Developing a SafeZone Program

Steps to consider
From the K-State experience
Presented by
Dorinda J. Lambert, Ph.D.
SafeZone Coordinator at
Kansas State University

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BASIC STEPS

1. Identify your foundation values
2. Identify our core resources
3. Clarify the role that your allies will play
4. Organize your trainings
5. Advertise and present your trainings
6. Manage a database of your allies and your stats
7. Keep the process alive and growing
Step 1: Values

- Identify your current cultural values that support creating a SafeZone, e.g. your own “principles of community”
- Pinpoint current policies/procedures that reflect those values
- Infuse these throughout the program materials and trainings
- What are the goals for your SafeZone program?
Step 2: Core Resources

- Identify your intra-agency resources
- Identify your extra-agency resources
- Develop liaisons with each
- Incorporate each into the training team when possible
- Review and update periodically for consistency of information
Step 3: Role for Allies

- Discuss and develop clear parameters for the role of an ally in your organization
- Work to get consensus from all contributors to the program about this
- Infuse this into all trainings and structures
Step 4: Organize the Training

- Decide what are the basics needed for allies at your site
  - Topics to be covered
  - Skills to be developed
- Decide who will be the trainers
- Create a way to keep allies up-to-date
  - Ongoing contacts
  - Continuing Education
Step 5: Advertising and Presenting

- How will people learn about the program in order to become allies
  - Use of email
  - Use of media (newspaper, posters, etc)

- How will you “market” the trainings
  - Word-of-mouth
  - Target management for “buy-in” to allow staff to become involved

- Where/how will you offer the trainings
  - Convenient location
  - Networking opportunity for allies
Step 6: Create a database

- Need to keep track of Allies
  - Basic info: name, address, contact information, etc.
  - Their training attendance
  - Their utilization (how many contacts)
- Need to track materials to keep up-to-date
Step 7: Keep Alive and Growing

- *Generate ways to keep Allies engaged*
- *Have periodic reviews by trainers about the materials*
- *Add new topics based on current needs and interests*
- *Revisit the basics of skills needed – refreshers in new packaging*