



Photo: Getty Images

Leading child & youth  
injury prevention in  
the Maritimes.



# Annual Report 2008 | 2009

## Manager's Message

As Manager of Child Safety Link (CSL), I am pleased to present our Annual Report highlighting our activities and accomplishments for the 2008-2009 fiscal year. CSL has set a mission to reduce the incidence and severity of injury to children and youth in our Maritime provinces. This year, like others, we have worked collaboratively with many groups and individuals to help us reach our goals. During this year, with the help of our Advisory Committee, we established a set of strategic priorities to guide us in our work. This report highlights our accomplishments by these strategic priorities. We also highlight separately the activities of the Nova Scotia Child Safety Seat Strategy.

It has been a challenging year with some financial uncertainties, staff changes and an increased demand for our services. However, we have also had cause to celebrate: I would like to congratulate one of CSL's staff on winning a National Road Safety contest. Sarah Blades, one of our Health Promotion Specialists, presented her winning essay on road safety on the first National Day of Remembrance Ceremony for Road Traffic Victims in Ottawa. Well done, Sarah!

This year also held another thrilling opportunity for us: developing our very first children's storybook on safety, entitled *Simon and Catapult Man's Perilous Playground Adventure*. Many thanks to our partner, the Insurance Bureau of Canada, for making this dream come true. Read more about our book on page 15.

CSL's accomplishments would not have been possible without its dedicated staff, Advisory Council, and countless Maritime partners. I want to thank you all for your inspiration and dedication to children's safety. A special thank you also to our donors: the IWK Health Centre, ExxonMobil, Emera (NS Power), the Insurance Bureau of Canada, CN, CTV and the NS Departments of Health Promotion and Protection and Transportation and Infrastructure Renewal.

As a parent, I know firsthand the challenges and joys of raising a family in a safe, nurturing environment. We will continue to strive towards our vision of a safe community where children and youth can grow to reach their full potential.

Sandra Newton  
Manager



## Our Mission

To reduce the incidence and severity of injury to children and youth.

## Our Vision

The Maritimes is a safe community where children and youth can grow to reach their full potential.

## Our Strategic Priorities

This report highlights CSL's outcomes in the six following strategic priority areas:

- #1: Increasing capacity across the Maritimes
- #2: Communications & public relations
- #3: Advocacy and healthy public policy
- #4: Evidence-based action
- #5: Sustainability
- #6: Research & evaluation

Please note that we have reported on our car seat-related outcomes in a separate blue section under most of these strategic priorities. We also detail our car seat activities in a diagram on page 12.

## Our Donors

During the past year, CSL was generously provided with both financial and in-kind support from the IWK Health Centre (IWK), the Insurance Bureau of Canada, ExxonMobil, Emera (NS Power), CTV, CN and Nova Scotia's Departments of Health Promotion and Protection and Transportation and Infrastructure Renewal. These donations enable CSL to work with our partners, support community organizations and coalitions and promote child and youth injury prevention in the Maritimes.



## Strategic Priority 1: Increasing Capacity Across the Maritimes

### Outcome 1: Increased capacity for child and youth injury prevention

**Educational events:** Throughout the fiscal year 2008-2009, CSL worked with community partners and volunteers to enable them, us and others to more effectively address child and youth injury prevention. This involved conducting numerous education sessions for health/children's safety professionals across the Maritimes. Activities ranged from providing an orientation on playground and helmet safety to the IWK Playgarden workers; to facilitating two workshops at the PEI Canadian Prenatal Nutrition Program (CPNP)/Canadian Action Program for Children (CAPC) Provincial Conference; to collecting feedback on Injury Prevention tools (e.g. *Home Safety Workshop Facilitator's Guide*) currently being developed by CSL. CSL also provided the following day-long education sessions/training workshops:

- **Prince Edward Island Education Day (May 12)**

In PEI, CSL conducted a one-day child and youth injury prevention seminar for 25 professionals from family resource centres and Public Health staff. Participants expressed great interest in a Train the Trainer Home Safety Workshop seminar that is in development by CSL. In the future, we will train these participants and others to give the CSL Home Safety Workshop to their clients.

- **Atlantic Injury Prevention Conference (June 1)**

CSL and the Atlantic Collaborative on Injury Prevention (ACIP) hosted a one-day conference: "Understanding the Relationship between Health Inequities and Child and Youth Injury Prevention." Seventy people attended, including speaker Dr. Kellie Lietch, Advisor to the Prime Minister on Healthy Children & Youth.

- **New Brunswick Children and Youth Injury Prevention Education Day (Oct.27)**

In Saint John on October 27, more than 50 professionals from provincial public health and family resource centres participated in the CSL Child and Youth Injury Prevention Education Day, which included presentations from nine speakers.

- **New Brunswick PARTY Facilitation Training (Oct. 28)**

CSL's Health Promotion Specialist organized a PARTY (Prevent Alcohol and Risk-related Trauma in Youth) facilitation training session for NB professionals. Twenty-one PARTY Facilitators were trained on October 28 at Saint John Regional Hospital in partnership with NS Department of Health Promotion and Protection.

**Resource Distribution:** During the fiscal year, CSL received more than 615 requests from across the Maritimes for more than 107,000 resources.

**Consultation Services:** CSL responded to 117 safety inquires—72% re. home safety—from both the public and health professionals (not including car seat inquiries).

## Professional Development

CSL's staff continue to learn and increase their knowledge of best practices. In 2008-2009, CSL staff members participated in several conferences, including the Canadian Public Relations National Conference in Halifax and the Canadian Multidisciplinary Road Safety Conference in British Columbia. A CSL staff member also received training at the Social Marketing Field School at the University of South Florida, and another successfully completed the St. John Ambulance Instructor program.

## Car Seat Strategy

### Technician Training

CSL conducted eight Child Restraint Systems Courses (one in NB, seven in NS) and trained 81 professionals (i.e. paramedics, firefighters, Public Health and community service staff) as new technicians and apprenticing instructors. Courses were held in Tobique First Nation (NB), Cole Harbour, Annapolis Royal, Port Hawksbury, Bridgewater, Dartmouth, Halifax, Bedford and the IWK Health Centre.

Car Seat Clinics: As part of their training, new technicians are required to conduct a car seat clinic. Our Car Seat Safety Specialist supports these apprentice technicians by providing supervision and support. Car seat clinics were supported in Tobique First Nation, Tatamagouche, Milford, Truro, Dartmouth, Wolfville, Bridgewater, Hubbards, Bedford and at the IWK Health Centre.

### Education and Training (Professionals)

In March 2009, during the PEI CPNP/CAPC Provincial Conference, CSL facilitated two workshops to collect feedback on current Injury Prevention tools including the "Are We There Yet?" facilitator's guide. CSL is developing this guide for trained car seat technicians to support their car seat education/presentations in their own communities. In October, CSL also presented to 40 nurses at the Family Practice Nurses Conference in Halifax.

### Consultation Services

The Car Seat Safety Specialist provides input and engages in consultation on various car seat issues with health professionals (e.g. transporting children with special needs, and government laws).

### Car Seat Inquires

CSL received 1116 inquiries (including 209 walk-ins) regarding car seats from the general public, as well as Public Health staff, Occupational Therapists, Child Restraint Systems technicians, police, community services, IWK staff, and other hospitals.



## Strategic Priority 2: Communication & Public Relations

### Outcome 2: Increased awareness of child and youth injuries

Throughout the year, CSL promoted child and youth injury prevention messages through special events, media and presentations. CSL also produces a quarterly newsletter that is distributed to more than 250 injury prevention advocates across Atlantic Canada. To promote CSL in New Brunswick, CSL developed and printed two bilingual CSL promotion banner displays and developed the French CSL logo.

CSL information (French/English) is also available on [www.childsafetylink.ca](http://www.childsafetylink.ca). The website receives approximately 1290 hits per month (up from 865 hits per month last year). During the IWK Radiothon, Don Kennedy (a CSL Advisory Council member) was interviewed and because of his story, the CSL website was placed on C100 as the “Link of the Day” from April 10 -11. As a result, our website visits increased by 270% over two days.

**Safe Kids Week 2008 (May 28):** CSL partnered with the Ecology Action Center, the Insurance Bureau of Canada, the Spryfield Fire Department, the Spryfield Boys and Girls Club and others to celebrate SKW 2008. A barbeque was held in Spryfield to promote the Pace Car Program: a pedestrian safety program. CSL’s New Brunswick office also partnered with local agencies for an event in Saint John.

**Poison Awareness Week (March):** CSL and the IWK Regional Poison Centre worked together to promote Poison Awareness Week in March through several media opportunities (e.g. CTV House Calls).

#### Media

CSL received tremendous media exposure over the fiscal year 2008-2009 through television, newspaper, radio, magazine, and newsletter coverage. With on-going support from CTV, CSL produced three public service announcements on crib safety, poisoning prevention and falls prevention. As well, CSL aired a PSA called Provide a Safe Environment in Your Vehicle: Buckle Your Child in a Car Seat (Eastlink Cable) that was aired Maritime-wide in June and July. Other television coverage included a home safety piece on CBC’s Living Halifax program in November. Overall, CSL received 17 unsolicited media hits, 28 solicited hits and 13 ads in all media.



## Presentations/Events

CSL staff conducted several presentations to parents/caregivers, students, children and professionals. For example, we reached more than 425 children in grades primary and one from elementary schools in the Halifax Regional Municipality through 17 IWK Health Centre school tours. Presentations were also made to professionals at the Saint John Regional Health Centre, Early Childhood Initiatives public health nurses in Saint John, and a class at both Mount Saint Vincent University and Dalhousie University.

CSL also participated in several community events across the Maritimes that strategically align to our mission. Some events included the East Saint John Wellness Fair (300 children ages 3-5 participated); the New Brunswick Workplace Wellness Showcase on child health and safety at Wyndham Worldwide in Saint John (company with more than 1000 employees); Transportation Safety Day sponsored by the Halifax Dartmouth Bridge Commission Sponsored (100+ people in attendance); All Aboard for Safety, VIA Rail in Halifax (more than 800 children participated).

**Community Partners:** CSL participated in several community coalitions, committees, and organizations related to injury prevention. These included:

- Injury Free NS
- HRM United Way of Halifax Region Early Years Community Working Group
- South Shore Safe Communities - 0-4 Falls Prevention Working Group
- NS Road Safety Advisory Committee
- NS Road Safety Youth Committee
- NS Trauma Advisory Council,
- Atlantic Collaboration for Injury Prevention (CSL Manager is the Co-Chair)
- Canadian Collaborating Centres on Injury Prevention & Control.



## Car Seat Strategy

During the year, two issues of CSL's Car Seat Connection newsletter were distributed to 300+ car seat advocates across the Maritimes.

### Information resources

Several new car seat/occupant restraint educational resources were developed including:

- **Car Seat poster series:** Six child restraint posters (*three shown below*) that focus on six common questions regarding the various child restraint stages. Posters are available in French/English.
- **Seat Belt use while pregnant poster:** CSL partnered with the Reproductive Care Program of NS and the Atlantic Centre of Excellence for Women's Health (with funding from NS Transportation and Infrastructure Renewal) to assist in the development of three posters, in English, French, and Arabic, that focus on the use of seat belts during pregnancy.
- The **Car Seat/Booster Seat postcard** was adapted for use in New Brunswick. The New Brunswick government distributed more than 100,000 cards across that province during a two-month period.

### Community consultation

CSL conducted a focus group with the Chinese Family Support Group at the IWK Health Centre. The purpose of the focus group was to discuss car seat safety and their perspective on our Car Seat Booklet. CSL hopes to use the information gathered to culturally adapt this resource to the Chinese community in the near future.

### Committees

CSL is fortunate to have a group of experts participate in the CSL Car Seat Safety Management Committee who provide advice and consultation regarding the implementation and evaluation of the NS Child Safety Seat Strategy. The Car Seat Safety Specialist also participates in several committees including the NS Road Safety Advisory Committee (RSAC) and the Pedestrian Safety Curriculum Committee (NS).



## Strategic Priority 3: Advocacy & Healthy Public Policy

### Outcome 3: Increased advocacy and healthy public policy

During this year, CSL advocated for children's safety by supporting relevant policies and positions. Our activities included:

- development of a formal statement from the IWK Health Centre and CSL in response to Nova Scotia's new Youth ATV Initiative;
- participation with the NS government in the development of a NS Road Safety Strategy;
- advocating to the NB government for greater investment in injury prevention; and
- meeting with the Health Critic and Health Researcher representatives from the provincial New Democratic Party (Nova Scotia).

### Car Seat Strategy

#### Policy Consultation

CSL provided consultation specific to the safe transportation of children. We provided expertise and advice to the Nova Scotia, New Brunswick and Newfoundland/Labrador governments regarding car seat/booster seat/seatbelt regulations and the process to answer questions from the public. CSL also provided local public health with assistance in developing a policy regarding staff-led car seat education and installation assistance.



## Strategic Priority 4: Evidence-based Action

### Outcome 4: Child and youth injury prevention initiatives developed based on evidence and best practices

In addition to many education and awareness activities, CSL conducted several initiatives specific to reaching parents and caregivers. For more than five years, CSL has conducted Home Safety Workshops with new caregivers. This workshop is undergoing some changes to ensure it is more widely available in the Maritimes; however, CSL staff conducted three sessions to 35 parents/caregivers in Halifax and Souris, PEI. We also participated in three school pre-screening events for three-year-old children, organized by Public Health, in Shad Bay, Fairview and Spryfield, reaching 62 parents. In New Brunswick, we conducted a workshop at the Family Resource Center in Sussex on child and youth injury prevention that was attended by a dozen parents and childcare workers.

#### Car Seat Strategy

##### Car seat inspections

| <i>Category</i>                 | <i>Seats checked or installed</i> | <i>Percentage</i> |
|---------------------------------|-----------------------------------|-------------------|
| Walk ins to CSL office          | 181                               | 48%               |
| CSL clinics (2)                 | 20                                | 5%                |
| Supervision*                    | 123                               | 33%               |
| St. John Ambulance Clinics (2)/ |                                   |                   |
| Other                           | 53                                | 14%               |
| Total                           | <u>377</u>                        | <u>100%</u>       |

##### Car Seat Educational Presentations

More than 720 people, including 159 professionals (e.g. public health nurses), 451 parents and 81 students received car seat education through 35 presentations. A variety of audiences were reached including: Doula Association, Metropolitan Immigrant Settlement Association (MISA), Nurse orientation at IWK, North End Clinic – Halifax, Sears Baby Shower in Halifax, REEL Babies in Dartmouth, Medical drivers in Eskasoni, NS Department of Community Services, Halifax Regional Police, and Telehealth, a teleconference for the Nova Scotia College of Registered Nurses.

## Strategic Priority 5: Sustainability

### Outcome 5: Sustainable organizational infrastructure and partnerships established to support child and youth injury prevention

#### Special Project Funding

- CSL received \$150,000 from CN for three years (\$50,000 each year) to sustain CSL's Saint John office.
- CSL received \$32,500 from ExxonMobil Canada for one year for the development of a Children's Falls Prevention Strategy.
- CSL received \$30,000 from the Insurance Bureau of Canada for the creation of our first children's storybook on playground safety (see page 15).

#### Volunteer Training/Recruitment

CSL recruited and oriented two volunteers to conduct car seat installations and instruct car seat education sessions.



## Strategic Priority 6: Research & Evaluation

### Outcome 6: Research, evaluation and surveillance opportunities conducted

CSL continues to manage the Canadian Hospitals Injury Reporting and Prevention Program (CHIRPP), a data collection program that collects injury data on patients visiting the IWK Health Centre in Halifax. During 2008/2009, CHIRPP collected information on 3,643 injuries of the 5,961 injuries seen in the Emergency Department—a 61% capture rate. On January 27<sup>th</sup>, CHIRPP implemented a *Meditech Alert* system to remind staff to distribute CHIRPP forms to the appropriate patients. This system will be monitored and will help us to increase the capture rate for the program.

During this year, CHIRPP completed a research project entitled: *Profile of Children's Injuries seen at the IWK Emergency Department 2003-2007*. Some of the report findings include:

- From 2003 to 2007, 29 892 injuries were reported to the IWK Emergency Department, with males aged 10 – 14 years seen most often.
- The #1 type of injuries was fractures; the #1 cause of injury was falls.
- Top injury types among all age groups included fractures, open wounds, superficial wounds, head injuries and soft tissue injuries.
- In younger children, head injuries were most common, while in older children, fractures became more common.

CHIRPP also participated in the IWK Quality and Patient Safety Symposium (June 13) by submitting a research poster entitled *A Profile of Children's Injuries in the Home*. As well, CHIRPP provided data reports on the following topics: falls from cribs, choking, horseback riding, dog bites, winter sports, minor head injuries, cheerleading injuries, holiday injuries (Halloween and Christmas), and head injuries due to winter sports.

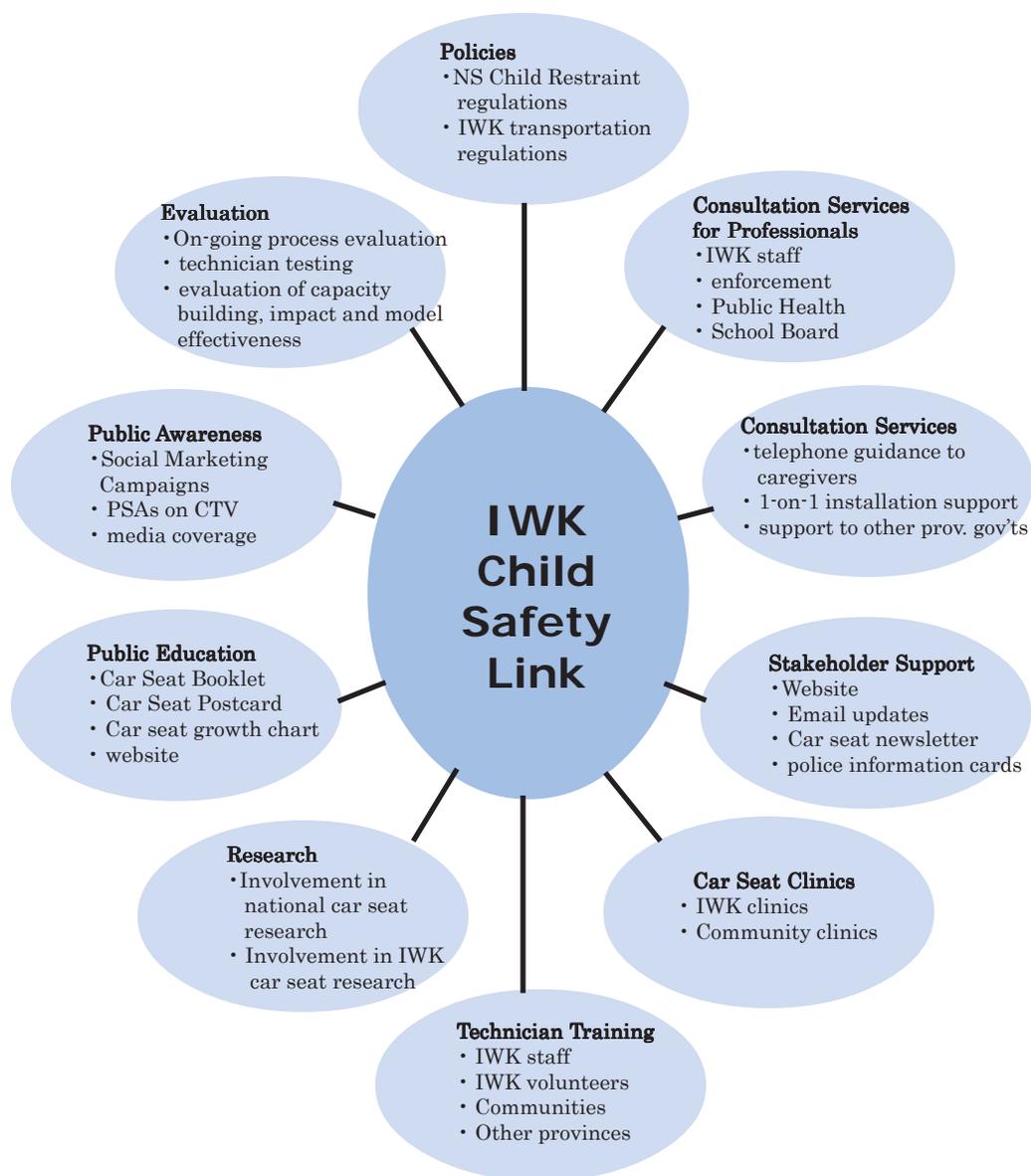
CSL also conducted various levels of evaluation and monitoring of their programs and services. Some formative evaluation included readership satisfaction surveys on our newsletters. The NB HP Specialist completed a report outlining the injury prevention needs of New Brunswick. In development of this report, CSL conducted a literature review and a survey of NB Injury Prevention Stakeholders (20 respondents).

### Car Seat Strategy

CSL conducted various evaluations and monitoring of our car seat programs and services. Some formative evaluation included receiving advice on the CSL car seat poster series, and a survey to solicit feedback from Family Resource Centres regarding car seat distribution options. In 2008/2009, an evaluation was conducted on the NS Child Safety Seat Strategy on Capacity Building. The results of this report will be out in 2009/2010.



## At a glance: CSL's Car Seat Strategy



# Car Seat Strategy

## 2008/2009 Financial Statement

| <b>Funding/Donations</b> | <b>Source</b>                      | <b>Amount</b>            |
|--------------------------|------------------------------------|--------------------------|
| Child Safety Link        | IWK Health Centre                  | \$121,004                |
|                          | Emera                              | \$ 65,000                |
|                          | NS Power employees                 | \$ 20,000                |
|                          | NS Power employees -<br>United Way | \$ 42,416                |
|                          | NS Health Promotion/Protection     | \$127,500                |
|                          | CN (NB office)                     | \$ 50,000                |
|                          | IBC (special project)              | \$ 30,000                |
|                          | Other Revenue                      | \$ 125                   |
|                          | Cost Recovery                      | \$ 23,677                |
|                          |                                    | <b>CSL Total Revenue</b> |
| <br><b>Expenses</b>      |                                    |                          |
| Child Safety Link        | Salary/Benefits                    | (\$349,606)              |
| Child Safety Link        | Other Expenses                     | (\$122,139)              |
|                          | <b>CSL Total Expenses</b>          | <b>(\$471,745)</b>       |
| <b>Total Variance</b>    |                                    | <b>\$7,977</b>           |



## CSL Advisory Council Membership

Ismael Aquino, Director of Programs, Canadian Red Cross

Kimberley Aselstine, Director, Human Resources, Nova Scotia Power Inc.

Suzanne Baker, Falls Prevention Coordinator, South Shore Health,  
Fishermen's Memorial Hospital, Lunenburg

Ruth Bona, Clinical Leader, IWK Emergency Department and IWK Regional  
Poison Centre

Beth Bruce, Injury Researcher, Design Research Design & Evaluation

Anne Cogdon, Executive Director Primary Health, IWK Health Centre

Rose Couch, Coordinator, Early Childhood, NS Health Promotion & Protection

Rhonda Garland, PEI Volunteer

Eileen Gillespie, Interim Manager, IWK Emergency Department and IWK  
Regional Poison Centre

Ann Hogan, Trauma Nurse, Atlantic Health Sciences Corporation

Kathy Inkpen, Core Program Coordinator, Public Health/Health Promotion,  
NS Department of Health

Don Kennedy, NS Parent Volunteer

Janet Lake, Trauma Coordinator (Interim), IWK Trauma Care &  
Injury Prevention Coordinator, Emergency Department, IWK Health Centre

Heather Oakley, Administrative Director, Health & Aging and Trauma Program; Facility Manager, St. Joseph's Hospital, Atlantic Health Sciences Corp.

Katie Walsh, Nurse Coordinator, FASD & Injury Prevention, First Nations and Inuit Health Branch, Health Canada - Atlantic Region

Dr. Natalie Yanchar, Medical Director, IWK Trauma Care, IWK Health Centre

Julian Young, Coordinator, Injury Prevention & Control, NS Health Promotion & Protection



## Introducing...Catapult Man!



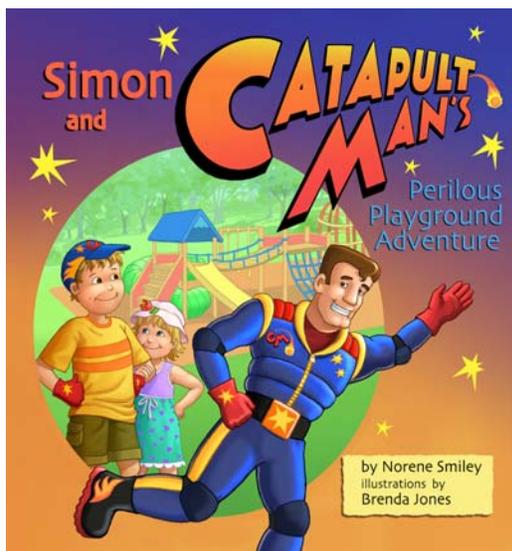
After more than a year of hard work, CSL is thrilled to officially launch our new children's storybook on playground safety, entitled *Simon and Catapult Man's Perilous Playground Adventure*.

The book, written by local author Norene Smiley and illustrated by fellow Maritimer Brenda Jones, follows the intergalactic exploits of characters Simon and Catapult Man as they safely navigate the potential risks that any four to eight year-old might face in their neighbourhood playground.

The book is the product of a partnership between CSL, the Insurance Bureau of Canada (IBC) and Halifax's Nimbus Publishing, and is designed to both stimulate children's imaginations and highlight some ideas on how to be safe at the playground. Indeed, children are sure to love the precocious duo of Simon and his imaginary pal Catapult Man as they launch rocket boosters (swings), evade space pirates on the impossible space tower (climbing frame), and battle giant worms in the worm holes (tunnels).

*Simon and Catapult Man's Perilous Playground Adventure* is available in both English and French at local bookstores. IBC will distribute the book region-wide in Spring 2009, ensuring a copy is available in every elementary school library in Atlantic Canada. The Canadian Hospitals Injury Reporting and Prevention Program (CHIRPP) has also purchased our book for distribution in 10 pediatric hospitals and 5 general hospitals across Canada. CSL is excited that our book will now be seen by kids across Canada!

For more information on the book and Catapult Man, please visit our website at [www.childsafetylink.ca](http://www.childsafetylink.ca)



Introducing...

## Child Safety Link Staff

- Sarah Blades, Health Promotion Specialist
- Jennifer Brittain, HP Specialist, CSL New Brunswick (until Jan. '09)
- Linda Brundin, Administrative Assistant (temporary)
- Diane Hamblin, Administrative Assistant (on leave)
- Julie Harrington, Public Relations Coordinator (since April '09)
- Lauren McDougall (until Jan. '09)
- Heather McKay, Health Promotion Specialist
- Merida Merrick, CHIRPP Coordinator (on leave)
- Kim Mundle, Car Seat Safety Specialist
- Sandra Newton, Manager
- Caitlin Sinclair, CHIRPP Coordinator (temporary)
- Jackie Thompson, HP Specialist, CSL New Brunswick (since July '09)



*Here are a few members of our safety-conscious team heading out for a little ocean kayaking adventure! From left: Heather McKay, Sandra Newton, Kim Mundle, Julie Harrington and Caitlin Sinclair. Front: Sarah Blades.*

IWK Health Centre  
5850/5980 University Ave., PO Box 9700  
Halifax, Nova Scotia  
B3K 6R8  
Tel: (902) 470-6496 or 1-800-288-1388  
Fax: (902) 470-6774  
Email: [childsafetylink@iwk.nshealth.ca](mailto:childsafetylink@iwk.nshealth.ca)  
[www.childsafetylink.ca](http://www.childsafetylink.ca)



September 2009