

# Child Safety Link Annual Report

2021 - 2022



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# Message from the Manager

SANDRA NEWTON

I have a fabulous team at Child Safety Link and committed partners from across Atlantic Canada. I am grateful once again to the CSL Advisory Council who have supported our work. This year, we worked together to develop a new Strategic Plan that will be launched in 2022-2023 and we are excited to continue our focus on child and youth injury prevention. Although we are a Maritime-wide program, we are able to support our colleagues in Newfoundland and Labrador, thanks to financial support from their government.

One of our highlights this year was the development of new child passenger safety videos and print resources to support families in multiple languages and for families who experience low literacy. We are proud to offer these resources in 9 languages.

In our upcoming year, we are excited to celebrate our 20th anniversary. I hope you will continue to support our work and take an active role in preventing child and youth injuries! We all have a role to play.

Thank you,  
Sandra Newton  
Manager

## About Child Safety Link

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

CSL is committed to working with community organizations (e.g. Family Resource Centres), governments and other partners to ensure children are as safe as necessary at home, on the road and at play.



# Thank You

## THANK YOU TO OUR FINANCIAL CONTRIBUTORS

Child Safety Link continues to provide injury prevention training, educational resources, awareness activities, etc., thanks to the generous support from the Nova Scotia and Newfoundland & Labrador governments and other contributors.



# Safety at Home

## POISONING PREVENTION, FALL PREVENTION, & HOME SAFETY

### Poisoning Prevention Week (PPW)

PPW 21-22 was celebrated in March 2022 with the theme "Lock it, Label it, Store it!" CSL collaborated with the IWK Regional Poison Centre on a social media campaign with a Myth vs Reality theme. They also presented during Parachute's National Poisoning Prevention Webinar Series on the topic of illegal cannabis products, packages, and sellers.

CSL received a grant from Parachute to distribute locking bags and cabinets locks to 25 Family Resource Centres across Atlantic Canada. This was a follow-up from a resource mailout in June 2021.

### Atlantic Working Group on Children's Fall Prevention

CSL is taking a lead role as Chair of this newly formed group of partners from Across Atlantic Canada. The working group currently includes members from Injury Free Nova Scotia, Atlantic Collaborative on Injury Prevention, NB Trauma, PEI Department of Health & Wellness, and Nova Scotia Health.



### Safe Housing and Injury Prevention

Chantal Walsh (CSL) and others from IWK Health including Mental Health and Addictions, presented at IWK Health Grand Rounds (Sept. 2021) – Health & Housing panel. The discussion included topics such as the importance of safe, affordable housing and how that related to injury and injury prevention.

# Safety at Play

## CONCUSSION PREVENTION & ATV SAFETY

### Concussion Prevention

CSL developed new concussion content for social media and participated in an interview on CTV. CSL, in collaboration with a health promotion student intern, also conducted a survey regarding parents and caregivers knowledge of childhood concussion. The data collected from this survey will be used to inform future concussion work.

### ATV Safety

CSL revised the IWK ATV Position Statement to better represent new ATV safety research and best practices.

As a member of the ATV Safety Working Group, CSL collaborated with the Atlantic Collaborative on Injury Prevention and other national partners to develop a document that outlines ATV legislation and enforcement across Canada.



# Safety on the Road

## CHILD PASSENGER SAFETY

### The Right Seat Video Project

CSL developed new resources to support child passenger safety education for families in multiple languages and for families who experience low literacy.

Resources include:

- Videos: A short, educational video with images of local families.
- Print resources: Each print resource covers the same points as the video and have English on one side and each additional language on the other side. The print resource is intended to support an English speaker assisting a caregiver in the other language.
- How to Guide: A guide to support the use of videos and print resources (E/F).
- Posters: Poster in English/French for newcomer populations; Poster in English/French for First Nations Centres

In total, 130 packages, in 9 languages, were distributed to Family Resource Centres and newcomer organizations across Atlantic Canada. An additional 42 packages of English, French and Mi'kmaq resources were distributed to First Nations Health Centres and Friendship Centres across Atlantic Canada.

### The Right Seat Video languages

English, French, Mi'kmaq, Arabic, Mandarin Chinese, Nepalese, Swahili, Somali and Tigrinya.



# Safety on the Road

## CHILD PASSENGER SAFETY

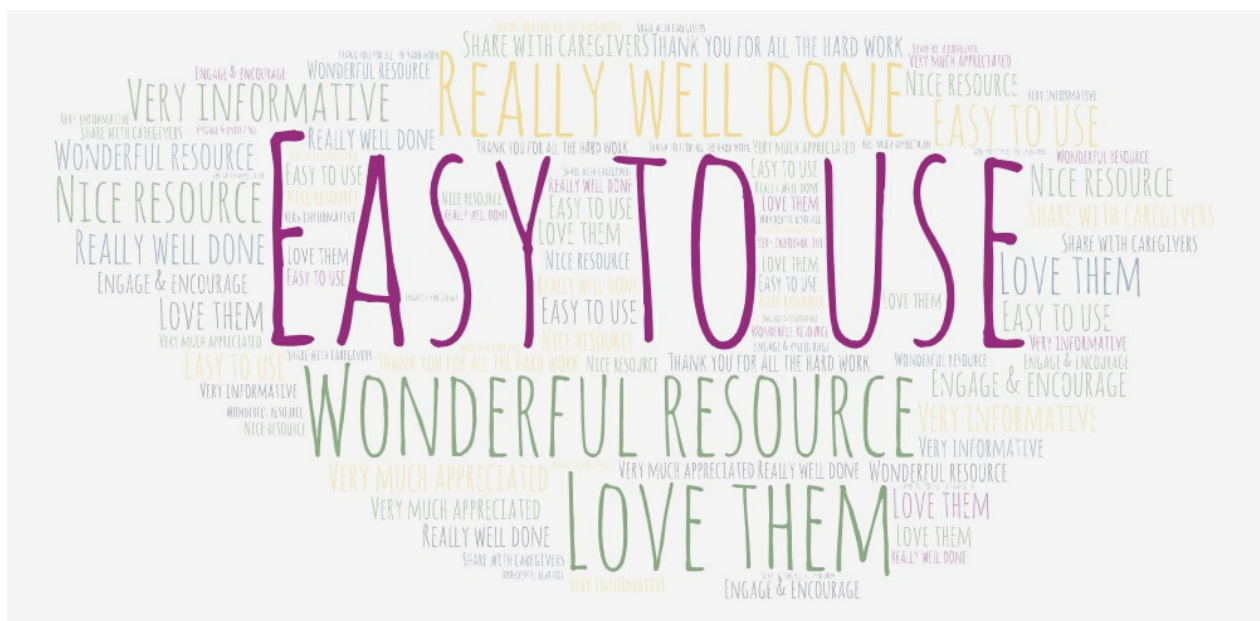
### The Right Seat Resource Evaluation

Following the launch of the resources, CSL distributed a follow-up survey, to determine if the resources were useful. We wanted to know if these resources changed how often professionals provided car seat information to families who may experience low literacy and/or speak English as an additional language, and we wanted to seek feedback on the resources.

- All respondents who used the resources indicated that the video resources were accessible and easy to follow,
- The majority responded that the families in the videos reflected the families they serve and that the print resource were accessible and easy to follow.
- The majority of respondents (76.9%) indicated that the resources would increase how often they provide car seat information to families.

### Video Views

We received 1462 views with the top viewed languages being English (55%), Mi'kmaq (15%), and French (10%)





# Safety on the Road

## CHILD PASSENGER SAFETY

### Child Passenger Safety Week (CPSW)

Theme: “The Right Seat for Every Child”

CSL promoted the Right Seat Resource videos for CPSW celebrated the third week of September.

**Media:** CSL conducted multiple interviews including: Global TV; CTV (re: Mi’kmaq resources); Halifax Today; Country 94.1 (Saint John NB).

**Social media:** Daily posts featuring videos and “Buckled Safe on Every Ride” information

- Facebook: 33 posts, 82563 reach, 43 new followers
- Twitter: 32 Tweets, 34,000+ impressions, 3 new followers



# Safety on the Road

## CHILD PASSENGER SAFETY(CPS)

### Inquires

CSL answers inquires from both families and professionals (e.g. police, Family Resource Centre staff, nurses) and provides consultation services (e.g. policy development) to organizations across Atlantic Canada.

CSL received 1022 CPS inquiries /consultation requests

- 27% by phone
- 40% by email
- 33% through Facebook

### STAC: Safe Travel for All Children consultations

Katherine Hutka provided both in person and virtual consultations to support the safe transportation of children with special needs.

## CPS Inquiries: 1022 (85/month)



64% from professionals



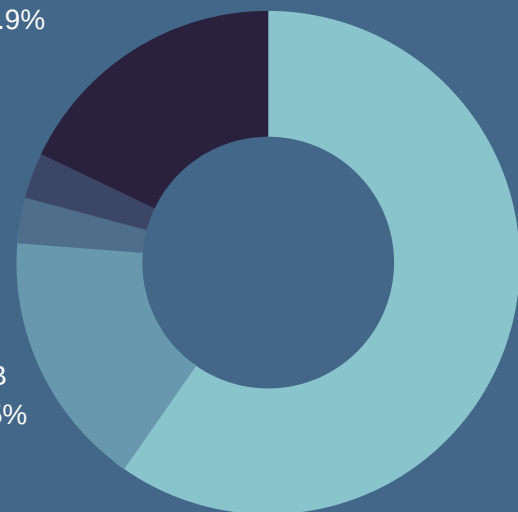
36% from families

Other/Unknown  
17.9%

NL  
2.9%

NB  
16.5%

NS  
59.7%



# Safety on the Road

## CHILD PASSENGER CAPACITY BUILDING

	# of sessions (participants)	Audience
Child Passenger Safety Technician Training	4 (34)	NS
Virtual Recertification	3 (7)	Atlantic
Nurse Orientation	9 (152)	Nurses 63 NS Health; 89 IWK
Other CPS workshops	5 (>80)	Canadian Society of Safety Engineers; Family Resource Centres, Child Passenger Safety Association of Canada
CPS for Drivers (virtual)	16 groups (653)	Atlantic: Department of Community Services, daycares, Women's Shelters, etc
Safe Travel for All Children (STAC) Basics Workshop	4 (60)	Canada-wide
STAC In-Person Training	1 (12)	Occupational Therapists (NS, NB)
STAC Meetings	4 (72)	Canada wide

# Safety on the Road

## CHILD PASSENGER SAFETY & ACTIVE TRANSPORTATION

### Car Seat Grant Program

CSL implemented a car seat grant program in Nova Scotia awarding 13 grants (\$1,000 each) to Family Resource Centres throughout the province. Reports will be available in fiscal year 22-23.

### Active Transportation (AT)

CSL supports school AT development projects as part of Parachute's Elementary Road Safety grant program. CSL is involved with several schools in the program and supported a SWOT analysis with a traffic audit. Most school projects had delayed starts due to COVID.

### Other

CSL developed three backgrounders relating to safety on the road:

- Child Passenger Safety in Taxis
- Safe Travel in Alternative Modes of Transportation
- Active Transportation Safety



# Media Highlights

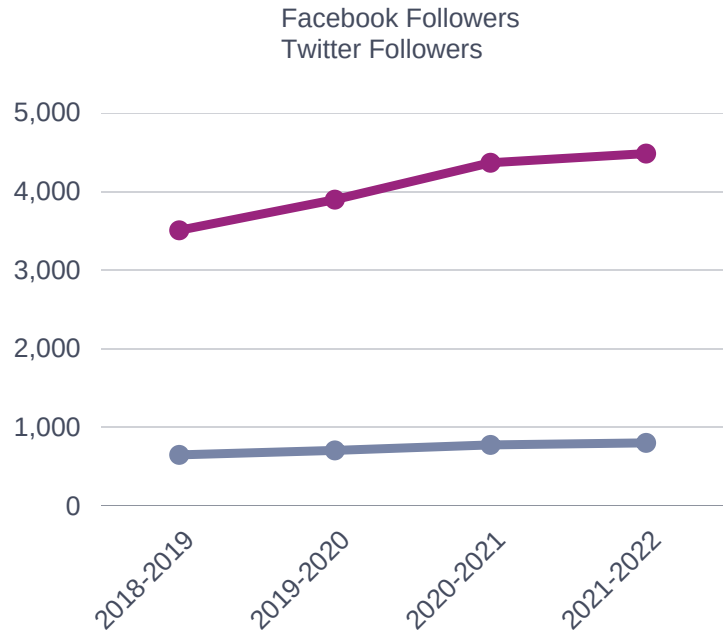
## Social Media Engagement



Facebook Followers: 4488  
2.7% increase from last year



Twitter Followers: 801  
3.4% increase from last year



## Website

WEBSITE VISITORS	VIDEO HITS	FRENCH BUTTON HITS	BLOG VISITS
59,875	436	1101	1960

WEBSITE VISITOR INCREASE FROM 20-21	VIDEO HITS INCREASE FROM 20-21	FRENCH BUTTON HITS FROM 20-21	BLOG VIST INCREASE FROM 20-21
16%	25%	41.4%	23%

# Media Highlights

12

**CTV Morning Live interviews**

15

**Other interviews & media appearances**

4

**Promotional screens at IWK**

3

**Blog posts**

8

**CPS Newsletters**

## Interviews

Multiple TV and radio appearances (e.g. Global, CTV, Country 94.1)

Multiple national coverage (e.g. Today's Parent Magazine (2))

Other media including a podcast, Halifax City news, etc.

## New Resources

The Right Seat videos, posters, print resources

Alternative Travel Infographic

Falls Prevention Infographic

*At a Glance* Factsheets (age 3-5 years) translated into 4 additional languages: Arabic, Tigrinia, Somali & Farsi

# CSL in Pictures



Find resources and videos in multiple languages:

Votre siège d'auto convient-il à votre enfant? French	Tepki'k wkutputim knijan? Mikmaq
هل طفلكم في الكرسي الصحيح? Arabic	您是否为孩子选择了合适的汽车安全座椅? Mandarin Chinese
के तपाईंको नानी उपयुक्त सीटमा छ? Nepalese	Ma ku fadhiiyaa ubadkaaga kursiga saxda ah? Somali
Mtoto wako yupo katika kiti sahihi? Swahili	ቆልዓኹም ኣብ የማን መንበር ኮፍ ኢኡዮ? Tigrinya

chidsafetylink.ca/the-right-seat/



**MYTH:**  
If my child eats cannabis, I can google what to do.

**REALITY:**  
You need immediate advice from a medical professional.  
Call the experts at your local poison centre, or 911, right away.

CHILDSAFETYLINK Here for you. A program of IWK Health @chidsafetylink.ca IWK REGIONAL POISON CENTRE



# CSL Advisory Council

**Suzanne Baker**

South Shore Health  
NSHA

**Dr. Emma Burns**

Dalhousie University/IWK Health Centre  
(Emergency Medicine)

**Dr. Dafydd Davies**

IWK Health Centre (Trauma Program)

**Melanie Doyle**

IWK Health Centre (Trauma Program)

**Jill Duncan**

Clinical Leader  
IWK Regional Poison Centre

**Marnie Ells**

Volunteer Patient Family Partner (NS)

**Janine Gallant,**

Public Health Agency of Canada / Government  
of Canada Prince Edward Island Office

**Shannon Gallant**

Indigenous Services, First Nations & Inuit  
Health

**Joanna LaTulippe-Rochon**

Cape Breton Family Place Resource Centre

**Dr. Richard Louis**

NB Trauma

**Jessica MacKay**

IWK Health Centre (Child Life)

**Flora Murphy**

Early Years Provincial Zone, Science &  
System Performance, Public Health, NSH

**Michelle Murray**

Healthy Living Sport and Recreation  
Department of Children, Seniors and Social  
Development (NL)

**Stephanie Ness**

Kings Country Family Resource Centre Inc.  
(NB)

**Mary Veinotte**

NS Department of Education & Early  
Childhood Development; Education  
Innovation, Programs and Services Branch

**Dr. Kristen Weerdenburg**

IWK Health Centre (Pediatric Emergency  
Ultrasound, Research & Quality Assurance)

**Anne Yuill**

IWK Health Centre (Healthy Populations &  
Provincial Initiatives)



# Acknowledgements

## Farewells and Welcomes

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 interns/farewells:

- Clare Heggie (Health Promotion Specialist)
- Health Promotion student Interns: Bailey Levy, McKenzie DiRemigio

Advisory Council member farewells:

- Barb McDonald, Indigenous Services, First Nations & Inuit Health
- Laurie Mosher, IWK Regional Poison Centre
- Jennifer Russell, Atlantic Collaborative on Injury Prevention (ACIP)

Welcome new Advisory Council members:

- Jill Duncan, IWK Regional Poison Centre
- Shannon Gallant, Indigenous Services, First Nations & Inuit Health
- Mary Veinotte, NS Department of Education & Early Childhood Development

## Thank You to CSL Staff

- Julie Harrington (PR Coordinator)
- Clare Heggie (Health Promotion Specialist)
- Ashley Holden (Child Passenger Safety Assistant)
- Katherine Hutka (Health Promotion Specialist)
- Sandra Newton (Manager)
- Samantha Noseworthy (Health Promotion Specialist)
- Ana Ojeda (Administrative Assistant)
- Chantal Walsh (Health Promotion Specialist)



# Child Safety Link

## Contact Us

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Twitter: [@childsafetylink](https://twitter.com/childsafetylink)

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

