



Emergency Services Foundation Scholarship Report

**Toronto, Ontario, Canada
Rainy River, Ontario, Canada
Montreal, Quebec, Canada
Vancouver, British Columbia, Canada**

**“To investigate models of broad based community safety
and injury prevention initiatives and coalitions with a view
to greater fire service/emergency service involvement”**

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May, 2002**

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Sharon Landers
May, 2002

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EMERGENCY SERVICES FOUNDATION SCHOLARSHIP COMMUNITY SAFETY/INJURY PREVENTION AND THE ROLE OF THE EMERGENCY SERVICES

Executive Summary

Introduction:

Increasingly, concepts such as prevention, early intervention, whole of government, program sustainability, community safety, partnerships, access and equity and social capital are guiding the strategic direction of government policy. The Bracks government's *Growing Victoria Together* and the Department of Justice's Strategic Directions 2002-2006, are two key documents that outline relevant current government policy related to community safety and key performance objectives of the Emergency Services and their roles in achieving the stated outcomes. Each of the Emergency Services has an important role to play in moving forward to incorporate these concepts, to work toward objectives and outcomes outlined in these policies, and to come to grips with their role in community safety initiatives and policies as they apply to all or individual agencies. An important framework is the adoption of Local Priority Policing by Victoria Police across the state to deliver more effective police services that satisfy community needs and expectations. A major component of LPP is the formation of Local Safety Committees, involving other emergency services and local stakeholders, and promotion of the concept that community safety is not solely focused on crime prevention, but is comprised of many factors, as it relates to individual and community well being.

In keeping with this trend, the Metropolitan Fire Brigade has adopted for its vision "Partners in Community Safety" and recognises the need to increasingly work alongside community groups to help them become more confident and self-sufficient, to work alongside other emergency services, looking for cooperative ventures and resource sharing, and to respond effectively to community needs and perceptions.

It is within this context, and in my role as Community Education Officer at the Metropolitan Fire Brigade, that my proposal for an Emergency Services scholarship was put forth: to investigate models of broad based community safety and injury prevention initiatives and coalitions with a view to greater fire service/emergency service involvement. At the time of submission of my proposal, my interest was predominantly with the fire services and their contribution to community safety and to partnering other organisations such as local government, service providers, schools and other emergency services to achieve these broad based aims. Since that time, I have added another dimension to my interest by undertaking a secondment to Crime Prevention Victoria as Assistant Director of Community Information and thus have become more actively interested and involved in the role of police in each of these issues.

There are two internationally recognised safe communities' models that I wanted to study as a starting point for this scholarship. The Canadian Safe Communities Movement, fathered by Paul Kells, is a national model of community safety

coalitions. The second is an international model auspiced by the World Health Organisation through the Karolinska Institutet in Sweden, a model to which three of Victoria's Local Government Areas, City of Hume, City of LaTrobe and the City of Melbourne, have been accredited. The former takes a workplace safety starting point to community safety building while the latter takes an injury prevention focus. The former is a grass roots model, while the second is a top down model.

The timing and location of the scholarship was facilitated by the fact that Canada was hosting two international conferences related to the topic of my study: The 11th International and 5th National Conference on Safe Communities and the 6th World Conference on Injury Prevention and Control. The timing of the conferences meant that proponents of both movements would be together at one or both conferences. My move to Crime Prevention Victoria also opened a number of doors for me to pursue the role of police in the area of community safety and afforded me an introduction to the Vancouver Police Board to round out the balance of the study.

Schedule:

A full timetable of the meetings, contacts and organisations visited is attached in Appendix A. These will be discussed in greater detail in the body of this report.

Key Learnings:

As a result of these meetings and attendance at two conferences, a number of key learnings emerged and often repeated themselves. Some are self-evident. Many relate to the manner in which Victoria's Emergency Services already conduct their business; some will be easily transferable to the Australian situation; others need further research to evaluate their ability to be replicated, and still others need to be incorporated individually by the various emergency service organisations as part of their business plans, culture and training.

A summary of the key learnings appears below. In most cases they will be discussed in further context in the body of this report as they relate to particular organisations, initiatives and policies.

1. In the initial stages of coalition building, it is sensible to target those organisations, industries, groups that are keen to be partners and to worry about the resistant ones later.
2. Sustainability is an issue for all community coalitions and individual programs and initiatives, many of which are based on volunteer input in Canada. There is a strong need to have procedures in place for maintenance, implementation and sustainability of any program.
3. It is important that community based programs are driven from the bottom up and not imposed from the top down. It is important to capitalise on community momentum.

4. Never underestimate the importance of champions, often a local ambassador who has been impacted by the issue you are trying to resolve and who can personalise your message.
5. It is of utmost importance to make the economic argument for community safety and prevention of any type. This is the only way that many people will listen to you. We need to find ways to justify the costs of prevention work and not treat it as an afterthought or a “secondary” goal.
6. One of the major aims of any agency or program aimed at prevention is to work toward making it socially unacceptable to.....(whatever the message is). The community has great power in making various aspects of safety immoral – drinking and driving, not wearing seat belts, not using child restraints.
7. A key component of any community safety initiative/program is to evaluate from the start and recognise those parts of any initiative that are capable of being replicated.
8. The first priority is to determine people’s receptiveness to your message.
9. Most organisations recognise and capitalise on the power of youth and their input into the creation of cultural change.
10. A key way of tapping into young people is to look for ways to get involved in changing the academic curriculum so that all young people have the potential to be reached through the school setting.
11. There is a real need for training for emergency services workers who are involved in community development/liason work – these people need to have facilitation skills and a good understanding of community/coalition building.
12. There is a need to break down the silos – health and safety must be embedded in all aspects of the community as a natural part of the culture.
13. Likewise safety issues need to be linked for the greatest benefit – a good example is the National Fire Protection Association’s Risk Watch Program. Their core business has always been fire safety education; now they are promoting fire safety in the context of injury control as the effectiveness of their messages is multiplied by a cooperative effort.
14. The workplace is an excellent conduit for safety messages – workplaces are part of the community and often many of the same safety issues present in the workplace are present in the home and other community venues.
15. With reference to whether community safety benefits more from a grass roots or top down approach – specific communities need to make their own choice; the community must listen to the research and expertise at the top; the top must listen to the needs of the community.

16. There are 10Cs to success in community safety initiatives: coalition, champion, careful planning, compelling case, credentials, continuity, creativity, camaraderie, and commitment.

Conclusions:

There is no doubt that Victoria is undertaking a range of best practice initiatives in terms of Community Safety and the role of the Emergency Services in the spectrum of issues that encompass community safety. There are some clear links between the ways the Victorian Emergency Services conduct business, establish partnerships, engage in community building, serve the community and link emergency response systems with prevention programs and objectives and the systems operating in Canada. It is often only when viewed from this perspective that the quality and quantity of work being undertaken in this area at home is appreciated.

However, the obvious benefit of travelling overseas to meet with people involved in similar or related areas of interest is to compare and contrast, to look at possibilities for program replication, to reject or accept, to be inspired by new ideas, to consolidate thoughts and to question new or firmly entrenched ideas on the ways of doing things.

There are also numerous opportunities to become involved in an international movement, one where an ongoing exchange of information, advice, and even ongoing professional face to face opportunities for exchange can be continued.

Sharon Landers
Emergency Services Foundation
Scholarship Recipient 2002
July 25, 2002

April 29, 2002
Safe Communities Canada, Toronto, Ontario
Paul Kells, Founder
Pat Coursey, President
Donna Russett, Program Director

Background:

The Safe Communities Canada Foundation was formed in 1996 as a national, not for profit organisation dedicated to making Canada the safest country in the world to live, learn, work and play. The foundation was the inspiration of Paul Kells whose son Sean died as the result of a workplace injury incurred three days into his first job.

The Safe Communities Foundation believes that all injuries are predictable and preventable and works in partnership with the private and public sector to improve the health and safety of workers and people throughout the community.

There are currently twenty-nine participating Safe Communities in Canada. Working with the foundation and their partners, their goal is to eliminate injuries while promoting a culture of safety through the implementation of programs and education.

Through private sector partnership with government organisations, the Foundation provides 40% of the initial funding for communities to become "Safe Communities" in the first year, 60% of the first year's funding in the second year and then expects communities to become self-funded. The community must establish a steering committee and develop an action plan to achieve improvements in health and safety.

In its short history, the Foundation has managed to secure financial support from Canada's five major banks, Canadian Rail and a range of national workplace safety partners to assist with the establishment of local safety coalitions. Individual communities have all relied on the sponsorship of their local businesses, emergency services, schools and individuals to support their efforts.

Communities that seek assistance from SCF to establish their coalition are driven from the bottom up and are effectively grass roots coalitions, largely dependent on volunteers within the community for the initial impetus and subsequent sustainability. Each of the coalitions is very proactive in getting local champions to support their efforts in a range of ways.

The initial focus for a Canadian Safe Community is workplace safety. This is largely as a result of the concerns of Paul Kells and the support of a number of the Foundation's key partners that he has attracted. Workplace safety is also a good place to start on the community safety spectrum because businesses in small communities are an important part of the community and most of their workers not only work, but also live in the community. Targeting workplace safety also allows targeting of young people who are new to the workforce as part of the school curriculum. Ultimately, the workplace becomes a major conduit of safety messages and practices that translate into all aspects of living.

Implications:

Paul Kells was the first of many inspirational champions for safety that I met on this Canadian study trip. He has taken a personal tragedy and through his efforts is working toward a change in national attitudes about safety, in particular the workplace safety of young people.

His efforts are tireless and unending. In our meeting Paul described his vision for the future of the Foundation, more recently confirmed by an email from the Foundation. "As of June 1, 2002, Paul Kells will shift his total personal and professional focus to champion injury prevention across Canada and other countries. He will build on the tremendous momentum that has been created over the past few years to devote his full-time efforts to a breakthrough leap forward in injury reduction of all kinds across Canada. He is committed to changing the public's perception so that everyone accepts and believes that all injuries are predictable and preventable.

To this end, Paul is pursuing four key goals:

1. To create and help sustain 500 Safe Communities in Canada by 2007.
2. To join together 1,000,000 young people across Canada as Passport to Safety holders (see Industrial Accident Prevention Association) within 5 years.
3. To help connect, leverage and maximise injury awareness strategies and injury reduction results among public, not-for-profit and private sector organisations.
4. To help create a movement/organisation of parents, families and friends of injured people and injured young people dedicating themselves to help people cope with the emotional trauma of injury and to provide a positive outlet for those impacted by injuries to serve as volunteers in various organisations, including Safe Communities."

Paul has also co-signed with Michael Bourne, Director of Crime Prevention Victoria, a bi-lateral agreement to share information, data and strategies and ideas that work in the area of community safety.

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May 1, 2002

The Ontario Service Safety Alliance (OSSA), Toronto, Ontario

John Baker, President and CEO

Barb Burns, Product Development

Mike Sheluk, Consultant

Susan Kanin, Product Development

Background:

OSSA is one of the Safe Community Foundation's partners, a progressive and new organisation (5 years old) that services five major industry areas: Retail and Wholesale Distribution, Tourism and Hospitality, Restaurants and Food Service, Office and Related Services, and Vehicle Services. Because of the nature of the industries they serve, OSSA has an important role to play in the education and training issues in the workplace, specifically relating to young people. Many of their target audience run small businesses, often family run businesses. Their vision statement is in order "to help create injury-and-illness free workplaces, we connect people and companies with the means to make health and safety an integral part of their business."

Implications:

Because of the differences in the nature of the business of OSSA as compared with the nature of the emergency services, the major benefits of visiting this organisation were related to issues of process. OSSA's representatives presented a range of interesting and replicable processes that have implications for the way that some of the emergency services do business. These include the following:

- A very strong community presence through a large consulting staff in order to work more closely with their clients – many of them are members of Safe Communities Steering Committees.
- The need for this consulting staff to be "process consultants" rather than "technical consultants" – their expertise is in "how to" in the area of customer service rather than the technical side of the work. Their expertise is first in partnership and customer service building rather than the specific health and safety issues faced by their clients.
- A strong knowledge management focus – a major component of which is an annual "Environmental Scan – Trends and Impact Analysis" which aims to examine events that currently affect OSSA and OSSA's client base.
- A regular tracking of perceptions and practices related to workplace safety of companies that have worked with OSSA in comparison to the overall attitudes and behaviour of the industry. A substantial amount of money is designated for this task annually.

- OSSA, like many of the organisations visited, recognises the importance of making the economic case for safety and this regular tracking helps to contribute to that case.
- A lot of their program work is targeted to young people – they can facilitate change in the workplace by being knowledgeable about their rights and responsibilities; some will also become small business owners in the future.
- To this end OSSA participates in the delivery of the Young Worker Awareness Program (YWAP) a compulsory workplace health and safety education program for Year 9 and 10 students in Ontario.
- OSSA is involved in the development of a Centre for Excellence for Workplace Safety partnering a number of health and safety organisations including the Industrial Accident Prevention Association. (See next entry)
- OSSA invests heavily in its staff and in staff participation in its business. Twice per year staff are taken off line/off site for a week for professional development purposes organised by staff and dealing with issues such as internal integration, working in teams, client services, change and the tools for change.
- OSSA also encourages its staff to contribute to local community by volunteering for a local charity and gives them monthly paid leave to do so.

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The Ontario Service Safety Alliance

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May 1, 2002

Industrial Accident Prevention Association (IAPA), Toronto, Ontario

Maureen Shaw, President and CEO

Tony Pitts, Manager

Carolyn George, Community Education Officer

Background:

The IAPA is another partner of the Safe Communities Foundation, a not for profit, member driven organisation, established eighty-four years ago and dealing with the larger industry and manufacturing sector, 47,000 firms and 1.5 million employees. IAPA is funded by the Workplace Safety Insurance Board. They are a large organisation with 225 staff across the province and 75 staff in the head office in Toronto. IAPA's vision is "a world where risks are controlled because everyone believes suffering and loss are morally, socially and economically unacceptable". Their mission is "to improve the quality of life in workplaces and communities we serve by being an internationally recognised leader in providing effective programs, products and services for the prevention of injury and illness."

The IAPA has developed a number of very important programs targeted at young people just entering the workforce. IAPA believes in the power of youth as change agents. Their program LINK (Learning Innovative New Knowledge) is a multi-media interactive stage show produced and presented by young people for young people. LINK aims to educate young workers about their rights and responsibilities and to increase their awareness of potential hazards in the workplace and the link between the workplace and other aspects of their lives. An example of the types of innovative programs that have been piloted in 2001 are a games show and a personal protective equipment fashion show.

The Young Workers Awareness Program (YWAP) aims to address the issue that in Ontario, 15% of workplace injuries occur in the age group 15-24. In 1999, fourteen young workers died in Ontario workplaces, many of these in the first few days on the job.

YWAP is not a training program but rather an awareness raising program about hazards on the job and young workers' rights and responsibilities.

YWAP is delivered free of charge by volunteers, including people who work for IAPA and OSSA, to school groups, clubs or a group of new workers on the job. There would certainly be scope for some of Victoria's emergency service organisations, firefighters and ambulance officers, in particular, to be trained as deliverers in a program such as YWAP, especially, in the case of firefighters, for businesses and industries where dangerous goods and fire hazards may be key risk factors in the work environment.

As well as developing the program, IAPA staff and volunteers also participate in the delivery of YWAP across Ontario.

After attending a YWAP session, students are issued with a “Passport to Health and Safety” a small booklet in which they can record all health and safety courses they undertake, including CPR and First Aid Training, any training courses, and even courses for babysitting, safe driving, or water safety. In many of the Safe Communities, the “Passport” can assist students in getting a job, with many employers considering the “Passport” as a bonus.

Implications:

Although IAPA’s key focus is workplace safety, as is OSSA’s, once again there were a number of interesting strategies and approaches to community education and prevention issues that can carry over to the emergency services.

- The IAPA relies very heavily on its safety ambassadors, in their case Paul Kells and Maureen Shaw for their credibility in the promotion of the workplace safety messages.
- Many of IAPA’s communications campaigns involve local ambassadors who have been personally impacted by a workplace injury or death.
- The IAPA supports the hosting of an international conference for any community/organisation/group of partners as an excellent way to get people excited about your message and to promote the good work you are doing.
- The IAPA relies heavily on regional volunteers to support their work, supported by a paid full-time staff member. They are invaluable in community development work.
- Community development skills need to be taught and learned. IAPA offers a week long course in facilitation skills.
- It is important to recognise and celebrate the high points you have achieved.
- In order to maintain interest in impetus, IAPA holds seventeen regional conferences per year.
- Like OSSA, IAPA also encourages its staff to volunteer for local charities in paid company time. By volunteering, IAPA staff help to connect the organisation with the communities they serve.

Contact Details:

Industrial Accident Prevention Association
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May 2, 2002

**Workplace Safety and Insurance Board (WSIB), Toronto Canada
Terrance d'Souza**

Background:

The WSIB is the last of the workplace safety partners of the Safe Communities Foundation visited. WSIB oversees Ontario's workplace safety and training system, provides disability benefits, monitors the quality of health care and assists in early and safe return to work. They are the funding body for a number of the workplace safety service deliverers such as OSSA and IAPA. If there is an equivalent in Victoria, it would be Worksafe.

WSIB works in partnership with the Safe Communities Foundation in a range of ways including the Safe Communities Incentive Program (SCIP). SCIP is an insurance incentive for small businesses participating in the local Safe Communities Program. Under SCIP, businesses can receive a fixed 5% rebate on their WSIB premiums when they complete the program requirements. As well, WSIB will provide access to a health and safety consulting team and a range of programs and resources to help the businesses better manage health and safety and better evaluate these programs to reduce accident costs.

Part of the rationale behind SCIP is to assist small businesses in particular to focus more strategically on health and safety for their workers. The Safe Communities focus as well helps small businesses align themselves to other businesses in their community, a more likely outcome than their linking with provincial or national resources that may provide them with assistance.

The amount of rebate to the businesses in a small community can be quite substantial. The businesses in Brockville, Ontario, for example received close to \$200,000 in rebates over a two-year period and Rainy River received \$210,000 in 2000, money which can then be utilised on further health and safety initiatives.

WSIB is also strong in the area of injury prevention in the workplace, in particular with young workers, hence another strong alliance with the Foundation. WSIB funds a number of the programs targeted at young workers, in particular the Young Worker Awareness Program (YWAP) and the Passport Program. (See IAPA)

Contact Details:

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May 6-May 9, 2002
11th International and 5th National Conference on Safe Communities
Rainy River District of Northwestern Ontario, Canada

Background:

Fort Frances in the Rainy River District of Northwestern Ontario (1800 kilometres from Toronto) was the host of the 11th International and 5th National Conference on Safe Communities. This predominantly timber area of approximately 9000 residents, a Canadian Safe Community since 1995, was receiving accreditation as a World Health Organisation (WHO) Safe Community.

The interest in safety in Fort Frances started over 10 years ago when the town's paper mill Abitibi was recognised as the safest paper mill in Canada. A committee of the Business Improvement Area decided to take on the challenge to meet the WHO criteria as an accredited safe community. The foundation of a safety coalition had already been established, and it became a matter of "filling in the gaps" and developing new and extending existing partnerships to fulfil the criteria required by the WHO. Even though the WHO's approach to Community Safety would be considered "top-down", the Rainy River Coalition's bid for accreditation was very much grass roots.

The "theme" for the conference, and indeed, for the efforts of the Rainy River Community in earning their accreditation was "SEEDS": Safety, Education, Equal Opportunity, Dedication and Sustainability. The Conference was an excellent example of people working together to achieve a common goal. There were over 900 volunteers from within the community who organised this international conference for close to 200 delegates: catering, decorating, organising, chauffeuring, billeting, cleaning, speaking, entertaining and getting involved in every other imaginable aspect of conference organisation.

There were a number of interesting sessions from the point of view of integrated community safety systems and the role of a range of organisations within this system. Below is a summary of several of these sessions:

NFPA – Merri-K Appy – Risk Watch

Merri-K Appy, the Vice President for Community Education, at the National Fire Protection Association in Boston, spoke about the NFPA's program, Risk Watch, an integrated injury prevention program for students in Grade 1-8. With the introduction of Risk Watch in 1998, the NFPA took a large step toward an integrated approach to injury prevention. No longer was the NFPA interested simply in fire safety and fire prevention but they broadened their focus to consider fire safety in the context of injury control. Merri-K conceptualises the Safe Communities movement as a three-legged stool with Safe Communities as the seat and Education, Engineering and Enforcement as equally important "legs" that underpin the seat. In the same way, Risk Watch is the seat of a three-legged stool with home, school and community underpinning the program or the "seat". None of these exist in isolation and without one "leg" the program or the safe community falls down.

Merri-K attributes the success of the Risk Watch program over the last five years to the “10 Cs” of Success – the Champion Model: coalition, champion, careful planning, compelling case, credentials, continuity, creativity, camaraderie and commitment.

Contact Details:

Website: www.nfpa.org

The Growth of the Rainy River Safety Coalition – Doug Anderson, Chair of the Rainy River Safety Coalition and SEEDS Conference

Doug Anderson's presentation highlighted the history of the building of the RR Safety Coalition, from a range of isolated safety events and programs undertaken independently throughout the year to a consolidated integrated approach pulled together as a result of a bid to become a WHO Safe Community.

Activities such as safety nights, sessions on water safety at the pool, bike safety talks and programs run by individual organisations have been held in Fort Frances for decades. The turning point was the attainment of the title of “safest plant in Ontario” by one of the town’s major employers, Boise Cascade. A small committee of the Business Improvement Area saw this accolade as a social and economic development tool. Boise Cascade developed a system of “Boise bucks” for its employees to celebrate various safety milestones within the workplace. The “bucks” could be redeemed by employees in shops within the community, so the system became a winner for Boise, their employees and the businesses within the community. The underlying rationale was that people needed to translate safety at work into safety at home and in other aspects of people’s lives. Other businesses also started to think about making savings through safety at work, and hence the impetus for the Safe Communities bid began.

Contact Details:

Doug Anderson
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Peacebuilders – Dr. Gayre Christie

Dr. Christie’s presentation on the Peacebuilders Program, adopted in some Queensland schools from its origins in the US, outlined the aim of the program to address the issue of violence prevention in schools. Through starting early, reducing the perception of threat felt by some students, increasing young people’s competence and resilience, Peacebuilders aims to prevent violence and aggression and school exclusion in the long term.

Dr. Christie is working with a couple of schools in the Melbourne area, and it would be interesting to have him meet with people tackling family violence and school bullying issues.

Contact Details:

Dr. Gayre Christie
Peacebuilders Australia
PO Box 1919 Milton, Queensland
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Injury Prevention is a Good Investment – Dr. David Sleet, CDC Atlanta

Dr. Sleet's presentation made an economic case for injury prevention and community safety initiatives. He claimed that for every \$1.00 spent on Injury Prevention, \$45.00 would be saved in "injury claims". For every \$1.00 spent on Safe Community Coalitions, \$40.00 would be saved. The CDC has allocated \$4m in research to determine what works and how to get these programs and ideas out into the community.

Dr. Sleet looked at the three strategies surrounding a public health model of prevention and what made each of these work.

In order for Education to work, a number of steps must be taken:

- People need to be exposed to the information.
- People must understand and believe the information.
- People must have the resources to make the desired change.
- People must derive benefits from the change.
- People must be encouraged to continue with the changed behaviour.

For legislation to work:

- People must know what the law requires.
- People must be capable of complying with the law.
- People must be willing to comply with the law because
- People derive benefits from it.

In order for Engineering and Technology to work:

- The technology must be reliable and effective.
- The changes must be acceptable to the public.
- The design must dominate the marketplace.
- The technology must be compatible with the environment
- People must understand how the technology works.

Contact:

Dr. David Sleet
Centre for Disease Control, Atlanta, Georgia

May 12-May 15, 2002
6th World Conference on Injury Prevention and Control
Montreal, Quebec

Background:

The World Conference on Injury Prevention and Control was a marked contrast to the Safe Communities Conference in Rainy River. There were over 1500 delegates from all over the world and from a wide range of backgrounds attending hundreds of sessions over the four days of the conference.

The Conference streams included presentations on road safety, occupational safety, sport and leisure safety, home and institutional safety, suicide prevention, violence prevention, post-trauma care and rehabilitation, cross-disciplinary themes, perspectives from low income countries and product safety and standards. There was an equally large and varied range of poster presentations on various studies and programs being undertaken throughout the world on a myriad of injury and trauma related topics.

The keynote speakers were all intent in presenting some key overarching themes that had relevance for as many people in the audience as possible. One, in particular, Dr. Simon Chapman from the University of Sydney, lamented the neglect of advocacy as a discipline within the public health and injury prevention fields. Many of the comments he made about injury prevention could quite easily be translated to many of the types of issues faced by the emergency services including victimisation and individual responsibility and the need to promote our community safety messages more loudly, clearly and strategically.

Dr. Chapman argued convincingly that the media are crucial in moving public health problems (read emergency services/crime prevention) to solutions and therefore how important it is to strategically plan for media involvement in any public health issue. It is an important tool, in particular, for researchers in order to grab the attention of policy makers who can then effect change.

Dr. Chapman continued to say that data is just the start of advocacy and you need to turn the data into a compelling issue that captures the values that underscore community support. He referred to “outrage factors” in injury that need to be played up in any media campaign. These “outrage factors” could just as easily be applied to crime or an emergency event:

- Sudden, not chronic
- Personally and communally catastrophic
- Often due to the action and omissions of others
- Frequently affect vulnerable populations
- Victims are identifiable, not statistical
- Readily preventable (therefore, someone is responsible)

Given that violence prevention is an issue that is relevant to my current position at Crime Prevention Victoria, I attended a number of sessions on this issue. Larry Cohen of the Prevention Institute in Oakland, California, presented several sessions

on violence prevention, one on “Advancing an Interdisciplinary Approach to Violence Prevention”, one on “Bridging the Gap between Intentional and Unintentional Injury” and “Community Input for a National Injury and Violence Prevention Strategy”. As his titles suggest, Dr. Cohen advocates an integration that links crime, violence and injury and necessitates community as part of the process to develop strategies to deal with each and/or all of these issues. His main points in putting his case of the linkages included:

- A comprehensive approach has been proven to work
- Oppression and economic issues are factors in injury and crime
- Survivors of injury and crime can be vital advocates
- Primary prevention efforts often meet resistance
- Media is part of the problem and the solution.

He makes the point that local wisdom must be a key element of a national (as well as local or statewide) strategy. Based on forums held throughout the US in 2001, the following guidelines were determined in developing statewide or national policy:

- Build the capacity of and support local efforts
- Increase public understanding the value of injury and violence prevention
- Intensively address the needs of the populations most at risk for injury and violence
- Ensure leadership for injury and violence prevention.

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Another session of interest was held at the International Conflict Resolution Centre in Montreal which has as its main focus the training of teachers to improve their own conflict resolution skills as well as to teach children a range of skills in mediation, life skills and the resolution of conflict in ways other than violence. The overall program introduced to schools involves sessions on Conflict Resolution for Teachers and sessions on Peer Mediation for students. The peer mediation is open to children who are selected by their peers to be part of a school mediation team. These children undergo ten hours of training and then work as part of a team to resolve various types of conflict in the school. The program evaluation has indicated that there are not necessarily fewer conflicts but more importantly there are a number of differences in the ways that conflicts are resolved.

Contact Details:

International Conflict Resolution Centre

Website: www.circm.com

Rupert Kisser from Vienna, Austria, gave the results of his study “A Standardised Model for Community Safety Promotion Evaluation” which has important methodologies for all of the emergency services. The template that he provided was similar to the hierarchical evaluation undertaken in a number of fire safety programs initiated by the MFB and based on the US Tri Data model of evaluation.

Dr. Kisser used as his model, the community of Vorarlberg in Austria, the first Safe Community Program in Austria that started in 1994. The evaluation model requires the following elements:

- A thorough description of all of the promotional activities
- A quantitative analysis of all of the media coverage
- A household survey on knowledge and attitudes toward and practice of the safety recommendations or activities
- A public awareness poll of the program/initiative and its general appreciation
- A further household survey registering all injuries of the past year
- Routine health statistics

The results for this particular community were a bit inconsistent, but overall the model was useful in that it attempts to reflect people’s reactions to different interventions from a range of perspectives. As well, a standardised evaluation procedure is the first step toward the ability to compare different projects as well as to develop a deeper understanding of how safety promotion functions.

Contact Details:

Dr. Rupert Kisser
Vienna Austria

May 3, 2002 and May 21, 2002 Hamilton Safe Community Model and Brockville Safe Community Model

Background:

Hamilton in far western Ontario and Brockville in southern Ontario are two of the Canadian Safe Communities. Meeting with representatives from each of these coalitions provided an opportunity to see the model in action.

Hamilton is a large regional industrial centre which has a strong community safety focus spearheaded by its Board of Directors, a group of civic minded volunteers with representatives from police, fire brigade, health department, chamber of commerce, workplace safety and local business. I had the opportunity of attending one of their Board of Directors meetings, held on a monthly basis as a working breakfast meeting. The coalition also has a paid Executive Officer, Dennis Concordia, who actions and drives the decisions of the board.

Dennis' office is supported by the Canadian Centre for Occupational Health and Safety (CCOHS), an in kind support system that was replicated in a number of the Safe Communities visited. Much of the work of the coalition was done to raise money to introduce and support local safety initiatives. An annual event is a "Dinner Roast" of a well-known Hamilton identity, attended by over 500 people and raising over \$50,000. The roast is a good opportunity for local businesses to become involved by donating services, prizes for the auction held at the dinner and taking out advertising in support of the function.

Hamilton is very linked into a number of the programs provided by the WSIB, including the SCIP program. The coalition is also very keen to link into a number of programs for young people in the workplace and volunteer their time to deliver these programs. At the time of my visit, they were devising a new workplace safety program for young people going into seasonal work during their school holidays. It was their aim to have this "Student Safety Awareness" Program mandated into the high school curriculum and to offer it to other Safe Communities as an initiative.

Brockville is a smaller town in southern Ontario on the Great Lakes. Its major industries are DuPont and Proctor and Gamble. Brockville is one of the few cities which has both the Canadian Safe Communities accreditation as well as the WHO accreditation.

My interest in Brockville stems from my attendance at the inaugural Risk Watch Conference held in Washington DC in 1998. Brockville was one of the pilot communities for the program and there was every indication that their interest in safety and injury prevention was a sustainable one.

Brockville provided an interesting change from the other communities and avenues I had pursued, in that the strongest support for Safe Communities in Brockville comes from the health sector and the emergency services sector.

The co-chairs of the Brockville Safety Coalition are Ruth Kitson, Director of the Victorian Order of Nurses (VON) and Barry King, Chief of Brockville Police. Their Executive Officer is Denise Kall, a public health nurse on a funded secondment from the Public Health Department, and housed in the Offices of Chief King.

There was very definitely a crime prevention focus in Brockville, undoubtedly because of Chief King's interests. Brockville runs the Community Orientated Policing Services (COPS) and funds Citizens Police Academies that provide 12 hours of training for volunteers interested in crime prevention initiatives. They have placed a \$25.00 levy on all fines, in particular traffic tickets, which helps to fund a number of their community safety programs. There is also a strong focus on services for victims, mandated by the Police Act. One of the programs discussed was the Victims' Crisis Unit where counsellors and volunteers go out into the community in teams to assist victims of crime.

The issues for Brockville in terms of community safety are much the same for all communities: funding and resourcing. In order to sustain a number of the heavily resource intensive programs and provide accessibility to the programs by all relevant parties, there is need for more money and more quality people. Fundraising takes place for each of the programs they provide, so the issue of sustainability is foremost in people's minds.

In order to maintain their WHO accreditation which mandates that communities must support international efforts, Brockville is mentoring Belarus as a sister city and has been sending teams there and exchanging ideas on how best to create and sustain a safe community.

Implications:

One of the ways for sectors or organisations to ensure that their interests and agendas are best served in the community safety sphere is to support a paid worker to assist coalitions to move forward. This support can be in a range of forms, from actual secondment, to sharing the cost of an individual's salary, to providing office space and office equipment. Both the Hamilton and Brockville model relied very heavily on the volunteers of their coalition, but both admitted that the need for an Executive Officer was paramount in order to carry out their decisions and initiatives.

Contact Details:

Dennis Concordia, Executive Officer
Hamilton Safe Communities Coalition
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Denise Kall, Executive Officer
Ruth Kitson, Victorian Order of Nurses
Barry King, Chief of Police
Brockville Safe Communities Coalition
Email: 2bsafe@brockville.com

**May 23-24 2002
Vancouver Police Board
Vancouver, British Columbia**

Background:

The Vancouver Police Board and its Executive Assistant Beth Nielsen were my hosts for the first two days in Vancouver. Beth organised a number of interesting activities that included the following:

Growbusters

Growbusters is a joint initiative of the Vancouver Police Department, City Hall, Fire Department and BC Hydro. The Growbusters initiative aims to identify and remove grow-ops (marijuana grow operations) in residential areas of Vancouver. Vancouver has an increasing problem with residential properties being used as commercial size marijuana grow operations. The dangers to the surrounding neighbourhood involve extreme fire hazards, home invasions, explosions from propane CO2 bottles and health risks emanating from pesticides and toxic black mould.

Once a search warrant has been issued, based on a number of indicators generally provided to the police by neighbours, this integrated team enters the house in question, checks the situation out and removes any dangerous items. The plants are confiscated. The owner of the property is then issued with a statement of repairs/improvements that need to be made to the house before it is again able to be occupied.

The Growbusters Team readily advertises by nature of a sandwich board prominently placed on the nature strip that a Growbust is in progress and also interviews adjacent neighbours to try to get more information about the location.

Contact Details:

Sergeant Tom Cork, Investigation Division

Drugs Unit 11, Growbusters

PH: 604 717 3349 PIN 758

Website: www.growbusters.ca

Collingwood Community Policing

There are a number of community policing “centres” located around the greater Vancouver area with emphasis on the community working together with the Police. The Collingwood Community Policing Centre is a shopfront in the heart of the main shopping strip. Collingwood CPC is the first of these centres, established in 1994 as a community response to a high crime area. The residents of Collingwood wanted a fully staffed police station, but budget constraints ruled this out.

A group of volunteers, including Chris Tsoulu, the current Executive Officer, decided to open the shopfront as a Community Policing Centre. One of the important issues at the start of this venture was developing a sense of trust between the police and the Community. Over the last eight years this has grown and currently the centre is a community-run, community-funded and community-based organisation. It is staffed by a team of over 400 volunteers with assistance from two Police officers assigned to the centre.

Collingwood CPC runs a number of crime prevention programs and initiatives. These include Pooch Patrol, where people out walking their dogs are the eyes and ears of the police and take note of any suspicious behaviour, especially as it relates to theft of or from motor vehicles; Bike Patrol; self-defence seminars and City Beautification Programs.

They also help to run Police Week in the area; Block Watch, a form of Neighbourhood Watch, and the Growbusters Program. There is a strong youth focus at the centre with many of the volunteers being teenagers donating their time after school and on the weekends. This has led to the “I Can Choose, We Can Choose” forums. These are peer education youth driven forums held at local schools dealing with issues such as drug and alcohol misuse and sexual exploitation. The aim of the forums is to help students to develop critical decision making skills in choosing a healthy lifestyle. It also provides opportunities for other young people to be mentors for primary aged students.

Contact Details:

Chris Tsoulu

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Website: www.city.vancouver.bc.ca/police/cpc
<http://crimprev.harbour.com>

Vancouver Police Community and Victim Services Unit Community Policing

The discussion with members of the Community Policing Unit of the VPD revolved around several issues including Citizens Crime Watch and a number of Special Police Units.

The Special Police Units of particular interest were those that linked a police officer with another professional, for example a mental health worker or a youth worker. Car 86, for example, was considered to be “the mental health car”, in that if there were an incident that was triggered by an individual with a mental illness, Car 86 would respond. The combination of a police officer and a mental health worker could deal with the situation more sensitively and efficiently, linking the individual immediately with appropriate services. There were similar partnerships that deal specifically with family violence issues. An evaluation report on this program is due shortly.

Crimewatch is another cornerstone program of the Vancouver Community Policing Unit. An operational police officer is in charge of Crimewatch and the 80 volunteers that are currently part of the program. For each patrol which occurs from 7:30pm-2:00am, any number of the 80 volunteers could be present. The volunteers work in teams of 2-3 people per car with their own radio frequency and laptop – all linked to the Police Officer's car. After a short briefing, and depending on the number of volunteers on a specific night, the Crimewatch team focuses its efforts on a particular area of the city.

The volunteers report any suspicious behaviours or sightings directly to the Officer on duty. The officer can then follow up any of the leads directly through the appropriate channels. The volunteers are not to pursue any leads themselves but report them to the officer who is in the neighbourhood and can respond safely and according to police procedure.

There is a very strict recruitment process and in the history of the program dating back to 1986, only 2 people have been asked to leave. People are required to do a minimum of one six-hour shift per month. Over 300 stolen cars have been recovered in the last 16 years as a result of the Crimewatch Program. This has led to a degree of funding from insurance companies, basically for the petrol costs of the volunteers.

Contact Details:

Sergeant Bill Goddard
Vancouver PD

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Email: bill_goddard@city.vancouver.bc.ca

Foot Patrol with the Vancouver PD

The last part of my visit to the Vancouver PD involved walking through East Vancouver with two police officers. East Vancouver has the highest crime rate of all of the postcodes in Canada. The area has severe unemployment and drug and alcohol problems as well as problems with homelessness. The police are mainly interested in maintaining a visible presence in the neighbourhood and trying to establish some type of rapport with some of the repeat offenders.

May 26, 2002
The Law Courts Education Society
Vancouver, BC

Background:

The Law Courts Education Society works in partnership with the Attorney General, Department of Education, the Judiciary and the Canadian Bar Association to provide educational programs and services about the justice system in Canada and British Columbia. The aim is two-fold: to help the public understand how the justice system works and to help people within the system to better understand the justice-related issues that different people in the community face. The rationale for the Society came from the Ted Hughes Report that recommended that there needed to be a system to better inform the public about the enigma of the legal system.

Their primary target audiences are schools, ethnic communities and communities of people with disabilities or special needs. Within the system, the Law Courts Education Society works with judges, lawyers and other court personnel.

There were a number of programs of interest including the Courtlink Auto Crime Prevention Program aimed at primary and secondary school students. The program is funded by insurance companies and involves presentations to students on a variety of issues such as keeping the family car safe and what to look for when you're buying your first car. There is also a component for youth at risk that deals with the consequences of stealing cars.

The second program which I witnessed first hand is Legal Quest, New Directions in Youth Justice. Students in Year 7 study a unit on the law, the final lesson of which is a visit to the Courthouse and the opportunity to participate in a mock trial in a real courtroom on an issue which they have chosen and prepared. Each of the students takes on a different role, for example the judge, lawyers, the defendant, witnesses, etc. and they prepare their parts prior to the actual day. On the day I visited, a father was suing the owner of an internet provider company because his daughter had become addicted to the internet and was browsing sites that he disapproved of. The students obviously enjoyed the experience and were very well prepared.

Implications:

The programs initiated by the Law Courts Education Society were very proactive and good examples of how the tertiary end of the spectrum can become actively involved in prevention. The involvement of people such as judges, lawyers, bail officers, etc. in the learning process, both for themselves and the community is a process worth exploring.

Contact Details:

Tiffany Lee, Regional Coordinator
The Law Courts Education Society of BC
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Website: www.lawcourtsed.ca

The People's Law School 900 Howe Street, Vancouver BC

Background:

The People's Law School works with community groups to teach people about the law. They are a non-profit organisation that provides community groups with reliable information about their rights and responsibilities under the law. The People's Law School focuses on keeping the public up to date about new laws and changes to the law.

The classes are presented by volunteers who have knowledge of and experience with the law. Classes are presented to school groups, youth clubs, senior citizens groups, any groups who are interested in a particular legal topic.

There are four basic programs run by the People's Law School:

1. English Language Program – People's Law School provides speakers for various groups about issues of concern for the community.
 - A major component of this work is the Youth Justice Schools Initiative that involves speakers talking to young people in schools about new laws and legal issues that particularly affect them. This can involve topics such as bullying, domestic violence and youth justice renewal.
 - Seniors Information – Volunteers speak to seniors about legal issues of particular relevance to them. An important component of this program is an intergenerational program where young people teach older people how to use computers.
2. Cultural Minorities Program – This program involves four full time staff presenting public legal education to people of non-English speaking backgrounds.
3. Publications Program – The People's Law School has a range of free publications in English and other languages on topics relating to legal issues.
4. Justice Theatre – The Justice Theatre is a troupe of professional actors who travel to junior high and elementary schools and present in dramatic form a courtroom case of a human rights issue.

Implications:

The People's Law School attempts to educate those people most affected by particular laws and changes in the law. Their programs emphasise the need for a community information and community education focus and budget to accompany any legislative changes.

Contact Details:

**Jennifer Fudge, Senior Program Co-ordinator
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Attachment 1

Schedule of Study Trip to Canada

Date	Activity	Location	Contact
Sunday, April 28	Travel Day	Toronto	Bond Place Hotel 65 Dundas Street, East, Toronto 416 362 6061 (PH)
Monday, April 29	Meeting with Donna Russett, Paul Kells, Pat Coursey Safe Communities Canada 64 Charles Street East, Suite 201, Toronto, ON drussett@safecommunities.ca 416 964 8993 (PH) 416 964 0089 (FAX) www.safecommunities.ca	Toronto	Bond Place Hotel
Tuesday, April 30		Toronto	Bond Place Hotel
Wednesday, May 1	Barb Burns 8:30AM Ontario Service Safety Alliance (OSSA) 4950 Yonge Street, Suite 1500, Toronto, ON bburns@ossa.com 416 250 9111 Ext. 238 www.ossa.com Tony Pitts/Maureen Shaw/Carolyn George Industrial Accident Prevention Assoc. (IAPA) 250 Yonge Street, Suite 2800, Toronto, ON tpitts@iapa.on.ca 416 506 8888 www.iapa.on.ca	Toronto	Bond Place Hotel
Thursday, May 2	Terence d'Souza Workplace Safety Insurance Board 200 Front Street West, Toronto, ON	Toronto	Bond Place Hotel

	Terence_d'Souza@wsib.on.ca 416 344 5530 www.wsib.on.ca		
Friday, May 3	Meeting in Hamilton Ontario – Local Safe Community Model Dennis Concordia - Hamilton Safe Communities hssc@execulink.com 905 523 1688 Len Huang, Canadian Centre for Occupational Health and Safety (CCOHS) President@ccohs.ca www.hamiltonsafecommunities.on.ca	Toronto	Bond Place Hotel
Saturday, May 4	Travel	Toronto – Thunder Bay	Prince Arthur Hotel 807 346 5124 (PH) 807 267 2675 (FAX) tbrown@princearthur.on.ca
Sunday, May 5		Thunder Bay-Fort Frances	Red Dog Inn 807 274 7721 (PH) 807 274 5241 (FAX) reddog@ff.lakeheadu.ca
Monday, May 6	11 th International and 5 th National Conference on Safe Communities who2002@hotmail.com	Fort Frances	Red Dog Inn- Fort Frances
Tuesday, May 7	Conference on Safe Communities	Fort Frances, Ontario, Canada	Red Dog Inn – Fort Frances
Wednesday, May 8	Conference on Safe Communities	Fort Frances, Ontario, Canada	Red Dog Inn – Fort Frances
Thursday, May 9	Conference on Safe Communities	Fort Frances, Ontario, Canada	Red Dog Inn – Fort Frances
Friday, May 10	Travel Day	Fort Frances- Thunder Bay- Montreal	McGill University Residences Royal Victoria College 3425 University Street, Montreal reserve.residences@mcgill.ca

				514 398 5200 (PH) 514 398 6770 (FAX)
Saturday, May 11			Montreal	McGill Residences
Sunday, May 12	6 th World Conference on Injury Prevention and Control 511 Place d'Armes, bureau 600 Montreal Trauma@coplanor.qc.ca 514 848 1133		Montreal, Canada	McGill Residences
Monday, May 13	Injury Prevention Conference		Montreal, Canada	McGill Residences
Tuesday, May 14	Injury Prevention Conference		Montreal, Canada	McGill Residences
Wednesday, May 15	Injury Prevention Conference		Montreal, Canada	McGill Residences
Thursday, May 16	Quebec City			
Friday, May 17	Quebec City			
Saturday, May 18	Quebec City			
Sunday, May 19	Quebec City			
Monday, May 20	Travel – Quebec City to Montreal to Brockville			
Tuesday, May 21	Meeting at Brockville Safe Communities Ruth Kitson, Victorian Order of Nurses Police Chief Barry King (Co-Chairs) Denise Kall, Executive Officer 1 King Street West, Brockville ON 613 342 2917 (PH) 613 342 1785 (FAX) 2bsafe@brockville.com			
Wednesday, May 22	Travel to Montreal			McGill University
Thursday, May 23	Travel – Montreal – Vancouver Meeting with Beth Nielsen Vancouver Police Board 2120 Cambie Street, Vancouver BC 604 717 3170 (PH) 604 257 3878 (FAX) beth_nielsen@city.vancouver.bc.ca	Vancouver		Sylvia Hotel 1154 Gilford Street, Vancouver BC 604 681 9321 (PH) 604 682 3551 (FAX)

	<p>Growbusters Program Sgt. Tim Cork, VPK Growbusters Program 5 East 8th Street, Vancouver V5T 1R6 www.growbusters.ca</p> <p>Collingwood Community Policing Centre 5160 Joyce Street, Vancouver V3R 5T8 Ms. Chris Taulu 604 717 2935 (PH) 604 430 4955 (FAX)</p> <p>Meeting with Sgt. Bill Goodard, VPD Community and Victim Services and Cst. Lorne Kruse, Coordinator of VPD Citizen's Crime Watch Program 604 717 2687 (PH)</p>		
Friday, May 24	<p>On shift with Vancouver Police Officers in East Vancouver</p> <p>Dinner with Patti Pearcey, Consultant Justice and Community Safety 3531 West 11th Avenue, Vancouver BC 1 604 738 6538 ppearcey@hotmail.com</p>	Vancouver	Sylvia Hotel
Saturday, May 25		Vancouver	Sylvia Hotel
Sunday, May 26		Vancouver	Sylvia Hotel
Monday, May 27	<p>Meeting with Tiffany Lee Regional Coordinator The Law Courts Education Society of BC 260-800 Hornby Street, Vancouver, BC 604 660 2919 tiffany.lee@lawcourtsed.ca www.lawcourtsed.ca</p> <p>Meeting with Jennifer Fudge,</p>	Vancouver	

		<p>Senior Program Coordinator The People's Law School Suite 150, 900 Howe Street, Vancouver BC 604 331 5426 jdf@publicgaled.bc.ca www.publicgaled.bc.ca</p>	
<p>Tuesday, May 28</p>	<p>Vancouver - Melbourne</p>	<p>Travel</p>	