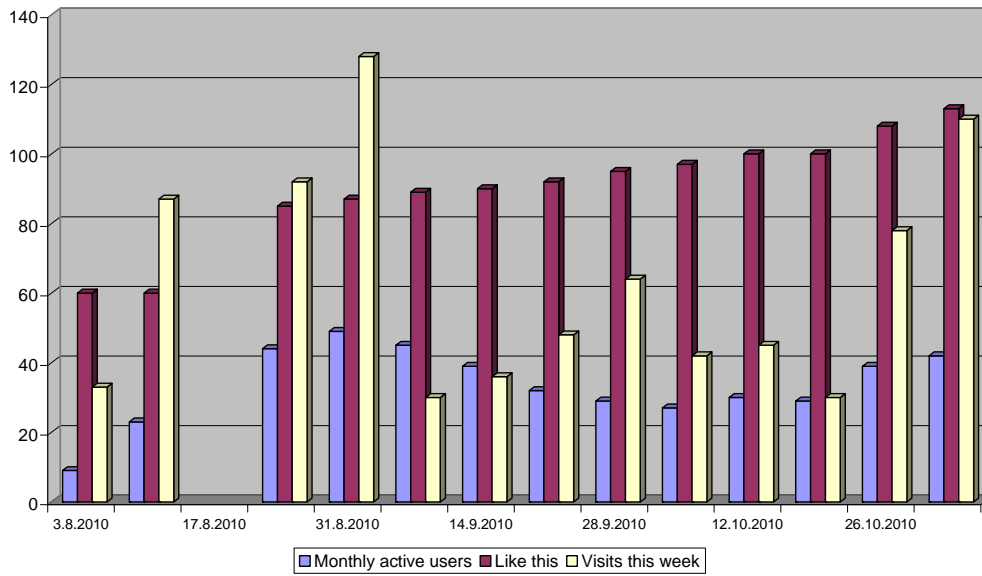
The Partnership Opportunity Booklet was introduced in 2009 and proved to be by 75% of respondents; easy to use and understand, increased sponsors awareness about ways in which they could be involved and clearly outlined the different levels of sponsorship.



Appendix 8

Overall the Communication Kit and the events calendar rated high by survey respondents. The website did not rate very highly with 50% of respondents saying it could have been better or just met standards.

Community Safety Month facebook account usage



Appendix 9

The Community Safety Month Facebook Page was not being well utilised in August with only 9 active monthly users. This fluctuated throughout September and October and peaked at 49 active monthly users which is a great improvement. The number of people that ‘liked’ the page went from 60 in August to 113 in November. The number of visitors per week fluctuated, possibly dependant on how frequently the page was updated with new content.