CSM Community Action Kit

Community Safety Month (CSM) in WA is coordinated by the Injury Control Council of Western Australia [inc.] (ICCWA) with the support and guidance of the Community Safety Month Reference Group.

Community Safety Month 2009
http://www.iccwa.org.au/community-safety-month

Injury Control Council of Western Australia (Inc)

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Contents Page

Contents Page 1
1. Introduction 2
    1.1 The Community Action Kit 2
    1.2 Who is ICCWA? 2
2. Community Safety Month 3
    2.1 What is Community Safety Month all about? 3
    2.2 Benefits of Getting involved 3
    2.3 Different sectors of community safety 3
3. Event Planning 5
    3.1 Who should get involved? 5
    3.2 Events calendar 5
    3.3 Register your event 5
4. Event Evaluation 6
    4.1 Evaluation will help you determine the success of your activities 6
    4.2 Different ways you can evaluate your event/activity 6
    4.3 CSM event organiser survey 6
5. Promoting Your CSM Event 7
    5.1 Networks 7
    5.2 Media coverage 7
6 Media Toolkit 8
    6.1 Logos for CSM 8
    6.2 Sample media releases 8
    6.3 Sample community service announcement 8
Attachment A – CSM Event Organiser Survey 9
Attachment B - Media Release 11
Attachment C - Community Service Announcement 12

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1. Introduction

1.1 The Community Action 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, 2009. The Kit includes a range of tools and resources to assist local governments, community groups, businesses, organisations and individuals who wish to participate in CSM. Tools provided have been developed to help groups in planning and promoting 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 also be coordinating an *Online Events Calendar* for CSM events/activities held across WA. If your organisation is keen be involved, please register your planned event/activity by downloading and completing the event registration form and then forward it to ICCWA.

For more information about CSM, the CSM webpage can be accessed from the following address: www.iccwa.org.au. Alternatively, please contact ICCWA's Safe Communities Project Officer, Sarah McKerracher, on (08)94207212 or email her at smckerracher@iccwa.org.au.

1.2 Who is ICCWA?

ICCWA is a leading non-government, not for profit organisation involved in injury prevention and community safety in WA.

The key objectives of the organisation include:

ii) To promote community safety at the local, state, national and international level.
iii) To undertake representation, advocacy, publicity and promotion of safe practices.
iiii) To highlight the physical, mental, social, economic and other aspects of injuries.
ivi) To encourage, promote and engage in research into the causes, prevention and treatment of injuries, both unintentional and intentional.
vi) To build the capacity of health professionals and community members in addressing community safety and injury prevention issues.
vii) To cooperate with other organisations having similar objectives.

For more information, visit www.iccwa.org.au.

2. Community Safety Month

"Safety is considered a basic human right and the responsibility of all "
WHO, 1989. Manifesto for Safe Communities, Safety- A Universal Concern and Responsibility for All.

Every single person has a responsibility to keep 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 CSM!

2.1 What is Community Safety Month all about?

October is CSM and aims to engage community participation to improve safety in the community. Throughout the month there will be events and activities to help remind all community members to be more safety 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.

2.2 Benefits of Getting involved

Many community groups across WA are 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 roles and good work you and your organisation or community group are involved in.

CSM is celebrated Australia wide and ICCWA liaise closely with Victoria, sharing resources and ideas around the coordination and planning of events. Therefore, there are many opportunities for your involvement to be recognised and promoted Australia wide. For example, the WA CSM webpage and calendar of events can be accessed from other organisations' webpages. This is an excellent opportunity to help raise your company profile and build new business partnerships.

2.3 Different sectors of community safety

CSM can be used as an effective avenue to promote and publicise certain community safety issues. There will be multiple events/activities you or your organisation could become involved with during CSM and help engage media attention and to raise awareness of a particular community safety message.

Different safety messages that you may help to spread could relate to any of the following areas:

- road safety;
- farm safety;
- water safety;
- work safety;
- school safety;
- safety on public transport;
- safety in other public places;
- prevention of drug and alcohol related harm;
- suicide prevention;
- violence prevention (domestic, family and interpersonal violence);
- falls prevention;
- fire and burns prevention;
- sport and recreational safety;
- crime prevention;
- management of emergency situations/events;
- injury surveillance;
- safety for seniors, children, young people and families;
- Safety for indigenous people; and
- Safety for people from Culturally and Linguistically Diverse backgrounds.

3. Event Planning

3.1 Who should get involved?

The lists below will be useful to consider when deciding who you could ask to be involved with your CSM events/activities. They are simply a suggestion of people who may be able to help out, the lists do not indicate you need this many groups involved.

Community Safety Sectors	Community Level Groups	Other Potential Agencies
▪ Government departments & Non-government agencies ▪ Traffic safety ▪ Home safety ▪ Work safety ▪ Sport safety ▪ School safety ▪ Safety in public places ▪ Safety for the elderly ▪ Safety for children ▪ Crime and violence prevention ▪ Suicide prevention ▪ Injury surveillance ▪ Local Government Authorities	▪ Health Care providers ▪ Schools and educational institutions in your community ▪ Local police, fire, ambulance/first aid groups and special emergency services ▪ Community service teams and volunteer groups ▪ Youth groups ▪ Seniors associations ▪ Local media ▪ Local businesses –i.e. shops, banks, real estate ▪ Local sporting clubs ▪ Local community clubs – Lions, Rotary etc ▪ Local religious groups ▪ General community members	▪ Workers compensation and insurance agencies ▪ Tourism and hospitality organisations ▪ Financial institutions ▪ Local businesses –i.e. shops, banks, real estate ▪ Local members of Parliament and other elected officials related to our community or safety activities ▪ Red Cross, St. John Ambulance, YM/YWCA groups ▪ Trade/industry associations ▪ Other groups linked to injury prevention, health and safety promotion. ▪ University students studying related degrees

3.2 Events calendar

An online events calendar can be accessed from the CSM webpage at www.iccwa.org.au.

The events calendar is a useful tool for you to see what other events/activities are occurring during October. Events on the calendar may provide opportunities for your agency to support other community groups, meet new contacts or engage with specific populations, and/or to participate in the activities.

3.3 Register your event

The registration form can be downloaded from the CSM webpage at www.iccwa.org.au. If you are planning to host an event/activity, or know of other events/activities occurring in and around your community, please complete the CSM Event Registration Form and return to:

Safe Communities Project Officer
ICCWA
City West Lotteries House
2 Delhi Street
WEST PERTH WA 6005
Fax: (08) 9486 7955
Email: smckerracher@iccwa.org.au.

4. Event Evaluation

ICCWA will be evaluating the WA CSM campaign on a statewide level. Your event/activity evaluation helps ICCWA gather feedback and information on what other groups and communities did during CSM. This information is useful for the CSM reference group and ICCWA to consider when coordinating future CSM campaigns.

4.1 Evaluation will help you determine the success of your activities

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

- To help determine whether or not you met the objectives and goals of your event/activity –i.e. has it 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 groups you targeted at your event/activity; and
- To give you insight into what you might change in the future.

4.2 Different ways you can evaluate your event/activity

The most effective evaluations are planned from the beginning of your event/activity when you are planning all the other components associated with it.

You can evaluate your local event/activity through simple measures, such as recording how many people came to your event or developing a small survey to give attendees who participate in your event/activity.

Photos of activities and events that your group hosts and/or attends also 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 CSM in future years.

4.3 CSM event organiser survey

An evaluation questionnaire for event/activity organisers has been included in attachment A. 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.

5. Promoting Your CSM Event

5.1 Networks

Promoting your plans for CSM events and activities through your networks can be a very cost effective method and has the capacity to reach many networks of people. Consider contacts you know through different community groups, schools, sporting clubs, businesses and work circles that can assist you with promotion of your event/activity.

5.2 Media coverage

Benefits of media coverage, particularly if engaged earlier, include:

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

To generate media coverage, consider both media relations and advertising.

6 Media Toolkit

6.1 Logos for CSM

All groups hosting CSM events are welcome to use the ICCWA and CSM 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.

6.2 Sample media releases

Media releases are traditionally used to provide news to media sources such as newspapers, radio, and television stations. The sample media release provided in attachment B will be a useful template for you to use to promote your event. You may wish to redevelop your own, or simply insert relevant details for your event to the one provided.

A further suggestion is to provide a photo opportunity and contact details for a media spokesperson, should the media wish to pursue these opportunities for more information and pictures.

6.3 Sample community service announcement

Community service announcements are similar to a short media release. They are useful to use when promoting your CSM event or activities verbally (for example on radio or at other community events etc. The sample community service announcement provided in attachment C will be a useful for you to use to promote your event.

Attachment A – CSM Event Organiser Survey

Community Safety Month 2009 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? ☐

OR

Is this an event you planned specifically for Community Safety Month? ☐

c) How many people attended your event? _____

e) Did you evaluate your event? (Please mark the box) ☐Yes / ☐No

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

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

e) Do you think the event increased awareness of Community Safety? ☐Yes/☐No

Please explain your response (Why/ Why not?) _____

_____

_____

_____

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2. Resources

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

Community Action Kit	☐1	☐2	☐3	☐4	☐5
Community Safety Month Webpage	☐1	☐2	☐3	☐4	☐5
Poster 1 – Event Promotion Poster	☐1	☐2	☐3	☐4	☐5
Poster 2 – Community Safety Month Poster	☐1	☐2	☐3	☐4	☐5
Online Calendar of Events	☐1	☐2	☐3	☐4	☐5

4. What other suggestions/recommendations do you have for Community Safety Month 2010?

_____

_____

_____

_____

_____

Thank you for completing this survey!

Please return to by **27th November 2009**

Safe Communities Project Officer
Injury Control Council of Western Australia (Inc)

City West Lotteries House
2 Delhi Street
WEST PERTH WA 6005

Fax: (08) 9486 7955

Email: smckerracher@iccwa.org.au

Attachment B – Skeleton Media Release

(INSERT DATE)
Media Release
(INSERT TITLE)

The (INSERT ORGANISATION NAME) is taking leaps and bounds to show Western Australia that they are not taking the issue of Community Safety and Injury Prevention lightly.

To coincide with Community Safety Month WA in 2009, (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 2009 from (INSERT TIME) and aims to (INSERT AIM).

(INSERT ORGANISATION) 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 2009 and applauds (INSERT ORGANISATION) 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 safety promotion in our community.”

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

The (INSERT ORGANISATION NAME) is one of many organisations joining forces during Community Safety Month to hold an event that addresses one of the above areas.

(INSERT NAME OF CEO) of the (INSERT ORGANISATION), (INSERT NAME) says, “We have identified (INSERT SAFETY AREA i.e. Senior Safety) as an area we can improve on.

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).

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

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Attachment C – Skeleton Community Service Announcement

(INSERT TITLE)
Community Service Announcement
(INSERT TITLE)

As part of Community Safety Month in 2009, the (INSERT ORG. 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 call (INSERT EVENT COORDINATOR)

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

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