

# October Innovative Communication CSM Website

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#### What is Community Safety Month?

Community Safety Month (CSM) is a mobilisation program that promotes a partnership based approach to raising the awareness of safe practices in the Victorian community.





#### AIM

To mobilise people with a safety responsibility, or interest, to organise a safety-related activity within their community





# **Target Audience**

Primary Target Audience

Victorian safety practitioners

Secondary Target Audience

Members of the Victorian public





#### **CSM WEBSITE**

www.communitysafetymonth.com.au

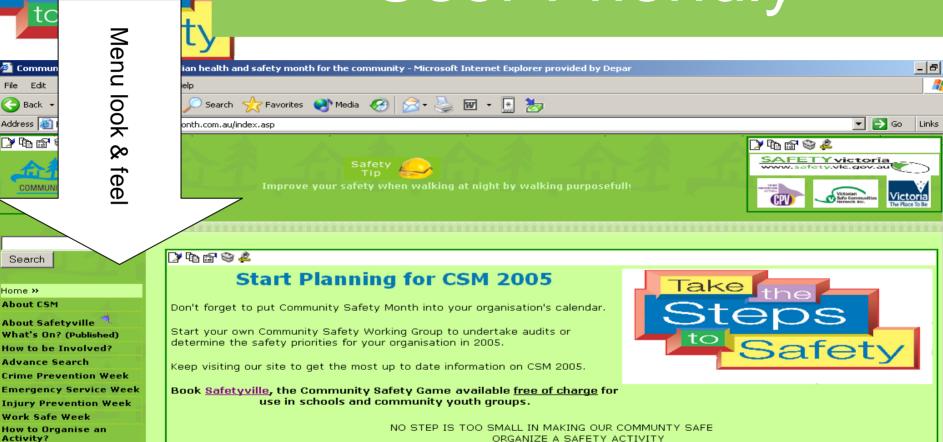
is the key communication vehicle for CSM

THE GATEWAY TO COMMUNITY SAFETY





# User Friendly



ORGANIZE A SAFETY ACTIVITY

A safer community is achievable through active participation, cooperation and commitment to safe practices.

TAKE PREVENTATIVE ACTION

Internet

#### How are you going to take the steps to safety this October?

October is Community Safety Month. During October this year, Victorians are encouraged to take the steps towards enhancing their safety and the safety of others by organising activities aimed at reducing crime, violence, emergencies and injuries in our community.

You can be involved in Community Safety Month in 2004 by taking the steps to safety. Organise and register an activity, promotion or event that highlights a safety issue in your community or distribute safety information to your networks via your newsletters or on your website.

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## Organisers Information



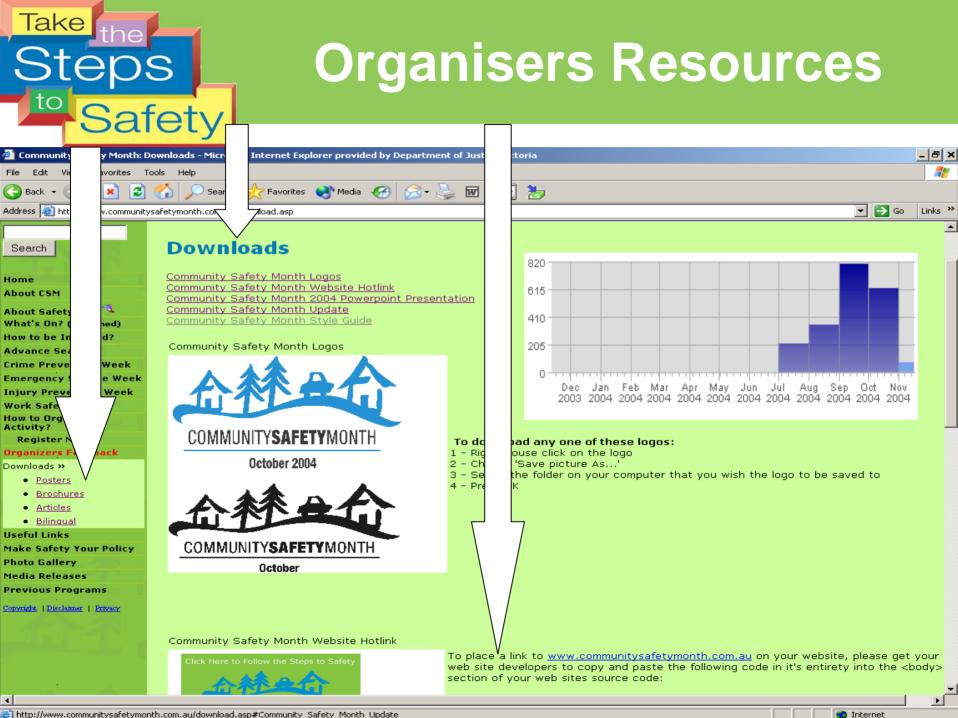
newsletters or on your website.

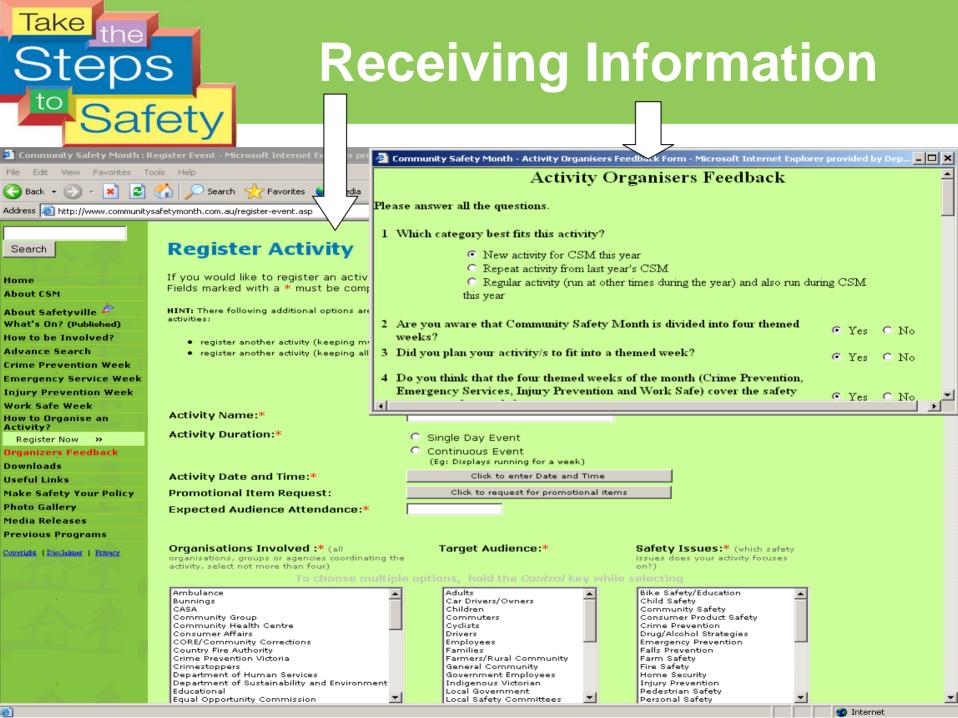
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Steps

to Safety

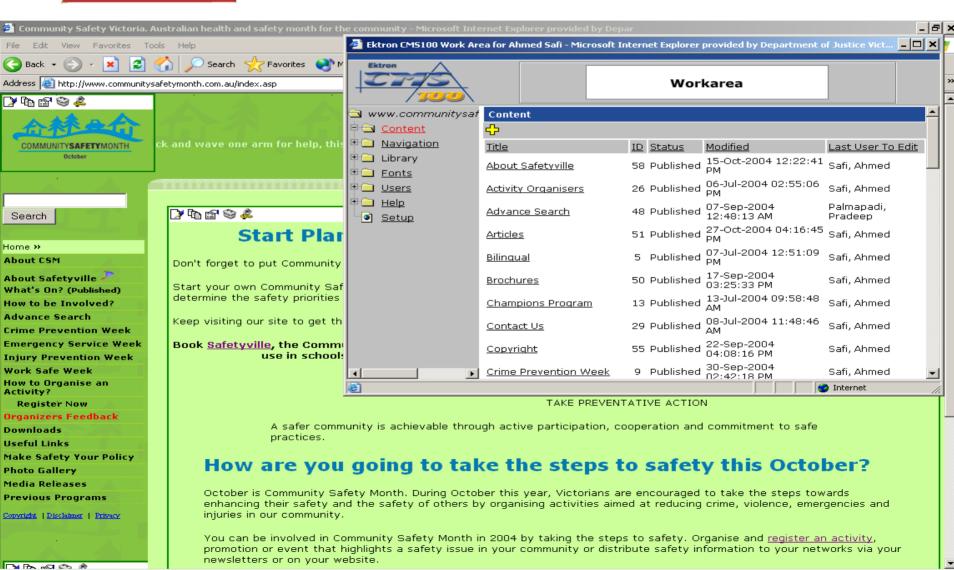
Take the Steps

#### **Participants Information**



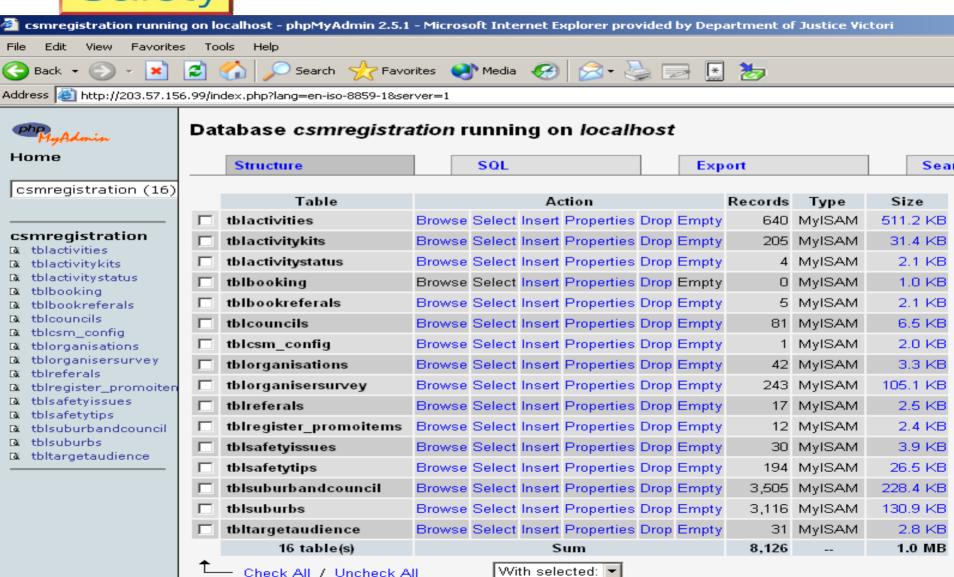


## **Content Management**



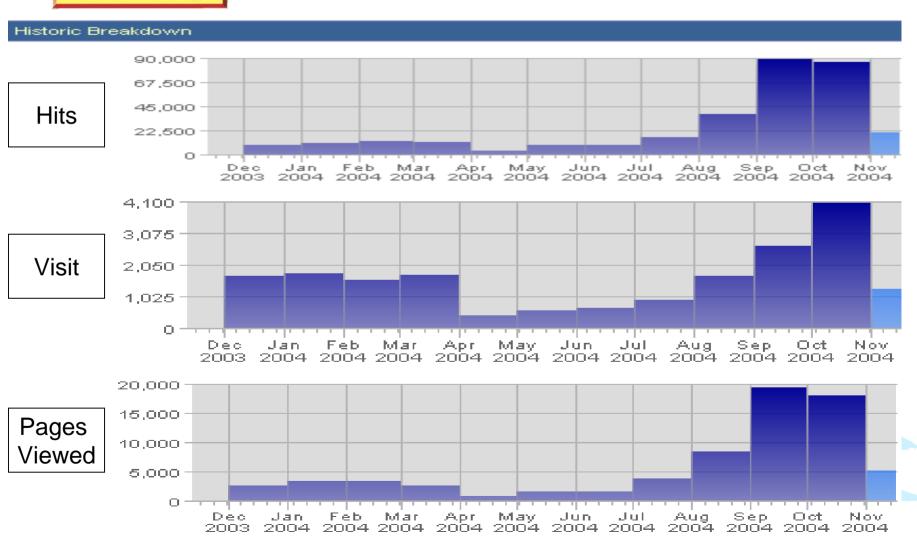


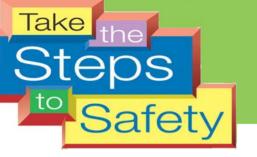
#### **Data Management**





#### Web site Success





# Any Questions?

#### communitysafetymonth.com.au



# COMMUNITYSAFETYMONTH

**October**