

A close-up photograph of a woman with dark, curly hair kissing a young child on the cheek. The woman is wearing a blue and white patterned top. The child is wearing a purple and white striped shirt and blue shorts. The background is softly blurred, suggesting an outdoor setting.

CHILDSAFETYLINK

Here for you.

Annual Report

2018 - 2019

Annual Report 2018 | 2019



Manager's Message

Child Safety Link (CSL) has had another busy year and you will see throughout our Annual Report that we have focused specifically on two of our priority areas: *On the Road* and *At Home*. Even though we had some staffing changes and an office move, we continued to make strides in injury prevention. We had some significant success in communications and public relations, child passenger safety and poisoning prevention. CSL received tremendous media coverage in response to two CSL media releases. We alerted the media about counterfeit car seats on the market and were interviewed not only locally but also nationally on this topic. We also promoted the risks of cannabis edibles during poison prevention week in March 2019. Highlights from both of these media releases and other key initiatives are outlined in this report.

We are grateful for our Advisory Council's incredible insight and expertise and I want to thank them for continuing to support the work that we do and for providing advice. Some have also made appearances with us in the media promoting injury prevention. We have seen some Advisory Council members retire or leave for other positions and are fortunate that many new members have joined us. Please see a list of our council members at the back of this report. Thank you also to the CSL staff and volunteers who work and connect with many stakeholders not only across Atlantic Canada but throughout Canada.

Sandra Newton
Manager, Child Safety Link

About Child Safety Link

Child Safety Link (CSL) is an injury prevention program at the IWK Health Centre dedicated to reducing the incidence and severity of unintentional injury to children and youth in the Maritimes. CSL is committed to working with community organizations, governments and other partners to ensure children are as safe as necessary at home, on the road and at play. The team does this through capacity building and partnerships; communication and public relations; advocacy and healthy public policy; and research and evaluation. We also continue to welcome Newfoundland & Labrador by providing educational resources and answering inquires from both caregivers and those who work with families.



On the Road....Child Passenger Safety

Highlights

Consultations

CSL is often consulted by a variety of stakeholders seeking advice and expertise on child passenger safety. Stakeholders have included provincial/federal governments, Family Resource Centre staff, social workers, occupational therapists, police, nurses, etc. Child passenger safety topics have varied and have included transporting children with special healthcare needs, policy development, legislation clarification, etc. CSL also provided feedback on educational materials for the IWK Neonatal Intensive Care Unit (NICU), and discussed various child passenger safety policy ideas at the Cape Breton Regional Hospital, Janeway Hospital (St. John's, NL), and a Family Childcare Centre in St. John's NL.

Helping communities address child passenger safety:

To support families in vulnerable situations, CSL conducted/supported the following:

- Two presentations to the Immigrant Settlement Association of Nova Scotia (ISANS), reaching 20 newcomers and interpreters.
- Eight presentations to the following three groups of stakeholders: RCMP; IWK NICU/Family Newborn Care Unit (FNCU); IWK and NSHA Occupational Therapists (OT) and NS Public Health reaching 24 officers, 36 NICU/FNCU nurses, 24 Public Health nurses, and 26 OTs
- A roadside checkpoint in East Preston, NS

CSL supports new technicians and other professionals by providing a “welcome to CSL” newsletter and email correspondence, newsletters throughout the year, and educational resources. This year, CSL distributed three newsletters to more than 1000 recipients on the child passenger safety listserv.



The issue

Increased demand for trained child passenger safety technicians (CPST) and instructors.

Partnership & Capacity Building

CSL continues to train and support child passenger safety technicians and instructors across Atlantic Canada. We supported/trained instructors so they can offer courses in their local communities. Support included providing educational materials, supporting course fees, presentation slides, phone assistance, etc.

SUCCESS

5 CPST courses

- 65 newly trained technicians
- 5 recertified technicians
- 2 new instructors

Courses:

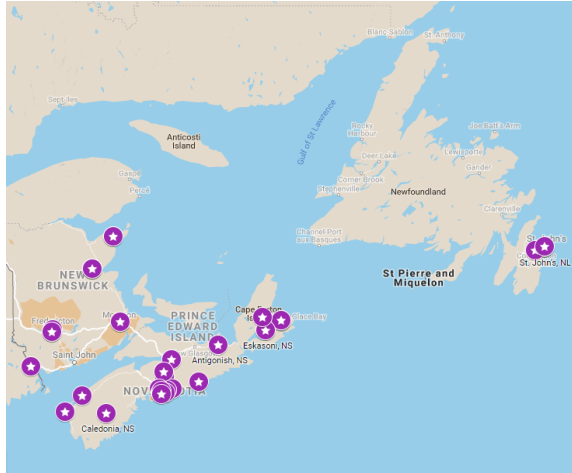
NS: Bridgewater, Dartmouth, Baddeck

NB: Woodstock First Nation

NL: St. John's.

Two other courses were taught by others (Lower Sackville, Fredericton)

On the Road....Child Passenger Safety



Child Passenger Safety Week (CPSW) 2018 (Sept 23-29)

Theme: *Top 5 for a Safe Ride*

CSL held another successful CPSW campaign. Activities included media work to highlight research on common errors in NS and how to address these issues. CSL conducted interviews on CTV and Global television and implemented a social media campaign (7 days of posts on Facebook and Twitter in English and French [18 posts in total]). The posts included 5 English/5 French Facebook videos highlighting different car seat/booster seat instructions using a variety of community stakeholders as the spokespeople. Activities also included the development of 1 new English/French *Top 5 for a Safe Ride* resource and 1 infographic, as well as appearing on television. Local technicians across Atlantic Canada were also encouraged to participate and CSL held a contest for technicians who reported on their events (See map of activity locations).

Child Passenger safety events conducted by partners and those CSL has trained: For CPS Week only, more than 40 events were planned across Atlantic Canada including in Nova Scotia – Eskasoni, Sipekne’katik, Millbrook, Membertou, Digby Neck, Sydney, Cole Harbour, etc; in New Brunswick – St. Stephen, Dieppe, Tracedie, Bathurst, Eel Ground/Natoaganetc; in NL, St. John’s, Conception Bay South. Activities included car seat check events, roadside checkpoints, parent presentations and CPST trainings. An additional 30+ CPS events were held at other times across Atlantic Canada including booths, fairs, roadside checkpoints, school lessons, clinics, and workshops.

70+ events/ activities across Atlantic Canada in a variety of locations.



The issue

Transporting children with special needs – challenges for therapist and caregivers

Partnership & Capacity Building

CSL has been working with the IWK Occupational Therapists/Physiotherapists who help children with special needs. Katherine Hutka (CSL) has worked in partnership with these specialists to help ensure children who have special needs are transported safely. Katherine also connected with OTs/PTs at the Cape Breton Regional (NS), Stan Cassidy Centre for Rehabilitation (NB) and the Janeway (NL) regarding their processes.

SUCCESS

CSL has been asked on several occasions to consult on transportation possibilities for children with special needs at the IWK. There has been lots of interest and CSL is hosting a special training event for Atlantic Canada in September 2019.

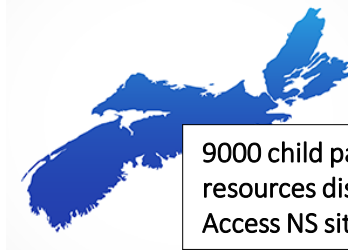
On the Road....Child Passenger Safety

<p>New CPS resources</p>	<p>Kids in Cars 2018 infographic</p> <p>Top 5 for a safe ride checklist (E/F)</p> <p>10 Facebook videos (5 English/5 French)</p>
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Conference Presentation

ACIP conference (June 13, 2018) in St. John's NL

Katherine Hutka presented Nova Scotia's Child Passenger Safety Strategy: *Celebrating more than a decade of prevention & collaboration.*



9000 child passenger safety resources distributed to Access NS sites



CSL's K.Hutka with counterfeit seat she ordered from a popular Canadian online retailer.

The issue
Counterfeit car seats available for sale in Canada

Advocacy
In February 2019, CSL was alerted to a counterfeit car seat being sold on a popular Canadian retailer's website. CSL was able to order the car seat and was concerned because the safeguards in place to prevent consumers from obtaining an illegally imported child restraint had failed. CSL sent a media release highlighting the issue and filed a report with both Health Canada and Transport Canada as well as the retailer. Transport Canada also shared evidence with CSL about the safety issues with these products.

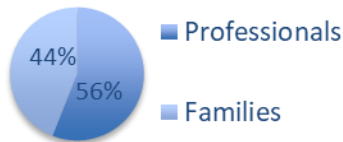
SUCCESS
CSL's warning was picked up by local media and broadcast nationally, triggering a swift response from consumer advocates. The seat was taken off the market, the company called everyone who purchased the seat and indicated to CSL that it wouldn't happen again. Both the Juvenile Products Manufacturers Association (the voice of the industry on quality and safety for baby and children's products), and the National Highway Traffic Safety Administration indicated that they will discuss ways of eliminating these seats from the market with car seat manufacturers.

On the Road....Child Passenger Safety

Inquires
1611 inquiries
115% increase
since 2012



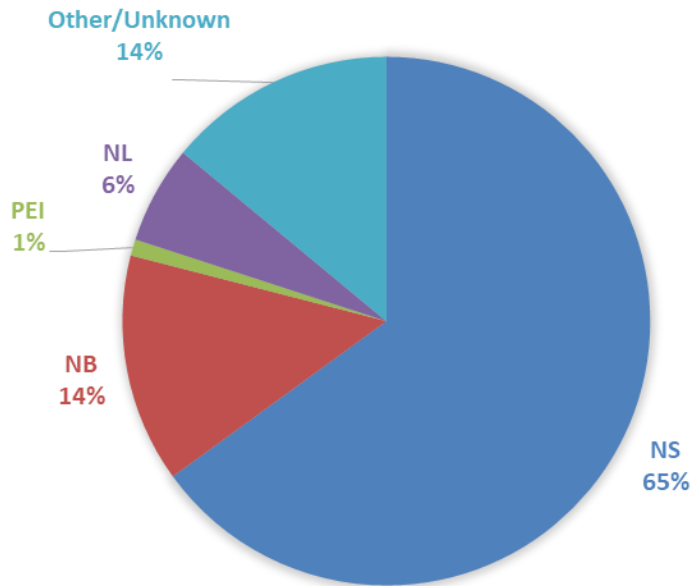
Inquiries by type



Child Safety Link receives inquiries from both professionals and families through our toll-free phone line, email and social media. Below is an example of the type of positive feedback we receive for this support.

Professionals are defined as those who work with families such as Family Resource Centre staff, Social Workers, Occupational Therapists, Nurses, Police

INQUIRES BY PROVINCE



On the Road....Other

Highlights

Safe Kids Week

Theme: prevent, recognize, and help manage concussions in children. On June 5th, CSL held a helmet roundup at the IWK Health Centre encouraging staff to return broken and outdated helmets.

Bus Safety

CSL's K. Hutka was the guest on CBC Maritime Noon as the guest expert on school bus safety. Katherine spoke to the issues regarding seatbelt use and took questions from callers for one hour.

Active Transportation

Congratulations to the Nova Scotia Health Authority (NSHA) for their report: *Establishing a Baseline: Active Transportation and Health Indicators in the Halifax Region*. CSL was involved in the development of this report and provided feedback.



The issue

Outdated Nova Scotia Motor Vehicle Act

Advocacy

In October 2018, Sandra Newton (Manager of CSL), several members of the NS Road Safety Advisory Committee (RSAC) and others presented to the NS Law Amendments Committee to show support to the government's intentions to replace the outdated MVA with a new Traffic Safety Act (TSA). It is significant because vulnerable road users have been identified and include pedestrians and cyclists. CSL also submitted feedback specific to child passenger safety.

SUCCESS

Legislation to update MVA to Traffic Safety Act was passed.

In Oct 2018 S. Newton was publicly recognized along with all members of RSAC for their support to the new TSA and the work being done to prevent injuries on the road.

At Home: Falls

<h2>Highlights</h2>																
<p>Loop Junior Through the Canadian Collaborating Centres for Injury Prevention, CSL expressed the need for a national committee to discuss children’s falls prevention. A committee was established and a Loop Junior site was created (modelled after the Loop – a senior fall prevention community of practice). Thank you to the Ontario Neurotrauma Foundation for leading this initiative. CSL also contributed information for Loop Junior, specifically for Falls Prevention month including infographic, video, and links to the fall prevention month toolkit. Registration to join Loop Junior is free through https://jr.fallsloop.com/</p> <p>Falls Prevention Month (November 2018) To promote fall prevention month, CSL redesigned their fall prevention infographic, wrote/distributed a Children Falls Prevention Backgrounder document, posted on social media, and highlighted fall prevention work in the November CSL E-bulletin. The Backgrounder document was also shared across the country.</p>	 	<table border="1"> <caption>Atlantic Canada falls hospitalization rates (2004-2013)</caption> <thead> <tr> <th>Region</th> <th>Rate (Per 100,000)</th> </tr> </thead> <tbody> <tr> <td>Canada</td> <td>77.9</td> </tr> <tr> <td>Atlantic Canada</td> <td>114.9</td> </tr> </tbody> </table> <p>Looking at all fall types, where are kids getting injured?</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Icon</th> </tr> </thead> <tbody> <tr> <td>0-4 yrs</td> <td>House</td> </tr> <tr> <td>5-9 yrs</td> <td>Playground</td> </tr> <tr> <td>10-14 yrs</td> <td>Bicycle</td> </tr> </tbody> </table> <p>www.childsafetylink.ca</p>	Region	Rate (Per 100,000)	Canada	77.9	Atlantic Canada	114.9	Age Group	Icon	0-4 yrs	House	5-9 yrs	Playground	10-14 yrs	Bicycle
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Children’s Falls Prevention

Reaching for new heights

The issue
Falls are the leading cause of injury hospitalization in children

Capacity Building & Partnerships
Together CSL and Parachute conducted a workshop during the Atlantic Collaborative on Injury Prevention conference in St. John’s NL. CSL’s falls infographic was developed. The workshop included a presentation and small group discussions based on a series of questions.

SUCCESS
55 participants
Feedback was positive:

- 65% felt it was good
- 12% excellent

A very positive networking event.

At Home: Poisoning Prevention

Poisoning Prevention Week (PPW) (March 17-23)

Theme: *Change the way you think about poisons*

CSL & the IWK Regional Poison Centre celebrated Poison Prevention week with a focus on edible cannabis and liquid nicotine. CSL developed and distributed an infographic, conducted a successful social media campaign, and updated the website. CSL and the Poison Centre also highlighted the issues and provided prevention strategies with extensive media coverage in more than 15 local/provincial/national-wide traditional and on-line news sources: Media included: CTV, Global T.V., CBC, Chronicle Herald, Lapress.ca (French); news.yorkbbs.ca (Chinese Canadian news site), Canadian underwriter.ca, CHSJ St. John, Globe & Mail, etc.

CSL also became a member of the Toxicovigilance Canada Public Outreach & Awareness Working Group joining the IWK Regional Poison Centre.

PPW Social Media success:

- 5 Facebook and Twitter posts and a guest blog post entitled: *Edible Hazard: Cannabis Food & Your Child's Safety.*
- Poison Prevention Week: More than 35 shares reaching >9000 people.



The issue

Cannabis Legalization

Advocacy

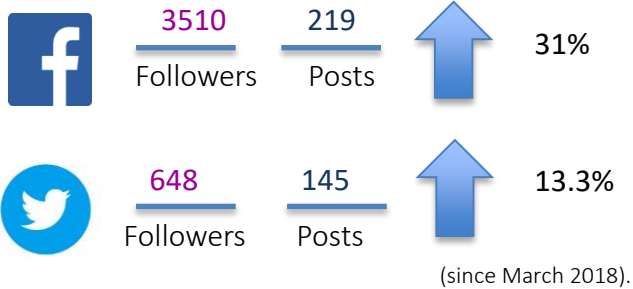
CSL was part of a larger team at the IWK who submitted a submission to Health Canada with recommendations regarding cannabis legalization in the fall of 2018. In the Spring of 2019, CSL also participated in another submission around cannabis edibles. CSL focused on the perspective of keeping children safe from unintentional poisonings. CSL also wrote a backgrounder paper on cannabis edibles/poisoning prevention that was distributed across Canada.

SUCCESS

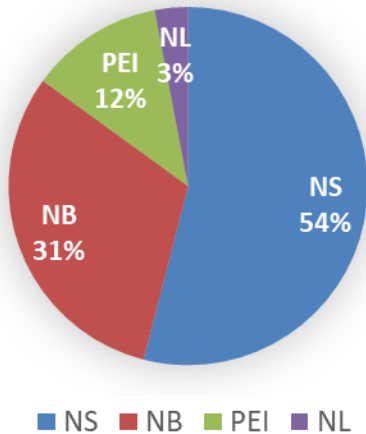
Excellent partnership with IWK Mental Health & Addictions and IWK Regional Poison Centre.

Backgrounder shared across country by request.

Communications & Public Relations: Media/Resources



Resource Distribution by province



Child Safety Link Educational Resources
68,552 resources distributed

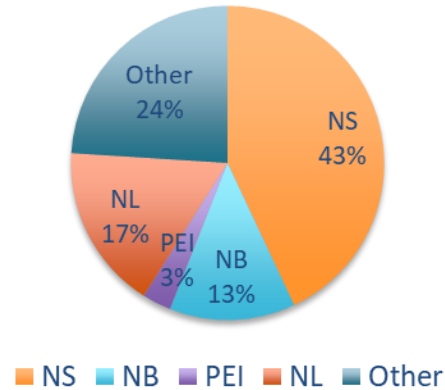


CTV Morning Live
12 appearances

CSL's Website: (www.childsafetylink.ca)

- Average of 3873 visits a month (decrease of 18% from last year)
- French resources received 475 visits (decrease of 14% from last year) (Website was down for most of March during PPW).

Website hits by province
2018-2019



Blog: 232 visits

\uparrow 63%
from last year
(started Oct 2017)



Thank you



CSL staff with members from IWK's Executive Leadership Team: L-R Gina Connell (Chief, Communications, Engagement & Change), Ashley Holden (CSL), Katherine Hutka (CSL), Sandra Newton (CSL), Krista Jangaard (IWK CEO); Anne Yuill (Director, Healthy Populations & Provincial Initiatives); Julie Harrington (CSL); Annette Elliott Rose (VP Clinical Care & Chief Nurse Executive)



Thank you to our donors

Child Safety Link continues to provide injury prevention training, educational resources, awareness activities, etc. thanks to the generous support from the Nova Scotia Government and corporate partners for our initiatives.

This year CSL received support from the IWK Health Centre, Insurance Bureau of Canada, and the NS Government. CSL also received funding from the Fountain Family Endowment Fund. CTV continues to be very generous in our on-going television segments each month.



Fountain Family Endowment Fund

Child Safety Link Advisory Council and Staff

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)

Marnie Ells

Volunteer Patient Family Partner (NS)

Janis Kay Hatfield

Science & System Performance Unit,
NSHA

Melodie Kelly

Healthy Living Division
Department of Seniors, Wellness
and Social Development (NL)

Joanna LaTulippe-Rochon

Cape Breton Family Place Resource
Centre

Nikki LeClair

Volunteer Patient Family Partner (PEI)

Dr. Richard Louis

NB Trauma

Tracy Lovett

Indigenous Services, First Nations & Inuit Health

Jessica MacKay

IWK Health Centre (Child Life)

Laurie Mosher

IWK Regional Poison Centre

Stephanie Ness

Kings Country Family Resource Centre Inc. (NB)

Jennifer Russell

Atlantic Collaborative on Injury Prevention

Dr. Kristen Weerdenburg

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

Anne Yuill

IWK Health Centre (Healthy Populations &
Provincial Programs)

Child Safety Link Staff 2018-2019

Erica Adams

Health Promotion Advisor

Diane Hamblin

Administrative Assistant

Julie Harrington

PR Coordinator

Ashley Holden

Child Passenger Safety Assistant

Katherine Hutka

Health Promotion Specialist

Sandra Newton

Manager

Chantal Walsh

Health Promotion Specialist

Acknowledgements

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

CSL Staff/Intern farewells

- Erica Adams (CSL Health Promotion Advisor)
- Samantha MacLellan, Health Promotion Student Intern

Advisory Council members farewells

- Janet Lake (IWK Health Centre)
- Sarah MacDonald (IWK Health Centre)
- April Mills (Emergency Health & Planning Services-PEI)
- Nathanael Patriquin (New Brunswick Association of Family Resource Centres)

Welcome new Advisory Council members

- Dr. Emma Burns (Dalhousie University/IWK Health Centre)
- Melanie Doyle (IWK Health Centre)
- Marnie Ells (Volunteer Patient Family Partner-NS)
- Nikki LeClair (Volunteer Patient Family Partner-PEI)
- Jessica MacKay (IWK Health Centre –returning)
- Stephanie Ness (Kings County Family Resource Centre – NB)
- Dr. Kristin Weerdenburg (Dalhousie University, IWK Health Centre)
- Anne Yuill (IWK Health Centre - returning)

thank you!

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