



...leading child & youth
injury prevention
in the Maritimes



Annual Report 2010/2011

Manager's Message

I am pleased to present the 2010/2011 Annual Report for Child Safety Link (CSL). This was an exciting year for us with some important firsts and progress in some key areas of injury prevention.

To support and enhance injury prevention capacity across the Maritimes, we focused on several key training events such as car seat technician training and the Canadian Injury Prevention Curriculum (NB). In April, we organized a car seat conference in Truro, NS. More than 60 participants from NS, NB and PEI attended the day, which featured speakers from CSL, Transport Canada, Kids in Safe Seats (NL) and Auto 21. The feedback was very positive from our participants and we hope that this event will be possible on a regular basis!

Another proud accomplishment for us this year was the creation of a brand new CSL website, where all of our safety information has been categorized by the following Ages and Stages: newborn (0-6 months), baby (6-12 months), toddler (1-3 years), child (3-5 years) and child safety for 5+ years. We also created a Professional section on our website, where our partners and volunteers can find our latest resources for download, as well as our newsletters, event listings and tools to help families keep their children safe from injury. The user feedback so far has been great and we are excited to keep on improving the site to reach more families and meet the needs of our partners and volunteers.

A special thank you to our partners, donors and Advisory Council for your on-going support and guidance. Your contribution, combined with the impressive dedication of my staff, gives me great optimism and confidence that together, we are helping to make positive changes in the lives of Maritime children.

Sandra Newton



Our Mission

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

Our Vision

The Maritimes are 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 five following strategic priority areas:

#1: Capacity building & partnerships

#2: Communications & public relations

#3: Advocacy & healthy public policy

#4: Sustainability

#5: Research & evaluation

Please note that we have reported on our car seat-related outcomes in a separate highlighted section under all of these strategic priorities.

Our Donors

During the past year, CSL was generously provided with both financial and in-kind support from the IWK Health Centre, CTV, NB Trauma Program, NS Departments of Health & Wellness and Transportation & Infrastructure Renewal, Imperial Oil Foundation, CN, Emera (NS Power employees), the Insurance Bureau of Canada and ExxonMobil. These donations enable CSL to work with our partners, support community organizations and coalitions, and promote child and youth injury prevention across the Maritimes.



Strategic Priority #1: Capacity Building & Partnerships

Outcome: Increased capacity for child and youth injury prevention in the Maritimes.

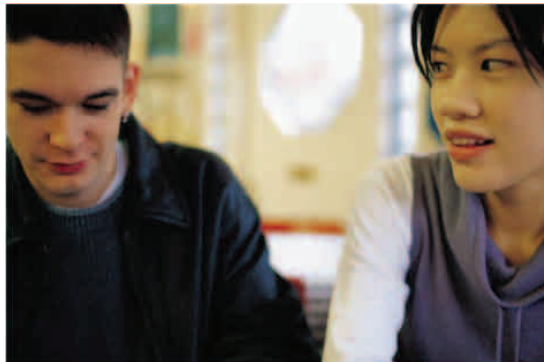
Educational Training Opportunities

Each year, CSL strives to provide support to those working with families as well as others facilitating injury prevention initiatives. In 2010-2011, CSL partnered or took the lead on several initiatives including:

- *Atlantic Collaborative on Injury Prevention (ACIP) Conference* (June 2010): CSL's Manager, Sandra Newton, assisted in planning as well as co-hosting ACIP's 2-day Atlantic Injury Prevention Conference in St. John's, NL, which was attended by 66 people. CSL also presented at this conference.
- *Canadian Injury Prevention & Control Curriculum*: CSL in NB organized the two-day training session in Saint John for 11 professionals.
- *Canadian Multidisciplinary Road Safety Conference* (June 2010): CSL's Sarah Blades planned, in collaboration with the NS Road Safety Youth Committee and the Canadian Road Safety Youth Committee, a day-long youth forum as part of the regular national conference in Niagara Falls, Ont.
- *Prevent Alcohol and Risk-related Trauma in Youth (P.A.R.T.Y.)*: In partnership with the NB Trauma Program and the Atlantic Collaborative on Injury Prevention, CSL NB trained 22 new facilitators for the program. This program helps youth understand the consequences of risk and serious injury.
- *P.A.R.T.Y.*: CSL also partnered with NB Trauma Program and local police to present the P.A.R.T.Y. program to 120 high school youth in NB.

Presentations to Key Stakeholders

CSL presented to several key stakeholders across Atlantic Canada. Some examples include the Family Resource Centre staff from across Atlantic Canada (20+) re. the *Child & Youth Unintentional Injury Report*; Youth Studies students from MSVU (30), and the Single Parent Centre in Spryfield, among others.



Partnerships & Collaborations

CSL continued to build capacity for Maritime-wide injury prevention initiatives this year by collaborating and communicating with partners. This year the NB Trauma Program (NBTP) and CSL developed a formal partnership agreement to ensure effective use of short term funding from CN to support child and youth injury prevention programming in New Brunswick. CSL and NBTP have worked on several ongoing joint projects since.

CSL also continues to support numerous other partners around the Maritimes. For example, we reviewed images in the 1-3 Years edition of the Loving Care resource being developed by NS Public Health Services, to ensure that the pictures used were appropriate from an injury-prevention perspective. CSL also provided ongoing consulting support to ACIP, the NS Road Safety Advisory Committee and the NS Road Safety Youth Committee, among other groups. CSL was also on the planning committee with the First Nations & Inuit Branch, NB Department of Health, ACIP and several First Nations communities to plan for a First Nations Injury Prevention Consultation in January 2011. CSL also played a lead role in planning this year's ACIP conference in June.

CSL ensures that child and youth injury prevention issues are represented locally, provincially and nationally, by participating in several committees and action groups. Some of these include: the NS Road Safety Advisory Committee and Road Safety Youth Committee (NSRSYC) (CSL staff person Sarah Blades is co-chair), 0-4 Falls Prevention Working Group of the South Shore Safe Communities (NS), HRM Safe Communities, Ecology Action Centre's Active & Safe Routes to School Committee (NS), Injury Free NS (IFNS), ACIP (CSL Manager Sandra Newton is Co-Chair), the Aboriginal Health Injury Prevention Workshop Committee, and the Canadian Collaborating Centres on Injury Prevention and Control (CCC).



Consultation Services/Support

CSL responded to 90+ safety inquiries from both caregivers and professionals (70%/30%) on topics such as crib safety, fireplace gates, water safety, product recalls, etc. Inquiries continue to come in via telephone, email and walk-ins.

Professional Development

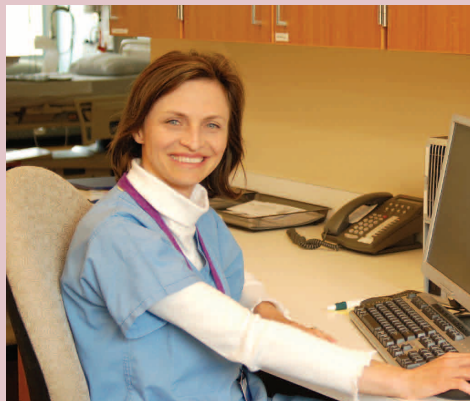
CSL's staff continued this year to improve their knowledge base in best practices related to children's injury prevention and health promotion topics. CSL staff attended numerous presentations and training sessions on topics such as playground safety, injury prevention in agricultural settings, diversity and inclusion, and working with clients in challenging situations. Some of these events included the Canadian Multidisciplinary Road Safety Conference and the Safety Services New Brunswick Symposium. CSL's Manager also participated in an Atlantic Provinces Child Death and Serious Injury Review Workshop, sponsored by Child and Family—a division of the PEI Department of Community Services, Seniors and Labour.

NS Car Seat Strategy

Education and Training Opportunities

Car Seat Conference: In April, CSL organized a car seat conference in Nova Scotia. Sixty-one participants from across Atlantic Canada came to Truro to learn about topics such as the latest car seat designs, Maritime advancements and federal standards, community coalitions, and research on motivational factors for parent's decision-making on booster seat use. The feedback from participants was very positive.

Technician Training & Re-certification: This year, CSL trained over 35 new technicians and re-certified 23 technicians through courses offered in Amherst, Truro, Miramichi, Eskasoni, Moncton, Bridgewater and at the IWK Health Centre in Halifax. CSL provided support to nine car seat clinics across NS this year and provided booster seat information to four Public Health Wellness Clinics for Three Year Olds in the HRM. CSL staff also presented car seat safety information to community groups like Saint John Prenatal, Homes with a Heart (NB) and the Native Council Parent conference. CSL volunteers did presentations and car seat checks/clinics in various locations throughout the Maritimes.



Consultation Services/Support

CSL received 895 car seat inquiries from the public (75% telephone calls, 12% emails and 13% walk-ins). Many of these inquiries are from professionals such as nurses, physiotherapy and social work staff, and police to support them in their local child passenger safety efforts. CSL also purchased three car beds for the Neonatal Intensive Care Unit at the IWK Health Centre. CSL continued to support national stakeholders; for example, it reviewed and provided comments on tools being used for Transport Canada's 2010 roadside survey of child restraint use in Canada.

This year, CSL also continued to lead the NS Car Seat Management Committee that includes representatives from NS Transportation and Infrastructure Renewal, Cooperators Insurance, Public Health and the NS Department of Community Services. This committee provides advice and feedback to CSL on the NS Car Seat Safety Strategy.

Partnership Support

To support the 320 Car Seat advocates across the Maritimes (e.g. volunteers, car seat technicians), CSL provided on-going email communication about various child passenger safety issues such as car seat recalls and notices. CSL also provided numerous groups (e.g. car seat coalitions) around the Maritimes with CSL written materials related to proper car seat practices.

Car Seat Distribution Grant Program

Approximately 20 Family Resource Centres or alternate organizations across Nova Scotia such as community health clinics received a grant of \$570 to assist with the purchase of car seats and booster seats for families with low incomes. To date, centres have reported that they have been able to provide seats for many families, and that the staff appreciate having this resource. The funding for this project was made possible with support from the NS Department of Health Promotion and Protection (now Health & Wellness).



Strategic Priority #2: Communications & Public Relations

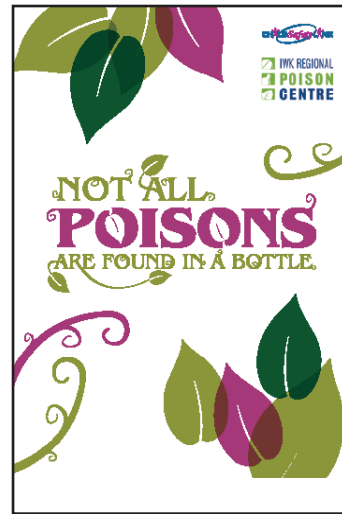
Outcomes: Increased awareness of CSL. Increased awareness of child and youth injury prevention.

This year, CSL promoted injury prevention via special events, media, presentations, our new website and new resources. We produced a quarterly newsletter and a semi-annual Car Seat newsletter that were distributed across Atlantic Canada for our partners.

Events: CSL took part in several events this year to promote children's safety including Child Passenger Safety Week, Poison Prevention Week, Safe Kids Week, Police Week and HRM Bike Week. CSL also attended the 2011 Safety Services NS Road Safety Conference as an exhibitor. In NB, staff focused on raising CSL's and NBTP's profile by attending numerous public events such as the Saint John Baby Expo, the Saint John Regional Hospital Foundation's Annual Teddy Bear Fair, the Fredericton Kids Fair, the KVHS Health Fair, Irving Wellness Day, Charleton Community Centre Bike Rodeo, and the NB Public Health Healthy Learners Conference, among others.

Website: In August, CSL launched its new "Ages & Stages" website, where safety information is presented according to a child's age. The new website has received positive feedback and has shown 20% more visitors per month over last year and longer time spent on our site per user.

Resources: CSL had 311 requests for 58,454 copies of its various resources this year. With financial support from the Public Health Agency of Canada and in partnership with the IWK Regional Poison Centre, CSL developed two new resources on poisonous plants--one for the general public (see right) and one for professionals.



Media: Overall, CSL received over 25 media hits through television, radio and newspapers, and also placed ads in family-oriented publications such as the *Parent Child Guide* (HRM), *Family & Co.* (HRM), *Our Children* (NS) and *Island Family Magazine* (PEI). With ongoing support from CTV, we produced two PSAs this year: *Booster Seats are for Big Kids*, and *Preventing Medicine Poisoning for Children*. CSL was contacted by media about child safety issues like helmet usage and injury trends on HRM's new skating oval.

NS Car Seat Strategy

Car Seat Resources

- CSL developed several resources to support car seat safety awareness. One of these is a bilingual pocket card for police officers in New Brunswick that outlines the car seat regulations in that province, as well as key points for ensuring safe seating for children of all ages. CSL also re-printed a version of this pocket card for Nova Scotia police officers with car seat regulations specific to that province.
- CSL also created a new pocket card for use by nurses in the IWK's NICU, that outlines car seat requirements for infants who are ready to leave the hospital.

Car Seat Events

CSL led the promotion of Child Passenger Safety Week this year, which ran September 20-26, 2010. A wide variety of car seat clinics, roadside stops, and other public events happened in NS during that week to highlight the importance of safely transporting children. In NB, CSL also provided CSL car seat education cards to police officers for distribution during car seat checks/spot checks, and to all GoodLife Fitness Clubs in NB.



Strategic Priority #3: Advocacy & Healthy Public Policy

Outcome: Increased advocacy and healthy public policy.

During the fiscal 10-11, CSL actively participated in several high-level policy planning discussions (i.e. the pool fencing by-law in East Hants, NS, and the East Coast Children's Safety Village). We also supported the NB government in its planning process related to NB's first Injury Prevention Strategy.

Children's Falls Prevention Strategy Development:

With financial support from ExxonMobil, focus groups were held with falls prevention stakeholders in NS, NB and PEI to further and explore needs and existing programming with respect to preventing children's falls. A report suggesting next steps was delivered in December 2010.

Home Safety Curriculum Development:

The training module for Family Resource, Public Health and other family support staff regarding home safety information for 0-4 year olds was piloted again in Bridgewater in November 2010. This training curriculum incorporates ages and stages information related to falls and preventing other injuries in the home. Further feedback from that session is being used to refine the tools and identify more needs (e.g. short videos).

NS Car Seat Strategy

Policy Development

CSL continues to lead, support and promote policies that directly influence child passenger safety. For example, CSL is revising the IWK Infant and Child Transportation Policy by consulting with a range of IWK departments.



Strategic Priority #4: Sustainability

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

Special Project Funding

CSL continues to receive tremendous support from the community, including generous donations from the employees of NS Power. We were also fortunate to receive funding from the NS Government (CSL operations and car seat work), Public Health Agency of Canada (poisonous plant guides), ExxonMobil (Falls Prevention Strategy), Imperial Oil (Falls Prevention Strategy), the Insurance Bureau of Canada (car seat conference) and CTV (two public service announcements).

New Brunswick Office

CSL continues its partnership the NB Trauma Program (NBTP). CSL's satellite office, made possible through funding from CN and the NBTP, is located in the Saint John Regional Hospital.

NS Car Seat Strategy

Volunteers, Training and Recruitment

Volunteers continued to assist this year with delivering car seat education sessions and the Children's Restraint Systems Technician Course. In June, CSL established the volunteer process for CSL volunteers to be an IWK volunteer outside of the HRM area, enabling a group of Cape Breton volunteers to host their first car seat clinic.



Strategic Priority #5: Research & Evaluation

Outcome: Research, evaluation and surveillance opportunities conducted.

Canadian Hospitals Injury Reporting and Prevention Program (CHIRPP)

CSL continues to manage CHIRPP, a long standing project that collects injury data on patients visiting the IWK Health Centre. More than 6770 injured patients were treated at the IWK Emergency Department over fiscal 10-11, and CHIRPP captured data on 70% of these injuries.

During this year, CHIRPP was involved in an ongoing joint research project with BC Children's Hospital and The Hospital for Sick Children, called *Evaluation of delivery mechanisms and injury prevention messages for parents*. CHIRPP at the IWK Health Centre also has a new Co-Director, Dr. Shannon MacPhee, Interim Chief of Emergency Medicine.

NB Needs Assessments

In late 2010, CSL in NB interviewed police officers and Family Resource Centre staff (10 in total) in the Saint John Regional area to determine their needs in regards to Car Restraint Systems. This info will be used for the development of a province-wide needs assessment to be conducted in 2011-2012.

NS Car Seat Strategy

Roadside Car Seat Checks Program

CSL partnered this year with Dalhousie University and Auto 21 to conduct a study to accurately assess how children between the ages of 0 and 12 are riding in vehicles. The research team worked with HRM Police and RCMP to complete eight roadside checks in August, September and November in Sackville, Tantallon, Shearwater, Dartmouth and Halifax. During the checks, 378 car seats were assessed, two recalled seat straps were fixed on site, and 14 car seats were installed and given away free to families whose children were improperly restrained. The project continued in May 2011.



2010/2011 Financial Statement

| Funding/ Donations | Source | Amount |
|-----------------------|---|--------------------------|
| Child Safety Link | IWK Health Centre | \$131,363 |
| | NS Power/Emera Employees - United Way across NS | \$ 46,569 |
| | NS Power/Emera Employees | \$ 20,728 |
| | NS Health and Wellness | \$115,000 |
| | NS Transportation & Infrastructure Renewal | \$ 65,000 |
| | CN (NB Office) | \$ 50,000 |
| | ExxonMobil (Special Project) | \$ 32,755 |
| | Imperial Oil | \$ 10,000 |
| | Public Health Agency of Canada (Special Project) | \$ 9,839 |
| | Insurance Bureau of Canada (Special Project) | \$ 500 |
| | Individual Donations | \$ 150 |
| | Other Revenue | \$ 2,932 |
| | Cost Recovery (resources) | \$ 4,448 |
| | | CSL Total Revenue |
| Expenses | | |
| Child Safety Link | Salary & Benefits | \$410,484 |
| Child Safety Link | Other Expenses | \$84,237 |
| | CSL Total Expenses | \$494,721 |
| | Variance | \$ 5,438 |

CSL Advisory Council Membership

- Ismael Aquino, Regional Director, Canadian Red Cross, Nova Scotia Region
- Kimberley Aselstine, Community Volunteer (NS)
- Suzanne Baker, Falls Prevention Coordinator, South Shore District Health Authority, NS
- Kimberley Sheppard, Clinical Leader, IWK Regional Poison Centre
- Beth Bruce, Injury Researcher, ReDesign Research Design & Evaluation
- Janice Campbell, Public Health Practice and Population Health, Office of the Chief Medical Officer of Health (NB)
- Anne Cogdon, Executive Director Primary Health, IWK Health Centre
- Rhonda Garland, Island Network for Injury Prevention (PE)
- Kathy Inkpen, Manager, Healthy Development, NS Department of Health & Wellness
- Janet Lake, Trauma Coordinator, IWK Trauma Care & Injury Prevention Coordinator, Emergency Department, IWK Health Centre
- Donald Monty, Nurse Coordinator, FASD & Injury Prevention, First Nations and Inuit Health Branch, Health Canada - Atlantic Region
- Ian Watson, Administrative Director, NB Trauma Program
- Dr. Natalie Yanchar, Medical Director, IWK Trauma Care, IWK Health Centre
- Julian Young, Coordinator, Injury Prevention & Control, NS Department of Health & Wellness



Child Safety Link Staff

- Sarah Blades, Health Promotion Specialist
 - Diane Hamblin, Administrative Assistant
 - Julie Harrington, Public Relations Coordinator
 - Jenna Hopson, Health Promotion Specialist (until October 2010)
 - Merida Merrick, CHIRPP Coordinator
 - Kim Mundle, Car Seat Safety Specialist
 - Sandra Newton, Manager
 - Jackie Thompson, Health Promotion Specialist (NB)
 - Chantal Walsh, Health Promotion Specialist (as of October 2010)
-
- Anne Cogdon, Executive Director of Primary Health



Back row from left: Kim Mundle, Diane Hamblin, Sandra Newton, Julie Harrington, Jenna Hopson and Sarah Blades. Front row from left: Merida Merrick, Jackie Thompson. Missing from photo: Chantal Walsh.

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June 2011