



Child Safety Link

Annual Report
2022-2023

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Celebrating the opening of our
CSL office in NB (2007)



Celebrating 10 years (2012)

Message from the Manager

I have learned a lot over the past 20 years, and look forward to seeing how we adapt and change over the next 20!

Child Safety Link celebrated its 20th birthday on November 20th (National Day of the Child). It was an opportunity to reflect on our past and celebrate our accomplishments. Throughout the year, we marked the occasion with the launch of our new website, the implementation of a series of webinars for service providers and the establishment of our child and youth injury prevention community of practice called *The Link*.

I want to thank our CSL Advisory Council members who continue to be supportive of our work. I would also like to highlight CTV whose support has been tremendous over our 20-year journey. We started together back in January 2003 by developing six 30 second PSAs yearly and now we visit CTV Morning Live each month to promote a different topic.

CSL was also fortunate to receive funding from several sources this year. At the end of this fiscal year, the Insurance Bureau of Canada-Atlantic awarded us with a significant grant to expand our child passenger safety work over the next few years. CSL also received funding from the PEI and NL governments to increase the availability of our educational resources in those provinces.

I also want to thank our CSL team. I am always proud of their leadership, advocacy, and passion for child and youth injury prevention.

Yours in safety,

Sandra Newton



”

To celebrate 20 years, I have included a small selection of photos from the past two decades.

Child Safety Link

Child Safety Link (CSL) is an injury prevention program of IWK Health. We are 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, at play, at school, and on the road.



At Home



At Play



At School



On the Road

OUR ORGANIZATIONAL MISSION

TO REDUCE THE INCIDENCE & SEVERITY OF INJURY TO CHILDREN & YOUTH IN ATLANTIC CANADA THROUGH:



PARTNERSHIP & CAPACITY BUILDING

We develop multi sectoral partnerships to build internal and external capacity and support collective learning.



COMMUNICATIONS & PUBLIC RELATIONS

We communicate evidence based information and engage with diverse audiences using a variety of tools and tactics.



ADVOCACY & HEALTHY PUBLIC POLICY

We advocate for positive change, including support for healthy public policies, that address specific health goals and inequities.



RESEARCH & EVALUATION

We maintain a comprehensive understanding of injury prevention issues through research, monitoring, and evaluation of health promoting initiatives.



Risky Play presentations (2019)



CPS Symposium (2016)

Long-Term Outcomes

CSL established a new Strategic Plan to guide our work over the next 3-5 years. These are our long-term outcomes.

- 1 Improve the resilience and sustainability of our program
- 2 Expand child and youth injury prevention research and knowledge*
Note: Specific to external audiences
- 3 Provide leadership in our priority areas to drive system change
- 4 Advance equity and inclusivity in the context of child and youth injury prevention
Note: focus on equity groups: e.g., Newcomer, Indigenous, and African NS descent families



IWK Executive visit CSL (2018)



Family during a car seat photo opportunity (2023)

Thank you

Financial Contributors

Child Safety Link continues its work in injury prevention as a result of contributions from many different organizations. We would like to thank the following groups for their generous support: Nova Scotia, PEI, and Newfoundland & Labrador governments and other contributors including the Insurance Bureau of Canada and CTV.



10th birthday celebrations with CSL donors (2012)



CTV PSA shoot (2005)

Safety at Home

Fall Prevention & Poisoning Prevention

Fall Prevention Month

November 2022

CSL promoted Fall Prevention month through traditional and social media and promotion of new and revised educational resources.

- Dr. Kirstin Weerdenburg, IWK Health, appeared on CTV Morning
- Social Media including Twitter and Facebook
 - 8 Facebook posts with a combined reach of 1400

Infographic: CSL created a new fall prevention infographic related to the data from the new Atlantic Cost of Injury Report in both English & French.

National Podcast: Popping the Bubble: See overarching presentations for a description of this and other podcasts.

Poisoning Prevention Week

March 19 – 25, 2023

Theme: Safe Storage - Safe Environment

CSL and the Atlantic Canada Poison Centre worked together to promote this week.



- | | |
|---|---|
| 8 Social Media posts | 6 Community of Practice posts |
| 2 Appearances on CTV Morning & Global TV | 2 IWK Internal PULSE articles |
| 2 Poison Prevention Infographics developed | 4 New IWK Health internal computer screens |

Cannabis Act
CSL contributed to the collective IWK submission to the federal government in Nov 2022.



New Atlantic Canada Poison Centre and national number

The Poison Centre provides service for all ages (adults and children). In NS, PEI, NB and NL, call 1-844-POISON-X (1-844-764-7669)

Safety at Play

Concussion prevention & ATV safety

ATV Safety

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

As the co-chair of the national ATV Safety Working Group, CSL collaborated with national partners to develop a document that outlines ATV legislation and enforcement across Canada.



Dr. Foster speaking to the media re ATV safety (2023)

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.



CSL speaking to the media about head injuries (2023)

Safety at School

Active Transportation & School-based injury prevention

CSL is developing plans for our work in school injury prevention. This year, CSL developed several new partnerships (e.g., Walk'n Roll Halifax) and participated in Halifax Regional Municipality (HRM) Active School Travel engagement sessions. CSL also participated in Province of Nova Scotia's engagement session for a new Active Transportation Strategy.

To increase awareness of the program and CSL materials, CSL also submitted two articles to the Halifax Regional Centre for Education Health Promotion Newsletter.

CSL conducted a significant literature review of each CSL priority topic area in the context of a school setting. Several reviews and recommendations were drafted specifically on poisoning prevention and concussion prevention.



Protect Your Noggin Initiative (2012)

Safety on the Road

Child Passenger Safety

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

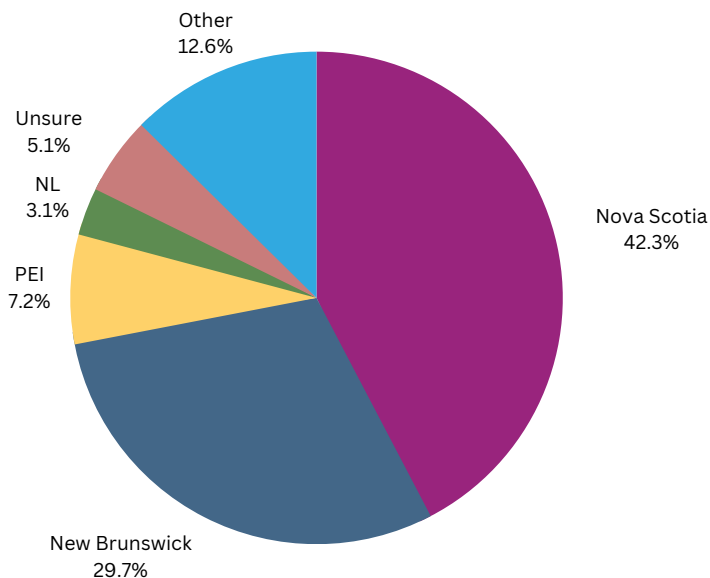
1602 Inquiries

~133 inquires/
month



56.75%
from 21-22

Inquiries by Province



279
(17.4%)



518
(32.3%)



805
(50.2%)

46.3%
Caregivers 

53.7%
Service Providers 

Transporting Children with Special Healthcare Needs

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

17 Consultation
71% in person 29% virtual

CSL also facilitates a nation-wide STAC Community of Practice with 156 members.



Infant in a hip spica cast in an adaptive car seat (2023)

Safety on the Road

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 sessions (31 trained)	NS (3) PEI (1)
Virtual recertification	7 technicians 2 instructors	NL (3) NS (4)
Nurse Orientation (Virtual)	9 sessions 97 nurses	NS
Other CPS presentations	2 presentations 43 healthcare providers/students	NS (Northern Zone & Halifax)
CPS Basics for Drivers (virtual)	256 participants	Atlantic (8) NL (151) NS (93) PEI (1)
Safe Travel for All Children (STAC) In-Person Training	2 courses (NB, NS) 20 trained 48 trained to date	Occupational Therapists/Vendors from NB (14), NS (2), Outside of Atlantic Canada (4)

Safety on the Road

Child Passenger Safety

Child Passenger Safety Week (CPSW): Sept 18 - 24, 23.

Theme: What's Your Why?



Goals

To engage professionals from different sectors.

To increase awareness of the importance of child passenger safety.

CSL created five 40-90 second videos featuring professionals who work with diverse families talking about why child passenger safety is important.

- Dr. Kirstin Weerdenburg, IWK Pediatric Emergency Physician
- Angele Boucher, a social worker from NB in French
- Laura Hellesoe, a community home visitor from East Preston Day Care Centre, NS
- Nancy Thurston from Maggie's Place Family Resource Centre, NS
- Diane Warner from the South Shore Family Resource Centre, NS

14 Facebook posts

105 shares

12 Tweets

13,289 people reached

1,362 people engaged

Gained 25 new followers in Sept

Several media interviews

Service to understand the needs of Unattached Newborns (newborns without family physicians)

CSL staff were present at each Unattached Newborn Clinic held in Halifax on January 28, 29 and March 25, 2023. The purpose was to educate and support families with their car seats, and to gather information to evaluate current IWK/NSH policy and education.

Of the families who attended, 74% had at least one parent who was born outside of Canada or identified as a newcomer. Most families seen at the clinic had a safe and appropriate infant seat, however;

- 48% needed their harness tightened.
- 44% of families needed to be reminded that the chest clip should be placed at armpit level.
- 43% of car seats were installed too loose and needed tightening.
- 70% of seats were installed with a improper installation angle.



Car seat safety roadside check (2016)

Safety on the Road

Child Passenger Safety



With generous funding from the Insurance Bureau of Canada, CSL established an Atlantic-wide car seat grant program.

Promotion of the grant started in fiscal 2022-2023 and will be implemented in 2023-2024. CSL will distribute up to 45 grants of \$1000 to eligible Family Resource Centers and First Nation & Inuit Health Centres across Atlantic Canada. These grants can be used to purchase car seats and/or booster seats for centers to distribute to families who may not otherwise have access to a safe car seat.

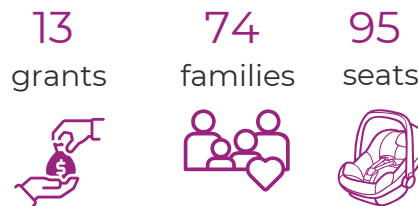
The grant program was promoted to 118 centres across Atlantic Canada + First Nations and Inuit Health Centres.



IBC during a CSL photoshoot (2023) for the upcoming videos.

NS Car Seat Grant Program

In 2021-2022, CSL implemented a car seat grant program in Nova Scotia and reports were completed in fiscal 21-22.



CSL Support to the Child Passenger Safety Association of Canada (CPSAC)

Katherine Hutka, CSL is the President of CPSAC. In her role, she has collaborated and supported many national projects including:

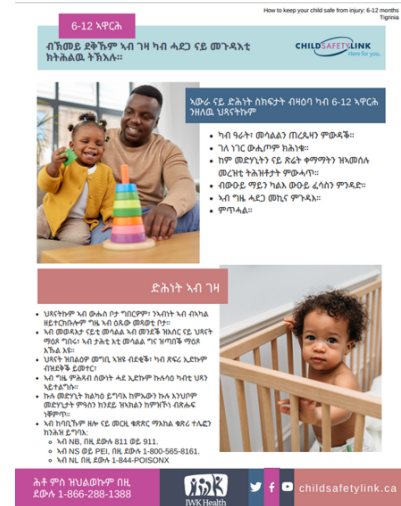
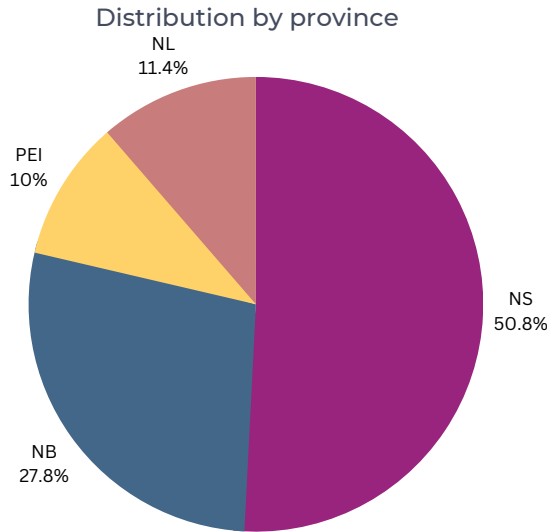
- contributing to the complete revision of the CPSAC technician evaluation process including a re-written curriculum, instructor manual, quizzes (to replace the exam) and other assessments.
- hosting 7 CPSAC national webinars and presenting 1 webinar.
- facilitating an Instructor round table with instructors from across the country.



K. Hutka teaching the Safe Travel for All Children course (2020)

Educational Resources

42,874 Child Safety Link resources distributed



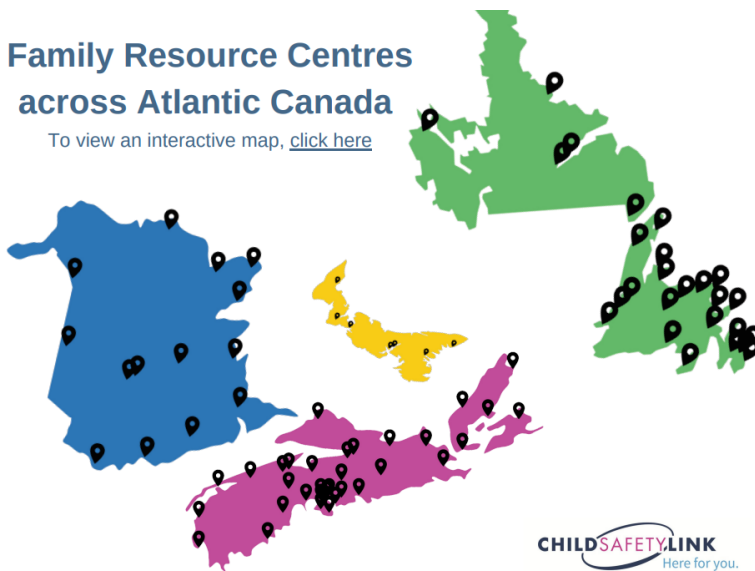
Resources for newcomer families

CSL is expanding on the *Right Seat* educational resources/videos that are currently available in 9 languages. The new resources will be completed in 2023-2024. CSL's *At a Glance* factsheets are now available in multiple languages. The fact sheets include five stages: 0-6 months, 6-12 months, 1-3 years, 3-5 years, 5-9 years.

New languages: Arabic, Farsi, Tigrinia, Somali

Family Resource Centres across Atlantic Canada

To view an interactive map, [click here](#)



Thank you

Thank you to the Family Resource Centres across Atlantic Canada for working with families every day and promoting injury prevention and Child Safety Link.



A Somali family who helped us update our car seat photo catalogue (2022)

20th Birthday Celebrations



CSL Webinar Series

Child Safety Link hosted six educational webinars over the course of 2022. The goal of these webinars was to promote the services provided by CSL, highlight the importance of injury prevention, and celebrate the accomplishments of CSL over the past 20 years.



6

webinars



31

participants per
webinar (average)



188

attendees



13

new COP*
members

*COP = Community of Practice

Topics

Atlantic Cost of Injury & One Chance to Be a Child reports

Dr. Laura Stymiest, IWK Health/Dalhousie
Sandra Newton, CSL

Child Passenger Safety: Buckle up: Toolkits and resources you can use to help families keep their kids safe in the car

Katherine Hutka, CSL

Poisoning Prevention Myth Busters

Laurie Mosher, Certified Poison Prevention Specialist, Atlantic Canada Poison Centre
Sandra Newton, CSL

Pediatric concussion: Prevention, Diagnosis and Management

Dr Tina Atkinson, Chief Medical Officer, Canadian Sports Institute Atlantic

Evaluation 101

Dorian Watts, President, Canadian Evaluation Society, NS Chapter

Outdoor and Risky Play for African Nova Scotian Children: The Impacts of Anti-Black Racism

Dr. Jessie-Lee McIsaac, Mount Saint Vincent University
Melena Pimentel, student in Child and youth studies program MSVU



Helmet safety PSA (2012)

Celebrating 20 years of children's injury prevention



CSL - Child Safety Link ACIP - Atlantic Collaborative on Injury Prevention CTV - Child Passenger Safety 1st Injury Prevention

CHILDSAFETYLINK
Here for you since 2002.

A Program of IWR Health.

Overarching

CSL Community of Practice

On Nov 20, 2022: International Day of the Child, CSL launched a new Community of Practice (CoP) called *The Link*.

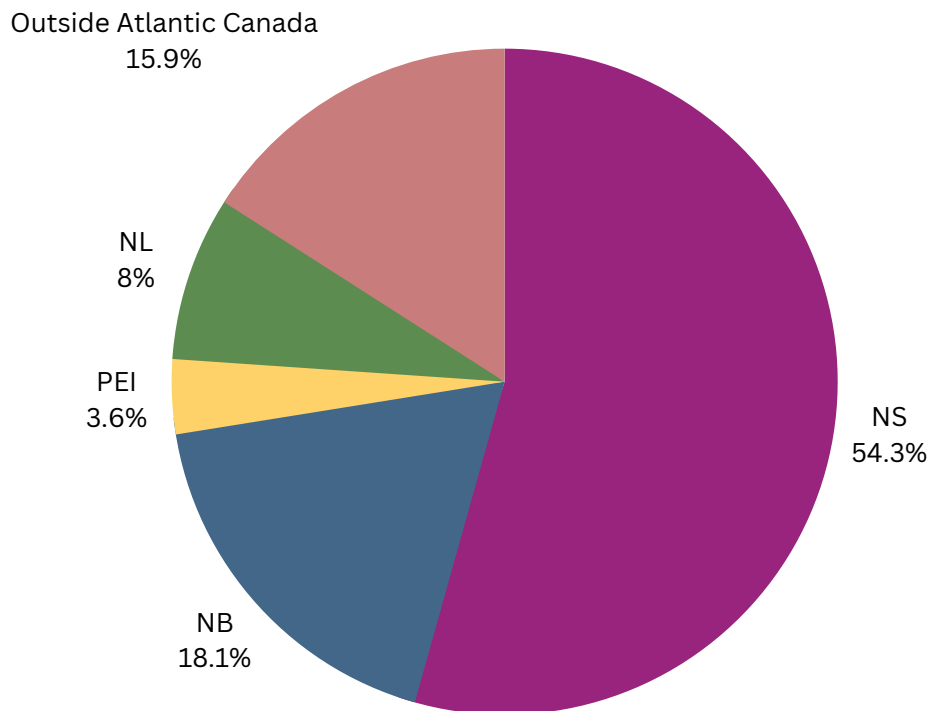
The Link is an online community for professionals, colleagues, and like-minded individuals linking us and the work we do in children's injury prevention.

This community is a platform for open dialogue, questions, networking, and collaboration. This space will also act as a link to events, webinars, resources, and grant opportunities.



138 members

COP membership by province

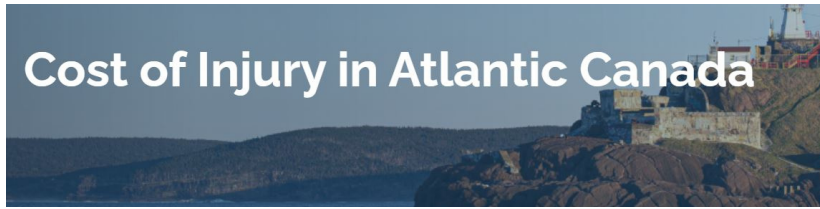


Launching CSL at IWK (Nov 2002)



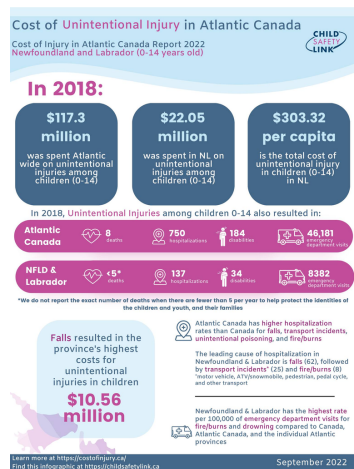
IWK Helmet Round-up (2018)

Overarching

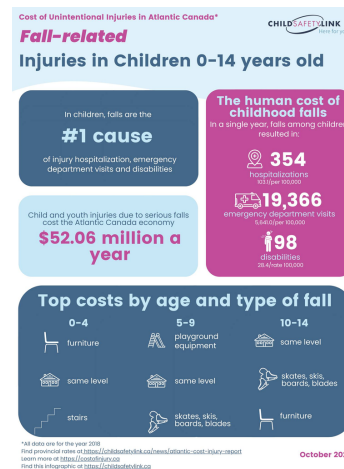


The Atlantic Collaborative on Injury Prevention (ACIP) launched the Atlantic Cost of Injury Report on July 5, National Injury Prevention Day with the support of CSL. This report is a collaboration of the BC Injury Research and Prevention Unit and ACIP with acknowledgement to Parachute Canada for providing the Electronic Resource Allocation Tool.

4 Child and Youth Unintentional Cost of Injury Infographics – one for each province (E/F)



1 Falls Cost of Injury Summary infographic (E/F)



Advocacy

CSL wrote a series of letters to all relevant government departments across Atlantic Canada regarding the concern with cost of injuries.



CSL Advisory Council (2010)



Dr. Weerdenburg on CTV talking about fall prevention (2022)

Overarching

National/International Presentations

In addition to CSL's Webinar series and individual priority areas, CSL was involved in multiple presentations including the following national/international sessions:

Canadian Injury Prevention Conference (British Columbia)

- *Barriers to addressing child & youth injury prevention in Nova Scotia*
- *Transporting children with special healthcare needs and safe transportation solutions at IWK Health (poster)*
- *Building capacity: on-line child passenger safety training for social service organizations. (co-presentation)*



Preventable campaign during National injury prevention conference (2022)

Kidz in Motion Conference (Florida)

- *Building capacity during COVID-19* and supported the planning and facilitation of a 1-day Safe Travel for All Children preconference day.

Cybex Safety Summit

- *Child passenger safety in Canada: meeting caregivers where they are.*

National Podcast: Popping the Bubble Wrap:

CSL was the guest on several national podcasts hosted by Parachute. Each episode features a roundtable of parents who talk about an injury topic they worry about. Manager, Sandra Newton was a guest on two episodes: *Fall Proof Your Home* and *Worst Advice Your Mother Gave You* and Health Promotion Specialist Katherine Hutka was a guest on the episode: *Why are Car Seats so Complicated?*



CSL Staff with Dr. David Sleet (CDC Injury Prevention Centre) at ACIP Conference (2013)



CTV Morning Live (2017)

Communications & Public Relations



New Website

CSL launched a new website in July 2022 (www.childsafetylink.ca). The new site averages approximately 2500 visits a month.

Facebook



4577

Followers
2% increase from
2021-2022



238

Posts



9

Safety Spotlights
(Blog)

Twitter



154

Tweets



822

Followers
21 new

11

CTV Morning Live

3

Global TV

2

IWK PULSE articles

6

Child Passenger Safety
newsletters



Declaration of World Health Day
with Premier at Province House
(NS) (2003)



Laurie Mosher, Atlantic Canada
Poison Centre CTV (2023)

Child Safety Link Advisory Council

Suzanne Baker
Fall and Injury Prevention Coordinator
Nova Scotia Health

Natalie Bakody
Health Education and 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

Jill Duncan
Team Leader
Atlantic Canada Poison Centre

Marnie Ells
Volunteer Patient Family Partner

Pamela Fonseca
Health Promotion Coordinator
Public Health Branch, NS Department of Health &
Wellness

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

Dr. Richard Louis
Injury Prevention Specialist
NB Trauma Program

Jessica MacKay
Child Life Specialist
IWK Health

Flora Murphy
Manager, Early Years Provincial Zone
Science and System Performance
Public Health

Isabelle Verret
Directrice Exécutive/ Executive Director
Family Resource Centre - Moncton

Stéphanie Richard
Directrice
Centre de Ressources Chaleur pour parents

Dr. Kirstin Weerdenburg
Director of Pediatric Emergency Ultrasound,
Research and Quality Assurance, IWK Health
Centre
Assistant Professor, Dalhousie University

Anne Yuill
Director
Healthy Populations & Provincial Initiatives
IWK Health

Staff & Students



CSL TEAM

Sandra Newton
Manager

Mallorie Cornelius
Health Promotion Specialist

Julie Harrington
PR Coordinator

Ashley Holden
Child Passenger Safety Assistant
(missing from photo)

Katherine Hutka
Health Promotion Specialist

Samantha Noseworthy
Health Promotion Specialist

Ana Ojeda
Administrative Assistant

Chantal Walsh
Health Promotion Specialist (missing from photo)

Health Promotion Students
Emily Webber-Hopkins

Nora Hodgson

Former staff who left CSL this year

Samantha Herbert
Health Promotion Specialist

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/student interns farewells

Emily Webber Hopkins Dalhousie student intern
Nora Hodgson: Dalhousie student intern
Samantha Herbert: Health Promotion Specialist

Advisory Council member farewells

Mary Veinotte
NS Department of Education & Early Childhood Development Education Innovation, Programs and Services Branch,
Project Lead: Physical Activity Framework, Personal Development and Wellness

Michelle Murray
Health Promotion Consultant,
Healthy Living Sport and Recreation,
Department of Children Seniors and Social Development,
Government of Newfoundland and Labrador

Stephanie Ness
Director, Kings County Family Resource Centre Inc., NB

Dr. Dafydd Davies:
Former: Pediatric Surgeon, Trauma Program Medical Director, Pediatric Trauma Director, Nova Scotia Trauma Program
Assistant Professor, Dalhousie University Currently: Chief, IWK Department of Surgery

Welcome new Advisory Council members.

Natalie Bakody
Health Education and Physical Education Consultant,
NS Dept of Education & Early Childhood Development

Pamela Fonseca
Health Promotion Coordinator
Public Health Branch,
NS Department of Health & Wellness

Isabelle Verret
Directrice Exécutive/ Executive Director,
Family Resource Centre - Moncton, NB

Stéphanie Richard
Directrice, Centre de Ressources Chaleur pour parents
Bathurst, NB



CSL's children's book
(2009-2010)

Child Safety Link

Contact Us



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Facebook: www.facebook.com/ChildSafetyLinkIwk



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



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

