

Welland Safe Community Partnership ~ Interim Report

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 EA 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.

All sub-committees are working hard to ensure that the goals and objectives they outlined in the business plan are met. There have already been successes for each of the sub-committees.

Over the last six months, the WSCP has also lost some key players. For personal reasons, the Chairs of the Marketing, Safe Neighbourhoods and Wellness & Prevention sub-committees all resigned from their positions.

The Chair of the Safe Neighbourhoods sub-committee has been replaced by a steering committee member and, while the resignation of the Wellness & Prevention sub-committee chair may be temporary, her position is being filled by a member of the Wellness & Prevention sub-committee.

The Marketing sub-committee has also lost its Chair and members. The WSCP is currently in the process of discussing how this committee will be re-created. In the meantime, steering committee members have been following through on the goals and objectives that were set out in the business plan.

All in all, the first 6 months have been very successful for the WSCP. The group is confident that its goals and objectives will be accomplished by the end of the first year, and they are sure that they can overcome the challenges that they have been faced with.

Summary of Year 2005 (Year One) Objectives

Year 2005 Objectives	Strategies and Results to date
<i>Workplace Safety</i>	
<p><u>Short term Objectives:</u></p> <ol style="list-style-type: none"> 1. In 2005, recruit and train 10-15 of the 156 eligible workplaces in SCIP. 2. 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. <p><u>Long term Objectives:</u></p> <ol style="list-style-type: none"> 1. By 2008, recruit and train 35 of the 156 eligible workplaces in SCIP. 2. Speak to all four school boards about making the Passport to Safety program available to all Grade 11 students by 2008. 	<ul style="list-style-type: none"> ◆ Conducted a call for players in the SCIP program in the Spring and received nearly enough response, but not quite. ◆ The committee will run it again in September/October when we are assured we will accomplish our 2005 objective. There were 9 businesses that signed up originally. ◆ Working on trying to get into some secondary schools this Fall to spread the word about Passport to Safety and general workplace safety.
<i>Wellness & Prevention</i>	
<p><u>Objectives</u></p> <ul style="list-style-type: none"> ◆ In 2005, promote and provide 3 information sessions to high school students and small businesses. ◆ In 2005, see that 6 of Welland's small businesses submit nominations to the Healthy Living Workplace Award Program 	<ul style="list-style-type: none"> ◆ Presently working with two school boards to plan, develop and implement a wellness challenge for one pilot school. Based on feedback from the pilot, program will be rolled out to other high schools in the Welland area. ◆ Secured local experts to provide information session on Internet Safety for Welland youth. ◆ Conducted a telephone survey for small Niagara businesses, which indicated the need to further promote the Welland Safe Community Partnership. ◆ Presently in the process of actively recruiting new committee members to assist with program planning and development.

Seniors Safety	
<p><u>From the business plan:</u></p> <p>To date, the Seniors Safety sub-committee has held meetings in an effort to drum up community support for their initiative. While there is some interest in the community, they are still working on creating goals and objectives that reflect the concerns of Welland's senior citizens.</p> <p>At this time, it is our expectation that the sub-committee will continue to gain support, determine goals and objectives and launch their activities at the time of Welland's designation as a Safe Community. This, in itself, will create a great deal more excitement about the seniors' initiative.</p>	<ul style="list-style-type: none"> ◆ 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. The first presentation is planned for the Fall. ◆ Plans in the works to provide Seniors with stickers for their phones. Stickers will include: <ul style="list-style-type: none"> ◆ 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.
Safe Neighbourhoods	
<p><u>Short Term:</u></p> <ol style="list-style-type: none"> 1. In 2005, develop three partnerships with existing community organizations linked to traffic safety 2. In 2005, through the local media, run two campaigns to increase awareness and to reduce traffic-related injuries by 10%. 	<ul style="list-style-type: none"> ◆ We will arrange for a Smart Risk presentation at one High School in Welland with one evening presentation open to the public. ◆ CAA-Niagara, the NRPS and the Niagara Children's Safety Village will conduct a

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3. In 2005, increase awareness through 3 in-school educational programs (students in secondary schools & college; parents at the elementary school level)
4. 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:

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

school patrollers safety program at the Village in concert with the WSCP on September 21, 2005.

- ♦ WSCP is in partnership with the CSV 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.
- ♦ The Committee will explore the establishment of a Speed Watch Program in concert with Welland Community Policing Committee and Niagara College's Police Foundation's Program.
- ♦ We will explore ways and means of working with the City to develop a safety program for youth utilizing the Skateboard Park. Ideally, the City will adopt a by-law making it mandatory for skateboarders to wear safety gear, especially helmets when using the City facility.
- ♦ We will work with the NRPS, Community Policing and Public Health in educating the public about requirements pertaining to booster seat legislation.

Marketing

Objectives

- ♦ In 2005, promote and provide information on the WSCP to ten interested "partner" organizations.
- ♦ In 2005, promote WSCP awareness through two media and three public education campaigns

- ♦ The WSCP has been successful in garnering a significant amount of newspaper coverage (weekly and daily), with more than 25 news stories.
- ♦ 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.
- ♦ The group has also applied for a grant from Trillium and is in the process of applying for an HRDC grant.
- ♦ At least one local business has been approached and is showing significant interest in becoming a corporate sponsor of the WSCP.

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Steering Committee Members

Pat Chiochio, 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
Tracy MacDonald	Niagara Health System
Donna Mills	Regional Municipality of Niagara
Marcel Turpin	Welland/Pelham Chamber of Commerce
Sean Woodhead, Treasurer	Resident