



PAN PACIFIC
Safe Communities Network

COMMUNICATION PLAN

2017-2018

PAN PACIFIC SAFE COMMUNITIES NETWORK

The Pan Pacific Safe Communities Network (PPSCN) has been established by representatives from four countries (New Zealand, United States of America, Australia and Canada) that have for the past 20 years or more been involved in injury prevention and safety promotion. Collectively there are around 100 accredited Safe Communities in New Zealand, United States of America, Australia and Canada. There are also 20 additional communities in the pipeline at different stages of community and/or application development for accreditation as Safe Communities. This communication plan has been developed to encourage positive media representation of the role PPSCN in delivering a voice of safe communities and other stakeholders in the network.

THE SAFE COMMUNITIES MODEL

Perceptions of community safety, real or imagined impact the way people feel about and interact in their community. Achieving community safety is not just about reducing and preventing injury and crime, it is about building strong, cohesive, vibrant, and participative communities. A safe community is also one in which all sectors of the community work together in a coordinated and collaborative way to promote safety. It involves forming partnerships, managing risks, educating and informing, and increasing overall safety especially for the most vulnerable.

The World Health Organization (WHO) recognises the Safe Communities approach as an important means of delivering evidence-based violence and injury prevention strategies at the local level. The Safe Community model provides one option to achieve this. Safe Communities is not another project or a programme, it's an integrated way of doing business. It is a process that creates a local infrastructure to enable community members, community organisations, businesses, local government, government agencies and others with an interest and concern about community safety issues to work together in a coordinated and collaborative way. This process then helps communities to put in place joint activities and projects to address local concerns. These may be concerns about injuries, crashes, anti-social behaviour, violence, and crime from multiple causes, including from drug and alcohol use. Each safe community initiative is unique to, determined by and locally owned and driven by a particular community.

PPSCN VISION

All people can enjoy their lives free from the fear, cost and pain of preventable injury and violence.

PPSCN OBJECTIVES

- Provide a forum for collaboration and knowledge sharing between Safe Communities within the Pan Pacific network;
- Identify ways to strengthen the uptake of best-practice in injury/violence prevention and safety promotion;
- Prevent injuries and violence; identifies ways to strengthen the lead roles for Safe Communities within the Pan Pacific network;
- Work collaboratively with the International Safe Community Network, the World Health Organization Violence and Injury Prevention Division and any other relevant Safe Community Networks.

PURPOSE OF THIS PLAN

The purpose is to outline a communication plan for the Pan Pacific Safe Communities Network (PPSCN). The specific objectives of the Communication Plan are to:

- Raise awareness of the PPSCN and community safety among our key stakeholders
- Promote participation among accredited communities within the network
- Promote the PPSCN accreditation process within injury prevention and community safety promotion sectors
- Engage effectively with target audiences
- Demonstrate the success of our work
- Build capacity of the PPSCN members to deliver injury/violence prevention initiatives
- Increase opportunities for networking and mutual support within the PPSCN
- Recognized as an international leader in supporting/encouraging the Safe Communities model
- Share knowledge and resources to enhance community safety

TACTICS

- Utilise social media and online channels (Facebook, Twitter, Linked-In) to promote the PPSCN objectives and activities – guidelines as Appendix 1
- Enhance existing online channels such as the PPSCN website and webinars
- Facilitate communications among the network members through targeted activities and promote existing networking opportunities
- Leverage communication channels to promote PPSCN to community safety promotion and injury/violence prevention stakeholders
- Regular 6 monthly reporting to World Health Organization as per workplan
- Board Communique to network members

AUDIENCES

Primary

- Accredited communities through the PPSCN
- Communities in the process of applying for accreditation
- Decision makers at the local community level such as local government/authorities
- Safe Communities Support Centers
- Coordinating Committee member partners (i.e. SCA partners, SCFNZ partners, ASCF partners, Parachute partners)
- World Health Organization

Secondary

- Government at state and national levels and their agencies in health promotion and law enforcement
- Injury/Violence Prevention Networks at national and international levels
- Corporate agencies, Financial Institutions

KEY MESSAGES

- A Safe Community is a community-driven program that prioritizes safety by bringing people together in a coordinated way to improve the quality of life for everyone in the community.
- A Safe Community brings together key stakeholders in the community to work collaboratively on goals to improve the safety and health of community residents.
- Accreditation by the Pan Pacific Safe Community Network formalises your commitment to doing all you can to create the safest possible communities for those who live, work or visit your communities.
- Accreditation is about working collaboratively with this national and international network and its members to bolster community safety, injury and violence prevention at its communities. By becoming a certified member, your community will not only share the lessons you've learnt but you can tap into a global peer group for ideas and information.
- Being accredited does not mean that a community is perfectly safe, but rather that a community has systems and processes in place to address safety issues.
- The Safe Community model is an internationally recognised model that is used in many countries throughout the world to bring organisations and communities together to enable injury and crime prevention to happen at a local community level.

COMMUNICATION CHANNELS

Method of communication	Audience	Indicator of success	Number
Website	All target groups	Number of unique views Poll website users if the information provided online was beneficial (in year 2).	To be updated weekly
Facebook	Followers	Number of FB followers Number of shares and postings on other websites	Weekly posting by each administrator
Webinars (Australia and New Zealand)	Accredited Safe Communities	Number of participants per webinar. Participants report webinars contributed to building capacity in their community safety initiatives (based on survey after Webinar)	4 per year
Board Communique	PPSCN members	that report the communique informs of Board activity # of Communique sent out within three weeks of Board meetings	
Conferences/Workshops	PPSCN communities	Feedback from conference presentations/workshops	

SPOKESPERSONS, CONTACTS, SOCIAL MEDIA/WEBSITE ADMINSTRATOR

Each member country of PPSCN to nominate a media contact and social media administrator

Communication Channel	Baseline Measure – determine our baseline measures as at 2017	Performance Target
PPSCN Facebook Page	Number of followers	Increase both measure by 5-

	Reach	10% each year
Webinars	Feedback from participants based on survey following webinar	Majority of participants state the webinar met their expectations 3-5% increase in number of participants at webinars every year

REVIEW OF COMMUNICATION PLAN

A review of our communications strategy and its success will be held at the end of 12 months, allowing for any changes to be made and then reviewed annually or as determined by the Board.

RISK MANAGEMENT

All Communication strategies especially social media platforms have associated risks. The PPSCN Board has determined a number of risks and appropriate mitigation strategies, which are detailed below:

Potential Risk	Mitigation Strategy
Legal Liability for information conveyed from other parties	Develop a disclaimer statement to append to Newsletters/Media sites that positions PPSCN liability in terms of information it supplies
Hostile criticism of the PPSCN on social media	Develop statement regarding rules for online behavior/participation and how this will be handled Appoint SM Administrators Regular monitoring SM sites by Administrators
Inflammatory comments about another agency or individual appearing on social media sites	Develop statement regarding rules for online behavior/participation and how it will be handled Appoint SM Administrators Regular monitoring of SM sites by Administrators
PPSCN Staff or Board Member makes a comment that is unwise and not supported by Committee/Board	Develop a statement outlining rules for posting comments and how this will be handled e.g. evidenced-informed, in line with our values,

	mission, code of conduct etc.
Member of public or other PPSCN member posting a comment which indicates they may be at risk of harming themselves or another person	<p>Develop policy/statement as to how this will be handled</p> <p>Ensure that any posting that might trigger adverse response (suicide, self-harm) also include contact details for relevant community support agencies</p>
Damage to or a decrease in reputation and professional standing	Review on a regular basis the communication plan objectives, strategies and achievements

Using Social Media - APPENDIX 1



Social Media is a powerful vehicle for educating our network and the wider public as to the work we do, both promoting community safety and providing an avenue for engagement. This can be done on the official PPSCN Social Media channels, but also on individual staff Social Media accounts because your friends might be interested in what you and your employer does. Here are some guidelines to help with your use of what is arguably now the most influential communication tool on the planet.

Facebook/Website/LinkedIn Posting on PPSCN channels

Checklist

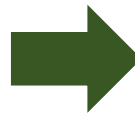
- Does the material relate to PPSCN objectives?
- Is the material being posted accurate and evidence based?
- Would the Board be comfortable with the release of the information? (If it is policy related material, or responding to a criticism of the Board any response on PPSCN channels MUST be cleared by a quorum of PPSCN Board Members)
- Does it achieve a positive feeling towards PPSCN or Safe Communities either by education or promotion?
- It is apolitical?



If the material you wish to post fails one of these tests, check with the PPSCN Board BEFORE releasing the material on Social Media

Checklist

- Can I provide the correct information?
- Is a response appropriate or needed (i.e to correct factually inaccurate feedback that has been critical of the Safe Communities or PPSCN)?
- Am I the right person to be responding? Is there someone else who knows more about the topic and is better placed to provide the information/response than I am?



Perception is everything. This is especially so given the instant nature of Social Media, where factual inaccuracy will be seized on, and criticism can be emotive.

Be clear in the reasons for determining a response BEFORE deciding what the response will be. If there is any doubt, wait and alert the PPSCN Board.

Checklist

- My friends and family follow my Facebook and they know I am part of PPSCN. Is this a topic I should be commenting on? (Is it appropriate as a member of PPSCN? Even if it is, am I the right person to comment/answer this question?).
- What am I trying to achieve by commenting or releasing this subject matter?
- Will this promote/position Safe Communities in a positive light among my Social Media contacts?



Remember, just because you are outside of work hours, that doesn't mean your Social Media followers forget that you work on Community Safety. They will see what you say as being representative of PPSCN.

Apply the newspaper test: if you think something you must say would have value as an 'issue' for the newspapers, ask for an opinion from PPSCN Board.