



**Application for Designation
as an International Safe Community
by the World Health Organization (WHO)**

**Brampton Safe City Partnership
March, 2007**



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INTRODUCTION

Brampton, Ontario is Canada's 10th largest city, with a population of 460,000 and a land area of 266 square kms. The population has grown by 62% in the past decade (from 268,251 in 1996).

A city of flowers, parks and culture, Brampton is located within the Greater Toronto Area, just north of Canada's largest airport. Brampton's inclusion in Canada's economic capital (GTA population 5.3 million), and its proximity to the country's major port of entry has resulted in our city becoming a destination of choice for many of Canada's immigrants from around the world.

Brampton citizens represent more than 60 cultures and, collectively, speak 100+ languages. Approximately 48% our population is comprised of visible minorities. This rich diversity in culture has given us unique opportunities to develop strategies for health and safety in our community.

Our residents have brought ideas and 'best practices' from around the globe to create innovative safety programs and services that make Brampton statistically one of Canada's safest places to live.

As well, our citizens feel safe living here. In a 2006 research poll conducted by the Toronto Star, 44% of the poll respondents from the Region of Peel (i.e. the combined cities of Brampton, Mississauga and Caledon) strongly agreed their neighbourhood is safe. This was the highest positive response received in all of the areas polled (see news article in Appendix VII).

The six indicators developed by the International Safe Communities Movement and the World Health Organization to designate an international safe community are addressed in the following pages. In our responses to these indicators, we have profiled the many safety programs and services delivered in our city, as well as the growing number of networks that are evidence of our commitment to work together and collaboratively engage our citizens in activities that make our city a very safe and healthy place to live.

We are pleased for the opportunity to present our application for designation.



INDICATOR #1 FOR INTERNATIONAL SAFE COMMUNITIES

*An infrastructure based on partnership and collaboration,
governed by a cross-sectional group that is responsible for
safety promotion in their community*

The Brampton Safe City Partnership was formed in 1997 as a collaboration of community partners with representatives from police, government (regional, municipal and provincial), private sector businesses, school boards, community agencies and concerned citizens.

Its mission is to make the City of Brampton a safe place for people of all ages by encouraging residents, businesses, schools and community partners to actively participate in safety and crime prevention activities.

Currently, the Safe City Partnership has 35 member agencies collectively delivering programs and services in seven key areas:

- Children’s injury prevention and fire prevention;
- Violence prevention for youth;
- Safety for senior citizens;
- Workplace safety within the construction, transportation and manufacturing industries;
- Road Safety;
- Emergency Preparedness; and
- Crime reduction for residents and businesses

The Partnership is governed by a Steering Committee of representatives from each of the member agencies. Appendix I lists these agencies and their representatives. The Steering Committee has established sub-committees for each of the key areas to ensure annual goals are achieved, and to explore further partnering opportunities. Appendix II contains the Partnership’s Terms of Reference.

The lead agency in this collaborative is the Brampton Safe City Association. The Association has 25 years of history in providing safety programs. Our registered non-profit agency has qualified full-time staff members, an elected Board of Directors and program management committees to provide leadership and governance. The Association functions under well-established terms of reference and bylaws, and each year publishes an annual operating plan, communications and marketing plan, budget, annual report and audited financial statements. As well, Safe City has an excellent communications capacity to build awareness about safety initiatives. Appendix III contains the Association’s 2005 Annual Report (most recent).

Under the Association’s lead, the Brampton Safe City Partnership has achieved a number of collaborative successes in the past ten years. These include:

Citizen Involvement -- Brampton Safe City Campaign (1997-2000)—a 3-year project aimed at engaging and motivating Brampton residents to “do just one thing’ to make their community safer. Thousands of citizens participated by choosing an area of safety and getting actively involved with one or more of our partnering agencies.

National Recognition -- The Safe City Partnership's proactive approach to safety, along with its broad range of safety programming resulted in the City of Brampton being designated as a 'safe community' by Canada's Safe Community Foundation in 2003. This designation has been renewed for each of the past four years (see enclosed letter of support from the Sasfe Communities Foundation of Canada in Appendix VIII).

Road Safety – The Safe City Partnership initiated the Brampton Road Safety Committee in 2005, a community partnership with twenty-seven agencies working together to address road safety concerns throughout the city. The committee was instrumental in creating a citywide traffic safety public education campaign in 2006 and 2007. Appendix IV contains the 2007 Brampton Road Safety Public Education Campaign.

Youth Violence Prevention -- Many of the Safe City Partners joined together again in 2006 along with other representatives from the cities of Brampton, Mississauga and Caledon (i.e. the Region of Peel) to create the Peel Youth Violence Prevention Committee. This multi-agency, multi-city group has developed a comprehensive youth violence prevention strategy that brings together more than one-hundred service agencies, school boards, police and other communitiy groups. Appendix V contains the Peel Youth Violence Prevention Committee's report with a recommended regionwide strategy for addressing youth violence. The strategy is being implemented in 2007.

Support For Other Safety Networks – Members of the Safe City Partnership participate in a number of other multi-agency networks functioning in Brampton. These networks focus on a variety of safety services, and include:

- **Industrial Accident Prevention Association (IAPA)** – Canada's largest health and safety network, representing more than 50,000 member agencies and 1.5 million workers across Canada, has a leading role in the prevention of workplace injury and illness, working for improvement in the safety performance of its member firms.
- **Transportation Health & Safety Association of Ontario (THSAO)** – A workplace association dedicated to the advancement and promotion of safe workplace practices across Ontario. THSAO is dedicated primarily to working with companies and personnel in the transportation industry.
- **Brampton Board of Trade** – A network of more than 1,200 Brampton businesses working together to enhance Brampton's business community. The Board works in partnership with Brampton Safe City Association and Peel Regional Police to provide members with safety and crime prevention education.

- **Police Community Liaison Committee (PCLC)** - a network of police officers and citizens who work together to address crime and policing concerns throughout the city.
- **Peel Youth Violence Prevention Committee** – a multi-agency, multi-city network of municipal government, school boards, community groups and businesses working together to reduce the incidence of violence to youth in the Region of Peel.
- **Success By Six Peel** - A collaboration of more than 40 partners in business, education, recreation, health, social services and government dedicated to providing important opportunities and experiences for children in Peel to develop the emotional, social, cognitive and physical skills to reach their fullest potential from birth to age six.
- **Peel Adult Injury Prevention Network** – A network of health and social service agencies working together to reduce the incidence of injuries to adults. Two of the primary focuses are on falls prevention and fire prevention education for seniors.

Infrastructure Summary – The Brampton Safe City Partnership is a dynamic, pro-active network that delivers a broad range of safety programs and services throughout our community. The successes the partnership has achieved is evidence of its strength and effectiveness in safety promotion.

The growing number of other collaborative partnerships demonstrate that Brampton is a community that has embraced a culture of 'working together' to strengthen program delivery and outcomes in keeping citizens safe from injury and crime.



INDICATOR #2 FOR INTERNATIONAL SAFE COMMUNITIES

*Long-term sustainable programs
covering both genders and all ages,
environments and situations*

A. Children's Injury Prevention and Fire Prevention

Risk Watch Program – A comprehensive child safety program created by the National Fire Protection Association and coordinated locally by Brampton Fire & Emergency Services. The program is aimed at educating children 14 years of age and under through a combination of interactive and educational activities. The focus of Risk Watch is on educating children in seven key areas: motor vehicle safety; fire and burn prevention; choking; suffocation and strangulation prevention; poisoning; falls prevention; Fire arms injury prevention; bike and pedestrian safety; and water safety. Approximately 15,000 Brampton school children receive safety education through Risk Watch each year.

Bicycle Safety Initiative – Each year the “Wear the Gear” Committee from the Region of Peel’s Public Health Department will offer a minimum of two bicycle safety festivals to Brampton schools. The primary objective will be to provide an opportunity for children to learn about bicycle safety by participating in “hands on” information clinics and skills testing activities.

Peel Children’s Safety Village – An innovative educational facility aimed at reducing the alarming statistics of preventable traffic accidents among our children in the Region. The Safety Village features a main building with 2 classrooms and a miniature village with 17 downsized buildings, detailed roadways, traffic lights and signs and an operational railway crossing. After receiving classroom instruction from a uniform Police Officer, visiting children take to the streets of the village on foot, bicycle or in mini-electric carts to practice their newly acquired skills. Since its opening in 1994, more than 150,000 elementary school children have benefited from this unique educational facility.

Brampton Fire / Life Safety Education Centre – A hands-on learning facility geared to educate children about the hazards of fire that can be found and avoided in and around the home. Upstairs, Stephanie’s Place has been designated to model an average home with kitchen, living room, bedroom and bath. Children have the opportunity to find the hazards and learn where to go when fire strikes and how to set-up safe escape routes out of the house.

Car Seat Safety Clinics – Clinics are delivered on a regular basis throughout the community by a number of Safe City Partners and other agencies, including: Peel Regional Police, Peel Health, St John Ambulance, Cooperators Insurance and Brampton Fire & Emergency Services. These agencies have formed the Peel Car Seat Safety Committee to enhance the effectiveness of the safety clinics, to deliver car seat safety technician training and to advocate for children’s safety in automobiles.

Child Find Ontario – a province-wide service to educate parents and children how to prevent child abduction. Services delivered in Brampton include: educational workshops, AMBER Alerts, Child Identification Clinics and family support services.

Peel Safe & Active Routes To School Committee – multiple service agencies work together to promote pedestrian safety for children walking to school, and to work with parents to establish safe walking routes for children.

School Zone Safety Awareness Strategy – the City of Brampton delivers an annual campaign during the back-to-school period in September to promote safety for children in school zones.

St John Ambulance Summer Student Team – a team of students deliver safety education to children in summer programs on safety topics including, water safety, first aid and anaphylactic shock.

Pumpkin Patrol – an annual safety promotion organized by Rogers Community Television to promote safety for children during Halloween.

Safe Kids Week -- a national promotion that is organized locally each June by a number of Safe City Partners, with assistance from the national Safe Kids Canada organization. Promoted pedestrian safety, rail safety, bicycle and helmet safety.

Brampton Safety Council – a partnership of parents, school administrators and City of Brampton staff who work together to evaluate safety in school zones and to address traffic safety problems in each Brampton school. The Council manages a citywide network of School Crossing Guards to safeguard children crossing busy streets.

Rail Safety Programs – Canadian National Railway and Canadian Pacific Railway deliver safety programs and events in Brampton to build awareness about rail safety to children and parents. These include Operation Impact (CN), Operation Lifesaver (CP), Rail Safety Week and Safe Crossing Week

Educational Literature about Children's Safety – a number of local, provincial and national agencies publish educational literature covering pedestrian safety, rail safety, trauma prevention, bicycle and helmet safety, school bus safety and other children's safety topics. This literature is distributed to schools, children's programs and other community gatherings by various Safe City Partners.

B. Violence Prevention for Youth

Youth Education and Safety Program (YES) – A program administered by Brampton Safe City Association in partnership with Peel Regional Police, Peel Health, Peel Board of Education and Dufferin-Peel Separate School Board, Peel Paramedics Association and the Heal Network to provide safety and crime prevention training to young people (ages 13 –19), and to provide volunteer opportunities for students to participate in community safety initiatives. In 2007, more than 600 high school students are enrolled in the YES Program.

Brampton Neighbourhood Resource Centre Youth Program –offers a variety of activities to engage youth, share ideas and discuss relevant issues.

Brampton Parks & Recreation Youth Drop-in Programs – Programs provide a safe environment to hang out with friends, play games, listen to music and do homework.

Eden Place Drop-in Centre – the Canadian Mental Health Association maintains a centre run by and for consumers and survivors of the mental health system. Youth drop in to watch movies, play cards, pool, etc.

Harvest Worship Centre Youth Drop-in Centre – Youth take part in organized and unorganized recreational activities such as basketball, drama, dance, etc.

Eclipse Youth Centre – Rapport Youth and Family Services maintains a multi-service drop-in program for youth (12 – 24 years); includes group counseling anger management and life management skills, youth substance abuse counseling, girls groups, employment seminars and guest lectures on health topics.

African Community Services of Peel Youth Mentoring Program – Program provides the opportunity for older youth (18 – 20) years to mentor younger age groups (youth ages 7 – 14 yrs). The group meets once per week with ad hoc activities scheduled outside meeting hours.

Supporting Excellence, Encourage Development (SEED Program) – provides guidance to youth (ages 10-12 years) through counseling, group social/life skills meetings, and recreation nights (Associated Youth Services of Peel).

Interim Place Public Education – Child and youth staff provide youth presentations upon request. Topics include: healthy relationships, protect yourself from relationship violence, understanding the cycle of violence, resources in the community, etc.

Muslim Community Services After School Workshops – after-school workshops offered for youth related issues. Topics include: bullying, anger management and violence.

Chill and Learn Youth Conference – This one day conference focuses on celebrating healthy relationships. Includes group discussions for students and teachers on relationship violence and healthy relationship issues and speakers such as survivors of sexual assault (Peel Committee Against Woman Abuse)

Public Education Program – Responds to community needs and requests for educational symposiums. Topics include: sexual assault, child abuse, sexual assault under the influence of alcohol or drugs, how to support those who have

experienced sexual assault, and body image (Sexual Assault/Rape Crisis Centre of Peel).

United Achievers Community Services Mentoring Program – At-risk youth ages 9 – 16 years are paired with an adult mentor. Pairs meet at least once per week for 3 – 4 hours.

YMCA Employment Resource Centre – a free drop-in service for independent job seekers of all ages. Services include fax machines, phones, photocopying, printing information sessions on a variety of employment-related topics, computers for job search, assistance with applications, resume and cover letter development.

YMCA Toronto Youth Gambling Program – provides interactive prevention/awareness presentation with gambling neutral harm reduction message for youth 8 – 24 years. A variety of presentations, targeted to specific age groups are available including adult audience.

Sheridan College Program – Archbishop Romero School and Sheridan College host a secondary school alternative classroom at the Davis Campus. Students are mentored by college students in order to sample college classes and to receive first hand accounts of college-life. This program is for students who require additional support in the transition to a post-secondary college program (Dufferin-Peel Catholic District School Board).

Ontario Schools Code of Conduct – sets clear provincial standards of behaviour. It specifies the mandatory consequences for student actions that do not comply with these standards (Ontario Ministry of Education).

Comprehensive School Bullying Prevention Program -- this strategy emphasizes a positive school climate and challenges bullying behaviour.

Rally Against Male Violence – Program to raise awareness about social and equity issues; 2,400 students participate annually (Turner Fenton Secondary School “Spread the Word” Club)

Neighbourhood Policing Officers in High Schools – Enforcement and education in local high schools; delivers lectures related to personal safety, gangs, youth violence and other related subjects (Peel Regional Police).

School Lectures – Neighbourhood policing officers provide lectures to high school students on various topics, including the Controlled Drugs and Substances Act, bullying, Peel Regional Police recruiting, gangs and violence (Peel Regional Police).

Youth Education Bureau – Officers assigned in a non-enforcement capacity to address relevant issues in the elementary school system. Topics covered

include: bullying, internet safety, street proofing, youth crime and drug education (Peel Regional Police).

Family Matters – This group is open to moms 16 years and older, living in or outside of the Family Life Resource Centre. The group aims to support mothers in enhancing their parenting skills (Salvation Army Family Life Resources Centre).

Self-Esteem Group – This group is open to moms 16 years and older, living in or outside of the Family Life Resource Centre. The group aims to enhance the self-esteem of mothers who have experienced domestic abuse (Salvation Army Family Life Resources Centre).

Youth and Parent Workshops – Youth and adults are invited to attend monthly workshops on various topics. Includes a youth violence workshop for young people and a workshop on how to effectively communicate with your children for parents (United Achievers Community Services).

North Bramalea Youth Group – Two youth groups in existence (junior and senior) – both are the same in structure but geared to different ages. Programs explore various topics that are faith based and personal development (North Bramalea United Church).

C. Safety for Senior Citizens

Falls Prevention Clinics - Peel Health nurses from the Peel Region Health Department deliver falls prevention clinics at sites throughout the City of Brampton. A strong and effective working relationship with Community Care Access of Peel (CCAC), Peel Senior Link and members of the Adult Injury Prevention Network already exists to assist them with their efforts. CCAC of Peel provides the community-based health care services to the partnership (e.g. Occupational Therapist, Physiotherapist Nursing, Social Workers, Dieticians and Speech-Language Pathologists). CCAC services are provided to clinic participants if it is determined that home follow-up is required to deal with risk factors identified in the falls prevention clinics. Peel Senior Link is an organization that assists seniors to continue to live independently in their own homes by providing “Hands on Help”. Peel Senior Link assists the partnership by advertising and promoting the falls prevention clinics in the buildings they manage (Adult Injury Prevention Network).

Elder Abuse Prevention – The Ontario Network for the Prevention of Elder Abuse provides education and support to community organizations in Brampton addressing elder abuse concerns.

Fraud Prevention – The Peel Regional Police, Brampton Safe City Association and PhoneBusters provide education for seniors to help them reduce their victimization from frauds.

Safe Driving Workshops for Seniors – Peel Regional Police, Ontario Provincial Police (Drive Wise Program) and Brampton Safe City Association organize safe driving workshops for seniors to teach them how to adapt their driving techniques as they age.

D. Workplace Safety Within the Construction, Transportation and Manufacturing Industries

Safe Workplace Consultations – Trained professionals work with Brampton-based company executives to help them establish and maintain safe and healthy working conditions in their workplaces (Construction Safety Association of Ontario)

High Risk Firms Program – This program targets the bottom 2% of firms with the highest number of injuries and health and safety costs. Ministry of Labour inspectors inspect these workplaces four times per year. Furthermore, identified firms are contacted by the Construction Safety Association of Ontario representative for Brampton and services are offered (at no charge) from consulting to education and training opportunities (Construction Safety Association of Ontario).

Emerging Risk Firms Initiative – This initiative targets all firms that incur any Lost Time Injuries in the current year. The Construction Safety Association of Ontario Brampton representative engages the firm in dialogue to determine what the firm knows about health and safety, and what stage they are at in implementing a health and safety system in their workplace. Employers are educated about the increased risk of injury in their workplace and their roles and responsibilities in maintaining a safe work environment.

Brampton Safety Net – An email alert system that keeps Brampton business firms aware of workplace safety and business crime prevention issues. Maintained by the Brampton Safe City Association in partnership with Peel Regional Police, Brampton Board of Trade and the Industrial Accident Prevention Association.

Young Worker Awareness Program – delivers educational sessions to high school students on workplace safety topics (Industrial Accident Prevention Association)

Safe Communities Incentive Program – a workplace safety education program for small to medium size business firms; provides company executives with a strategy for establishing workplace safety goals and providing their employees with training opportunities to reduce the risk of workplace injuries. Participating companies are eligible for workplace safety insurance rebates (Workplace Safety Insurance Bureau – WSIB).

St John Ambulance First Aid in the Workplace – Trained instructors deliver safety education to employees on how to stay safe from injury in the workplace and how to administer first aid to an injured worker.

E. Road Safety

Annual Traffic Services Campaign – Ongoing police campaign with focused activities on safe driving topics including seatbelts, RIDE, Operation Safe Driver, eRASE Program (eliminate racing activity on streets everywhere), and others. (Peel Regional Police).

Party In The Right Spirit – annual campaign to address drinking and driving issues with youth for prom night and graduation celebrations. Collaborative project with participation from Peel Health, Peel District School Board, Dufferin-Peel Catholic District School Board, Brampton Safe City Association, Peel Regional Police. (Peel Health – Lead Agency).

I-Drive Program – provides safety training workshops for young drivers (Ontario Students Against Impaired Driving).

Arrive Alive Drive Sober Campaign – annual campaign to educate young drivers about safe driving, and not driving under the influence of alcohol or drugs (Ontario Community Council on Impaired Driving).

TeenWise Safe Driving Program – safe driving workshops presented to teens by police officers (Ontario Provincial Police).

National Students Against Impaired Driving Campaign – annual campaign (3rd Tuesday in October) to promote safe driving for young drivers (Cooperators Insurance).

SmartRisk Educational Workshops – presented to high school students by citizens who have been personally injured in an accident (SmartRisk Foundation of Canada).

Mothers Against Drunk Driving (MADD) – Annual campaign to stop drinking and driving; includes drug awareness messages.

Drive Fit Program – a computer-based interactive program to maximize driving-related mental abilities; also safety driving tips for teens (Young Drivers of Canada)

Road Watch Program – a citizen-reporting program to allow Brampton residents an opportunity to report dangerous or aggressive driving to police (Brampton Safe City Association)

Student Safety Team – a summer program that hires college students to promote road safety in Brampton neighbourhoods where traffic concerns have been identified by residents (Brampton Safe City Association)

Road Safety Challenge – an annual event hosted by the Ontario Ministry of Transportation to engage community organizations in public education about road safety. Funding is provided to support promotional activities.

Community Safety Education Project – a project that trains volunteers to deliver road safety education and promotion in Brampton’s residential community (Brampton Safe City Association).

Radar Messaging Boards – 20+ radar messaging boards are set-up at locations throughout the city where traffic problems have been identified to build awareness about vehicle speeds and safe driving (City of Brampton, Region of Peel)

Safe Driving Programs for Commercial Drivers – Defensive Driving and Fleet Management programs are delivered to commercial drivers to support safety on Brampton highways (Transportation, Health & Safety Association of Ontario).

National Road Safety Week – annual campaign to promote road safety across Canada. Community partners organize promotional activities to coincide with this week (May) (Canadian Automobile Association).

55 Alive – driver refresher program for drivers over 55 years of age (Canada Safety Council).

F. Emergency Preparedness

City of Brampton Emergency Measures Office – provides public education and support services to promote emergency preparedness. These include a Personal Emergency Preparedness Workshop, annual declaration of Emergency Preparedness Week and the services of an Emergency Public Education Officer to deliver safety education throughout the community

Community Emergency Response Volunteer Program (CERV) – A network of community volunteers are trained to carry out designated responsibilities in the event of a disaster or major emergency within the city.

Amateur Radio Emergency Service – a network of volunteers trained and prepared to provide emergency communications services throughout the city in the event of a disaster or major emergency.

G. Crime Reduction for Residents and Businesses

Neighbourhood Watch – A community-based crime prevention program aimed at reducing and preventing crime in our residential neighbourhoods.

Neighbourhood Watch encourages citizens to be aware of crime concerns in their neighbourhoods, be alert for suspicious activities and be active by reporting incidents to Peel Regional Police (Brampton Safe City Association).

Business Crime Prevention Program – a program to deliver crime prevention training, safety audits and other services to Brampton-based businesses; Brampton Board of Trade promotes business crime prevention through Board publications (Brampton Safe City Association / Peel Regional Police).

Local Heroes Awards Gala – Annual awards to recognize citizen contributions to crime prevention and safety in the City of Brampton (Brampton Safe City Association).

Crime Prevention Academy – a program to provide volunteers with crime prevention training, and encourage them to participate in community safety programs to utilize their knowledge and training (Peel Regional Police).

Computer & Internet Safety – workshops for youth and/or parents to teach them how to safeguard their families on topics ranging from inappropriate messages to internet luring (Peel Internet Safety Committee / Peel Regional Police).

Crime Stoppers Program – a non-profit organization which rallies the community, news media and the police in a collective campaign against crime. Crime Stoppers mandate is to fight crime and to combat two major problems that often deter people from reporting crime: apathy – by offering cash awards; fear – by offering anonymity (Peel Crime Stoppers).

Crime Free Multi-Housing – a crime prevention program that deals with crime in the rental community. The program is designed to encourage residents to take ownership of their property and teaches owners, managers and residents ways to keep illegal activity off their property (Peel Regional Police / Peel Living)

Crime Prevention Through Environmental Design (CPTED) – A design-based crime prevention approach that is applied to business, such as shopping malls and industrial parks, schools, residential areas, parks, etc.. It focuses on the design of buildings and the physical environment to reduce opportunities for crimes to occur (Peel CPTED Committee).



INDICATOR #3 FOR INTERNATIONAL SAFE COMMUNITIES

Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups

Associated Youth Services of Peel Attendance Centre – an alternative to custody. Youth are referred through the justice system and are required to attend the centre. Individualized programs help ensure the needs of each client are met.

Extra Judicial Sanctions Program – a means to divert young persons (ages 12 – 15) charged with relatively minor offences away from formal criminal proceedings and into a program of rehabilitation (Associated Youth Services of Peel)

Peel Youth Justice Committee – provides an alternative to formal court proceedings when dealing with young people alleged to have committed certain offences (Associated Youth Services of Peel).

Recognizing Adolescents in Need (RAIN Program) – Outreach to drop-in centres and other places youth can be found to reach marginalized youth. Workers help youth to find housing, connect with education and provide other supports as needed (Associated Youth Services of Peel).

Recognizing Individual Success and Excellence (RISE Program) – a school-based, multi-faceted program which addresses the needs of children who are displaying signs of anti-social behaviour and who are at risk of being charged under the Youth Criminal Justice Act in the future (Associated Youth Services of Peel).

Big Brothers and Big Sisters Peel – A mentoring organization for children, committed to providing caring adult relationships for children to promote their healthy development and enhance their self-esteem.

Elizabeth Fry Society Aftercare Programs for Youth – Female youth that are in custody or attend the attendance centre are visited by a worker who will support them in going back to school, finding a job., etc. in order to facilitate their successful re-integration.

Anger Management and Shoplifting Program – This 6-8 week program can be run 1:1 or in a group setting to 12-18 year old males and females (Elizabeth Fry Society - Brampton).

Female Attendance Centre – Females 12 – 18 years referred by the justice system are required to attend the centre for 240 hours or 6 months. Programs are offered such as substance use counseling, employment readiness, homework group and self-esteem counseling (Elizabeth Fry Society - Brampton)

Alternative Intervention Program – This program is for children 0 – 16 years and their caregivers who require counseling and support prior to joining HEAL group programs (The HEAL Network – Peel Region).

Breaking Down Walls – a program for youth ages 13 – 16 years who are experiencing conflicts due to violence that is being directed towards their mothers (The Heal Network – Peel Region).

The Lunch Group – A program designed to help children 7 – 10 years develop skills to resolve and cope with conflict and to learn effective problem-solving techniques (The HEAL Network – Peel Region).

Bold Steps – a program that is based on cognitive behavioural therapy and can be delivered 1:1 or in groups (John Howard Society - Brampton).

Job Connect – A program that helps unemployed youth (16 – 24 years) obtain a job in the field of their choice (John Howard Society - Brampton).

Rebound – A motivational interviewing intervention related to substance abuse for youth ages 13 – 24 (John Howard Society - Brampton).

Resolve – An evidence-based anger and emotion management program for medium to high-risk males (John Howard Society - Brampton).

Our Place Residential Centre – Youth 16 – 21 years can stay for up to 1 year in this 6 bed co-ed facility. The facility offers 1:1 meetings with staff related to personal goals, and developing life skills (Our Place Peel).

Emergency Youth Centre – Youth 16 – 21 yrs can stay up to 3 weeks in this 14 bed co-ed facility. Primary counselors have 1:1 meetings with youth related to meeting personal goals, emotional issues and developing life skills (Our Place Peel).

Outreach Caseworker Program- Caseworker spends time in youth centres such as The Dam, Eclipse, etc. to help residents with accommodation search, and accompanying them to appointments, as well as other related activities.

Peel Pride – A weekly drop-in support group that provides lesbian, gay, bisexual, transsexual, trans-gendered, questioning and queer (LGBTQQ) youth a safe place to feel accepted, better understand their sexuality and develop a sense of belonging in the Peel community (Positive Space Peel).

Anger Management – The program services youth 12 – 20 years. Provides a safe place for youth to express their anxieties, talk about their problems and challenges, and help them realize they are not alone in their struggles (Rapport Youth and Family Services).

Counseling Program – Program helps youth with behavioural issues who have left school and need to re-integrate into the school setting (ResQ Youth International).

Correctional Services – Assists youth and adults who are under arrest or being released from custody to make connections with relevant supports such as family, lawyers, social workers, etc. (Salvation Army - Brampton).

Cuthbert House – An open custody facility for young male offenders 12 – 17 years. These young men have in-house programs such as substance abuse awareness programs and anger management programs (Salvation Army - Brampton).

Accompaniment Program – Staff accompany women who have been sexually assaulted to hospital, court and police station appointments. This service provides support to women 16 years and older (Sexual Assault/Rape Crisis Centre of Peel).

Counseling – Participants can choose from individual and group counseling. Groups include recent victims of assault and also those who have experienced assault through their lifetime. This service provides support for women 16 years and older (Sexual Assault/Rape Crisis Centre of Peel).

Crisis and Support Telephone Line – Serves women 16 years and older who have experienced sexual violence at some point in their lives. Provides counseling and referrals to Crisis Centre programs (Sexual Assault/Rape Crisis Centre of Peel).

William Osler Health Centre, Child and Adolescent Health Clinic Teen Support Group – Teens are screened before entry. This is a depression support group that meets 1.5 hours per week during the school year. The program provides information and support.

YMCA Job Connect Program – helps unemployed youth obtain a job in the field of their choice.

Associated Youth Services of Peel Section 20 Program – provides services for students unable to attend regular or special education classes within a community school.

Archbishop Romero School Program – focuses on employability skills in the context of Catholic education. Eligible students include those who have experienced an interruption in learning, are behind in credit acquisition, or who have a personal situation that requires a flexible educational setting (Dufferin-Peel Catholic District School Board).

New Directions Limited Expelled Program – Archbishop Romero School program intended for limited expelled students to provide a personalized program that offers a blend of academic courses and therapeutic interventions delivered and integrated with available community resources (Dufferin-Peel Catholic District School Board).

Foundations Program – An alternative education option for at-risk students in grades 9-10, 16 – 20 years of age who are unable to attend school full time (due to family or work commitments) Peel District School Board

TELL Program – An alternative education option for at-risk students in grades 10-12, 16-20 years of age who are unable to attend school full time (due to family or work commitments) (Peel District School Board).

Youth Intervention Mentoring Program – Identifies at-risk students that are presently on court orders and/or identifies gang members that are within the school system (Peel Regional Police)

Challenges: A Child Management Program – An in-home child management program whose workers form partnerships with parents and other services as required to help parents deal with their children’s troublesome behaviour (0 – 18 yrs) (Associated Youth Services of Peel).

Community Parent Education Program – Parents and caregivers of children and youth (3 – 18 yrs) experiencing moderate to serious parenting difficulties are able to attend this large-group parenting course. Parents work together on parenting challenges, share ideas and learn new behaviour management strategies (Associated Youth Services of Peel).

Multi-Systemic Therapy – An intensive program for high risk youth (those engaging in criminal and anti-social behaviour, at risk of their current placement breaking down, experiencing difficulties from multiple systems) (Associated Youth Services of Peel).

Anger Management for Parents – A workshop for parents who are concerned about their anger directed towards their children (Family Education Centre).

Parenting Teenagers – A parenting workshop involving a series of discussion sessions on parenting styles, goals of misbehavior, personality development, emotions, encouragement, listening skills, expressing feelings, discipline, development of responsibility and selecting appropriate approaches to discipline (Family Education Centre).

Helping Mothers and Children Survive Abuse Together – This group is for women who have been abused by their partner and for their children (0-12 yrs) who have been exposed to the abuse against their mothers (The HEAL Network – Peel Region).

Parenting Your Teen – Group for parents and troubled youth (12 – 16 yrs). Parents learn about adolescent development, appropriate limits to set with their teen, conflict management and problem solving (Peel Children’s Centre).

Peel Wrap-around Process – A support program for youth 0 – 18 years and their families. Families or individual youth with multiple challenges such as

employment and housing challenges can be referred by local agencies or self-refer to this program (Peel Children's Centre).

Victim Services Program– provides immediate crisis intervention and other related services to persons victimized by crime or tragic circumstances (Victim Services of Peel).

Challenge Program – information and resources to help persons with disabilities stay safe from crime (Brampton Safe City Association).

Bringing Awareness to Senior Safety In Your Community – annual promotion for safety of seniors (includes safe driving workshops) Peel Adult Injury Prevention Network.



INDICATOR #4 FOR INTERNATIONAL SAFE COMMUNITIES

*Programs that document the frequency
and causes of injury*

Peel Regional Police Annual Traffic Statistics – tracks the number of traffic occurrences and fatalities from vehicle collisions annually.

Peel District School Board and Dufferin Peel Catholic District School Board – annually record and track the incidence of violence involving students in their schools. Statistical report available.

Workplace Safety & Insurance Board – annually publishes reports on workplace injuries, and prevention measures.

Ontario Ministry of Labour – publishes annual report on workplace injuries, causes and prevention measures.

Brampton Fire & Emergency Services – annually publishes a statistical report on the incidence of fires and fire causes.

Region of Peel Traffic Engineering Services – tracks and records traffic occurrences on Regional Roads; addresses areas of high incidence (e.g. cameras at identified trouble intersections to enforce red-light running)

Brampton Safe City Association – monitors crime and safety alerts delivered via the Brampton Safety Net to track numbers of alerts sent, crime trends and other relevant data.



INDICATOR #5 FOR INTERNATIONAL SAFE COMMUNITIES

*Evaluation Measures to assess their programs,
processes and the effects of change*

Community Safety Education Project Evaluation Plan – A comprehensive strategy to evaluate the effectiveness of volunteer participation in safety and injury prevention programs in the City of Brampton. Appendix VI contains a copy of this plan.

Road Safety Surveys and Evaluations – a number of collaborative surveys and evaluations by the members of the Brampton Road Safety Committee to determine effectiveness and behavioural change of road safety initiatives implemented by community partners.

Peel Health - carries out evaluations of activities to assess the effectiveness of injury prevention strategies in reducing the rates of injuries and deaths. At the program level, tracking is done through ongoing formative, process and summative evaluations of clinics, presentations and displays. Extensive evaluation of the Child Home Safety Initiative was also carried out through Random Digit Dialing over a three-year period, resulting in a better understanding of the effectiveness of the campaign and increased home safety knowledge and awareness in the community.

There is also a tracking of risk behaviours, knowledge, attitudes and awareness done at the community level through the Rapid Risk Factor Surveillance System (RRFSS) at the local level. Emergency department visits, hospitalization data is collected through databases of the Canadian Institute for Health Information. Canadian Community Health Surveys are also conducted, reported and shared by Statistics Canada. Mortality data is collected by the Ontario Office of the Registrar General and distributed to Peel Health through the Health Planning System (HELPS) initiative of the Ontario Ministry of Health and Long-Term Care.

Adult Injury Prevention Network – carries out evaluations on injury occurrences to identify causes and better prevention techniques.

Peel Regional Police Statistics – ongoing evaluations of crime occurrences and trends lead to establishing policing priorities and resource allocations.

St. John Ambulance Training Program Evaluation – all training programs delivered by St. John Ambulance instructors are evaluated to document audience feedback, instructors' recommendations and training effectiveness.

Workplace Safety & Insurance Bureau Work Well Program – program to audit workplace injury occurrences and conduct an annual comparison to identify emerging workplace safety issues and behavioural change.



INDICATOR #6 FOR INTERNATIONAL SAFE COMMUNITIES

*Ongoing Participation in national and international
Safe Communities Networks*

National Safe Communities Foundation of Canada – ongoing membership since 2003 in this Canada-wide network of designated ‘safe communities’; support national and local activities to promote community safety (see letter of support in Appendix VIII)

SmartRisk Foundation of Canada – ongoing participation since 2001 in national network of community agencies educating youth about safety issues; includes Ontario Injury Prevention Network (province-wide network of community and government agencies).

Safer Workplace Association – annual conference to review workplace safety concerns and emerging trends.

National Fire Prevention Association – annual conference of fire prevention officers to address fire safety concerns.

International Society of Crime Prevention Practitioners – ongoing membership since 1990 in international network of police services and community agencies working to reduce crime in cities throughout the world.

World Conference on Disaster Management – annual gathering of emergency preparedness personnel from around the world to address disaster management topics.

Ontario Community Watch – ongoing participation since 2006 in a province-wide network of Neighbourhood Watch and Community Safety organizations throughout the Province of Ontario.

Police Chiefs of Ontario – annual conference of Police Chiefs from across the province to address policing concerns.

Ontario Association of Emergency Managers – annual conference of Emergency Preparedness staff and volunteers to address emergency measures.

Ontario Injury Prevention Network – annual conference to address injury prevention topics.

Ontario Network for the Prevention of Elder Abuse – provincial conference to address seniors’ safety topics.



APPENDICES

- I. Brampton Safe City Partnership Members
- II. Partnership's Terms of Reference
- III. Brampton Safe City Assoc's 2005 Annual Report
- IV. 2007 Road Safety Public Education Campaign
- V. Peel Youth Violence Prevention Strategy
- VI. CSE Project Evaluation Plan
- VII. Toronto Star News Article
- VIII. Letters of Support

Appendix I

Brampton Safe City Partnership Members & Representatives

Brampton Safe City Partnership Committee Members List

George Hitchcock – Director Community Relations
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Appendix II

**Brampton Safe City Partnership
Terms of Reference**

Safe City Partnership Steering Committee Terms of Reference

Scope:

The Safe City Partnership Steering Committee will operate as a sub-committee of the Brampton Safe City Association. The steering committee will provide direction and recommendations on the development of annual action plans and decisions related to the implementation of activities outlined in the annual business plans.

The Steering Committee will, (through the Project Coordinator) develop Annual Action Plans for the Partnership along with budget requirements. These action plans will be presented to the Brampton Safe City Association for approval and the steering committee will be responsible for regular reporting to the Brampton Safe City Association Board of Directors on the progress of planned activities. The Brampton Safe City Partnership Steering Committee will also be responsible for ensuring that budget expenditures and revenues are maintained within approved annual limits.

Accountability:

The Safe City Partnership Steering Committee will provide overall direction to the work of the partnership as determined through a majority vote. The Steering Committee Chair and Alternate Chair will act as the primary liaison between the Brampton Safe City Partnership Steering Committee and the Brampton Safe City Association Board of Directors.

The Brampton Safe City Partnership Coordinator will be accountable to and supervised by the Executive Director of the Brampton Safe City Association.

Membership:

Membership is available to any individual, group, community organization, or business in the City of Brampton. However, new members must be approved to the committee through a minimum two-thirds vote of the Steering Committee members present.

Elections:

The positions of Chair, Secretary and Sub Committee Chairs will be elected on an annual basis at the first committee meeting of the calendar year. The Treasurer position will be appointed by the Brampton Safe City Association and will be the Treasurer of the Brampton Safe City Association. The Alternate Chair will also be appointed by the Brampton Safe City Association and will be the Executive Director of the Brampton Safe City Association

All voting of committee positions will require a two-thirds approval of the members present. There will be no term limits imposed on committee positions.

Proxy Voting:

Proxy voting will not be permitted

Meetings:

Regular meetings of the Safe City Partnership Committee will occur on the third (3) Wednesday of every month between 9:00 am and 11:00 am. Additional meetings of the committee may be scheduled at the call of the committee chair. Sub committees will meet at least once monthly as determined by their members.

Code of Ethics:

All persons involved as a member of the Brampton Safe City Partnership shall further the purpose of the initiative without using it for personal gain. Activities of the Safe City Partnership are not to be driven by personal agendas and members may be removed from the committee, by a two-thirds vote of members present, when such conflicts cannot be resolved.

Appendix III

Brampton Safe City Association 2005 Annual Report

Report available at website: www.bramptonsafecity.ca

Appendix IV

Brampton Road Safety Committee 2007 Public Education Campaign

Brampton Road Safety Committee 2007 Public Education Campaign

Background:

The Brampton Road Safety Committee is a citywide, interagency committee with the Brampton Safe City Association as the lead agency. The committee is comprised of representatives from a variety of organizations representing road safety in Brampton. Among the duties of this committee are managing a citywide public education and awareness campaign that targets driver behaviour. As part of this process, the committee:

- Seeks public input about road safety on a regular basis
- Explores funding opportunities to promote education and encourage resident involvement
- Evaluates the effectiveness of initiatives and makes recommendations for future sustainable programs

Committee members include public relations associates from the City of Brampton and the Region of Peel. They are providing in-kind support to further develop the public education campaign that launched in May, 2006, "*Road Safety Starts With You*". The Campaign is targeted toward four key groups:

1. **Seniors**
2. **Young Adults**
3. **Children**
4. **Adults**

Goal

In 2007, the "*Road Safety Starts With You*" campaign will build on the initial success from 2006, and further the activities carried out by the Road Safety Committee Members, as well as by other citizens, businesses and community groups. The goal is to make Brampton roads safer for drivers and pedestrians.

Strategy

The strategy for this campaign is to create opportunities for the many agencies and individuals working to make Brampton roads safer to partner, share resources and support one another. Working in partnership under the brand "*Road Safety Starts With You*", the participating agencies will have greater visibility across the community, and be better positioned to inspire citizens to get involved in road safety activities.

Challenges

Our challenge in 2007 will be to maintain a strong cohesive network that allows individual members to carry out their diverse road safety activities under the common branding, "*Road Safety Starts With You*".

Another continuing challenge is that of reaching Brampton's diverse cultural groups and engaging them in meaningful, two-way communication.

Opportunities

Many resources exist that can assist the Brampton Road Safety Committee in reaching its goal. Existing and planned campaigns are being woven into strong, road safety messages that encourage driver and pedestrian safety throughout Brampton. This collaborative approach will open new funding and partnership opportunities from government, business and community sources.

Target Audiences

Brampton youth, adults, seniors, and children (4 key groups)

Brampton businesses

Schools

Neighbourhood groups

Media (GTA, Multicultural and Emergency media)

City of Brampton senior management and staff

Region of Peel senior management and staff

Brampton Road Safety Partners:

Brampton Safe City Association

City of Brampton Bylaw Enforcement

City of Brampton Traffic Engineering Services

Brampton City Council

Brampton Transit

Brampton Safety Council

Peel Regional Council

Peel Regional Police

Peel Safe and Active Routes to School

Peel Car Seat Safety Committee

Peel Children's Safety Village

Peel Health

Region of Peel Traffic and Transportation Engineering Services

Peel District School Board

Dufferin-Peel Catholic District School Board

Brampton Board of Trade

Ontario Ministry of Transportation

CN Rail

Rogers Communications Ltd.

St. John Ambulance

Peel Paramedic Association

Ontario Safety League

MADD Halton-Peel Chapter

Young Drivers of Canada

Road Today Publishing

Key Messages in the “Road Safety Starts With You” Campaign

- In Brampton, organizations have banded together to focus on road safety through the Brampton Road Safety Committee
- Everyone in the community is responsible for safer roads and safe pedestrian travel
- Road safety begins in your neighbourhood
- For more information, contact visit www.bramptonsafecity.ca e-mail safecity@brampton.ca or call 905-793-5484

Tactics—Development

<i>Tactic</i>	Objective/Description	Responsibility	Deadline	Status
Confirm key spokespeople for 2007	Larry Zacher (Joan Webster) Regional Councillor Gael Miles; City Councillor Grant Gibson	Brampton Safe City: Road Safety Committee		Done
Confirm contact information for 2007	Web site, e-mail address and phone number. Confirmed that Safe City will be point of contact.	Brampton Safe City: Larry Zacher		Done
Continue to build awareness of campaign slogan	Continue to establish the brand, “ <i>Road Safety Starts with You</i> ”	Brampton Safe City Communications (City, Region, Other)	Ongoing	
Presentation to Brampton City Council	Provide information about 1 st year’s achievements and plans for 2007 <i>News release</i> (i.e. report to the community on the many active road safety initiatives and opportunities for citizens to get involved)	<i>Brampton Safe City: Road Safety Committee</i> Larry Zacher Donna Kell Annette Geldbert Manon Gupta	Feb, 2007 Feb, 2007	

<i>Tactic</i>	Objective/Description	Responsibility	Deadline	Status
Expand Membership on Road Safety Committee	Create an event-- Invite potential community partners to attend presentation and join the committee	<i>Brampton Road Safety Committee</i> Larry Zacher	Mar 1 2007	
Campaign Spokespeople <i>Information and Engagement</i>	Community and Business Leaders, including: City Mayor; Fire Chief; Police Chief; Captain of Brampton Battalion and others	<i>Educational Resources Subcommittee</i>	Ongoing	
Information Brochure <i>Information and Engagement</i>	Update and reprint the Information brochure about Road Safety Committee and its members. To be widely distributed at events and key centres, including at Car Seat Clinics. City info kiosks.	Brampton Safe City: Road Safety Committee—Larry Zacher City of Brampton PRO –Donna Kell	Apr 2007	
Report to the Community <i>Information and Engagement</i>	Publish and distribute a report to the community outlining the many road safety programs and activities; and encourage citizen involvement	Brampton Safe City; Road Safety Committee	May 2007	Proposed
Survey of Citizen awareness of Safe City and road safety <i>Engagement</i>	Could be done on-line with Survey Monkey or other inexpensive tool. Links to all partner websites from Safe City.	Educational Resources Subcommittee	Apr 2007	Not started
Update information on Safe City Website <i>Information and Engagement</i>	Info on home page changes slightly for each quarter of the year. Include links to key agencies in partnership. Continue to provide opportunities for input into Brampton Road Safety Committee by partners, stakeholders and citizens.	Brampton Road Safety Committee—Larry Zacher	Apr 2007	In progress
Media Relations <i>Information and</i>	Backgrounder information ready for inclusion in media kits. Q and A about	Brampton Safe City: Road Safety Committee—Larry	Mar 2006	Proposed

<p><i>Engagement</i></p>	<p>Road Safety Committee.</p> <p>News release about 2006 activities and plans for 2007</p> <p>Update paragraph to be inserted into news releases by committee members on a discretionary basis.</p>	<p>Zacher</p> <p>City of Brampton PRO—Donna Kell</p> <p>Region of Peel Communications—Annette Geldbert</p>	<p>Ongoing</p>	
<p>2007 Media Event Demonstration of auto extrication and crash/arrest scenario (possibly at Chingaucousy Park, Canada Day)</p> <p><i>Information and Engagement</i></p>	<p>Partnership with fire, police and ambulance. Media opportunity.</p>	<p>Brampton Safe City: Road Safety Committee—Larry Zacher</p> <p>Peel Regional Police – Tom Snelling</p> <p>Brampton Fire and Emergency Services—Kevin McNeilly</p> <p>Peel Paramedics Association – Randy Diceman</p> <p>City of Brampton PRO—Donna Kell</p> <p>Region of Peel Communications—Annette Geldbert</p>	<p>July 1 2007</p>	<p>Proposed</p>
<p>Bus Shelter Advertisements and Busback/Side ads</p> <p>(20+ shelters across City; busbacks and sides TBD)</p> <p><i>Information and Engagement</i></p>	<p>Continue to use images of key safety figures to promote road safety message, “<i>Road Safety Starts with You.</i>”</p>	<p>Brampton Safe City: Road Safety Committee—Larry Zacher</p> <p>City of Brampton PRO—Donna Kell</p> <p>Region of Peel Communications—Annette Geldbert</p>	<p>Ongoing</p>	<p>In progress</p>
<p>Posters for Recreation Centres,</p>	<p>Publish additional posters based on current and new images from bus</p>	<p>Brampton Safe City: Road Safety Committee</p>	<p>Ongoing</p>	<p>In progress</p>

Libraries, business offices, etc. <i>Information and Engagement</i>	shelter ads	City of Brampton PRO		
Advertising. Multicultural media; sponsored Guardian ad; Guardian special feature	Safe vacation driving; return to school <i>Information and Engagement</i>	Road Today – Manon Gupta City of Brampton PRO – Donna Kell Region of Peel – Annette Geldbert	Ongoing	Deferred
Advertising Radio Public Service Announcements to Schools, including colleges <i>Information and Engagement</i>	(eg morning and afternoon drive, mixed choices and 680 News, also targeted youth radio stations). Invite feedback. Links with Party in the Right Spirit.	<i>Brampton Road Safety Committee</i> — Larry Zacher <i>City of Brampton Communications</i> - Donna Kell <i>Region of Peel Communications</i> —Annette Geldbert	Jan-Feb 2007	In progress
Distribution of Educational Packages <i>Information and Engagement</i>	Prepare and deliver up to 25,000 educational packages promoting road safety to Brampton homes	<i>Brampton Safe City</i> – Student Safety Team	May 2007	In progress
Speaker’s Bureau <i>Information and Engagement</i>	Identify and provide speakers for various events on road safety topics	<i>Brampton Safe City: Road Safety Committee</i> — Larry Zacher	Ongoing	
Road Safety Neighbourhood Response Project <i>Information and Engagement</i>	Program of Brampton Safe City	<i>Brampton Safe City: Community Safety Education Project Manager</i> – Joan Dunn	April – Nov 2007	In progress
Tent for Summer	Includes all partners	Brampton Safe	Mar	In

Events <i>Information and Engagement</i>	logos	City: Community Safety Education Project Manager – Joan Dunn	2007	progress
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Tactics—Information and Engagement (cont'd)

<i>Tactic</i>	Objective/Description	Responsibility	Deadline	Status
Road Signage <i>Information and Engagement</i>	Promotes key messaging. Provide feedback process.	City of Brampton Traffic Engineering Services – Jeff Black Region of Peel Traffic & Transportation Engineering Services – William Toy Brampton Road Safety Committee	Ongoing	Not started
Annual Theme and Contest <i>Information, Engagement and Behavioural Change</i>	Develop annual theming in conjunction with schools. Create co-ordinating contents	Educational Resources Subcommittee	Fall 2007	

Tactics—Information and Engagement (cont'd)

Tactic	Objective/Description	Responsibility	Deadline	Status
Link with Partner Events	<p>Provide sponsorship, in-kind assistance and/or materials to a number of events that include:</p> <ul style="list-style-type: none"> ▪ Presence at Car Safety Clinics ▪ Buckle Up Bears Campaign ▪ Police Week: <i>May</i> ▪ National Public Works Week <i>May</i> ▪ Road Safety Challenge: <i>May-June</i> ▪ Safe Driver Program <i>May 8-28</i> ▪ Safe Kids' Canada Safe Kids' Week: <i>June</i> ▪ Peel Health's Party in the Right Spirit: <i>June</i> ▪ Auto Extrication Demonstration at Ching Park – <i>July 1</i> ▪ School Zone Safety Awareness Week: <i>September</i> ▪ School Bus Safety <i>October</i> ▪ Rogers Annual Pumpkin Patrol and safety drawing contest: <i>October</i> ▪ National Students Campaign Against Impaired Driving: <i>October</i> ▪ International Walk to School Week: <i>October</i> ▪ Arrive Alive Drive Sober Campaign and Drug Awareness Week: <i>November</i> 	<p>Brampton Safe City: Road Safety Committee</p> <p>Clinic hosts</p> <p>Cooperators' Insurance Peel Regional Police Region of Peel City of Brampton MTO</p> <p>Peel Regional Police</p> <p>Safe Kids' Canada</p> <p>Peel Health</p> <p>Auto Extrication Team</p> <p>City of Brampton Traffic Services</p> <p>Rogers Television</p> <p>Cooperators' Insurance</p> <p>Peel Safe and Active Routes to School Committee</p> <p>Ontario Community Council on Impaired Driving</p>	<p>Apr 2006</p> <p>Ongoing</p>	<p>Proposed</p>

Budget

Radio Advertising	\$15,000
Bus Shelter and Outside Bus Advertising	6,000
Brochure @ 20,000	5,000
Report to the Community @ 3,000	2,000
Posters @ 500	1,000
Multicultural Advertising	5,000
Guardian Special Feature	2,000
Web site survey	1,000
Road Signage	2,000
Tent for Summer Events	3,000
Guardian Advertising	Corporate or partner sponsorship
Design Charges	In-kind contribution
Public Relations Consultation/Assistance	In-kind contribution
<hr/>	
Total 2006 (before taxes)	\$42,000

Evaluation

- Monitor media exposure for key messaging
- Determine number of phone calls, website visits
- On-line survey at start of campaign and finish of campaign
- Add question to process for Road Watch (how did you hear about this program...)

Appendix V

Peel Youth Violence Prevention Strategy

Strategy available for downloading at website:
<http://www.peelregion.ca/health/health-status-report/youth-violence/recommendations.htm>

Appendix VI

**Community Safety Education
Project Evaluation Plan**



COMMUNITY SAFETY EDUCATION PROJECT

EVALUATION PLAN

Dated November 30, 2006
Prepared by Larry Zacher & Joan Dunn
Brampton Safe City Association

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COMMUNITY SAFETY EDUCATION PROJECT EVALUATION PLAN

INTRODUCTION

The Community Safety Education Project (CSE) is a 3-year project to create a resource team of volunteer Community Safety Educators who are trained by staff members from established safety programs to deliver safety education to children, youth, adults and seniors in areas of safety where there are gaps in service or emerging new needs. Skilled volunteers enhance the capacity of community-based organizations to teach people how to stay safe.

PURPOSE OF THE EVALUATION PLAN

To provide staff and stakeholders with ongoing, reliable information and assessments that strengthen the CSE Project through its lifecycle; and to evaluate the extent of positive behavioral change that occurs as a result of the project.

EVALUATION PLAN GOALS

To identify problems and opportunities in three key areas:

Project Context – determining how the project fits the Brampton Safe City Partnership’s need to deliver safety education to the community, and how the activities of the partners help or hinder the project itself.

Project Implementation – determining how well the project is being implemented, and what processes lead to success or create obstacles.

Project Outcomes – assessing the short and long-term results of the project; and measuring behavioral changes within the community that enhance safety.

EVALUATION MEASUREMENTS

A. Project Context

The following will be evaluated:

1. Needs assessment for safety education

Methodologies include:

- Receiving input from the public on safety education needs
- Surveying community partners annually
- Analyzing media coverage of safety issues

2. Integration of CSE Project with existing programs

Methodologies include:

- Receiving feedback from community partners
- Recording participation of volunteers from other programs (e.g. Neighbourhood Watch, CERV volunteers, etc.)

3. Relevance of safety education topics

Methodologies include:

- Surveying citizens about available education opportunities
- Receiving feedback from community partners about emerging safety issues

B. Project Implementation

The following will be evaluated:

1. Public Awareness of Volunteer Opportunities

Methodologies include:

- Asking volunteers how they learned about volunteer opportunities
- Tracking telephone and email enquires
- Tracking response to communications activities (e.g. newspaper ads, public service announcements, newsletters, etc.)
- Receiving reports from community partners that list their promotional activities
- Tracking media coverage of volunteer opportunities

2. Success of Volunteer Recruitment

Methodologies include:

- Comparing recruitment targets to actual results
- Utilizing volunteer application form as a screening tool, a volunteer needs assessment, and skills identification tool
- Reviewing volunteer application forms for feedback, and to determine cultural involvement
- Reviewing interview notes for applicant feedback
- Recording reasons applicants do not become active volunteers

3. Effectiveness of Volunteer Training

Methodologies include:

- Analyzing training needs from application forms, interview notes and regular meetings with CSE's
- Carrying out pre and post training assessments
- Receiving feedback from trainers
- Reviewing volunteer evaluations of training sessions
- Tracking retention levels of volunteers through training phase
- Reviewing the continued participation of training agencies and community partners

4. Delivery of Safety Education

Methodologies include:

- Tracking public demand for safety education sessions
- Tracking our ability to respond to demand with Community Safety Educators (CSE's)
- Analyzing participants' feedback from safety education sessions
- Receiving session reports from CSE's
- Documenting audience demographics

5. Financial Management

Methodologies include:

- Comparing budget projections with actual expenses and revenues
- Recording other financial support received (financial or in-kind)
- Identifying financial needs and/or shortfalls

C. Project Outcomes

The following will be evaluated:

1. Volunteer Participation

Methodologies include:

- Tracking volunteer development through recruitment, training and education delivery stages
- Tracking multi-year involvement of volunteers
- Receiving ongoing input from CSE's
- Conducting exit interviews with volunteers who leave project

1. Delivery of Safety Education Sessions

Methodologies include:

- Comparing number of sessions projected to actual delivered
- Recording partners' use of CSE's to support their safety education activities
- Receiving input from CSE's on quality of safety education sessions
- Receiving input from session participants (i.e. the public)
- Receiving input from community partners on the quality of safety education sessions
- Tracking media coverage of safety education sessions

2. Positive Behavioral Change

Methodologies include:

- Assessing volunteer feedback on the long-term benefits of their participation
- Assessing impact of education and involvement on citizens' behaviour towards safety issues
- Assessing willingness of Community Partners to use volunteer safety educators
- Tracking media coverage of behavioral changes
- Tracking participation levels from cultural populations

EVALUATION TOOLS

To Measure Volunteer Participation:

1. **Volunteer Application Form / Applicant Interview Guide** – completed by Project Manager with each applicant at the time they apply to become a volunteer; reviewed by Project Manager. Forms and guides will provide data on:
 - Participation of volunteers from other programs (A-2)
 - How they learned about volunteer opportunities (B-1)
 - Screening tool and skills identification (B-2)
 - Feedback from applicants (B-2)
 - Involvement from cultural populations (B-2)
 - Applicants' training needs (B-3)

2. **Pre and Post Training Assessments** – completed by volunteers before and after each training activity; reviewed by Project Manager. Assessments will provide data on:
 - Quality of volunteer training (B-3)

3. **CSE Reports from Safety Education Sessions** – completed by CSE's upon delivery of each safety education session; reviewed by Project Manager. Reports will provide data on:
 - Quality of sessions (B-4)
 - Audience demographics (B-4)
 - Anticipated behavioral change (C-3)

4. **Minutes (from Regular meetings with CSE's) / Annual Survey of CSE's** – Minutes kept by designated volunteer at each meeting; reviewed by Project Manager / Survey completed by active CSE's once per year; reviewed by Project Manager. Minutes and surveys will provide data on:
 - Continuing training needs (B-3)
 - Quality of Education Sessions (C-2)
 - Feedback on benefits of long-term involvement (C-3)

5. **Exit Interview**– completed by each volunteer who leaves project; reviewed by Project Manager. Interviews will provide data on:
 - Reasons applicants do not become active volunteers (B-2)
 - Reasons volunteers leave the project (C-1)
 - Suggestions for enhancing safety education delivery (C-2)

6. **Project Trainers' Assessments** – completed by Trainers at the end of each training activity; reviewed by Project Manager. Assessments will provide data on:
 - Quality of training (B-3)

To Measure Performance:

7. **Project Reports**– completed by Project Manager on a quarterly basis; reviewed by Project Steering Committee. Reports will provide data on:
 - Project Managers summary of input received from volunteers, trainers, and public in the preceding three months
 - Telephone and email enquiries (B-1)
 - Response to communications activities (B-1)
 - Comparison of recruitment targets to actual results (B-2)
 - Retention levels of volunteers (B-3)
 - Financial needs and/or shortfalls (B-3)
 - Our ability to respond to public demand for safety education (B-4)
 - Comparisons of budget projections with actual expenses & revenues (B-5)
 - Multi-year involvement of volunteers (C-1)
 - Volunteer development statistics through all project stages (C-1)
 - Comparison of number of education sessions projected to actual number of sessions delivered (C-2)
 - Media coverage about public safety concerns (A-1), volunteer opportunities (B-1), safety education sessions (C-2), and behavioral change (C-3)

To Measure Community Partner Involvement and Satisfaction:

8. **Community Partners Annual Survey**– completed by active Community Partners once per year; reviewed by Project Steering Committee. Surveys will provide data on:
 - Needs assessment (A-1)
 - Integration of CSE Project with other safety programs (A-2)
 - Emerging safety Issues (A-3)
 - Summary of promotional activities completed (B-1)
 - Training support provided to project (B-3)
 - Financial support provided to project (B-3)
 - Partners' use of CSE's to support their safety education activities (C-2)
 - Quality of education sessions (C-2)
 - Willingness to use volunteers to deliver safety education (C-3)
9. **Project Steering Committee Report** – completed by Project Steering Committee; reviewed by community partners once per year. Report will provide results and recommendations from:
 - Quarterly Project Reports
 - Community Partners' Annual Survey
 - Public Surveys

To Measure Public Awareness and Participation

10. **Public Surveys** (web-based, event-based and mail requests) – completed ongoing throughout the year; reviewed by Project Manager. Surveys will provide data on:

- Safety education needs (A-1)
- Awareness of safety education opportunities (A-3)
- Public demand for safety education sessions (B-4)
- Quality of sessions (C-2)
- Citizens' behavioral changes (C-3)

EVALUATION PLAN RESOURCES *(Year One only)*

Revenues

Brampton Safe City Association	\$ 1,000
Trillium Foundation	2,665
Partners' In-kind support (i.e. staff time)	<u>2,625</u> (in-kind)
Total Revenues	\$ 6,290

Expenses

Evaluation Plan	
- Design (40 hours)	\$ 1,000 (in-kind)
- Implementation (35 hours)	875 (in-kind)
- Reporting (30 hours)	750 (in-kind)
Public Surveys	
- Web (design and upload)	500
- Print (design and print)	1,200
- Event-based (student hiring)	<u>1,965</u>
Total Expenses	\$ 6,290

Appendix VII

Toronto Star News Article

Available in hard copy only

Appendix VIII

Letters of Support

Available in hard copy only