

CHILD SAFETY LINK

STRATEGIC PLAN 2025-2028



A program of IWK Health.



TABLE OF CONTENTS

→ About CSL	Page 3
→ Our focus	Page 4
→ How we work	Page 5
→ Strategic Goals/Outcomes	Page 6
→ Examples of Initiatives	Page 12
→ Our Team	Page 13
→ Contact Us	Page 14

ABOUT CSL



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

CSL is committed to working with community organizations, governments and other partners to ensure children are as safe as necessary at home, at play, at school and on the road. The team does this through capacity building and partnerships; communication and public relations; advocacy and healthy public policy; and research and evaluation.

22

Years of operations

8

Employees

OUR FOCUS



Mission

To reduce the incidence and severity of injury to children and youth in the Maritimes (and Atlantic as appropriate).



Vision

Atlantic Canada is a safe community where children and youth can grow to reach their full potential.

Focus Areas

We ensure children are as safe as necessary at home (falls/poisoning prevention), at play (ATV safety/concussion prevention), at school and on the road (child passenger safety/active transportation).



HOW WE WORK



Partnership & Capacity Building

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

Advocacy & Healthy Public Policy

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

Communications & Public Relations

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

Research & Evaluation

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



STRATEGIC GOALS



Improving the resilience and sustainability of our program.

We will do this by evaluating our existing programs and engaging in new collaborations and partnerships. *For example: we will build relationships with government-level partners, seek out new funding avenues and strengthen our presence across the Atlantic Region.*



Advancing equity and inclusivity in the context of child and youth injury prevention

We will do this by working with those who are disproportionately affected by unintentional injuries. *For example: we will develop accessible, multilingual resources and advocate for a reduction in economic barriers to safety.*



Expanding child and youth injury prevention research and knowledge

We will do this by building internal capacity and identifying research gaps and priorities. *For example: we will develop an internal research framework and collaborate with leaders in injury prevention.*



Providing leadership in our priority areas to drive system change

We will do this by promoting best practices and innovative interventions. *For example: we will share evidence-based information, influence policy change, and participate in national conversations.*

Goal#1: Improving the resilience and sustainability of our program.

Outcomes

1. CSL sustained funding from each Atlantic Province government and/or other funders.
2. Professional development opportunities for CSL staff to be leaders in their strategic direction and focus areas.
3. Consistent/up-to-date administrative and management processes.
4. Widespread internal and external recognition of CSL as a key program of IWK Health.

Long-Term Goals

- To secure funding for CSL to support each Atlantic province by 2028.
- To secure funding from at least 2 external donors by 2028.
- To secure additional funds from IWK Health by 2028.
- To ensure 100% of CSL staff completes one PD opportunity a year.
- To enable each Health Promotion Specialist to participate in a relevant committee each year.
- To increase staff's accessibility of at least 3 CSL processes.
- To be recognized formally internally by 2028.
- To ensure at least 20% of IWK staff surveyed are aware of CSL and services by 2027.
- To be recognized formally (externally) by 2028.
- To maintain a national presence in injury prevention through committee participation and partnerships.

Goal #2: Advancing equity, inclusivity, and accessibility in the context of child and youth injury prevention

Note: focus on equity groups: e.g., Newcomer, Indigenous, and African NS/Descent families

Outcomes

1. CSL educational resources support literacy challenges and diverse language needs of population.
2. Families who experience barriers related to the social determinants of health have access to culturally appropriate injury prevention messaging, education, and support.
3. Families who experience poverty or other barriers have access to free/affordable safety equipment.

Long-Term Goals

- To increase CSL's educational resources available in Arabic, Mi'kmaq, and at least two additional languages by 20% by 2028.
- To ensure 50% of new educational resources have been reviewed/revised by a plain language expert by 2028.
- To increase the number of educational resources available for those who are visually impaired by at least 1, by 2028.
- To increase the number of educational videos/reels in multiple languages by 3 by 2028.
- To increase educational resources specific to supporting children with autism by 2.
- To increase social media messaging in multiple languages by 2% each year.
- To develop a strategy to support newcomer and other equity populations by 2026.
- To increase the number of downloads and resource orders by 1% each year in languages other than English.
- To effectively promote priority topics with the aim to become a recognized authority.
- To establish a consistent and trusted brand voice across all channels/platforms to build trust and recognition.
- To increase the availability of safety equipment in each Atlantic province by 2028.

Goal #3: Expanding child and youth injury prevention research and knowledge

Note: Specific to external audiences. Service providers are community agencies who work with families such as Family Resource Centres (FRC)

Outcomes

1. Trained and informed service providers to support families to reduce barriers to injury prevention.
 2. Improved capacity of schools to support injury prevention initiatives.
 3. Local data/research/evidence to support programming and advocacy.
-

Long-Term Goals

- To increase the percentage of FRCs in Nova Scotia who have a certified Child Passenger Safety Technician (CPST) to 50% by 2028.
- To increase to 20%, the of FRC's in NL, PEI, NB that have a certified CPST, by 2028.
- To sustain at least 5 active Instructors in the Hub (at least 1 per province) by 2028.
- To increase activations for the Drivers Program by 15% each year in each Atlantic province.
- To establish at least 1 Safe Travel for All Children (STAC) Instructor and 2 STAC technicians in each Atlantic province by 2028.
- To ensure 30% of Atlantic Family Resource Centres promote a safety day/week or month by 2028.
- To increase resource distribution by 10% each year by Atlantic province.
- To create products or services to increase service providers capacity to promote injury prevention.
- By 2028, at least 5% of elementary schools in NS will be implementing/ supporting injury prevention.
- To increase the number of school specific educational resources.
- To produce at least 3 local/Atlantic data documents by 2028.
- To formally advocate for at least 2 injury prevention issues based on local research.

Goal #4: Providing leadership in our priority areas to drive system change

Outcomes

1. Priority topic expansion to include safe sleep, drowning, & other identified areas with dedicated CSL staffing.
 2. Pathway for training/supporting new health promoters and other related disciplines with an interest in children and youth injury prevention.
 3. Communities support and advocate for injury prevention/policies.
 4. Policies that support relevant SDOH and child and youth injury prevention.
 5. Connected partners, supporters, and collaborators.
-

Long-Term Goals

- To identify safe sleep, drowning and burn prevention in CSL mandate, by 2028.
- To increase CSL initiatives specific to safe sleep, drowning and burn prevention.
- To increase CSL staff to accommodate mandate growth.
- To expand CSL age mandate, following IWK's mandate change.
- To mentor at least 2 students with a placement opportunity by 2028.
- To expand student support to include at least 1 Master of Public Health student by 2028.
- To increase post-secondary student awareness re: Injury prevention/Child Safety Link
- To establish/update the number of injury prevention specific policies within the IWK.
- To provide at least 1 advocacy opportunity for service providers by 2028.
- To advocate for at least two injury prevention issues by 2028.
- To increase opportunities for injury prevention practitioners to collaborate and network.
- To increase engagement of practitioners on the Community of Practice (COP) by 2%.
- To increase COP membership by 5% in each Atlantic province.

EXAMPLES



Child Passenger Safety

Training and support to new technicians and
Instructors across Atlantic Canada

Car seat grant program across Atlantic Canada



Fall Prevention/Poisoning Prevention

Baby gate grant program across Nova Scotia

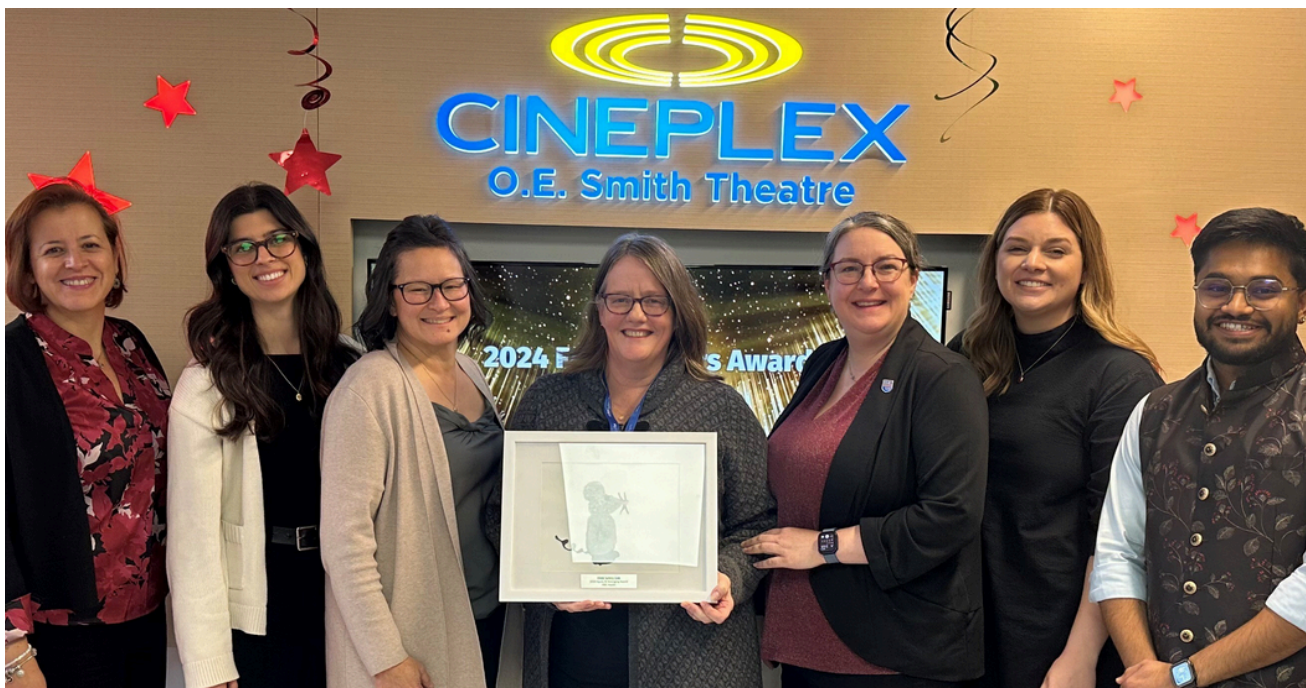
Free poisoning prevention equipment for service provider
programming



Helmet Safety

New Helmet safety video launch (multiple languages)

OUR TEAM



L-R: Ana Ojeda, Sarah Mavrak, Ashley Holden, Sandra Newton, Katherine Hutka, Mallorie Cornelius, Dhruv Patel [Missing: Julie Harrington]

CSL Advisory Council

CSL has an Advisory Council with representatives from across Atlantic Canada including provincial and federal governments, Family Resource Centre's, Trauma programs, etc. The purpose of Advisory Council is to provide advice and guidance to Child Safety Link regarding the strategic and effective delivery of injury prevention initiatives.

CONTACT US



Website

www.childsafetylink.ca



Phone

Toll free: 1-866-288-1388
Local: 902-470-6336



E-mail

childsafetylink@iwb.nshealth.ca



Address

IWK Health, 5980/5980 University Ave
Halifax NS B3K 6R8



Social Media

Facebook: www.facebook.com/ChildSafetyLinkIWK

Instagram: www.instagram.com/childsafetylink

LinkedIn: <https://www.linkedin.com/company/child-safety-link>

YouTube: www.youtube.com/childsafetylink