



## Certifying Center for Safe Communities

On behalf of the WHO Collaborating Centre on Community Safety Promotion,  
Department of Public Health Sciences, Division of Social Medicine,  
Karolinska Institute, Sweden

### Safe Community Omaha



Name of the Community: **Greater Omaha Area, Nebraska**

Country: **United States of America**

Number of inhabitants: **814,583**

Program started year: 1924

International Safe Communities Network Membership: Designation year: **2007, Recertification: 2012**

[www.safenebraska.org](http://www.safenebraska.org)

Full application report:

[http://www.ki.se/csp/pdf/applicationreports/114omaha\\_2012.pdf](http://www.ki.se/csp/pdf/applicationreports/114omaha_2012.pdf)

**For further information contact:**

Kay Farrell  
National Safety Council, Nebraska  
11620 M Circle  
Omaha, Nebraska  
United States of America, 68137  
Phone: 001-402-896-0454  
Fax: 001-402-896-6331  
E-mail: [kfarrell@safenebraska.org](mailto:kfarrell@safenebraska.org)  
[www.safenebraska.org](http://www.safenebraska.org)

**The program covers the following safety promotion activities:**

**For the age group:**

**Children 0 – 14 years:**

**Home:**

- Fireworks Safety Program
- Kids + Safety Chronicle
- Community Safety and
- Interactive Safety
- First Aid/CPR
- Health Fairs
- Baby Sitting Safety
- House and Safety Store
- Fireworks Safety
- Safe With You,  
daycares and other caregivers



Wellness Festival  
Exhibits

Programs  
program for

**Traffic:**

- Child Passenger Safety (CPS)
- CPS Technician Training
- CPS Advocates Training
- Community CPS Check-Up Events
- Weekly Appointment CPS Checks
- Bicycle Safety
- Cyclefest Rodeo
- Bike Safety Checks
- Bike Helmet Initiative
- Helmet Fittings
- Discounted Bicycle Helmet Sales
- Free Bicycle Helmets at special events and for underprivileged
- Bike Rodeo Kit for Loan
- Click It! Don't Risk It! Safety Belt Campaign
- Statewide Safety Belt Coalition

**School:**

- Safe Walk to School
- Pre-School Traffic Training

- Getting to School Safely
- Poison Prevention and Fireworks Safety School Poster and Coloring Contests

**Sports:**

- Kids + Safety Chronicle

**Leisure:**

- Kids + Safety Chronicle

**Youth 15 – 24 years:**

**Home:**

- Baby Sitting
- First Aid/CPR
- Anger Management for Youth
- Appropriate Decision Making for Youth

**Traffic:**

- Click It! Don't Risk It! Safety Belt Campaign
- Statewide Coalition
- Honor Roll
- First Aid/CPR
- Bicycle Discounted Helmet Program
- Free Bicycle Helmets and at special events
- Motorcycle Safety
- Be Cycle Logical
- Alive at 25
- Teen Driving
- Behind the Wheel Teens
- Minor in Possession Education Program
- Driving Under the Influence Education Program
- Community Safety Champions



for underprivileged

Training Program  
Safety Campaign

Behavior Program  
Driver Education for

**Occupational Safety and Health**

- Program Education to Employers regarding youth work laws
- Forklift Training, (Powered Industrial Trucks) English and Spanish
- Custom Consulting
- Midwest OSHA Education Center
- Safety and Health Summit Conference and Trade Show
- Safe Practices –Best Practices Programs
- Nebraska's Safest Companies Awards Program
- Health Care Network
- Safety Pro Newsletter
- Audio Visual Library Loan Program
- Red Meat Industry – Employee Orientation, English and Spanish
- EPA Initial Lead Renovator Course
- First Aid/Cardio Pulmonary Resuscitation

- National Safety Council Advanced Safety Certificate
- Certificate of OSHA (Occupational Safety and Health Administration) Compliance
- Hazardous Chemical Training Programs
- Emergency Preparedness
- Critical Issues Series
- Anger Management for Youth
- Appropriate Decision Making for Youth
- **School:**
- Topical Essay Contests, e.g. Cell Phone Use while Driving, Fireworks Safety
- Anger Management for Youth
- Appropriate Decision Making for Youth

### **Adults 25 – 64:**

#### **Traffic:**

- Click It! Don't Risk It! Safety Belt Campaign and Coalition
- Department of Transportation (DOT) Training Programs
- Bike Helmet Discount Program
- Defensive Driving Course (DDC) -4 hours
- DDC-8 hours
- Alive at 25
- Coaching the Straight Truck Driver
- Motorcycle Safety Training, beginner, intermediate and advanced - includes scooter,
- Attitudinal Dynamics of Driving
- Behind the Wheel Driver Evaluation Program
- Handicapped Awareness Program (HAP)
- Handicapped Driver Evaluations
- Be Cycle Logical Motorcycle Safety Campaign
- Street Smart – Program for parents to educate how to work with their teens driving education

#### **Occupational Safety and Health**

- Forklift Training, (Powered Industrial Trucks) English and Spanish
- Custom Consulting
- Midwest OSHA Education Center
- Safety and Health Summit Conference and Trade Show
- Safe Practices –Best Practices Programs
- Nebraska's Safest Companies Awards Program
- Health Care Network
- Safety Pro Newsletter
- Audio Visual Library Loan Program
- Red Meat Industry – Employee Orientation, English and Spanish
- EPA Initial Lead Renovator Course
- First Aid/Cardio Pulmonary Resuscitation
- National Safety Council Advanced Safety Certificate
- Certificate of OSHA (Occupational Safety and Health Administration) Compliance
- Safety and Health Compliance Specialist

- Hazardous Chemical Training Programs
- Emergency Preparedness
- Anger Management for Adults
- Appropriate Decision Making for Adults
- Health Fair Activities

**Leisure:**

- Fireworks Safety Training

**Older Adults 65+ years:**

**Home:**

- F1RST (Fall Intervention, Reaching Seniors Together)
- Fall Prevention Tool Kit
- Moving for Better Balance Tai Chi Training for trainers and class work for older adults
- Matter of Balance Training Class
- Medication Management How-To-Guide and Medication Tracker
- “Simple Modifications Can Keep You Safe in Your Home, Real Life Examples” DVD (7,500 of 10,000 distributed)
- Health Fair Activities

**Traffic:**

- Coaching the Mature Driver

**Natural Disasters:**

- Emergency Preparedness Training for Business and Community

**Violence Prevention:**

- Anger Management for Adults
- Anger Management for Youth
- Appropriate Decision Making for Adults
- Appropriate Decision Making for Youth

**Programs Aiming at “High Risk Groups”:**

High Risk Groups are primarily youth and older adults. They also include those working in hazardous environments which could be any age.

- Alive at 25
- Child Passenger Safety
- Click It! Don’t Risk It! Safety Belt Campaign
- High School - Wear a Belt or Wear a Tag
- Coaching the Mature Driver
- Behind the Wheel Drivers Ed for Teens
- Driving Under the Influence (DUI) program
- Family Safety Day
- Firearms Safety Training

- First Aid/Cardio Pulmonary Resuscitation
- F1RST (Fall Intervention, Reaching Seniors Together)
- Fall Prevention Tool Kit
- Movement Improvement Tai Chi Training of Trainers and class work for older adults
- Matter of Balance Training Class
- Matter of Balance Training Class
- Medication Management How-To-Guide and Medication Tracker
- “Simple Modifications Can Keep You Safe in Your Home, Real Life Examples” DVD, under development
- Hazardous Chemicals Training Programs
- Minor in Possession
- Motorcycle Safety Training
- Red Meat Industry Employee Orientation – English and Spanish
- Fireworks Safety Training

### **Surveillance of Injuries:**

The National Safety Council, Nebraska was founded in 1924 as Omaha Safety Council. It became accredited as a chapter of the NSC in 1936 providing services to Douglas, Sarpy, Cass, and Washington Counties. In community safety and court dismissal programs the Council also serves Pottawattamie County in Iowa. The population of these five counties is 814,583.

In 1987 this organization became Safety and Health Council of Greater Omaha. In 2002, the Safety and Health Council of Greater Omaha took the name of the NSC, as did other chapters, to strengthen the identity of the National Safety Council network of chapters to provide consistency in safety education and resources all across the United States. In 2011, the organization became National Safety Council, Nebraska carrying the training statewide. This Safe Community, however, only includes the 5 county area in the eastern part of the state at this time.

Annually as a part of our accreditation process, there was a review of fatalities in the local environments.

Programs are developed and offered based on need. Because accidental injuries and deaths – whether from a car crash, fall, poisoning, choking, fire, drowning or suffocation – are preventable, the National Safety Council, Nebraska’s safety education programs are designed to reduce the risk of injury by increasing awareness of how, when, where and to whom accidents occur, and by introducing behaviors proven to reduce injuries.

Various evaluation tools are used to measure the outcomes of these many programs. Worksite injury and death statistics are utilized. Numbers of programs that are held and the numbers of participants involved help to corroborate the awareness and education, laws and policies that passed or will pass as a result of the awareness and educational efforts, partnerships formed through the programs and public recognition are all a part of the evaluation measures.

The specifics of injury reduction are apparent by examining non-fatal and fatal injury trends over time. If there is a reduction in targeted injuries, it may be assumed that there has been a change in awareness and behaviors that have had a positive impact on injury reduction.

Statistics intended to measure success typically come from U.S. and state government sources. The Nebraska Department of Health and Human Services gathers information from hospital discharge data, trauma center data, and death certificate data. Motor vehicle crash data comes from the Nebraska Department of Roads. The Nebraska Office of Highway Safety provides observational safety belt usage data. OSHA and the BLS (Bureau of Labor Statistics) gather data on workplace and non workplace related injuries and fatalities. The National Safety Council annually publishes Injury Facts.

### **Publications and Videos:**

- "Safety Pro, A Professional Resource for Safe Driving, Safe Living, Safe Working", quarterly

publication

- "Kids + Safety Chronicle", quarterly publication
- "Click It Chronicle" (weekly e-mail to coalition)
- Monthly safety features in "Family Spectrum" magazine
- F1RST Fall Prevention Toolkit (resource packet)
- "Medication Management How-To-Guide and Medication Tracker"
- "Protecting Your Castle - Guidelines for Safety in the Home"
- Employee Orientation in English and Spanish for the Red Meat Industry including trainers guide and videos
- Hazardous Materials Video and Handbook,
- "An Employee's Guide to Working with Hazardous Chemicals"
- "Bloodborne Pathogens: Everyday Heroes, Everyday Risks"
- "Simple Changes You Can Make to Remain Safe Wherever You Live" video and booklet developed for older adults.

### **Staff:**

The National Safety Council, Nebraska has 124 employees, of which 97 are part time instructors with skills and certifications that allow them to teach the wide range of courses from behind the wheel driver education to teens, motorcycles safety training, behavior modification programs, defensive driving programs and first aid/CPR. Twenty seven staff members provide program leadership and support to 5 strategic units: community safety, conferences, occupational safety and health, court services (traffic, motorcycle, behind-the- wheel education and behavior modification programs) and membership. Twelve staff members have college bachelor degrees in areas such as exercise science, business, English, criminal justice degrees at the Council are Juris Administration, and Masters of



Public officials, governmental educators, health care officials, corporate business leaders come together in a collaborative effort "to providing programs, resource prevent and reduce both the personal and economic loss associated with injuries, accidents, and

marketing, graphics design, and education. Advanced Doctor, Masters of Public Health Promotion.

### **Organization:**

entities, law enforcement, insurance executives and together on the Council's 52 volunteer board of directors promote safety and health by services, and education to



health hazards." Hundreds of individuals in addition to the board of directors participate in various committees and task groups under the 5 strategic units to further carry on the work of safety and health promotion in the Greater Omaha area.

### **Participation in International Networks**

The Greater Omaha Safe Community participated in the 2008 conference in New Zealand and presented "My Employee's Child Hurt Himself ...Why Should I Care?" The program provided the

how and why you can engage businesses to make an impact.

Secondly, the Council submitted an abstract to the Cali, Columbia conference which was accepted for presentation, "Stopping Our Parents from Falling Before Falling Stops our Parents." Shortly before the conference, the U.S. State Department issued a warning to U. S. citizens of the dangers of travelling to Columbia and recommended not going.

We have participated and presented at Safe Communities America at the National Safety Council headquarters in Chicago, most recently on our Fireworks Safety Program and Distracted Driving Prevention Program.

We received Honorable Recognition in the International Media Awards for our "Simple Changes" Video in the Video Short Category given in London, UK in 2010 (Project of the F1RST program).

### **International Involvement in Designation Ceremonies**

We attended the International Designation of Brampton, Canada as an International Safe Community.

### **Past Participation in International Safety Work**

In September, 2005, we recognized Omaha's Sister City, Shizuoka, Japan, during ceremonies of the SunPu Gate at Omaha's Lauritzen Botanical Gardens. We presented them our National Safety Council, Greater Omaha Chapter flag and they in turn presented us with their green cross for safety flag that flew over the construction site.

In November of 2005, two active volunteer members of the Council, our current board chairman, Denny Rourke, and Pete Neddo, currently our Summit seminar chairman, traveled to China with a People to People delegation to share and learn about workplace safety and prevention in China.

As a part of our elderly fall prevention program, we have developed a Fall Prevention Toolkit. The American Public Health Association promoted this during Public Health Week and as a result we have had international requests that we have mailed, primarily England.

We have many members who have branches around the world and they utilize materials and information from us for their employees. In the NSC Off-the-Job Safety Network, we are working with several companies involved in worldwide safety promotions. One quite commendable that was shared was one held in the Dominican Republic.

### **Omaha's ties to Sister Cities**

Omaha has strong ties to our sister cities, including Braunschweig, Germany; Shizuoka, Japan; Naas, Ireland; Siualiai, Lithuania; and Xalapa, Mexico. We are delighted to share our Safe Communities work with visitors when they come from our Sister Cities.





