

## **Mission**

The Welland Safe Community Partnership will develop, promote, and support a community culture instilled with safety, education and commitment to injury prevention.

## **Executive Summary**

Since the WSCP's designation in February 2005, the group has experienced a number of successes, as well as some challenges.

On May 31 and June 4, 2005, the WSCP had very successful corporate and community launch events. Attendance was great and the presentations were extremely well-received by the public.

At the beginning of August 2005, with funding from the City of Welland, the WSCP hired a co-ordinator. For the sake of consistency in the co-ordination of WSCP activities, and because the former Executive Assistant to the Mayor was now available for contract work, the group opted to accept her proposal for the period of August 1, 2005 through July 31, 2006.

Many sub-committee goals and objectives have been met or exceeded, as in the case of Workplace Safety, who set out to recruit and train 10-15 eligible workplaces in SCIP. They ended up training more than 30. There is no question that the sub-committees have brought value to the city of Welland through meeting goals and objectives and the offering of additional programs.

In preparation for Year Two, the WSCP has partnered with the City of Welland to purchase a radar board. This board will be used to implement a Speed Watch program in 2006/2007. In addition, with the assistance of MADD, their TRUTH multimedia presentation was put on for a local secondary school.

The Welland Safe Community Partnership has seen some changes to both steering committee and sub-committee representation, but continues to work hard to accomplish its mission.

With the changes that have occurred in representation, the WSCP has decided to fold the Wellness & Prevention sub-committee and focus on Safe Neighbourhoods, Seniors and Workplace Safety. Until we are able to form a new Marketing sub-committee, the marketing function will be led by the Steering Committee.

All in all, the WSCP views their first year as a successful one, and they look forward to setting and achieving new goals and objectives for the second year. With this dedicated and hard working team of people, the WSCP is sure to see more success in their second year.

**Summary of Year 2005 (Year One) Objectives**

Year 2005 Objectives	Strategies and Results to date
<b><i>Workplace Safety</i></b>	
<p><b><u>Short term Objectives:</u></b></p> <ul style="list-style-type: none"> <li>◆ In 2005, recruit and train 10-15 of the 156 eligible workplaces in SCIP.</li> <li>◆ In 2005, develop a community resource for information on programs being offered throughout the community, and promote and distribute these materials on the City of Welland website.</li> </ul> <p><b><u>Long term Objectives:</u></b></p> <ul style="list-style-type: none"> <li>◆ By 2008, recruit and train 35 of the 156 eligible workplaces in SCIP.</li> <li>◆ Speak to all four school boards about making the Passport to Safety program available to all Grade 11 students by 2008.</li> </ul>	<ul style="list-style-type: none"> <li>◆ SCIP training ran in October, with 17 organizations represented by 16 individuals.</li> <li>◆ The total community WSIB rebate for Welland businesses was \$25,985.87.</li> <li>◆ Still working on trying to get into some secondary schools to spread the word about Passport to Safety and general workplace safety. This has proved challenging on the school board end.</li> <li>◆ Phase 2 of October 2005 SCIP training will likely run in the Fall.</li> <li>◆ Another SCIP training session ran with 15 organizations/individuals. There was also so much interest that we have a waiting list for the next round</li> </ul>
<b><i>Wellness &amp; Prevention</i></b>	
<p><b><u>Objectives</u></b></p> <ul style="list-style-type: none"> <li>◆ In 2005, promote and provide 3 information sessions to high school students and small businesses.</li> <li>◆ In 2005, see that 6 of Welland's small businesses submit nominations to the Healthy Living Workplace Award Program</li> </ul>	<ul style="list-style-type: none"> <li>◆ In an effort to gather statistical data related to Wellness &amp; Prevention programs and/or needs for small business, this sub-committee undertook a phone survey, with the assistance of volunteers from the Welland County General Hospital. Unfortunately, the survey was not well received by the community.</li> <li>◆ Because of some overlap with other sub-committee goals, objectives and target audiences, this sub-committee has incorporated with Safe Neighbourhoods and Workplace Safety.</li> </ul>

***Seniors Safety***

**From the interim report:**

- ◆ Became established as a viable committee.
- ◆ A new Chair was established along with 7 new members for the Committee.
- ◆ Goals and objectives were established.
- ◆ A grant was applied for through the office of the Ontario Victim's Services Secretariat. We have not yet received word as to the status of the application.
- ◆ Have set up plans for presentations to Seniors in regards to advocacy of Agencies that are available for them in the Community.
- ◆ Plans in the works to provide Seniors with stickers for their phones. Stickers will include:
  - ◆ Number for Seniors Services at Public Health
  - ◆ Senior's Co-ordinator for Niagara Regional Police
  - ◆ Emergency numbers
- ◆ Establish WRAP (Wandering Registry of All Persons) for the Citizens of Welland.
- ◆ To continue to establish the fact that seniors in Welland are part of a thriving community and are not forgotten.

- ◆ Working with Niagara Regional Public Health Department and Welland Community Policing to accomplish these goals – funding is an issue.
- ◆ The grant from the Ontario Victim's Services Secretariat was not received.
- ◆ This session was held on June 29, 2006, at City Hall and was advertised through media stories, flyers at the community Senior's Centre and other outlets, as appropriate. Members from Community Policing, Seniors Community Programs, Gatekeepers, and the Wanderers Registry of All Persons attended to share and distribute information.
- ◆ Due to lack of funding, this is being planned for 2006/2007 fiscal year.
- ◆ Due to new Privacy Legislation, the sub-committee is having difficulty gathering the necessary information. However, they will continue to work on this for Year Two.

***Safe Neighbourhoods***

**Short Term:**

- ◆ In 2005, develop three partnerships with existing community organizations linked to traffic safety
- ◆ In 2005, through the local media, run two campaigns to increase awareness and to reduce traffic-related injuries by 10%.
- ◆ In 2005, increase awareness through 3 in-school educational programs (students in secondary schools & college; parents at the elementary school level)
- ◆ In 2005, work with three driving-related private organizations, such as CAA and driving schools, to increase awareness and promote campaign among new and current clients.

**Long Term:**

- ◆ By 2007, develop a database (benchmark) of traffic-related injuries for City of Welland spanning recent years
- ◆ Monitor statistics with strategies in place
- ◆ Research other communities' best practices
- ◆ Evaluate actions implemented and need for additional strategies
- ◆ By 2007, solicit promotional and financial support from three appropriate sources

- ◆ CAA-Niagara, the Niagara Regional Police Service and the Niagara Children's Safety Village conducted a school patrollers safety program at the Village in concert with the WSCP on September 21, 2005.
- ◆ WSCP is in partnership with the Children's Safety Village in promoting police and fire safety to elementary school children in Grades 1, 3, 5 & 6 from 4 school boards presented in both English and French.
- ◆ In partnership with the City of Welland, a radar board has been purchased for the implementation of a Speed Watch Program. The program will begin shortly, in concert with Welland Community Policing Committee and Niagara College's Police Foundation's Program.
- ◆ In partnership with CAA-Niagara, the WSCP has twice placed a wrecked vehicle outside of Niagara College to bring attention to the potential outcome of driving while intoxicated.
- ◆ MADD's TRUTH presentation was presented to and well received by students at Eastdale Secondary School in January.

**NOTE:** This sub-committee lost its Chair shortly after designation. Since that time, a new Chair has been working to co-ordinate meetings. This new Chair has also taken the initiative to provide other safety presentations and related training to the residents of Welland.

***Marketing***

**Objectives**

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| <ul style="list-style-type: none"> <li>◆ In 2005, promote and provide information on the WSCP to ten interested “partner” organizations.</li> <li>◆ In 2005, promote WSCP awareness through two media and three public education campaigns</li> </ul> | <ul style="list-style-type: none"> <li>◆ The WSCP has been successful in garnering a significant amount of newspaper coverage (weekly and daily), with more than 30 news stories.</li> <li>◆ To date, the WSCP has been successful in gaining support from the City of Welland, in the amount of \$10,000 for the first year with the expectation that there will also be \$10,000 for the second year.</li> <li>◆ The WSCP applied for a Trillium Grant. Unfortunately, the grant was denied.</li> <li>◆ At least one local business has been approached and is showing significant interest in becoming a corporate sponsor of the WSCP.</li> <li>◆ The WSCP has garnered “in kind” support from a small business in the Niagara Region, and is using the support for publicity and fundraising efforts to be completed.</li> </ul> |
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**Steering Committee Members**

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| Pat Chiocchio, Chair    | Councillor, Ward 1, City of Welland                    |
| Rick Demers, Vice Chair | Niagara College  |
| Frank Adamson           | Children’s Safety Village                              |
| Bill Auchterlonie       | United Way   |
| Karen Walsh             | alternate for Bill Auchterlonie                        |
| Frank Iannantuono       | Niagara Catholic District School Board                 |
| Mario Geremia           | alternate for Frank Iannantuono                        |
| Ann Groves              | Niagara Regional Police Service                        |
| Phyllis Pelette         | Regional Niagara Community Services – Seniors Programs |
| Patricia Renshaw        | Resident   |
| Pam Swick-Janjac        | Resident   |
| Marcel Turpin           | Welland/Pelham Chamber of Commerce                     |
| Sean Woodhead           | Resident   |