



safe  communities™
welland



Imagine...

- watching a loved one die as a result of a *preventable* injury
- your helplessness
- your grief
- your suffering

Paul Kells never imagined until it happened...



- In 1994, Sean Kells was burned to death on the third day of a part-time job
- Sean was only 19 years old
- Sean was not told he was handling a hazardous flammable chemical
- Sean's father, Paul, vowed that no other family should go through the pain and suffering of losing a child so needlessly



“Accidents” ...???

- More children ages 1 to 20 die from injury than all diseases combined
- “Accidents” kill more people than anything else until age 44.
- 60,000 kids a year are injured seriously enough to go on worker’s compensation
- 50 of them die
- Almost all are preventable





Definition of Insanity

Insanity is doing the same thing over and over and expecting a different result.

~ Albert Einstein

On Change...

“There is no power for change greater than a community discovering what it cares about.”

~ Margaret Wheatley



Safe Communities Foundation



- Launched on April 23, 1996
- Partnership between public and private sectors
- Works at the grassroots and national levels
- Every dollar spent on Safe Communities saves society \$40! (Source: World Health Organization)



What is a Safe Community?



One in which all sectors of the community work together in a coordinated and collaborative way, forming partnerships to promote safety, manage risk and increase the overall safety of its members.

Its key feature is the creation of a local infrastructure for addressing local concerns about injuries, collisions and crime.



Welland is a Safe Community



- There are more than 45 designated Safe Communities throughout Canada.
- Welland was designated a Safe Community in February 2005.
- Welland is the only designated Safe Community in the Niagara Region.
- The Steering Committee has representation from every sector – business, non-profit, education and government



Welland Safe Community Partnership



Vision

Dedicated to making Welland the safest place...
because we live, learn, work and play here.



Welland Safe Community Partnership



Mission

The Welland Safe Community Partnership develops, promotes, and supports a community culture instilled with safety, education and commitment to injury prevention.



Welland Safe Community Partnership



Goals

- Identify, support, and promote existing injury prevention initiatives in our community, in partnership with members and community resources.
- To reduce fatal and non-fatal occupational and non-occupational injuries.
- Develop and implement a plan to become self-sufficient.
- Through available resources, monitor injuries.
- Monitor the activities and progress of the Welland Safe Community Partnership.



WSCP Sub-Committees



- Safe Neighbourhoods
- Seniors Safety
- Workplace Safety
- Marketing
- Sub-Committees are entirely run by volunteers

WSCP Programs



- Safe Community Incentive Program (SCIP) for workplaces
- Speed Watch for traffic safety
- Passport to Safety for students entering the workforce
- Development of a safety education colouring book for elementary school children

WSCP Accomplishments



- 2007 National Report Card – ranked above all other communities across Canada for their initiatives over the past year
- Official declaration of Safe Community Week for the City of Welland – first week of October
- Participation in the national Business Safety Ambassador Awards, leading to recognition of GDX Automotive for a local award



WSCP Accomplishments



- Development of community website – <http://welland.safecommunities.ca>
- Partnership with the Regional Municipality of Niagara on its Think and Drive campaign
- Participation in Safe Community Canada Day
- Continued offering and support of SCIP workshops and Speed Watch program





Safe Community Targets



One simple step at a time...



*Large-scale culture change begins with the word...
“ONE”...*

- one private moment, well-seized
 - one simple thought
 - one solitary act
- to infinitely change*
- one life
 - one community
 - one world



Teamwork: It requires everyone



- city council
- community groups
- community, ethnic leaders
- faith groups
- fire departments
- government departments
- health and safety orgs.
- health units
- hospitals
- paramedic services
- police
- rescue services
- St. John Ambulance, Red Cross, YM/YWCA
- school boards
- seniors
- small and large businesses
- social services
- sponsors & donors
- universities and colleges
- workers
- workers insurance organizations
- youth groups
- and many, many more ...

The Current WSCP Team:



- The Corporation of the City of Welland
- City of Welland – Fire and Emergency Services
- Iji professional services inc.
- Niagara Catholic District School Board
- Niagara College of Applied Arts and Technology
- Niagara Region Children’s Safety Village
- Regional Municipality of Niagara – Community Services
- United Way of South Niagara
- Welland-Pelham Chamber of Commerce
- Welland Tribune
- and we’d like to be able to add you to the list...



Teamwork: Who the WSCP still needs...



- community groups; community, ethnic leaders
- faith groups
- health and safety organizations
- health units; hospitals
- paramedic services
- police; other rescue services
- St. John Ambulance, Red Cross, YM/YWCA
- seniors
- small and large businesses
- social services
- sponsors and donors
- workers and workers insurance organizations
- youth groups
- and many, many more ...





A Safe Community Supporter

- Understands how the puzzle fits together
- Supports community outreach
- Enables, even facilitates their people to participate
- Leads
- Plans
- Prioritizes
- Engages
- Results
- Legacy





Lessons learned

- Keep it simple
- Understand the difference you want to make
- Find the rallying cry
- One step at a time
- Realistic expectations
- It's people and passion, not just numbers
- Find friends and champions
- Focus on the outcome
- Measure it
- Share success





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