



## City of Richmond

## Report to Committee

**To:** Community Safety Committee  
**From:** Shawn Issel  
Manager, Community Safety Planning  
**Re:** Safe Communities Foundation

**Date:** May 29, 2003  
**File:** 5000-01

### Staff Recommendation

That the Community Safety Advisory Task Force be directed to investigate the establishment of a Safe Communities Foundation for Richmond.

Shawn Issel  
Manager, Community Safety Planning

Att. 1

<b>FOR ORIGINATING DIVISION USE ONLY</b>
<b>CONCURRENCE OF GENERAL MANAGER</b>

## **Staff Report**

### **Origin**

The CSATF (Community Safety Advisory Task Force) was appointed in June 2002 to identify public safety issues from a community perspective and to provide a public forum for community participation.

In their workplan the CSATF identified investigating the establishment of a Safe Communities Foundation for Richmond. The purpose of this report is to obtain Council direction about whether to pursue this initiative.

### **Finding of Facts**

The Safe Communities Foundation was founded in Ontario in 1996. It is a national, privately funded organization that works with community and business leaders. Its goal is to make Canada the safest place in the world to live, learn, work and play. The original focus of the Foundation was on injury prevention, however the Foundation stresses the importance of a local Foundation meeting the needs of the community it serves, for example Calgary's Foundation (designated a Safe Community this Spring), focuses on violence prevention, injury prevention, and environment and urban safety.

Since 1996, the number of Safe Communities Foundations has grown to include 35 communities across Canada, predominantly in Ontario, the Maritimes and Alberta. As yet there are no Safe Communities Foundations in B.C., although Prince George and Revelstoke have shown interest in establishing Foundations in their communities. *Attachment 1 - Safe Communities Foundation's 2002 Annual Report* provides background on the Foundation's activities.

### **Analysis**

In Council's Term Priorities the goal for community safety is,

*"to increase community safety, and people's perception of community safety, through a strategy that brings community safety resources 'closer to the people', and that balances prevention, education and enforcement initiatives."*

One of the goals identified in the CSATF's workplan is to "...seek community partners to assist in identifying community needs and implementing new community programs and initiatives that promote community safety in Richmond." Establishing a Safe Communities Foundation in Richmond was identified as one of the initiatives for this goal.

The Safe Communities Foundation extends the following benefits to designated Safe Communities:

- one delegate from each Safe Community is sponsored by the Foundation to attend the yearly Safe Communities Conference
- networking with other Safe Community Committees across Canada
- ongoing support of a Safe Communities Foundation Regional Coordinator

- access to resources at the Safety Communities Foundation
- access to funding for projects
- assistance with data

In addition, forming this type of coalition gives the City a means of involving a number of stakeholders:

- the community at large
- the business community
- other agencies in Richmond involved in safety, e.g. BCAS, Coast Guard, Red Cross, St. John's Ambulance, WCB

The CSATF is well positioned to undertake this initiative. Coincidental to the Safe Communities Foundation initiative, the CSATF is fulfilling the preliminary steps identified by the Foundation:

1. **Establish a steering committee** - the appointment of CSATF is a first step in this direction. The Community Safety Division management team is aware of this program and would continue to be involved. In addition, the CSATF would convene a meeting with invitees from other organizations such as community safety providers, service clubs, safety organizations, Richmond Health Services and Richmond School District inviting them to participate in this initiative.
2. **Get community input** on the kinds of projects being contemplated - the CSATF has already started gathering community input on safety issues and initiatives through their community meetings.

The next step in the process is the development of a business plan. The Foundation requires a business plan focusing on safety programs which are community-wide, sustainable and have measurable results. The business plan is an integral part of the being designated a Safe Community. The Safe Communities Foundation grants up to \$25K for approved business plans for communities starting a Safe Communities Foundation. Funding of at least 65% must be raised through local sponsorship or other sources.

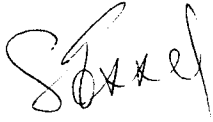
The Board of Directors for the Foundation meet three times yearly. If Council approves this recommendation, the CSATF would determine the feasibility of meeting the December deadline for the February Board meeting. The CSATF would provide Council with regular updates on this initiative, and would seek Council approval of the business plan before submission to the Safe Communities Foundation. If this initiative is successful Richmond would have the distinction of becoming the first Safe Communities Foundation in B.C.

### **Financial Impact**

There is no financial impact to the City associated with this initiative. There is a potential for project funding from the Safe Communities Foundation, however it is contingent upon being able to secure matching funding from other sources.

## Conclusion

The Safe Communities Foundation is an extension of Council's Community Safety goal "*to increase community safety, and people's perception of community safety, by bringing community safety resources closer to the people...*". As a community based task force the CSATF is ideally positioned to undertake this initiative with Community Safety staff.

A handwritten signature in black ink, appearing to read 'Shawn Issel', with a stylized flourish at the end.

Shawn Issel  
Manager, Community Safety Planning

SI:si



## ACKNOWLEDGEMENTS

We would like to thank our supporters for their generous contributions throughout the year.



Bank of Montreal



Canadian Imperial Bank of Commerce



RBC Foundation



Scotiabank



Bank Financial Group



DuPont Canada



Imperial Oil



MARSH  
An MMC Company



WSIB  
CSPAT

**Shumka Craig & Moore Adjusters Canada Ltd.**

**United Underwriters Bureau Limited**

The Foundation also receives support and expertise from the World Health Organization, the Ontario Trillium Foundation, provincial Ministries of Labour and workplace insurance organizations, health and safety associations and other partners.

**SAFE**  
Communities  
Foundation

64 Charles St. East, Suite 201  
Toronto, ON M4Y 1T1  
Tel: 416-964-0008; Fax: 416-964-0089  
e-mail: info@safecommunities.ca  
Web site: www.safecommunities.ca

**Fondation  
pour des  
collectivités  
SÉCURITAIRES**

On peut aussi obtenir des renseignements en français sur la Fondation pour des collectivités sécuritaires. Le rapport annuel de la Fondation paraîtra également au site Web français.

Charitable registration #892388745RR0001





## TABLE OF CONTENTS

Our Mission	1
Message from the Chair and from the President	2
Sean Kells: His Tragic Death Started It All	3
"Accidents" are Preventable	3
The Numbers Don't Lie	4
Safe Communities: Do You Live in One?	4
Resources Available to Safe Communities	5
The Key to Safety	6
Safe Communities Successes	6
A Glimpse of Safe Communities Programs and Events	7
Brockville & District Safe Community: On the World Stage	8
CN Rail Awards	9
Partnerships in Action	9
Did you Know...	10
Dare to Dream	11
Condensed Financial Statements	12
Board of Directors	13
Advisory Committee Members	13
Supporters	Back Cover

## ON THE CHAIR AND IN THE PRESIDENT

*Raising the bar of excellence: that is the best way to sum up a busy year as we continue to cultivate safer and healthier communities. Since its inception in 1996, the Foundation has developed a results-driven, innovative Safe Communities program that gives Canadian communities the tools to reduce local injuries in the workplace, home and recreational areas.*

*During the past year we proudly launched our new French identity, Fondation pour des collectivités sécuritaires. Thanks to the support of CN and Canadian Heritage, most of our materials were translated including the creation of a parallel French website. These steps are critical to help Francophone communities accept our invitation to join our national network.*

*True to last year's projections we are rapidly expanding across Canada. We are happy to announce that another province has joined our fold: Newfoundland & Labrador. This is the tip of the iceberg with many more Safe Communities under development.*

*Brockville & District brought Safe Community standards to a new height when they received the first World Health Organization Safe Community designation in Ontario. We congratulate them for pursuing a dream and achieving this distinguished milestone!*

*Paul Kells' tireless campaign for Safe Communities was also recognized when he was awarded the Order of Ontario, the province's highest and most prestigious order. His commitment and that of hundreds of volunteers in every Safe Community make a difference and save lives every day. Safe Community successes are possible only through these individuals' dedication and good works.*

*We are thankful for the continued financial commitment of our supporters who share our vision for a better world and understand that injuries are preventable.*

*To keep pace with our growth, the Foundation's expenses have increased. The most significant increase has been in the area of community investment and support, the very reason for our being. We continue to explore opportunities and are working on initiatives that will help sustain the movement and facilitate rapid growth.*

*Together we will make Canada a safer place to live, learn, work and play...one community at a time.*



Jim Levins, Chair



Pat Coursey, President

A handwritten signature of Jim Levins.

Jim Levins,  
Chair

A handwritten signature of Pat Coursey.

Pat Coursey,  
President

## FACTS FABERS DON'T LIE

- Three **workers** die every day in Canada.
- There is one occupational injury every 9.1 seconds of time worked in Canada.
- Two million workers in the world die each year because of accidents and illness in the workplace where they are exposed to hazards including chemicals, stress, and passive smoking. The annual toll also includes 12,000 children.

- Almost 40,000 **children and youth** in Canada are seen in hospital emergency departments every year due to home injuries and an additional 500 die from home injuries each year. The main cause of home injuries is falls while deaths in the home are attributed to fires, falls, poisoning, choking, suffocation, and drowning.
- Among **seniors** aged 65 and over, 52% of all injuries are caused by falls.

- More than 28,500 **children** in Canada require medical attention every year for playground injuries.

## SAFE COMMUNITIES

The benefits of living in a Safe Community have long been known: according to the World Health Organization for every \$1 spent on Safe Communities, society saves \$40. Injury prevention programs and the promotion of a safety culture consistently raise the quality of life in a Safe Community.

### 30 Safe Communities

#### Ontario

Greater Belleville  
Brantford & Brant County  
Brockville & District  
Cambridge  
Chatham-Kent  
  
Hamilton  
Kingston  
Kitchener-Waterloo  
Lambton County  
London

#### Muskoka

Orillia & District  
Owen Sound & District  
Perth & District  
Greater Peterborough  
Pickering-Ajax  
Rainy River Valley  
Sault Ste. Marie  
Smiths Falls  
Thunder Bay

NEW

#### Alberta

Grande Prairie & Area  
High River District  
Lakeland Region  
Slave Lake  
South Eastern Alberta  
Strathcona County  
  
NEW  
(formerly known as Fort McMurray)

#### Newfoundland & Labrador

NEW



One of the special features at every Safe Community launch ceremony is the Key to Safety presentation. Paul Kells, Founder and Vice-Chair of the Safe Communities Foundation, believes passionately that we must get the safety message out to children early. The Key to Safety does just that. Paul Kells talks to the children face-to-face about their first-hand experience with injuries and safety. What we hear "out of the mouths of babes" is always fresh, unexpected and sometimes humorous. Once the Key to Safety is given to the children, it is brought back to the school(s) where a general assembly is usually held to discuss safety.



Paul Kells, Founder & Vice Chair, presents the Key to Safety to Mono Amaranth, a School Student at the Dufferin Community launch on January 23, 2004.

- In **Strathcona County**, a Garage Sale program removed unsafe car seats, cribs and other products from circulation.

- In **London**, a Neighbourhood Speed Watch Program provided highly visible speed readouts from a parked radar trailer to approaching motorists and was effective in slowing down speeding drivers.

- **Pickering-Ajax** sponsored training sessions for women on the Rape Aggression Defence System (RADS). Eighty women were trained to defend themselves against an aggressor.

- In **Brantford & Brant County**, participants in the Safe Communities Incentive Program (SCIP) reduced their injury frequency by 32% over three years.



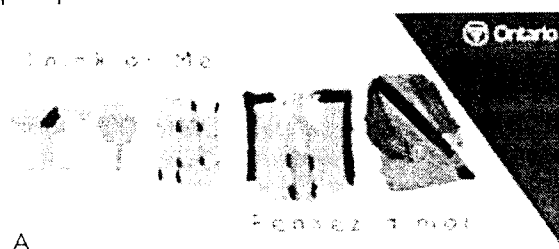
A safe cyclist receives the Helmet Hunter Award, an incentive program that rewards children who wear helmets and practice safe bicycle skills.



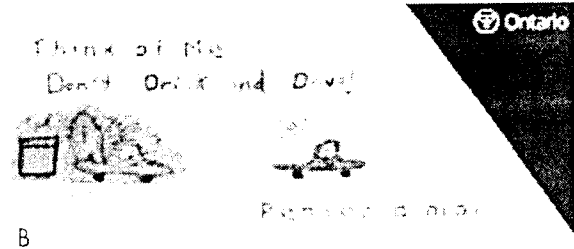
Children in Alberta participate in the Helmet Hero Program.

- The Helmet Hero program presented by the **Safe Community Coalition of South Eastern Alberta** distributed 600 free helmets during bicycle education sessions in schools. As a result many more children are using and wearing helmets properly.

- The **Chatham-Kent Safe Communities Coalition** contributed \$5,000 in seed money for the Step Safe program designed to reduce sidewalk hazards. Residents reported a sidewalk hazard to the Public Works department for repair and more than 44,000 residents received a Step Safe pamphlet. Seniors donated more than 500 hours to prepare the pamphlets for distribution.



A



B

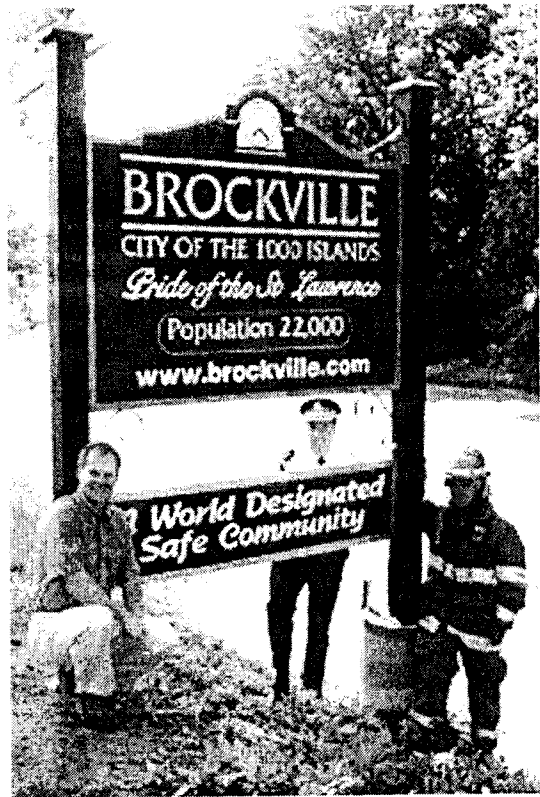
# BROCKVILLE & DISTRICT DESIGNATED SAFE COMMUNITY ON THE WORLD SCENE

## Brockville & District

On August 15, 2001 Brockville, the first designated Safe Community in Canada, received a prestigious World Health Organization Safe Community designation. Brockville was the first community in Ontario to receive this WHO designation and the second in Canada. Möa Sundstrom, of the WHO Collaborating Centre on Community Safety Promotion in Sweden, conferred the designation.

Prior to the event, the Safe Community Coalition of Brockville & District hosted six officials from the Chaussy region of Belarus. The Belarussian officials included the Chaussy Mayor, Fire and Police Chiefs, and the Directors of Health, Social Services and Education, who witnessed how the Safe Community Coalition of Brockville & District worked with community partners to sponsor injury prevention programs. The Safe Community Coalition worked with representatives from the Belarussian Embassy in Ottawa, the local Canadian Aid for Chernobyl group, and many other community partners to create the Safe Community Mentoring Project in August 2001. The successful visit culminated in the WHO designation ceremony with much fanfare.

RISK WATCH, an injury prevention program for students in grades 1-8, was taught to Belarussian and Brockville children with Chaussy officials and Canadian guests in attendance. Paul Kells presented the "Key to Safety" to Chaussy children on behalf of the SCF as well as a plaque to the visitors designating Chaussy as an honorary member of the Canadian Safe Communities network.



*Sparky joins children from Brockville and Belarus for a RISKWATCH Fire Safety Lesson.*



*(From left to right) Denise Kall, Coordinator, Ruth Kitson, Co-Chair, and Chief Barry King, Co-Chair, Safe Communities Coalition of Brockville & District gather around Möa Sundstorm, Coordinator, WHO Collaborating Centre on Community Safety Promotion as she signs the Safe Community Agreement.*



## ACTION CONTINUED...

- The **Crisis Management/Complex Case Team of the Acquired Brain Injury Program of Hamilton Health Sciences, Social and Public Health Services Department of the City of Hamilton** and the **Hamilton Police Service** worked in partnership with Hamilton Safe Communities to develop the Bikes, Blades & Boards program. DOFASCO was also a presenting sponsor. The goal of the program is to increase awareness and reduce injuries that lead to hospitalization and death from any non-motorized recreational device such as cycling, in-line skating, skateboarding and scooters.
- In Perth & District, the **Ontario Healthy Communities Coalition** recently hosted Russian delegates as part of the Healthy Policy Reform Project sponsored by the **Canadian International Development Agency (CIDA)**. The Safe Communities Partnership of Perth & District, **ecoPerth, Youth Action Committee, North Lanark Community Health Centre** and the **Rideau Environmental Action League** all made presentations to the delegation to explain how they fit into the Healthy Communities Concept.

- For every \$1 spent on Safe Communities, society saves \$40, according to the World Health Organization.
- More than 2,656 businesses in 21 Ontario Safe Communities that have participated in the Safe Communities Incentive Program have received rebates totaling \$4.4M from 1997-2002.
- In Greater Peterborough, 10,000 students and over 200 employers have participated in the Passport to Safety program that reinforces health and safety awareness training at the high school level.
- More than 200,000 high school students have been trained in health and safety by participating in the Young Worker Awareness Program (YWAP).
- More than 5 million people within Safe Communities have received the health and safety message through the media or by participation in Safe Community events.
- Businesses participating in Alberta's Partners in Injury Reduction (PIR) program had an average lost-time claim rate that is 19% lower than the provincial average lost-time claim rate for all industries.

### WHAT IS SCIP?

The Safe Communities Incentive Program (SCIP) is a joint venture of the Workplace Safety Insurance Board (WSIB), small businesses and safe community groups in Ontario. SCIP encourages small businesses to improve health and safety by offering them a financial incentive. The program goals are to prevent work-related injuries and illnesses, promote the workplace internal responsibility system, foster mentorship of small businesses and share resources and expertise within the community.

# CONDENSED FINANCIAL STATEMENTS

May 17, 2002

## Auditors' Report

### To the Directors of

### The Safe Communities Foundation

The accompanying condensed balance sheet and condensed statement of revenue and expenses are derived from the complete financial statements of The Safe Communities Foundation as at March 31, 2002 and for the year then ended on which we expressed an opinion without reservation in our report dated May 17, 2002. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the condensed financial statements.

In our opinion, the accompanying condensed financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the guideline referred to above.

These condensed financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the Foundation's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

Chartered Accountants

*PricewaterhouseCoopers LLP*

	2002	2001
	\$	\$
<b>Current assets</b>		
Cash and short-term investments	556,062	711,601
Accounts receivable	33,274	24,276
Prepaid expenses	2,780	2,780
Prepaid expenses - May 2002 International Safe Communities Conference	24,618	-
	<u>616,734</u>	<u>738,657</u>
<b>Capital assets</b>	-	2,082
	<u>616,734</u>	<u>740,739</u>
<b>Accounts payable and other liabilities</b>	29,554	43,840
<b>Grants payable</b>	34,100	27,410
<b>Funding received in advance</b>	225,293	289,500
<b>Deferred revenue</b> - May 2002 International Safe Communities Conference	30,000	-
	<u>318,947</u>	<u>360,750</u>
<b>Appropriated surplus</b> - reserve for working capital	50,000	50,000
<b>Unappropriated surplus</b>	247,787	329,989
	<u>616,734</u>	<u>740,739</u>

	2002	2001
	\$	\$
<b>Contributions</b>	780,181	705,311
<b>Conference</b>	-	50,311
<b>Interest</b>	27,597	30,411
<b>Other</b>	23,453	1,811
	<u>831,231</u>	<u>787,843</u>
<b>Salaries and benefits</b>	407,518	331,911
<b>Grants to communities</b>	181,124	98,211
<b>Community support</b>	63,637	9,911
<b>Conference</b>	-	49,211
<b>Trillium project</b>	12,207	-
<b>Travel</b>	41,023	32,011
<b>Fundraising and promotion</b>	55,308	45,111
<b>Telephone and office supplies</b>	47,440	33,011
<b>Rent</b>	24,412	22,211
<b>Professional fees</b>	15,711	17,111
<b>Research and education</b>	44,695	16,811
<b>Other</b>	20,358	14,611
	<u>913,433</u>	<u>670,511</u>
<b>Excess (deficiency) of revenue over expenses for the year</b>	<u>(82,202)</u>	<u>117,311</u>