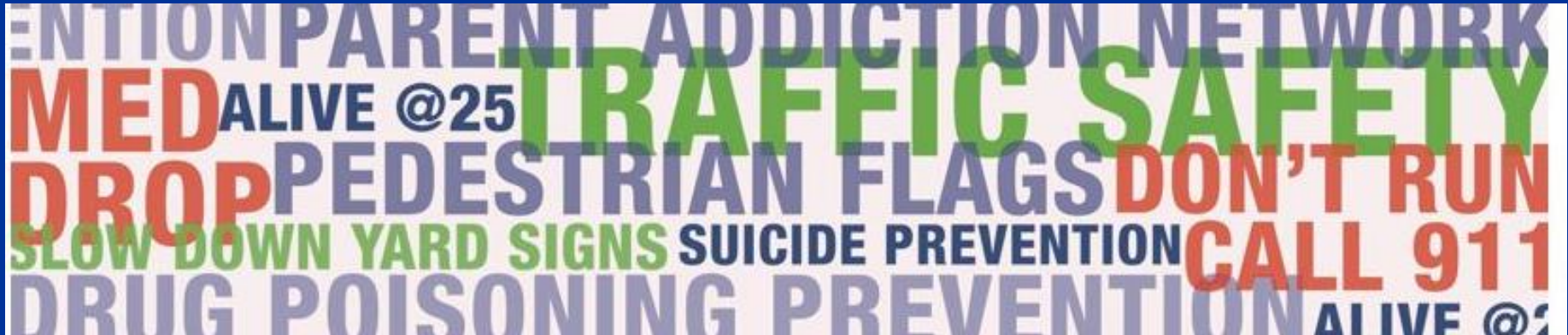


Safe Communities Presentation to
Dane County Long-Term Support Committee
and
Human Services Board
April 20, 2016



Safe Communities' Mission/Vision

- **Mission:** Safe Communities builds partnerships with people and organizations to save lives, prevent injury and make our community safer.
- **Vision:** Safe Communities is a catalyst to make Madison and Dane County the safest American community.



Board of Directors

Corinda Rainey-Moore - President
Wisconsin Council on Children and Families

Ernie Stetenfeld - Vice President
*Associate Executive Director
District Council of Madison Inc.,
Society of St. Vincent de Paul*

Jim Christensen - Treasurer
Principal, StatOrg Services, LLC

- **Michael Aguilar**
President - Innocorp, Ltd.
- **Kristine Ashe, Vice President**
Park Bank
- **Charlie Daniel**
Alzheimer's Association
- **Janel Heinrich**
Director, Public Health Madison/Dane County
- **Chief Deputy Jeff Hook**
Dane County Sheriff's Office
- **Nick Jarmusz**
Director, Public Affairs-AAA Wisconsin
- **Diana Quinn**
Facility Safety Officer, St. Mary's Hospital
- **Erin Ryan**
Co-Owner, Ryan Ambulance
- **Rich Steffen**
*Vice President-Sales, Central Region
American Family Insurance*



300+ organizations are active partners:

- Law Enforcement
- Fire/EMS Departments
- Hospitals and Health Care Organizations
- Schools and Youth-Serving Agencies
- Senior Centers and Aging Services Providers
- Judiciary and Criminal Justice System
- Faith Communities
- Public Health
- Utilities and Insurance Companies
- Small Businesses
- Neighborhood Associations and Community Centers
- Mental Health and Substance Abuse Treatment Providers
- Media



Sustaining Partners

SUSTAINING PARTNERS

Lifesaver (\$20,000 and Above)

American Family Insurance
Dane County
City of Madison
Theda and Tamblin Clark Smith Family Foundation

Hero (\$10,000 - \$19,999)

AAA Wisconsin

First Responder (\$5,000-\$9,999)

Dean & St. Mary's
The Grainger Foundation
Madison Gas and Electric
UnityPoint Health-Meriter
Rich and Amy Steffen
UW Health & Unity Health Insurance

Good Samaritan (\$1,000-\$4,999)

Epic Systems
Hooper Construction Foundation
Innocorp, Ltd.
Rogers Memorial Hospital
Ryan Brothers Ambulance
WEA Trust

Municipal & Community Partner (\$500)

Village of Cambridge
Village of Cross Plains
Town of Springfield
Village of Windsor
UW Police Department
Village of Marshall/Marshall Police Department (\$100)

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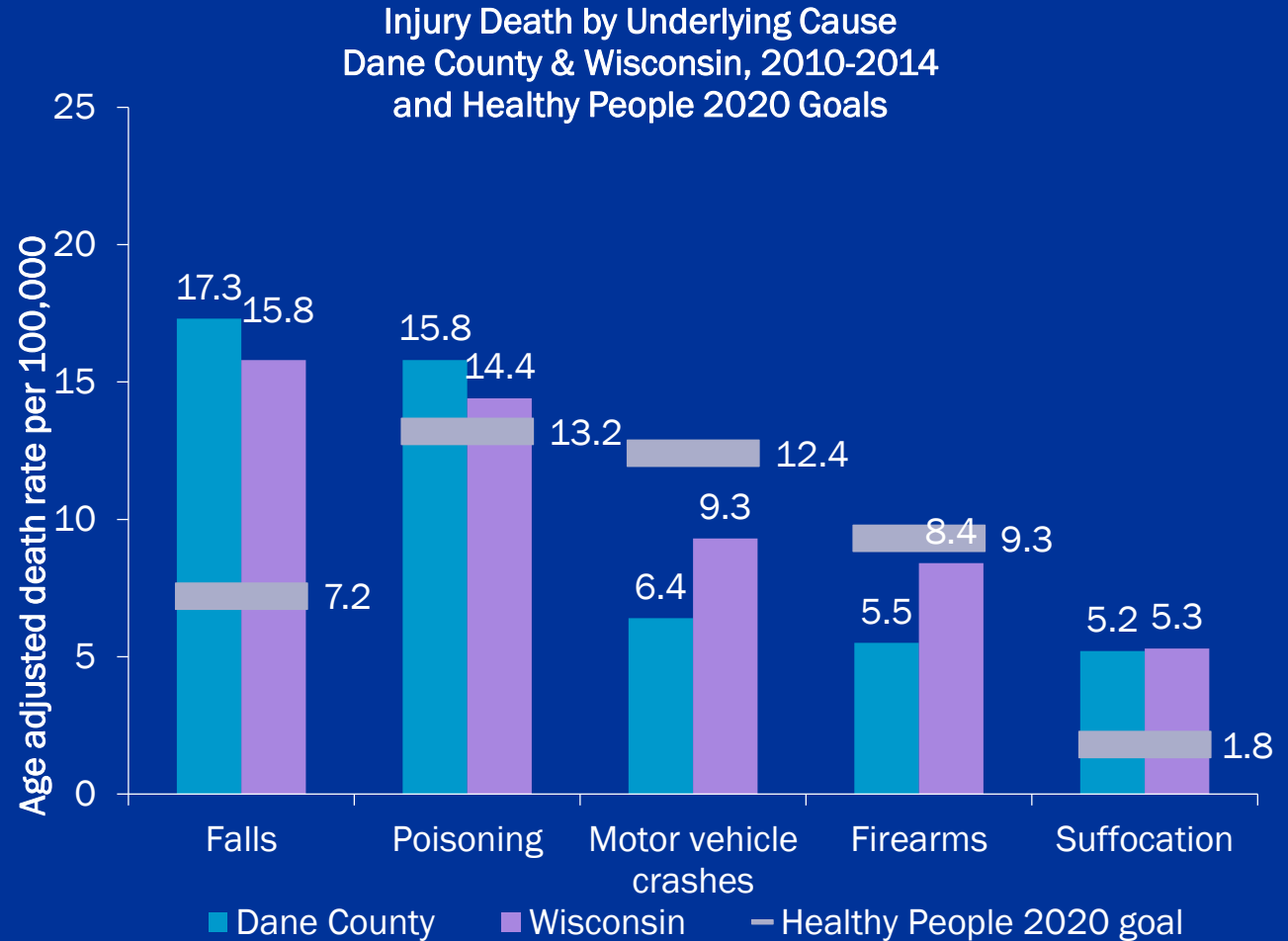
BeSafe!

Injury in Dane County



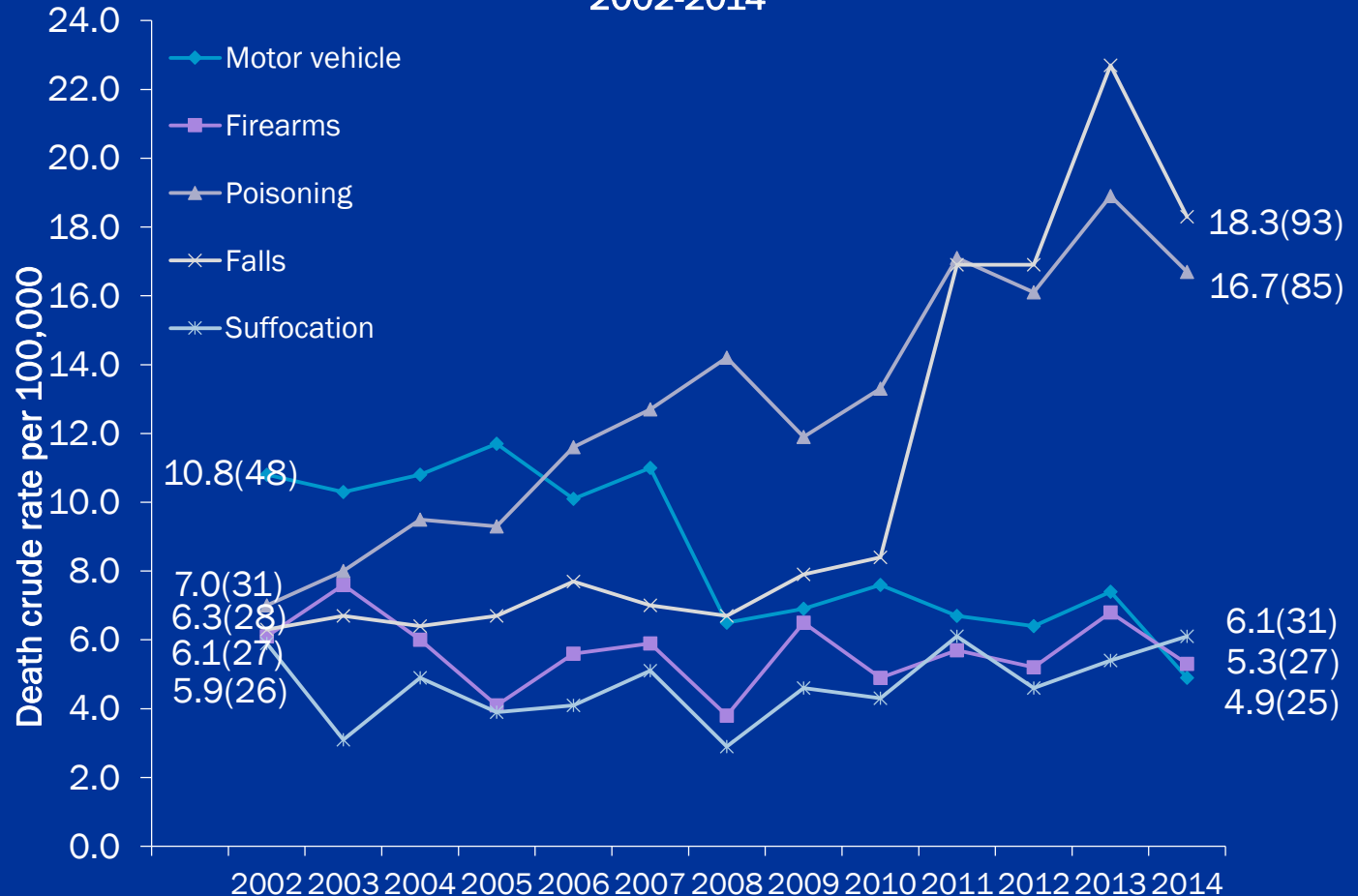
Injury Deaths in Dane County & State

- Dane County has higher deaths rates from falls and poisoning than the state rates.
- Dane County death rates from falls, poisoning & suffocation are higher than Healthy People 2020 goal.



Injury Death Trends in Dane County

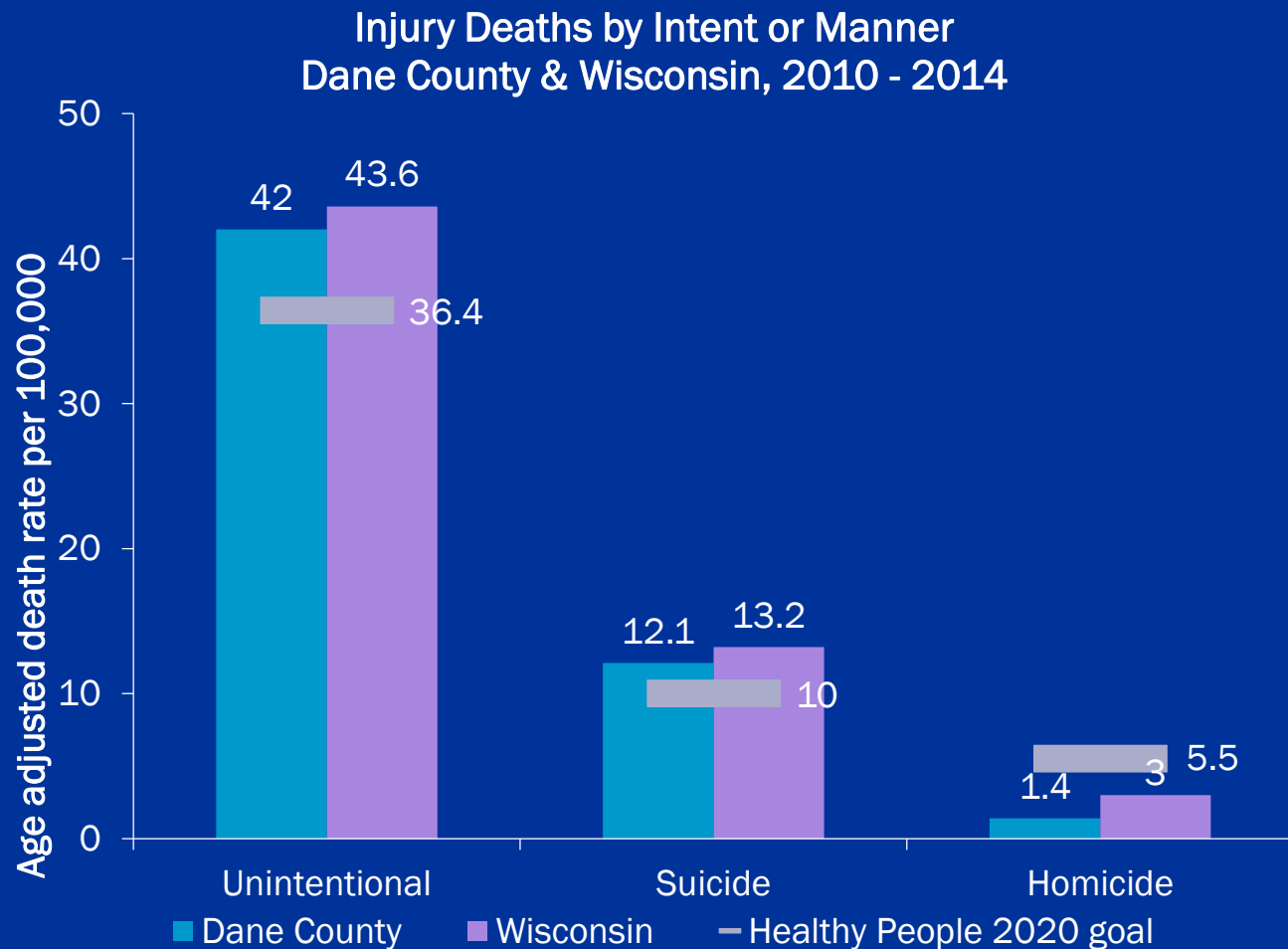
Dane County Injury Death Trends
2002-2014



There is an increase in poisoning and fall deaths and a decrease in motor vehicle fatalities.

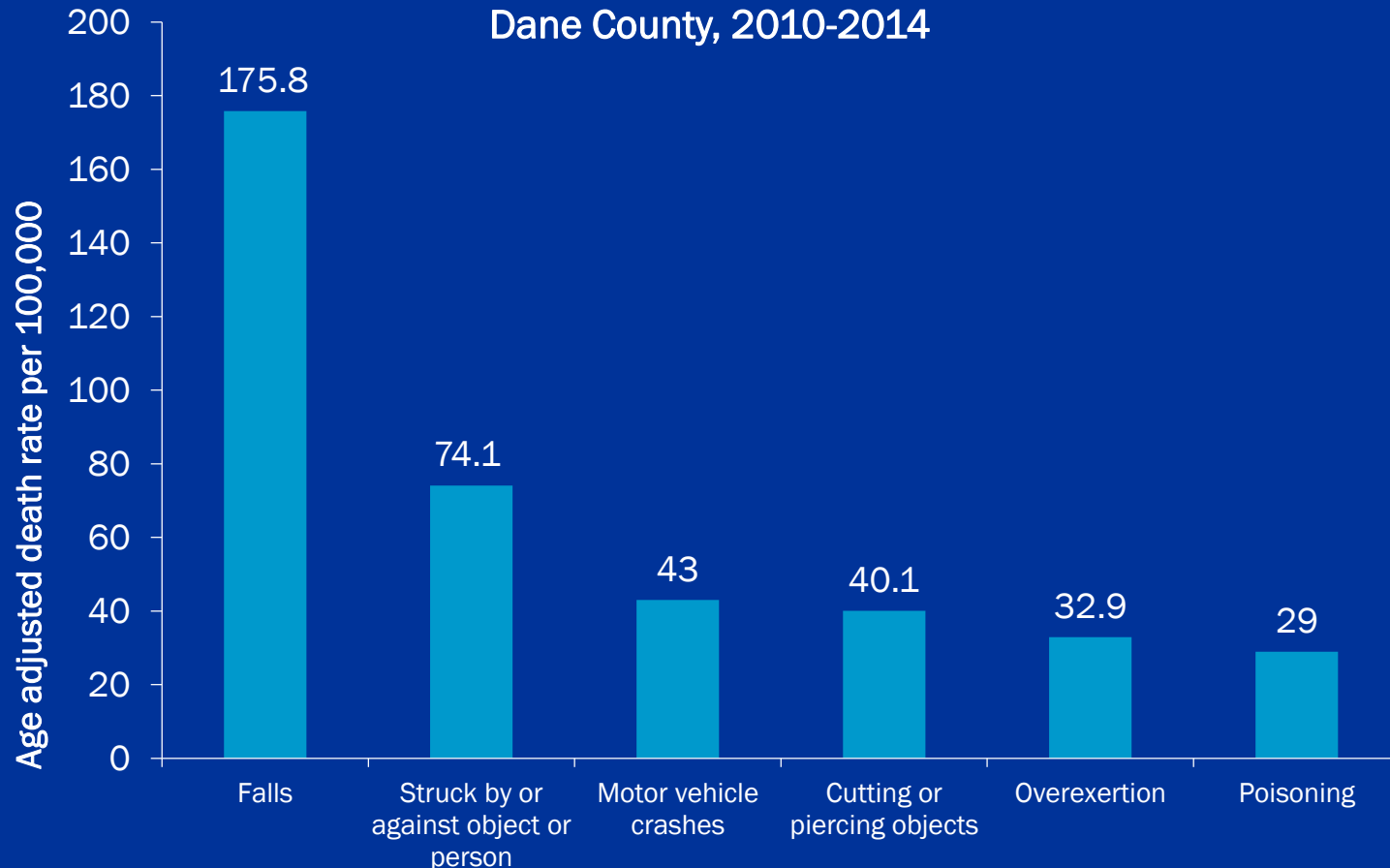
Unintentional Injury & Violence Deaths

- Out of 1,405 injury deaths:
 - 74% (1,044) unintentional
 - 22% (313) suicide and
 - 3% (37) homicide
- All intents of Dane County injury death rates are lower than state death rates.
- Unintentional injury & suicide death rates are greater than the HP 2020 goals.



Injury Hospital Visits in Dane County

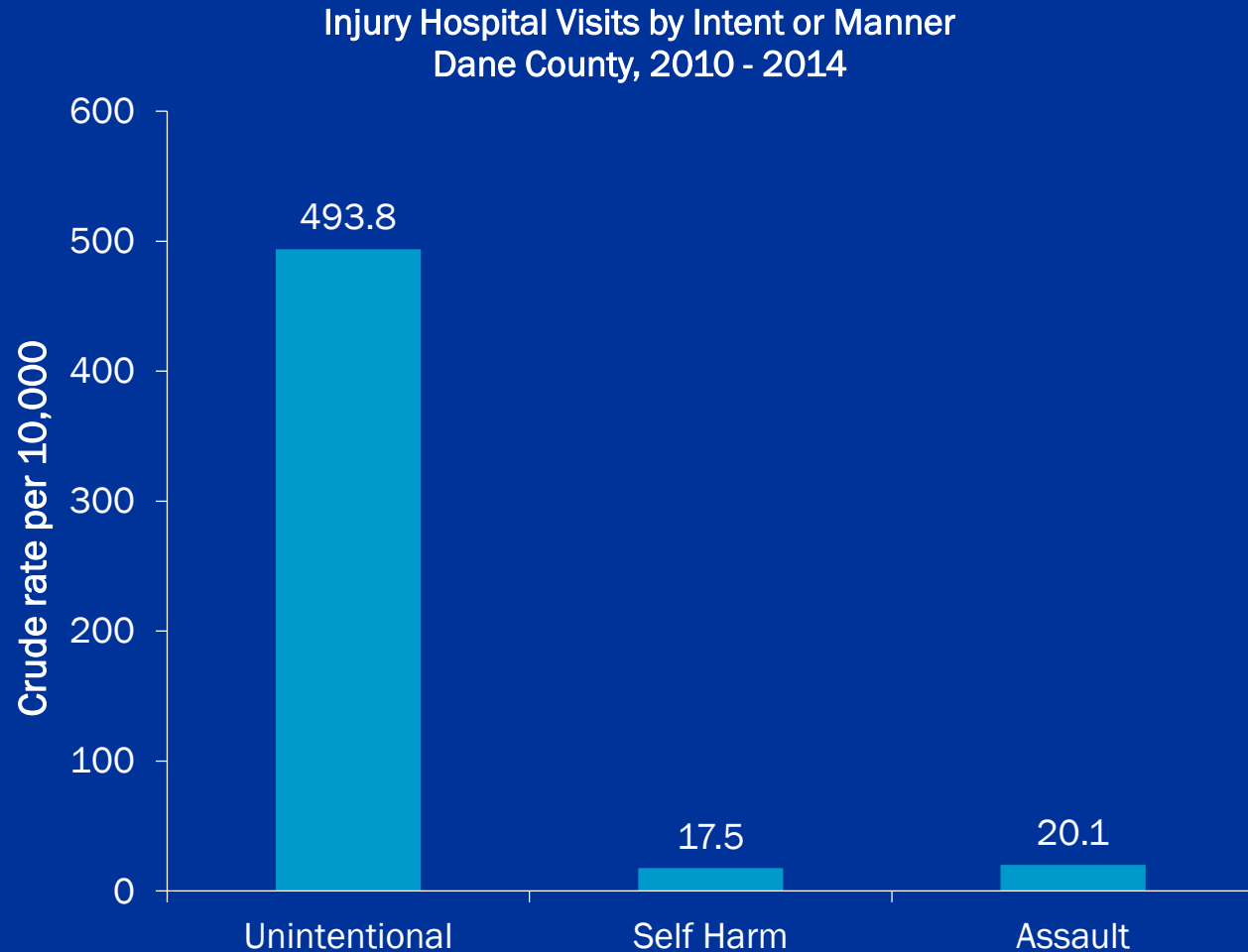
Injury Hospitalizations & ED Visits
by Underlying Cause
Dane County, 2010-2014



All Dane County injury hospital rates are lower than the state average.

Unintentional Injury & Violence Hospital Visits

- Out of the 133,629 injury hospital visits:
 - 92% (122,921) unintentional
 - 4% (4,993) assault
 - 3% (4,356) self-harm
- Hospital visit rates for self harm (self-inflicted injury) in Dane County are greater than the WI state rates.



Drug Poisoning Prevention



Drug Poisoning Prevention

Naloxone Deployments and Community Training

Chief Deputy Jeff Hook,
Dane County Sheriff's Office

Scott Stokes, Director of Prevention,
AIDS Resource Center of Wisconsin



Parent Addiction Network



¿Alguien que ama abusa de las drogas?
¿Teme que su hijo podría estar usando drogas?
¿No sabe qué hacer?

Visite la página web de la Red de Adicción para Padres del Condado de Dane
www.parentaddictionnetwork.org

OBTENGA INFORMACIÓN SOBRE:

Adicción
Preguntas más frecuentes
Signos y síntomas
Seguros de Salud
Sistema Jurídico de DaneCounty
Tribunal, cárcel, programas AODA
Tratamiento
Crisis – sobredosis
Asistencia para recuperación
Autocuidado para padres
Números de contacto
Recursos
Eventos

**CONTÁCTENOS
LA AYUDA ESTA AQUÍ**



CONTÁCTENOS • LA AYUDA ESTA AQUÍ

Visite la página web de la Red de Adicción para Padres del Condado de Dane

www.parentaddictionnetwork.org

[Facebook.com/parentaddictionnetwork](https://www.facebook.com/parentaddictionnetwork)

The screenshot shows the website's header with the logo and tagline "An online resource center for family and friends of people battling drug addiction". A navigation menu on the left lists various topics. The main content area features a "Recursos para padres sobre drogas" section with a family photo and a "Datos y números de contacto" section with another family photo.

PARENT Addiction NETWORK
of DANE COUNTY
An online resource center for family and friends of people battling drug addiction

SAFE COMMUNITIES HOME

- HOME
- EN ESPAÑOL
- UNDERSTANDING ADDICTION
- FAQS
- SIGNS AND SYMPTOMS
- INSURANCE
- LEGAL SYSTEM
- TREATMENT
- OVERDOSE – CRISIS
- RECOVERY
- PARENT SELF CARE
- GLOSSARY
- READING
- RESOURCES
- IN THE NEWS
- CONTACT NUMBERS

Recursos para padres sobre drogas

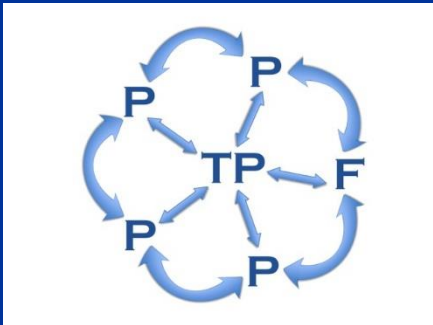
Datos y números de contacto
[Aprender más](#)

¿Qué es la adicción?
[Aprender más](#)

Preguntas más frecuentes
[Aprender más](#)



Parent Addiction Network

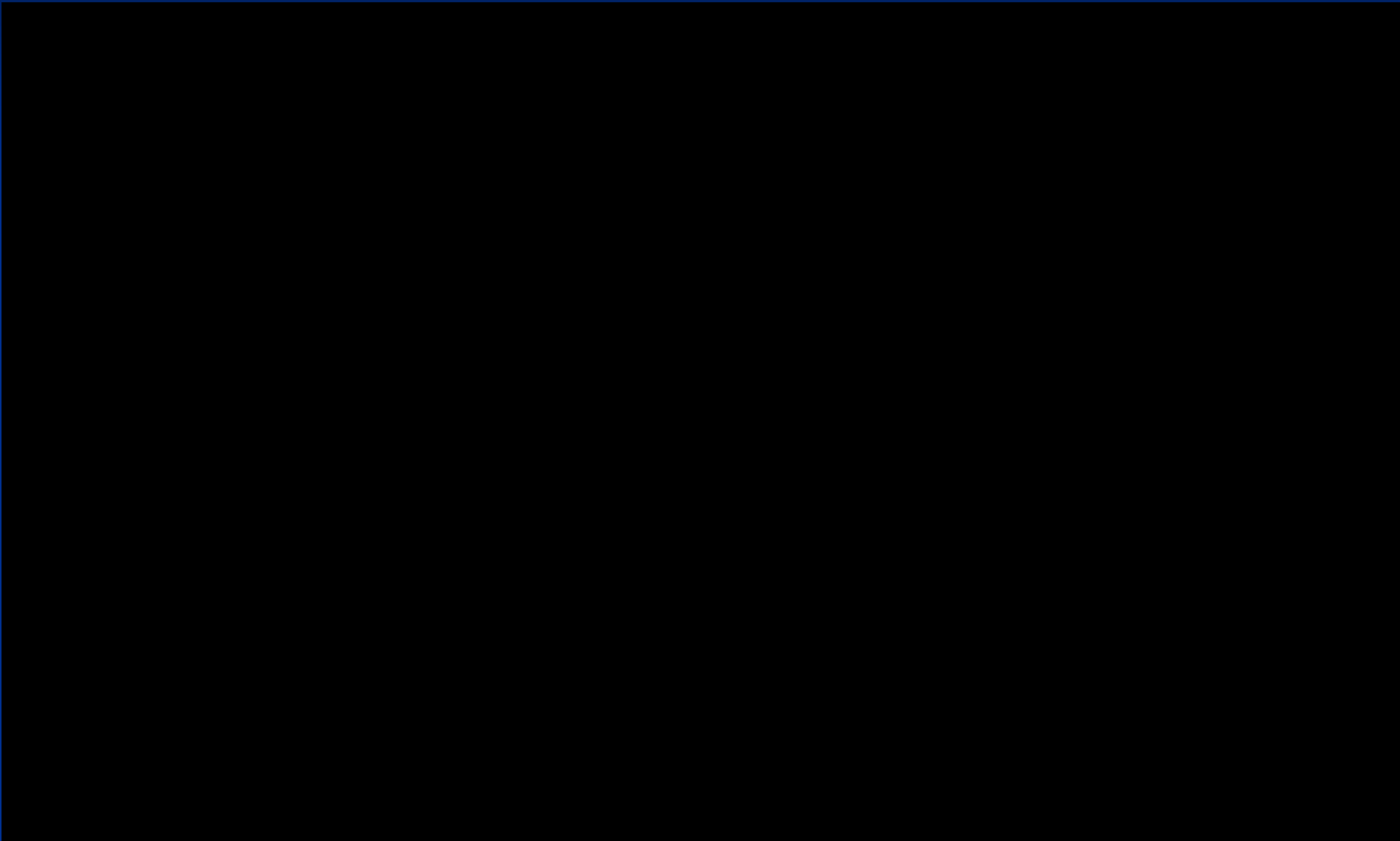


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BeSafe!

Video



The work continues!

PARENT Addiction NETWORK
of DANE COUNTY

An online resource center for family and friends of people battling drug addiction



EDUCATOR Prevention NETWORK
of DANE COUNTY

EDUCATOR Prevention NETWORK
of DANE COUNTY

A Comprehensive Online Resource of Local & National AODA Prevention Information

Visit the Safe Communities Educator Prevention Network of Dane County website at www.safercommunity.net

FIND OUT ABOUT AODA:

- Assessments
- Community Contacts
- Curriculum
- Data
- Events
- Information
- Meetings
- Presentations
- Screenings
- School Contacts
- Videos
- Websites

DON'T RUN CALL 911
Would you let your friend die?

If you witness a **DRUG OVERDOSE**, WI's Heroin Opiate Prevention & Education (HOPE) Act **PROTECTS THE PEOPLE WHO HELP.**

BeSafe! Parent Addiction Network of DANE COUNTY RCDC DontRunCall911.com

EDUCATOR Prevention NETWORK
of DANE COUNTY

An Online Resource for AODA Educators

SEARCH

BACK TO SAFE COMMUNITIES

SUBMIT NEW RESOURCE

HOME

EDUCATING STUDENTS

ADULT SUPERVISION

EDUCATING PARENTS

DANE CO. AODA CONTACTS & TRAINING

STATISTICS & REPORTS

SCHOOL POLICY

BOOKS

WEBINARS

NEWS & EVENTS

Feb 11

Team Connection "Tress and Prescription Drugs"

Whitman Public Education (WPE) and WPE-Counselor II in Milwaukee

Follow a mother's journey to embrace others about prescription drug abuse following the overdose death of her son.

Thursday, March 17, 2015 at 2:00 PM

SAFE Action on the Hill

April 20, 2015

WIPE Wisconsin Annual Conference: Where Got the Power

April 20-25, 2015

National Fund Institute on Alcohol and Drug Abuse Conference

June 16-17, 2015

EDUCATOR Prevention NETWORK
of DANE COUNTY

A Comprehensive Online Resource of Local & National AODA Prevention Information

www.safercommunity.net

Safe Communities Madison-Dane County

@SafeCommMDC

Make a plan for what to do in case of an overdose.

What should you do?

- 1 Call 911 immediately!
- 2 If person is not breathing, open airway and do rescue breathing.
- 3 Give Narcan (opioid overdose reversal drug) to the person, if you have it.
- 4 Stay with person and keep them breathing.
- 5 Lay person on side, once breathing again.

PARENT Addiction NETWORK
of DANE COUNTY

Treatment options are available!

Go to Parent Addiction Network for treatment resources at www.parentaddictionnetwork.org

BeSafe! Parent Addiction Network of DANE COUNTY RCDC

safercommunity.net

BeSafe!

MedDrop



MedDrop



safetycommunity.net



MedDrop Locations

■ 13 locations across Dane County

- Blue Mounds-Blue Mounds Police
- Cambridge-Dane Co. Sheriff
- Deerfield-Deerfield Police
- Fitchburg-Fitchburg Police
- Madison-MPD East
- Madison-MPD West
- Madison-UW Police
- Mazomanie-Dane Co. Sheriff
- McFarland-McFarland Police
- Middleton-Middleton Police
- Oregon-Oregon Police
- Waunakee-Waunakee Police
- Sun Prairie-Sun Prairie Police



MedDrop Household Medication Collections Up 68%



- MedDrop partners at 13 area police departments collected more than 7.4 tons of medicines between May 2014- April 2015 (up from 4.4 tons)

These 2015 financial supporters helped us cover unprecedented collections:



MedDrop Financial Supporters & Partners

Partners

- City of Fitchburg, Fitchburg Recycling and Solid Waste and Fitchburg Police Department
- Clean Sweep
- City of Madison Recycling
- City of Madison Engineering Department
- City of Madison and Madison Police Department
- City of Middleton and Middleton Police Department
- City of Sun Prairie and Sun Prairie Police Department
- Dane County Narcotics Task Force
- Dane County Sheriff's Office
- Dane County Public Works, Highways & Transportation
- Dean & St. Mary's
- UnityPoint Health - Meriter
- Pharmacy Society of Wisconsin
- Pharmacies in the Dane County Area
- Public Health – Madison and Dane County
- Wisconsin Society of Pharmacy Students
- Waunakee Police Department
- Village of Cambridge
- Village of Mazomanie

Thanks to 2015 Financial Supporters who help us cover unprecedented collections – 7.4 TONS!

- City of Madison and Dane County
- Madison Metropolitan Sewerage District
- UW Health & Unity Health Insurance
- Navitus and Lumicera Health Services

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BeSafe!

Falls Prevention



Falls Prevention Strategy



STEADI Adoption
&
Implementation
(Top Down)



GOAL: in ER
visits &
hospitalizations
as a result of
falls

Community
Engagement &
Activities/Classes
(Bottom Up)

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BeSafe!

Falls Prevention Task Force

Aging and Disability Resource Center of Dane County
Agrace Hospice
Catholic Charities
Dane County 911 Center
Dane County Medical Society Board of Trustees
Dean Health Systems
En Trust Care Partners
Faith in Action of African American Council of Churches
Madison College
Medicare Improvements for Patients and Providers Act (MIPPA) Program Specialist
North/Eastside Senior Coalition
Oakwood Village
Park Glen Apartments
SAIL (Supporting Active Independent Lives)

UnityPoint-Meriter Health
University of Wisconsin Hospital and Clinics
University of Wisconsin Department of Family Medicine
University of Wisconsin Department of Orthopedics and Rehabilitation
University of Wisconsin Physical Therapy Program
Wisconsin Council of the Blind and Visually Impaired
Wisconsin Physical Therapy Association
Yahara Therapy, LLC



Suicide Prevention

ZEROSuicide
IN HEALTH AND BEHAVIORAL HEALTH CARE



Zero Suicide “Toolkit”



Creating the Zero Suicide Culture



Assuring Every Patient has a Pathway to Care



Developing a Competent Workforce



Assessing Suicide Risk Level



Using Effective, Evidenced-based Care



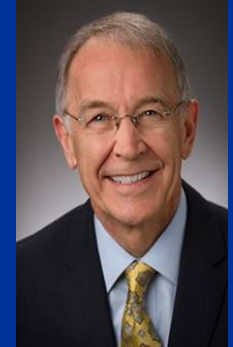
Continuing Contact after Care

Zero Suicide Conference

June 7 - 8, 2016

Sheraton Hotel

Madison, WI



Keynote Speaker: Dr. C. Edward Coffey

Lead effort that reduced suicides among HMO members under care by 80% at Detroit's Henry Ford Health Care System

- Presentation by Zero Suicide pilot site UnityPoint Health-Meriter team on work to-date
- Planning sessions to develop health care and community Zero Suicide Implementation Plan
- All Dane County health care systems are participating in the conference

Zero Suicide Conference

Audience:

- Healthcare leaders and clinicians who provide care to patients with behavioral health needs
- Staff members from community organizations who support clients with behavioral health needs

Continuing Education:

- for physicians, nurses, social workers and psychologists



Sponsors

Sponsored by:



THE
CHARLES E. KUBLY
FOUNDATION

A public charity devoted to improving the lives of
those with depression

With additional funding by:

UnityPoint Health-Meriter Foundation

Journey Mental Health Center

The Medical Staff of
UnityPoint Health-Meriter



Suicide Prevention

QPR

Gun Shop Project



QPR - Question, Persuade, Refer

- Evidence-based training: teach anyone how to prevent a suicide by recognizing the warning signs, to offer hope and to know how to get help to save a life.
- In 2015 alone, Safe Communities partnered to provide QPR training to more than 800 people.



QPR and Suicide Prevention Outreach in 2015

Law Enforcement

- Wisconsin State Patrol – every trooper trained
- Wisconsin Association of Community Oriented Police, the Madison Police Pre-Service Academy and the UW Police Citizen's Academy.
- Crisis Intervention Trainings and Crisis Intervention Partner Trainings, with NAMI Dane County, UW Police, and Madison Police

Veterans

- Edgewood Military and Veteran Services
- VetConnect
- Veterans Health Fair

Faith Communities

- Bethel Lutheran
- First Methodist Church

University of Wisconsin

- Alpha Kappa Alpha Sorority
- UW Badger Watch Conference



QPR - Plans for 2016

Monthly sessions at First United Methodist Church

- open to the public
- FUM and Vet Connect to promote
- 24 signed up for March session

Expand promotion of QPR:

- Neighborhood, employer and church newsletters
- In conjunction with Zero Suicide Initiative



Thanks to QPR Trainers!

- Jean Papalia, Safe Communities
- USN Captain, Ret. Connie Walker of NAMI's Veteran and Family Advocates
- Deputy Rich Bennett of Dane County Sheriff
- Ms. Susan Fuszard of Wisconsin Department of Transportation
- Ms. Deb Traeder of Prevent Suicide Wisconsin
- Rev. Ken Wenzel of Institutional Ministries
- Kim Hein-Beardsley, Unity Health Insurance



Gun Shop Project: What is it?

A partnership with gun shop owners to share materials, developed by and for firearm retailers and range owners, on ways they can help prevent suicide:

- Develop and share guidelines with gun store/firing range owners about how to avoid selling or renting a firearm to a suicidal customer
- Encourage gun stores and firing ranges to display and distribute suicide prevention materials tailored to their customers.



The Gun Shop Project



CONCERNED ABOUT A FAMILY MEMBER OR FRIEND?

ARE THEY SUICIDAL?

- Depressed, angry, impulsive?
- Going through a relationship break-up, legal trouble, or other setback?
- Using drugs or alcohol more?
- Withdrawing from things they used to enjoy?
- Talking about being better off dead?
- Losing hope?
- Acting reckless?
- Feeling trapped?

SUICIDES IN NH
for outnumber homicides

**FIREARMS ARE THE
LEADING METHOD**

**ATTEMPTS WITH A GUN
ARE MORE DEADLY**
than attempts with other methods

HOLD ON TO THEIR GUNS

-Putting time and distance between a suicidal person and a gun may save a life.

-For other ways to help, call the National Suicide Prevention Lifeline: 1-800-273-TALK [8255].



www.nhpsc.org



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www.nhpsc.org

safercommunity.net



BeSafe!

Impacts of New Hampshire Gun Shop Project

- Half (48%) of NH gun shops are displaying suicide prevention materials.
- Owners are engaged and offer invaluable advice: offered feedback on materials, produced training videos, penned editorials, including an article “Avoiding Disasters” published in Combat Handguns.



Testimonials from Gun Shop Project

- “A woman came into the shop asking about buying a gun because of some emotional problems. I told her she didn’t need a gun, she needed spiritual help. So I took her to my pastor. She never did come back for a gun.”
- “There was a guy I wouldn’t sell a gun to because he just didn’t seem right. I later got a letter from his attorney thanking me for saving his client’s life.”



Traffic Safety: Slow Down Campaign



2015 Slow Down Campaign Marshall Police Department and Marshall School District



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Traffic Safety Campaign Partners

Safe Communities Slow Down Campaign Participating Law Enforcement Partners

Belleville Police Department

Brooklyn Police Department

Cambridge Police Department

Cottage Grove Police Department

Cross Plains Police Department

Dane County Sheriff – Black Earth

DeForest Police Department

Fitchburg Police Department

Madison Police Department (all districts)

Marshall Police Department

McFarland Police Department

Middleton Police Department

Monona Police Department

Oregon Police Department

Stoughton Police Department

Sun Prairie Police Department

Verona Police Department

UW Madison Police Department

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BeSafe!

Traffic Safety: Artful Crossings



Traffic Safety Campaign Partners

Pedestrian Flag Sponsors/Flag Minders

Regent/Brooks: Davis Duehr Dean
Sherman/Marston: Tenney-Lapham NA
Williamson/Dickenson: Marquette NA
Atwood/Oakridge-Sugar: SASY NA
Atwood/Ohio: SASY NA
Walter/Richard: Eastmorland Asso.
Allen/Chamberlain: Regent NA
Monroe/Chapman: Dudgeon-Monroe NA
Monroe/Garfield: Vilas NA
Monroe/Harrison: Dudgeon-Monroe NA
Monroe/Knickerbocker: Dudgeon-Monroe NA
Monroe/Pickford: Dudgeon-Monroe NA
Monroe/Prospect: Dudgeon-Monroe NA
Monroe/Sprague: Dudgeon-Monroe NA
Olin/Hickory: Bay Creek NA
Regent/Roby: St Andrews Church
University/Prospect: Regent NA
Eagle Hgts./Lake Mendota: UW Housing
500 Caromar Dr.: Midvale School
500 S. Owen: Westmorland NA
Blackhawk/Bluff: Sunset Village CA
400 S. Midvale Blvd.: Parent Group of Orchard,
Charles and Keating

Mineral Point/S. Owen: Sunset Village NA
Mineral Point/Westmorland: Stacey Vilas

Village of Black Earth: 6 locations along the main street

DeForest Police Department

E. Holum/Cleveland
Main & Hwy. V (Schultz Grocery)
E. North St./N. Main St.
Jefferson/Southbound Dr.

Marshall Police Department

W. Main St./Pardee St./STH 19

Middleton Police Department

Parmenter St./Hubbard Ave.
Parmenter St./Elmwood Ave.
Parklawn Pl./Maywood Ave.
Hubbard Ave./City Hall & Library

City of Stoughton: Multiple locations on Main Street



Artful Crossings Partners

- City of Madison Traffic Engineering
- Dane County artists
- Sector67 fabrication interns
- Neighborhood and business associations
- Local schools
- Community at large



Artful Crossings in Dane County



Entitled "Quantum Leap," this whimsical artwork by Laura Meddaugh is featured at Ohio Ave., and Atwood Ave. in Madison (above, left). Artist Peter Patau's floral photography is displayed on the Artful Crossings box located near Olbrich/Gardens, fitting for its location, at the corner of Sugar Ave. & Atwood Ave. in Madison (above, middle). Future location at Milwaukee & Marquette.

unity.net



Artful Crossings in Dane County



safercommunity.net



BeSafe!

Thank You!

