

Annual Report

2019 - 2020





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 enquiries from both caregivers and those who work with families.

Annual Report 2019 | 2020

Manager Remarks

I am pleased to provide a snapshot of highlights from what was an eventful and productive year at Child Safety Link (CSL). As always, CSL is committed to keeping children as safe as necessary at home, on the road and at play. We are a small team and we work together to accomplish a variety of goals. Our child passenger safety work thrived and we were excited to host a national training to support the transportation of children with special healthcare needs called *Safe Travel for All Children*. We continued to promote falls prevention and partnered with the Atlantic Collaborative on Injury Prevention on a national webinar looking at falls prevention using a social policy lens. In November, we released a new document entitled: *Preventing serious injuries to children and youth: A guide for decision makers*. This was a key initiative that provides ideas for different roles we can have to support injury prevention. I invite you to find your role.

These are just a few examples of how CSL has worked on preventing injuries and highlighting the importance of injury prevention throughout Atlantic Canada.

I would also like to congratulate CSL's own Katherine Hutka who received the IWK Staff Recognition Award that acknowledges IWK employees who consistently contribute to the achievement of the mission and vision of our Health Centre. Katherine's ongoing work in child passenger safety is exceptional.

I feel it is important to acknowledge how our year ended. We closed our year in the last few weeks of March like others from around the world - we changed the way we worked because of COVID 19. I want to thank my staff for their flexibility and ability to work from home during this unusual time. I am also thankful for everyone's compassion throughout the year, but especially in these unprecedented times.

I am looking forward to another year as we continue to cope with COVID 19, work differently and strengthen our commitment to children's safety.

Sandra Newton
Manager, Child Safety Link

Thank you

Child Safety Link is able to provide injury prevention training, educational resources, awareness activities, etc. because of the generous support from the Nova Scotia Government and corporate partners.

This year CSL received support from the NS Government, a Fountain grant and funding from several agencies to support specific projects. CTV continues to be very generous in our on-going television segments each month.



Fountain Family Endowment Grant



At Home: Poisoning Prevention

Poisoning Prevention Week (PPW) (March 15-21)

Theme: *Everyday poisonings can be prevented with 2020 Vision.*



According to the IWK's Regional Poison Centre, of the nearly 9,000 poison related calls received in 2019, approximately 70 per cent of these poisonings were preventable. In most cases, these poisonings occurred in the home.

Together, CSL and the IWK Regional Poison Centre mailed a collection of CSL resources (E/F) and information from Parachute, to all Family Resource Centres across the Maritimes (60 centres). Thank you to Parachute for supporting our mail out. While we successfully maintained messages through social media, PPW corresponded to the start of COVID 19 concerns and closures. We therefore decided not to conduct any formal media.

IWK media campaign on cannabis edibles well-received

Our Experts Share Their Concerns

Sarah Blakes, Health Promotion Specialist (IWK Mental Health & Addictions)

"It is important that the public understand the unique risks to children and youth with respect to edibles," says Sarah Blakes, Health Promotion Specialist at the IWK Regional Poison Centre. "There is still a great deal that we don't know about cannabis and the health impacts. What we do know is that cannabis exposure in children and youth under the age of 25 can cause health issues."

Dr. Heather Scott, Obstetrical Clinical Advisor (Reproductive Care Program of Nova Scotia (RC))

"The perception that edibles are safe is a false one. The other methods of consumption including smoking, says Dr. Heather Scott, Obstetrical Clinical Advisor for the Reproductive Care Program of Nova Scotia (RC). "It is important that we clearly communicate the risks to the health of the baby. The most important information is that the health effects of THC use in pregnancy can result in outcomes with low birth weight and preterm birth."

Lauree Moher, Clinical Leader (IWK Mental Health Centre)

"Children are more sensitive to the effects of the active ingredients in cannabis," says Moher. "Parents may not realize that children have a lower tolerance for cannabis products in a limited space or container, or the reach of ads."

Julie Harrington, Public Relations Specialist (IWK Child Safety Link)

"Adults who choose to use cannabis or legal tobacco need to be aware of the risks to children. It's crucial to store all cannabis products in a locked space or container, out of the reach of kids."

IWK Sample Toolkit

Poisons come in many shapes, sizes and disguises.

Call the IWK Regional Poison Centre any time at 1-800-565-8161. If your child has eaten any of these things. Our poison specialists will help you.

CHILDSAFETYLINK Here for you. A program of the IWK Health Centre. [childsafetylink.ca](https://www.childsafetylink.ca)

Social Media during COVID 19

During the last few weeks of March, CSL was active with social media that reflected on specific injury concerns in the early days of COVID 19. This included posts on poisoning prevention.

The issue: Concern with Cannabis Edibles Legalization

Advocacy

To prepare for the legalization of cannabis edibles (Fall 2019), the IWK responded to a call for comments regarding proposed federal legislation regarding cannabis topicals, edibles, and extracts. Several perspectives were outlined including safe storage, plain packaging and clear labelling, and restrictions on marketing. In addition, to promoting key safety messages, several departments at the IWK including CSL, conducted an extensive number of interviews, developed educational resources, and key messages. The campaign was well-received. Radio stations, in particular, were eager to get this information to the public, and on-air interviews in New Brunswick and PEI engaged listeners in those provinces. Thanks to Mental Health & Addictions for leading the campaign.

SUCCESS

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

Tremendous media coverage

Strict packaging rules for cannabis edibles

At Home: Fall Prevention

Communications & Public Relations

Highlights

Safe Kids Week (June 2019)

The Theme for Safe Kids week 2019 was falls prevention. To celebrate, CSL posted on social media, appeared on CTV Morning Live and promoted our falls prevention infographic.

Falls Prevention Month (November 2019)

To celebrate, Child Safety Link partnered with the Atlantic Collaborative on Injury Prevention and conducted a national webinar on LOOP/LOOP Junior entitled: *Fall Prevention and the Social Determinants of Health Across the Life Span*. The purpose was to help participants:

- Learn about the links between fall-related injuries and social and economic conditions.
- Reflect on the social determinants of health links and what these mean in our work (using examples).
- Demonstrate how we can move forward in addressing fall prevention across the lifespan using social policy examples.

105 people viewed the webinar and feedback was positive.



The issue: Barriers to addressing injuries using a social policy lens

Research & Evaluation

A follow-up survey to the above mentioned webinar was conducted to identify barriers and opportunities to working on social policy. Survey participants outlined several barriers to working in social policy such as: Lack of understanding re: the social determinants of health at the community/municipal level, challenges to getting buy in from stakeholders and government decision makers; Lack of coordination, leadership, ownership in government; Limited resources and support; Lack of readiness or accountability, etc.

SUCCESS

Identification of many opportunities and recommendations for next steps.

Significant interest in social policy

On the Road....Child Passenger Safety

Capacity Building & Partnerships

Safe travel for all children:
Transporting children with special healthcare needs

Training for OTs, PTs and healthcare professionals

Learn about car seats, booster seat and other vehicle restraints for children and youth with special healthcare needs.

IWK HEALTH CENTRE
CHILD SAFETY LINK

HALIFAX, NS
MAY 15, 16 2019 (FRI-SAT)

Contact:
Katherine.Hutka@iwk.nshealth.ca
802-670-7324

CHILDSAFETYLINK Here for you. A program of the IWK Health Centre

childsafetynk.c

Safe Travel for All Children (STAC) instructors and technicians Partnership & Capacity Building

In September, CSL hosted a two day STAC training at the IWK Health Centre. Dr. Marilyn Bull (University of Indiana) and Tammy Franks (National Safety Council) supported the training of three new instructors: K. Hutka (IWK CSL); J. Gates (IWK Occupational Therapy (OT)), and K. Fraser (NB Stan Cassidy OT). These new instructors trained 16 new STAC technicians from across Canada including two from Ontario, two from Manitoba, two from Quebec, two from New Brunswick, five from Nova Scotia. Thank you to the Child Passenger Safety Association of Canada (CPSAC) for their financial support.

K. Hutka has also been leading a series of meetings with STAC trained OTs across Canada. She presented on our work at the IWK for the first of these meetings.

SUCCESS

Three new STAC instructors mentored.

Sixteen STAC technicians trained.

CSL considered a leader in field. Occupational Therapists/nurses from NS and across Canada sought transportation consultation from K. Hutka for 80 children with special needs.



Special Presentation

CSL arranged for Dr. Marilyn Bull to present at the IWK on the topic: *Safe Transportation of Children with Special Needs: Challenges, Solutions and Why it matters!* Dr. Bull is a leading specialist in this field and is from the National Center for the Safe Transportation of Children with Special Healthcare Needs (Riley Hospital for Children, Indiana). The IWK's CEO Dr. Krista Jangaard welcomed Dr Bull to a full house.

SUCCESS

More than 50 professionals attended including social workers, occupational therapists, physicians, and medical equipment vendors.

GUEST PRESENTATION

Safe Transportation of Children with Special Needs:
Challenges, Solutions and Why it Matters!

Dr. Marilyn Bull
National Center for the Safe Transportation of Children with Special Healthcare Needs,
Riley Hospital for Children (Indianapolis, IN)

Welcome by IWK CEO
Dr. Krista Jangaard

Friday, Sept 20 | 1 pm-2pm
IWK Health Centre
Cineplex Theatre

CHILDSAFETYLINK Here for you. IWK Health Centre

Automotive Safety

On the Road....Child Passenger Safety

Capacity Building & Partnerships



The issue

There is continued demand for trained child passenger safety technicians (CPST) & instructors across Atlantic Canada.

Partnership & Capacity Building

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

CSL produced and disseminated six newsletters to 1050 recipients on the child passenger safety listserv.

SUCCESS

- 4 CPST courses | 1 Recertification
- 40 newly trained technicians
- 8 recertified technicians
- 2 new instructors

Courses: Halifax (2), Dartmouth, Antigonish, Yarmouth

Six (four NB, two NS) other courses were taught by partners training 31 technicians, 3 recertifications and 1 new Instructor. CSL supported these trainings with educational resources, email support, etc.

Other training: CSL supported SickKids hospital in a CPS research project. CSL trained 12 research assistants (RA) and 1 ER doctor as a part of their research project assessing the safe transportation of children arriving at and departing from the Emergency Department. These 12 RAs were all newcomer doctors from other countries and spoke 20 languages between them.

Other CPS Workshops: Two workshops for 12 Access drivers, social workers, and residential support staff.

IWK training and education: CSL conducted several other training or education sessions throughout the IWK Health Centre including:

- Three CPS orientation sessions for 32 nurses.
- Two Orthopedics training day sessions (e.g. Hip spica and safe transportation)



On the Road....Child Passenger Safety

Communications and Public Relations

Child Passenger Safety Week is September 15-21, 2019



Child Passenger Safety Week Theme: *A Safe Ride for Every Child*

Every year, CSL celebrates Child Passenger Safety Week. This year our goals were to:

- Bring awareness of the importance of using car seats and booster seats to newcomer families.
- Highlight the importance of safe transportation options for children with special healthcare needs.
- Highlight where families can find help through the support of community partners.

Through Facebook, Twitter, traditional media and the newsletter, CSL highlighted the 5 most common errors that families should look out for when buckling their children into the car. Highlights from the Safe Travel for All Children training and presentation can be found on page 4.

Child Passenger Safety Association of Canada:

K. Hutka, continues to serve as the President of CPSAC. She has presented across Canada about our work to support the safe transportation of children with special healthcare needs as well as supporting a nation-wide speaker series for technicians and instructors. CPSAC supported a nation-wide grant program for technicians. Several coalitions from Atlantic Canada received grants to support their community work.



CHILD PASSENGER SAFETY
ASSOCIATION OF CANADA



Participants from the STAC training at the IWK September 2019



Here for you with helpful information to keep your children safe every day and at every age.

Capacity Building & Partnerships

Risky Play panel discussion at IWK

Dalhousie University's School of Health & Human Performance arranged for Dr. Marianna Brusonni, BC Children's Hospital Academic Scientist, BC Injury Research & Prevention Unit and risky play researcher to visit Halifax to conduct many risky play awareness events across Halifax. One event was a panel discussion at the IWK Health Centre with Michelle Stone, Dalhousie University Faculty of Health, Sandra Newton, CSL, Jennifer Russell, ACIP and Dr. Robert Strang, Medical Officer of Health. More than 100 doctors, academics, community members, and policy makers attended event that was live streamed on Facebook.

Communications & Public Relations: Overall

Preventing Serious Injuries in Children
and Youth in Atlantic Canada
A Guide for Decision Makers



New Resource: Preventing Serious Injuries in Children and Youth in Atlantic Canada

CSL developed and released a new resource guide in English and French. The purpose of the guide is to highlight the importance of preventing unintentional injuries in children and youth in Atlantic Canada and provide recommendations for comprehensive next steps.

Child Safety Link developed this guide for decision makers, public servants, policy makers, legislators, and others in Atlantic Canada who have a responsibility for keeping children safe or have a role in injury prevention or resource allocation. Unintentional injury issues highlighted in the document include:

- *Injuries at Home*: Falls, Poisonings, Breathing related
- *Injuries on the Road*: Active transportation; Child passengers
- *Injuries at Play*: Playgrounds, All-terrain vehicles

Congratulations



National Newcomer Navigation Network Program

Congratulations to CSL's Chantal Walsh's acceptance to participate in a new program called the *National Newcomer Navigation Network Program*. In response to the Syrian refugee influx in 2015, the Children's Hospital of Eastern Ontario launched a project that focuses on breaking down barriers faced by newcomers.

One part of the initiative is a fully funded, certified, educational program, available to newcomer navigators at pediatric and women's hospitals. The IWK has three successful applicants in this inaugural program, out of only 30 people across Canada: *photo from L-R: L. Callaghan, R. Amirault-Laing, & C. Walsh.*

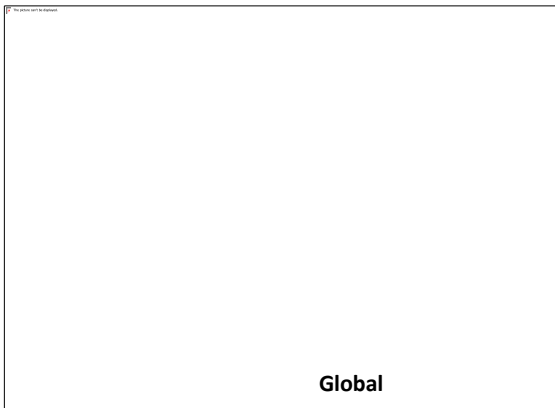
Chantal will learn from first-voice experience then apply it to her work, including advocacy, policy work, and resource development.

CSL's own Katherine Hutka was the recipient of the **IWK Staff Recognition award**. This award acknowledges IWK employees who consistently contribute to the achievement of the Mission and Vision of our Health Centre by demonstrating a high level of organizational values and positively influencing the work environment. Recipients of a **Staff Recognition Award** are leaders, regularly role modeling exemplary performance and professionalism. This award is not just about what IWK employees do, but also how they do it. Katherine is exceptionally passionate about keeping children safe on our roads and we are proud of her.


Communications & Public Relations: Media/Resources

CSL Educational Resources Distribution: 104 requests | 46,640 CSL resources distributed (11% French)

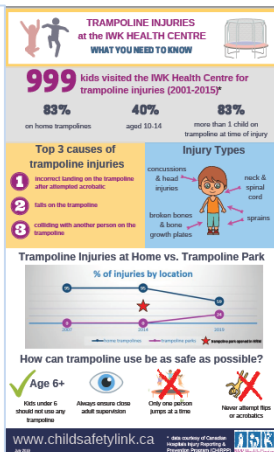
Traditional, Social & Other Media



CSL conducted media interviews through TV and radio including CTV, Global T.V., ici.radio (F), CBC NS, the wave, CBC PEI, News957, the Star as well as monthly appearances on CTV Morning Live (12 appearances)



Trampolines
 CSL developed a Backgrounder document and created an Infographic.
 We promoted messages of safe, active play through social media.



CPS Promotional Resource

To kick off Child Passenger Safety week, CSL created a video to promote our car seat postcard resource, which plays on digital screens at all 13 Access Nova Scotia locations.

The postcard is available in English, French & Arabic.

Active on Social Media






Communications & Public Relations: Media Growth

Facebook
3901 Followers
244 Posts

Twitter
705 Followers
171 Posts

BLOG
84 visits/month

WEBSITE
6276 visits/month



Increase 11% in followers



Increase 6% in followers



Increase 342%



Increase 62%

Average of 6276 visits a month
(increase of 62% from last year)



French resources page received 58 visits/month
(increase of 47% from last year)



Child Safety Link 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)

Marnie Ells

Volunteer Patient Family Partner (NS)

Janine Gallant,

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

Janis Kay Hatfield

Science & System Performance Unit,
NSHA

Michelle Murray

Healthy Living Sport and Recreation
Department of Children Seniors 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

Emily Macdonald

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)

Acknowledgements

Thank you to our Advisory Council for their support, commitment and passion.

Welcome new members

- **Janine Gallant**, Senior Program Officer, Public Health Programs Unit Public Health Agency of Canada / Government of Canada Prince Edward Island Office
- **Emily Macdonald**, Indigenous Services, First Nations and Inuit Health
- **Michelle Murray**, Health Promotion Consultant Healthy Living Sport and Recreation Department of Children Seniors and Social Development Government of Newfoundland and Labrador

Advisory Council members farewells

We were saddened by the death of Melodie Kelly, our government representative from NL in May 2019.

Child Safety Link Staff



CSL staff handing out treats during the IWK Halloween Trick or Treating event for the IWK Health Centre's patients.

Child Safety Link Staff 2019-2020

Shamme Akter
Administrative Assistant (Dec-March)

Julie Harrington
Public Relations Coordinator

Ashley Holden
Child Passenger Safety Assistant

Katherine Hutka
Health Promotion Specialist

Sandra Newton
Manager

Chantal Walsh
Health Promotion Specialist

thank you!

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www.facebook.com/ChildSafetyLinkIwk



@childsafetylink



<https://www.youtube.com/channel/U CjNcdQZTQ5xovJt53Lhey8Q>



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