



CHILDSAFETYLINK
Here for you.

ANNUAL REPORT

2023/2024

Child Safety Link (CSL) is an injury prevention program at IWK Health dedicated to reducing the incidence and severity of unintentional injury to children and youth in Atlantic Canada.



www.childsafetylink.ca

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Manager Message



My team is key to the success of CSL. I am excited about how they have all operationalized our strategic plan to work towards our long-term outcomes. This report highlights our accomplishments by each portfolio: AT Home, At Play, At School, and On the Road.

SANDRA NEWTON

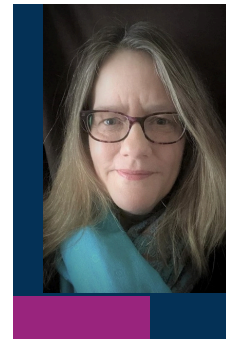
Manager, Child Safety Link

We are a small team with a large mandate, and we are constantly working on how to support our partners and diverse families across Atlantic Canada.

This year we were excited that one of our videos, "Is your child in the right seat?" won a national award of commendation from Canadian Institutes of Health Research video competition (IHDCYH Talks Video Competition). We appreciated this national recognition.

We continue to build on our portfolios and are thankful to our many colleagues including the Atlantic Canada Poison Centre, Atlantic Canada Children's Fall Prevention Working group, Atlantic Collaborative on Injury Prevention (ACIP), child passenger safety technicians, Family Resource Centres, and so on. To ensure we have an efficient method to network and connect with our partners and supports, we also continued to grow our virtual Community of Practice.

I have many people and organizations to thank including our financial contributors and our Advisory Council. Without everyone's support, CSL would not be able to continue our programming. I look forward to another year of growth!



Thank you

Financial Contributors

CSL receives contributions from several agencies and we would like to thank the following for their generous support: Nova Scotia and Newfoundland & Labrador governments, the Insurance Bureau of Canada and CTV (in-kind support).



About Child Safety Link

Child Safety Link (CSL) is an injury prevention program at IWK Health dedicated to reducing the incidence and severity of unintentional injury to children and youth in the Maritimes (Atlantic when appropriate).

Our Priority Areas

Keeping kids safe...



At Home

Falls Prevention
Poisoning Prevention



At School

TBD



At Play

ATV Safety
Active Transportation



On the Road

Child Passenger
Safety

Strategic Goals

CSL has four long-term strategic goals and each goal has a series of outcomes:

- Improving the resilience and sustainability of our program.
- Expanding child and youth injury prevention research and knowledge.
Note: Specific to external audiences
- Providing leadership in our priority areas to drive system change.
- Advancing equity and inclusivity in the context of child and youth injury prevention.
Note: focus on equity groups: e.g., Newcomer, Indigenous, & African NS/Descent families



Safety At Home



Fall Prevention



Fall Prevention Month
(November 2023)
Theme: Falls around the home.

The Atlantic Canada Children's Fall Prevention Working Group collaborated to create a Fall Prevention infographic (French, Arabic, and Mi'kmaq) that was shared via Instagram, Facebook, LinkedIn, and Loop Junior.

The infographic was converted into a poster and distributed across Atlantic Canada (100 distributed).

CSL appeared on CTV Moring Live to promote Fall Prevention Month.

A social media campaign was launched and a series of posts were promoted throughout November. There was 2298 engagements through CSL social media platforms.

11 Facebook posts
11 Instagram posts
2298 engagements



Safety At Home



Poisoning Prevention



Poison Prevention Week (PPW)

(March 17-23, 2024)

Theme: Kids Act Fast, So Do Poisons

Goal: To educate parents and caregivers about practices that can make their homes safer from unintentional childhood poisonings.

Activities included a social media survey, social media posts, media and promotion of the Atlantic Canada Poison Centre.

9 Facebook posts / 9 Instagram posts

8 TV interviews (CSL and Atlantic Canada Poison Centre staff)

3 articles



It's very important to keep adult purses and bags away from little hands, because they also often contain medications, cosmetics and smoking/vaping products that could be very dangerous to a small child. Dr. Nancy Murphy, Medical Director of the Atlantic Canada Poison Centre.



Proclamation in the House

The Premier of Nova Scotia, the Honourable Tim Houston, made a proclamation officially recognizing PPW in the province of Nova Scotia.



New resources

Poison number stickers, magnets, lock bags and cabinet locks were made available to order by service providers.

Safety at Play & School



Active Transportation /Helmet Promotion



Active transportation: CSL conducted two helmet fittings at two Halifax elementary schools providing 21 helmets to children ages 5 - 8 years old. CSL also provided education around proper helmet fit/use and a helmet information sheet to each student.

Supporting Advocacy/Research



Off-Highway vehicles: Staff supported an NS Off Highway Vehicle Advocacy Strategy being led by Injury Free Nova Scotia (IFNS).



CSL continued to participate in Walk 'n Roll collective action planning for Active and Safe Transportation (Halifax, NS).



CSL continued to work on concussion data project with a researcher in Nova Scotia.

Helmet educational resources

CSL worked with a literacy expert and graphic designer to create: Why should you wear a helmet (English, French).



Safety on the Road (CPS)



Child Passenger Safety Week (Sept 17-23)

Theme: Is your child's car seat safe to use?

Activities included: a social media guide to those who support families, and a series of 6 short educational videos on social media promoting how to determine if your seat is safe.

6 videos created and shared during social media campaign.



Advocacy



There has been an alarming trend of unsafe contraptions marketed as car seats popping up online. These counterfeit seats have appeared on the sites of large, online retailers that we all know and trust," Katherine Hutka, Child Passenger Safety Specialist

Safe Kids Week (May 29 - June 4)

Theme: Child Passenger Safety

CSL and Parachute Canada partnered on Safe Kids Week. Several CSL resources were co-branded with Parachute to support nation-wide distribution/ promotion. Parachute adapted CSL's Right Seat resources, fact sheets and videos (8 languages) as well as the Getting Started: Is your car seat safe to use? (English\French).

The goal of the national partnership with Parachute was to promote stronger CPS legislation across the country. CSL co-signed letters to each Atlantic Canada provincial government with legislative recommendations and met with the NB and NL governments to discuss these recommendations.

Safety on the Road (CPS)

Child Passenger Safety Capacity Building

CSL trains and assists service providers to support child passenger safety in communities and health centres.

Projects	# of sessions (participants)	Audience
Child Passenger Safety Technician Training	4 courses (39 new technicians) 2 recertified technicians	3 Nova Scotia 1 New Brunswick (1 NS/1 NB)
Instructor support	Mentorship and training to support 3 current Instructors. 2 new instructors	1 NL 1 NS 1 NB (1 NS/1 NB)
Nurse Orientation	Virtual: 85 nurses In-person: 45 nurses	54 IWK Health 20 Truro (NS) 56 NS-wide
CPS Basics for Drivers (virtual)	567 logins access codes requested (121% increase from 22-23)	NS (124: 22%) NB (28: 5%) PEI (41: 7%) NL (373: 66%)
Safe Travel for All Children (STAC) training (Adaptive transportation for children with special healthcare needs)	2 courses 21 participants	1 NS (14 partici) 1 NB (7 participants)
STAC patient consults	10 consults (4 virtual/6 in person)	IWK Health

Safety on the Road (CPS)

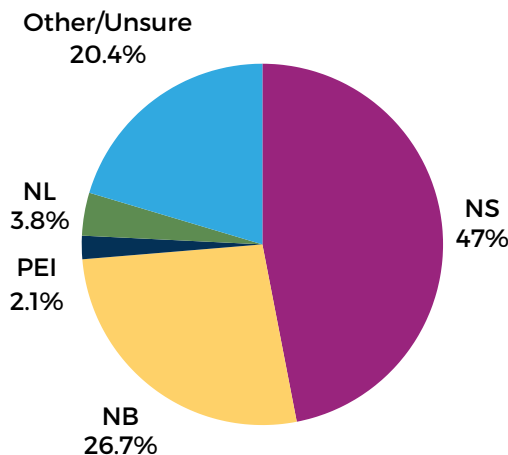
Child Passenger Safety

CSL answers inquiries from both families and service providers (e.g. nurses, Family Resource Centres staff, occupational therapists, etc.) and provides consultation services (e.g. policy development) to organizations across Atlantic Canada and beyond.

1197 Inquiries 99.75 Inquiries/month

25% decrease from 2022/2023

Inquiries by Province



300 (25%)



493 (41%)



404 (33%)



Caregivers
448 (37%)



Service Providers
749 (63%)



CPST Training Halifax March 2024



Child Passenger Safety



Presentations



CSL presented to a variety of audiences to educate about child passenger safety.

Audiences included Alberta Health Services, NS Community College, NL Health Promotion consultants, NS Practical Nurses.

K. Hutka also presented at two conferences including:

- Kidz in Motion international conference held Oklahoma (Topic: Lost in Translation: Lessons Learned creating resources for newcomer families)
- Cybex Safety Summit, a nation-wide event for retailers and technicians in Ontario (Topic: Meeting caregivers where they are). This also involved participation on a panel that included Transport Canada and New Brunswick advocate Eran Jones.



Child Passenger Safety Association of Canada (CPSAC)

CSL continues to support the work of CPSAC. Katherine Hutka, CSL Child Passenger Safety Specialist is the current President.



Child Passenger Safety



With the generous financial support of the Insurance Bureau of Canada (IBC), CSL provided an Atlantic-wide car seat grant program. There were three main groups who received \$1000 car seat grants: Family Resource Centers (FRC), Newcomer and Refugee organizations and Community Health Nurses.

The testimonials provided emphasized the impact of the Car Seat Grant Program in addressing the needs of families, particularly amidst financial constraints and high demand for essential safety equipment.



44 grants



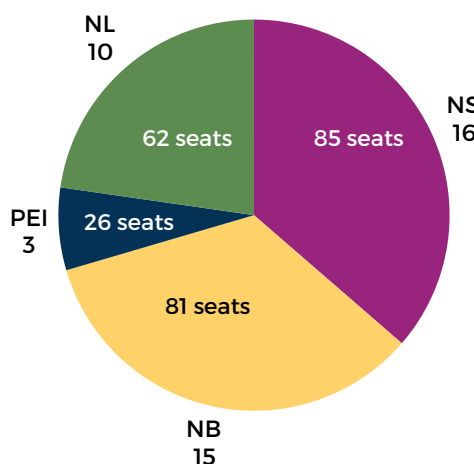
237 families supported



254 seats



IBC  BAC | Insurance Bureau of Canada
Bureau d'assurance du Canada



Overarching

Child Safety Link Webinar Series



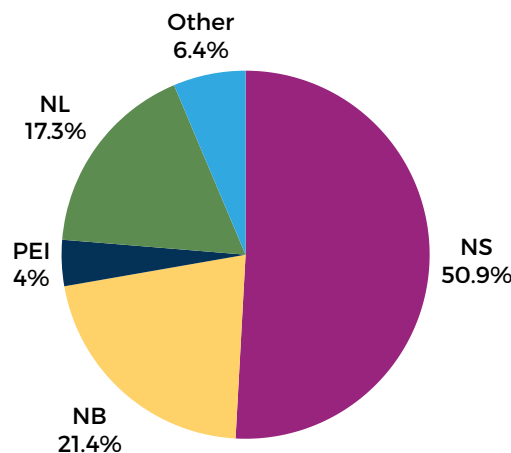
3 Webinars

100% increase from 2022/2023

172 Participants

Average 59 participants/webinar

Attendees by province



Webinar topics

Car Seat Misuse: Common Errors and the Risks They Pose

- 72 participants

Safe Sleep: Reducing the Risk of Sleep-Related Injury

- 62 participants

Poisoning Prevention: Lookalikes and Unintentional Poisonings Injuries

- 44 participants

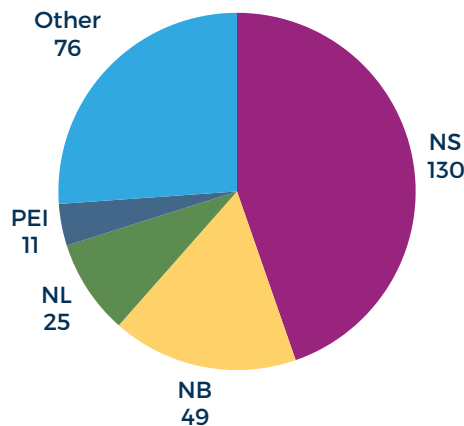
The Community of Practice



291 members

111% increase from April 1, 2023 (Goal was 75%)

Membership by province



To celebrate the COP's 1st anniversary - CSL conducted a survey with members (34 respondents).

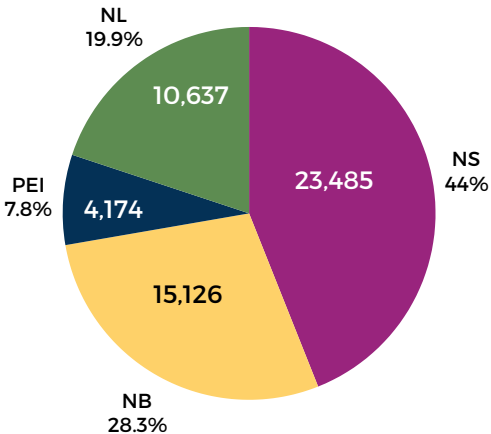
- 73% of respondents work at Family Resource Centres.
- 52% found it very useful and 48% moderately useful.

The survey also indicated a strong interest in educational resources (77%) and relevant training opportunities.

Overarching

Educational Resources

Distribution by province/
of resources



53,422 CSL resources distributed.

25% increase from 22-23

CSL also made available lockbags and cabinet locks

New educational resources

Is Your Child in the Right Seat video and print resources
(new: Dari, Farsi, Russian, Ukrainian).

After the Storm infographic
(English, French, Arabic)

Safety At a Glance Fact sheet series
(English, French, Arabic, Farsi, Tigrinya, Somali)

Preventing Serious Childhood Falls in the Home
(English, French, Arabic, Mi'kmaq)

Why should you wear a helmet
(English, French)

Preventing Childhood Poisonings
(English, French, Arabic)


Poisoning in Children 5 years and under
(English, French, Arabic)

Child Safety Link receives special commendation in the national IHDCYH Talks video competition




The Institute of Human Development, Child and Youth Health offers this annual contest for short videos that present a clear, evidence-based message to a lay audience that is designed to have an impact on the health of children, youth and families in Canada.


Media



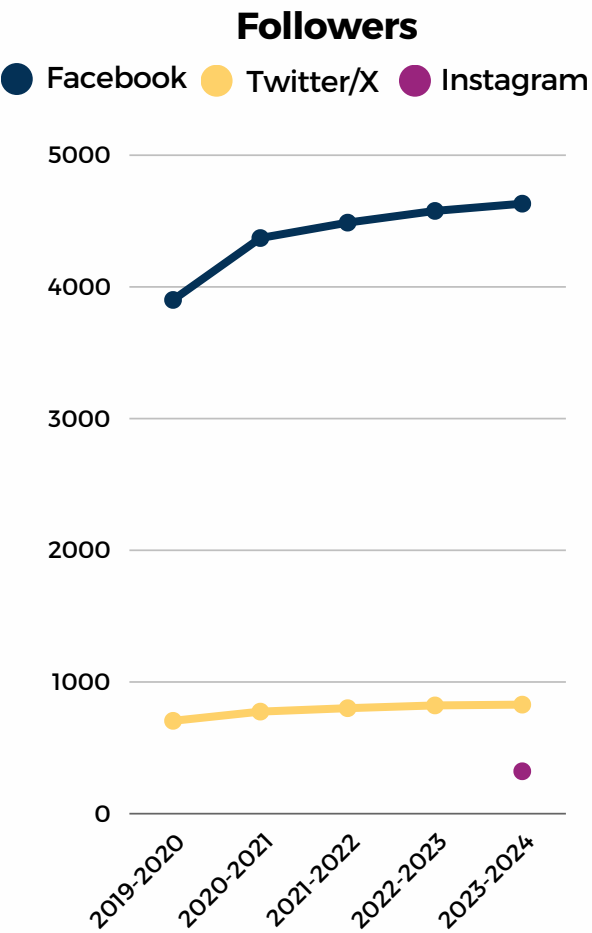
Followers
4632
227 posts



Instagram
322
130 posts since June



Website
3806/mth



Increases Every Year

Facebook: Since 2019 CSL has seen a 19% increase in Followers.

Instagram: CSL established an account in June of 2023.

Website: a 52% increase in visitors from 2022-2023.

CTV Atlantic: CSL appeared on CTV Atlantic 11/12 months. Staff spoke about various topics such as ATV safety, pedestrian safety, carbon monoxide dangers, child passenger safety, etc. Thank you to CTV for these opportunities.

CSL Team

Thank you for all of the staff and students of Child Safety Link



(L-R): Backrow: Ana Ojeda, Samantha Noseworthy, Katherine Hutka
Front row: Dhruv Patel, Sabrianne Penner, Sandra Newton, Julie Harrington, Ashley Holden

SANDRA NEWTON

Manager

MALLORIE CORNELIUS

Health Promotion Specialist
(missing from photo)

JULIE HARRINGTON

PR Coordinator

ASHLEY HOLDEN

Child Passenger Safety Assistant

KATHERINE HUTKA

Health Promotion Specialist

SAMANTHA NOSEWORTHY

Health Promotion Specialist

ANA OJEDA

Administrative Assistant

DHRUV PATEL

Junior Health Promotion Specialist

CSL Advisory Council

CSL has an Advisory Council who support the work by providing guidance and advice.

Suzanne Baker

Fall and Injury Prevention Coordinator

Nova Scotia Health

Natalie Bakody

Health Education & Physical Education Consultant

Dept of Education & Early Childhood Development

Dr. Emma Burns

Assistant Professor, Department of Emergency

Medicine, Dalhousie University

IWK Health

Melanie Doyle

IWK Trauma Coordinator

IWK Health

Jill Duncan

Team Leader

Atlantic Canada Poison Centre

Tessa Firth

Executive Director

Atlantic Collaborative on Injury Prevention

Janine Gallant

Senior Program Officer

Public Health Agency of Canada / Government of Canada

Shannon Gallant

Senior Program Advisor

Indigenous Services, First Nations and Inuit Health,
Health Promotion and Disease Prevention
Directorate

Joanna LaTulippe-Rochon

Executive Director

Cape Breton Family Place Resource Centre

Jessica Ling

Family Program Coordinator

CHANCES Family Centre

Dr. Richard Louis

Injury Prevention Specialist

NB Trauma Program

Katherine MacIntyre

Directrice Exécutive/ Executive Director

Family Resource Centre - Moncton

Flora Murphy

Manager, Early Years Provincial Zone

Science and System Performance

Public Health, Nova Scotia Health

Stephanie O'Brien

Health Promotion Consultant

Public Health Division, Department of Health and
Community Services, Government of NL

Michelle Proctor-Simms

Health Promotion Coordinator

Public Health Branch, NS Department of Health &
Wellness

Stéphanie Richard

Directrice

Centre de Ressources Chaleur pour parents

Kelly Warren (Ad hoc)

Child Life Specialist

IWK Health

Dr. Kirstin Weerdenburg

Director of Pediatric Emergency Ultrasound,
Research and Quality Assurance, IWK Health
Assistant Professor, Dalhousie University

Anne Yuill

Director

Healthy Populations & Provincial Initiatives
IWK Health

Acknowledgements

This year we said farewell to some Advisory Council members and welcomed new members. Thank you to our Advisory Council and staff for their support, commitment and passion.

CSL Staff/Student interns

Welcome:

Dhruv Patel

Junior Health Promotion Specialist

Sabrianne Penner

Health Promotion Specialist

Farewell:

Health Promotion Student Doreen Danso

Advisory Council member farewells:

Marnie Ells

Volunteer Patient Family Partner

Pamela Fonseca

Health Promotion Coordinator

Public Health Branch, NS Department of Health & Wellness

Jessica MacKay

Child Life Specialist

IWK Health

Isabelle Verret

Directrice Exécutive/ Executive Director

Family Resource Centre - Moncton

Welcome new Advisory Council members.

Tessa Firth

Executive Director

Atlantic Collaborative on Injury Prevention

Jessica Ling

Family Program Coordinator

CHANCES Family Centre

Katherine MacIntyre

Directrice Exécutive/ Executive Director

Family Resource Centre - Moncton

Stephanie O'Brien

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Public Health Division, Department of Health and Community Services, Government of NL

Michelle Proctor-Simms

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Public Health Branch, NS Department of Health & Wellness

Kelly Warren (Ad hoc)

Child Life Specialist

IWK Health



CHILD SAFETY LINK

MORE INFORMATION

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Facebook

www.facebook.com/ChildSafetyLinkIWK

YouTube

<https://www.youtube.com/c/childsafetylink>

Instagram

<https://www.instagram.com/childsafetylink>

