

# Annual Report

2020 - 2021





*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.*

*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 inquiries from both caregivers and those who work with families.*

# Annual Report 2020 - 2021

## Manager Remarks

As Manager of Child Safety Link (CSL), I am pleased to provide a snapshot of highlights from another productive year. As always, CSL is committed to keeping children as safe as necessary at home, on the road and at play. Our team expanded this year and continued to work together to accomplish a variety of goals. Due to the pandemic, we worked differently, shifting to working from home to keep our staff safe. Many of our plans did change, but we adjusted our initiatives and successfully completed our plans in different ways.

The report outlines our initiatives by priority areas: **Safety at Home; Safety on the Road and Safety at Play.** You will also see initiatives highlighted by our pillars of work: Capacity Building & Partnerships; Communications & Public Relations, Advocacy & Healthy Public Policy; and Research & Evaluation. I would like to highlight one of our projects called the “Engagement Project”. CSL staff reached out to service providers across Nova Scotia by conducting a series of virtual group discussions. CSL heard about the many challenges of addressing injury prevention and supporting local families. We received valuable feedback that will inform our future initiatives.

We also celebrated several awareness weeks including Child Passenger Safety Week and Poisoning Prevention Week and continued to engage with families and those who support them on our social media channels. These are just a few examples of how CSL has worked to prevent serious injuries while highlighting the importance of injury prevention throughout Atlantic Canada.

Although the pandemic has changed how we work, my staff have demonstrated resilience and continued to be flexible to ensure a successful year. I want to thank them for their on-going dedication and look forward to another year as we continue to strengthen our commitment to children’s safety.



Sandra Newton  
Manager, Child Safety Link

## Thank you

This year CSL received support from the NS Government and a Fountain grant to support specific projects. IBC also provided funding to support our work and CTV continues to be very generous in our monthly television segments.



Fountain Family Endowment Grant



# Safety At Home

## Communications & Public Relations/Advocacy

### Poisoning Prevention

#### Poison Prevention week: *Poison Prevention: It's In Your Hands*

CSL partnered with the IWK Regional Poison Centre (PC) to celebrate and promote Poison Prevention Week (March 21-27, 2021). CSL/PC focused on raising awareness among parents and caregivers of the measures they can do at home to help prevent unintentional poisonings among children. Activities included a pre-post social media survey, daily social media posts, a blog, traditional media and the development of several new handouts for families.

Facebook Poll: A poll was designed to entice followers to engage with our content during the week and to measure any change in behaviors following the awareness week. CSL provided incentives to those who participated including safety locks (thanks to Parachute Canada). The first poll went out before PPW with 589 followers reached, 9 shares and 212 poll participants. The second poll had 73 poll participants.



#### Social Media (PPW Overall)

12 posts on  
Facebook/Twitter  
Facebook  
5733 reach | 26 shares  
Twitter  
21 likes | 11 shares



#### Traditional Media

CTV Morning Live, Global TV  
Halifax, CBC radio PEI, and  
Chronicle Herald



#### TREND ALERT

Some hand sanitizer packaging looks just like edible food products (e.g. an applesauce snack).

You know the difference...but would your child?



**The issue:** Hand sanitizers in packaging that resembled applesauce/juice

#### Advocacy:

In August 2020, CSL was alerted by a parent regarding the sale of hand sanitizers in packaging that resembled applesauce/juice packets. CSL verified the claim and created a Trend Alert for social media with support from the IWK Regional Poison Centre. Information was also in traditional media outlets and CSL and Poison Centre staff were interviewed on many occasions. CSL also followed up with retailer and requested the product be removed from shelves. CSL contacted Health Canada to ask for the product to be recalled.

#### SUCCESS

Retailer removed product from shelves. | Health Canada issued a national safety alert.

Viral video: Social Media post was the most successful post in CSL history (1,722 shares/ 184,641 people reached) | Shared across Canada.

# Safety At Home

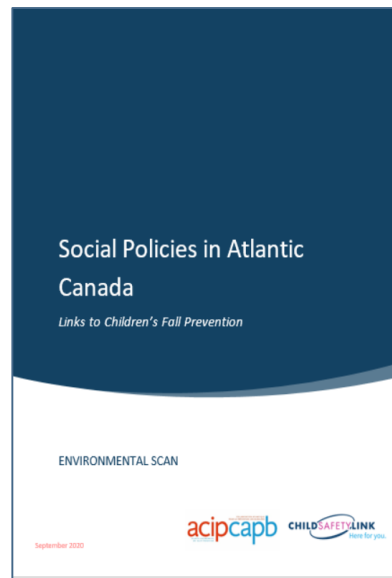
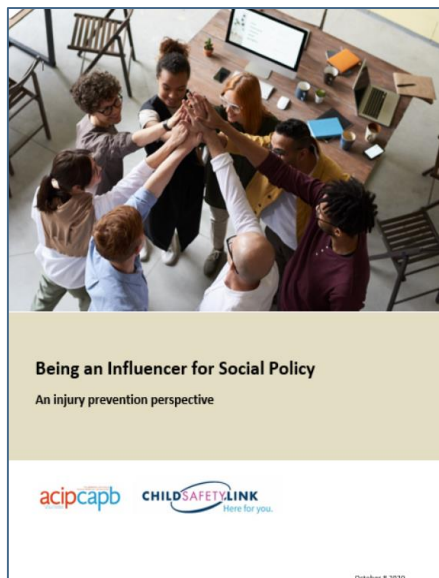
## Communications & Public Relations/Capacity Building & Partnership

### Fall Prevention

#### Fall Prevention Month (Nov 2020)

To celebrate, Child Safety Link partnered with the Atlantic Collaborative on Injury Prevention (ACIP) and developed and released a document entitled: *Social Policies in Atlantic Canada: Links to Children's Fall Prevention* and conducted a national webinar on LOOP/LOOP Junior on the topic.

As a follow-up to this resource, CSL and ACIP also created *Being an Influencer of Social Policy – an injury prevention perspective* and *Infographic: Social policy and Injury Prevention (E/F)* and conducted a national LOOP Webinar in February which drew 41 attendees from across Canada.



# Safety On the Road – Child Passenger Safety

## Capacity Building & Partnerships

### Transporting Children with Special Health Care Needs (CSHCN)



Katherine Hutka (CSL staff) became an instructor during the 2019 Safe Travel for All Children (STAC) training at the IWK. Since then, she has worked to increase the awareness and capacity of those who support children with special healthcare needs to support safe transportation solutions.

**Definition:** CSHCN includes children with physical, intellectual, developmental, behavioural or emotional differences.

A full definition is available in CSL's Backgrounder on the topic: *Transporting Children with Special Healthcare Needs*.

**Community of Practice STAC Canada:** To bring together those interested in this issue, CSL has established national network and hosts regular meetings to continue the conversation about the safe transportation of children in Canada.

Although these meetings were temporarily stopped because of the Pandemic, they started back up in January 2021. There have been two meetings with Occupational Therapists, Physiotherapists and nurses from the IWK and Nova Scotia Health and from across Canada. The first meetings of 2021 have included guest speakers Carrie Rhodes (Nationwide Children's Hospital, Ohio) and Anthony McGovern (Automotive Safety Program, Indiana).



#### IWK Consults, Workshops and Webinars

CSL staff Katherine Hutka is a certified Instructor for STAC. She is often consulted on patient cases at the IWK. This year she participated in 18 consults with children primarily from Occupational Therapy, Orthopedics, Neonatal Intensive Care Unit, and the Medical, Surgical and Neurosciences Unit.

# Safety On the Road – Child Passenger Safety

## Capacity Building & Partnerships

### Transporting Children with Special Health Care Needs (CSHCN)

**2**  
National  
Workshops

The goal of the national workshops was to describe the basics of the legalities and logistics of supporting children with special healthcare needs in Canada. Recordings of these webinars were sent to Occupational Therapists, partners and colleagues across the Maritimes and Canada.

**59**  
Participants

59 participants including members of the Child Passenger Safety Association of Canada (CPSAC) and staff at Holland-Bloorview Children’s Rehabilitation Center in Toronto.



**3**  
IWK  
Workshops

#### **Three Safe Travel for All Children Workshop Series:**

- Pre-school children physical/medical challenges. 30 participants. Co-facilitated with IWK Occupational Therapy pre-school team.
- School children physical/medical challenges. Co-facilitated with IWK Occupational Therapy. 25 participants.
- School children behavioural challenges. Co-facilitated with IWK Occupational Therapist school team. 30 participants

**85**  
IWK Staff

**7**  
NSH  
Training Sessions

#### **Nova Scotia Health – new hospital-based car seat education policy**

Over the past few years, K. Hutka promoted and share the IWK Infant Car Seat Policy with others in Nova Scotia. This has resulted in the adaptation and adoption of an Infant Car Seat Education policy for all Nova Scotia Health (NSH) centres. The NSH Infant Car Seat Education Policy went into effect Sept 10, 2020.

**241**  
NSH Staff

This policy is specific to infants discharged from hospital for the first time. CSL supported the development, providing feedback and resources. CSL has also provided 7 training sessions for 241 NSH staff as well as 400 nurse cards (CPS summary) to supplement this training.

# Safety On the Road – Child Passenger Safety

## Communications and Public Relations

### Child Passenger Safety Week: *The Right Seat* (Sept 20-26, 2020)



This year's theme was *The Right Seat* and focused on how to know if a child is in the right seat for their age and stage. CSL celebrated by creating a new educational resource (E/F), updating the website, increasing social media content and activity, sending out multiple newsletters to advocates and service providers across Atlantic Canada, and conducting media interviews. Some highlights included:

- Poster (E/F): road map demonstrating the various stages of seating a child will move through from infancy through to the adult seat belt: Is your child in the right seat? (poster); Feuille de route: Votre siège d'auto convient-il à votre enfant (affiche)
- Traditional Media & Social Media: included 3 media appearances as well a variety of posts (E/F) each day for the week on Facebook and Twitter (15 English/9 French posts).

### Child Passenger Safety Photo shoot

CSL values diversity and wants to ensure our photos represent the families who live in our communities. A photoshoot was held to capture different stages of car seats and families from a variety of cultures and backgrounds. Photos will be used for videos and other projects.





# Safety On the Road – Child Passenger Safety



All COVID protocols were followed during the photoshoot.

# Safety On the Road – Child Passenger Safety

## Inquires



**898**  
Inquires

**~17**  
Inquiries/week

 **48% decrease**  
From 19-20\*



PHONE  
27%



EMAIL  
40%



SOCIAL MEDIA  
33%

**549 (61%)**  
Professionals

**349 (39%)**  
Families/Caregivers

\*Our inquires have steadily increased since 2015. However due to the pandemic, we anticipated a significant decline in our inquires given caregivers were limiting travel.

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



### Child Passenger Safety Association of Canada (CPSAC):

K. Hutka continues to serve as the President of CPSAC. She has presented across Canada about CSL's 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.

## Advocacy & Healthy Public Policy

In the fall of 2020, CSL provided a comprehensive submission to the NS Government regarding recommendations for revisions to Nova Scotia's Traffic Safety Act. Recommendations were specific to child passenger safety.

In February 2021, CSL responded to the Federal Government's call out re *Let's Talk Budget* to promote the need for an increased focus on road safety.



# Overarching Initiatives

## Research & Evaluation

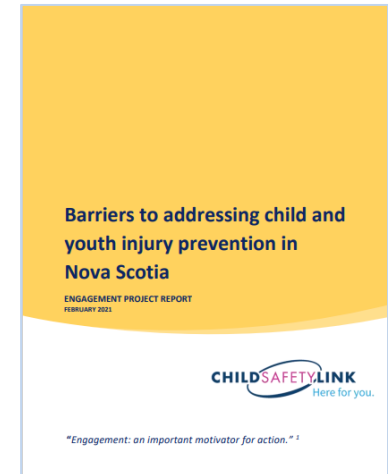
### Engagement Initiative

Understanding how to support service providers

#### Research:

CSL embarked on a local research project to understand the barriers service providers face when supporting vulnerable families to prevent unintentional injuries. CSL focused on this audience because we know that families living in more vulnerable situations (e.g., poverty, low literacy) tend to experience higher rates of unintentional injury.

The engagement sessions highlighted that more can be done to support children's injury prevention including a more unified approach to CSL's work across three portfolios – In the Home, On the Road, and At Play. The findings indicate that while there are a variety of resources in place to support those who work closely with families to prevent injuries among children, many service providers and families continue to face several challenges. The desire to remain connected through conversation and to receive support through resource sharing from CSL remains high.



### SUCCESS

6 engagement sessions with a total of 45 service providers from primarily across NS

10 high level recommendations highlighted by CSL's pillars

1 Follow-up session in March to discuss next steps

“ *There is a strong desire to stay connected with Child Safety Link and to each other to best support families and each other.* ”

Participant

# Communications & Public Relations: Media/Resources

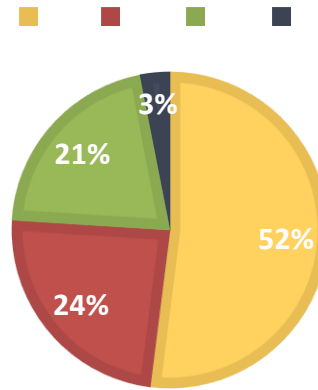
## Educational Resources Distribution

**29,224**  
Educational  
resources distributed

**8.7%**  
French

**94%**  
Child Passenger  
Safety related

## Distribution by Province



## New Resources

### Poster

CSL worked with IWK Neonatal Intensive Care unit (NICU) and Family Newborn Care Unit (FNCU) to develop a poster in English, French and Arabic that includes child passenger safety, safe sleep and safe discharge information for families of newborns for doctors and clinics around Halifax, NS.

### Roadmap

CSL created a colourful Roadmap called: *Is your child in the right seat?* In English and French

### Backgrounders

CSL has written several issue-specific backgrounder documents to explore recent literature, investigate local data and determine next steps.

- All terrain vehicles (ATVs)
- Transporting Children with Special Healthcare Needs

**استعدي لطفلك الآن**  
The top 3 things to get ready

- هل لديك وسيلة آمنة لاستخدام طفلك إلى المنزل؟  
هل لديك مكان آمن لنام فيه طفلك؟  
هل لديك موعد لمولودك الجديد لمراجعة الطبيب أو الممرضة أو الفيلسوف؟

هل أنت بحاجة للمساعدة؟ تحدث مع طبيبك، الممرضة أو الفيلسوف.

**Prepare for your baby now**  
The top 3 things to get ready

- Do you have a safe way to bring baby home?
- Do you have a safe space for baby to sleep?
- Do you have an appointment for your new baby to see their doctor, nurse or midwife?

Do you need help? Talk to your doctor, nurse or midwife.

**Préparez-vous pour l'arrivée de votre bébé dès maintenant**  
The top 3 things to get ready

- Êtes-vous un moyen sûr de rentrer à la maison avec votre bébé?
- Êtes-vous un endroit sûr où votre bébé pourra dormir?
- Êtes-vous un rendez-vous pour votre nouveau bébé avec le médecin, l'infirmière ou la sage-femme?

Êtes-vous besoin d'aide? Parlez à votre médecin, votre infirmière ou votre sage-femme.

# Communications & Public Relations: Media Growth



Facebook	4371 Followers	250 Posts	12%	
Twitter	775 Followers	165 Posts 65 new followers	9.9%	



Blog	1585 visits	132 visits/mth	57.4%	
Website	51,620 visits	4302 visits/mth	31%	
FR			65 visits/month	



10%

# Communications & Public Relations



## CSL in the News!

CSL conducted media interviews for TV, radio and magazines both locally and nationally including Today's Parent, CAA Magazine – Atlantic, CTV, Global T.V., CBC National and Le Journal de Montreal.



**12  
appearances  
on  
CTV Morning  
Live**



## CSL Staff – on the go!



Congratulations to CSL's Chantal Walsh's who completed 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. The IWK had three successful applicants in this inaugural program, out of only 30 people across Canada.



Katherine is a new Safety Coach at IWK Health and was highlighted with other Safety Coaches in the fall issue of "Your IWK". Safety Coaches take a leadership role in enhancing the quality and safety of care provided to patients and families with their local teams. When asked what motivated her to become a safety coach, Katherine responded *"I work with Child Safety Link; "safety" is our middle name. I was excited by the opportunity to better integrate our team's knowledge of children's injury prevention with the everyday practices in the health centre and beyond."*



# Child Safety Link Advisory Council

**Purpose of Advisory Council:** To provide advice and guidance to Child Safety Link regarding the strategic and effective delivery of injury prevention initiatives in the Maritimes.

**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

**Joanna LaTulippe-Rochon**

Cape Breton Family Place Resource  
Centre

**Dr. Richard Louis**

NB Trauma

**Jessica MacKay**

IWK Health Centre (Child Life)

**Barb McDonald**

Indigenous Services, First Nations & Inuit Health

**Laurie Mosher**

IWK Regional Poison Centre

**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)

**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 Initiatives)

## Acknowledgements

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

### Welcome new members

Barb McDonald  
Indigenous Services, First Nations &  
Inuit Health

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

### Advisory Council members farewells

Jean Pierre Goudreau  
Public Health Agency of Canada  
(Atlantic Region)

Janis Kay Hatfield  
Science & System Performance Unit,  
NSH

Nikki LeClair  
Volunteer Patient Family Partner (PEI)

Emily Macdonald  
Indigenous Services, First Nations &  
Inuit Health

# Child Safety Link Staff



## Child Safety Link Staff 2020 - 2021

**Julie Harrington**  
Public Relations 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

Thank you to our two Health  
Promotion Interns:  
Samantha Herbert and Bailey Levy

thank you!



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@childsafetylink (Twitter)

<https://www.youtube.com/channel/UCjNcdQZTQ5xovJt53Lhey8Q>



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