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# Newcomers Needs Assessment on Child Youth Injury Prevention: Survey Report

**CHILD SAFETY LINK**  
Here for you.

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## Acknowledgement

Child Safety Link (CSL) would like to acknowledge the organizations and individuals who have contributed to this needs assessment by participating in the survey.

CSL also would like to express sincere thanks to the CSL team members and other IWK Health staff for assisting with the development and implementation of this survey.

## About Child Safety Link:

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 (Atlantic when appropriate).

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.

For more information, please visit [IWK Child Safety Link](#)

## Purpose:

This project aims to evaluate the needs of newcomers in relation to children's unintentional injury prevention.

Child Safety Link (CSL) prioritizes equity and inclusivity in child and youth injury prevention, with a key goal of enhancing support for newcomers in Atlantic Canada. This survey plays a crucial role in helping injury prevention professionals and key interested parties better understand the specific challenges and needs of newcomers in the region.

## Background:

This report presents the findings from CSL's Newcomers Needs Assessment (NNA) survey completed by community organizations serving newcomers at community levels in Atlantic Canada between October 8, 2024, and November 27, 2024.

There are several reasons for conducting this survey. The primary one being that the population demographics in Canada are rapidly changing. A recent Statistics Canada report projects that by 2041, nearly half of Canada's population will be people born outside of Canada or their children. Additionally, it is estimated that 1 in 4 Canadians will be born in either Asia or Africa<sup>[1]</sup>.

These population projections indicate increasing diversity in Canada, highlighting the need to ensure that all residents, including newcomers, have access to clear information about Canadian safety standards, laws, and regulations.

This population shift also requires organizations to adapt and navigate the varied demands that this diversity brings. CSL and children's unintentional injury prevention is a prime example of where this shift is currently underway.

Currently, there is limited data that would allow us to predict, and respond to, the needs of newcomers in Atlantic Canada, this is what drives our motivation to deliver a survey to assess these needs. The results of this survey will provide a critical source of data to inform our work.

[1] Statistics Canada. (2022). Canada in 2041: A larger, more diverse population with greater differences between regions .Retrieved on October 3, 2024 from [The Daily — Canada in 2041: A larger, more diverse population with greater differences between regions](#)

## Summary of results:

The Newcomers Needs Assessment survey, focused on organizations that serve newcomers across the four Atlantic Canadian provinces: Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland & Labrador. A total of 99 organizations were invited to participate, with 67 responding, resulting in a 67% response rate. Among these, 25 organizations were from Nova Scotia, 26 from New Brunswick, 5 from Prince Edward Island, and 11 from Newfoundland & Labrador.

The findings of the survey can be categorized into five main categories: the range of services provided by organizations, linguistic diversity in Atlantic Canada, the most frequently requested safety and injury prevention topics, barriers newcomers face in accessing children's safety information, and how newcomers learn about community events.

Organizations reported offering a variety of services to newcomers, including settlement assistance, language interpretation, health-related support, parenting guidance, and housing and legal aid.

Survey respondents highlighted Arabic, Ukrainian, Spanish, Hindi, Punjabi, Mandarin, and Tagalog as the key languages spoken by newcomers in Atlantic Canada.

Regarding children's injury prevention and safety concerns, the most frequently requested topics by newcomers included child passenger safety, home safety, sleep safety, and poison prevention. The most significant barrier preventing newcomers from accessing children's injury prevention information was their lack of familiarity with children's injury prevention issues in Canada. Additional challenges included the cost of implementing injury prevention measures and limited awareness of organizations that provide relevant education and support regarding children's injury prevention.

To explore how newcomers access community event information, survey participants were asked about preferred communication methods by newcomers. The majority indicated that social media platforms such as Facebook, Instagram, and WhatsApp are most used, along with personal networks, including friends, family, and colleagues. Additionally, many newcomers rely on service providers like settlement organizations, healthcare professionals, and social workers for information regarding children's injury prevention.

## **Summary of results (continued):**

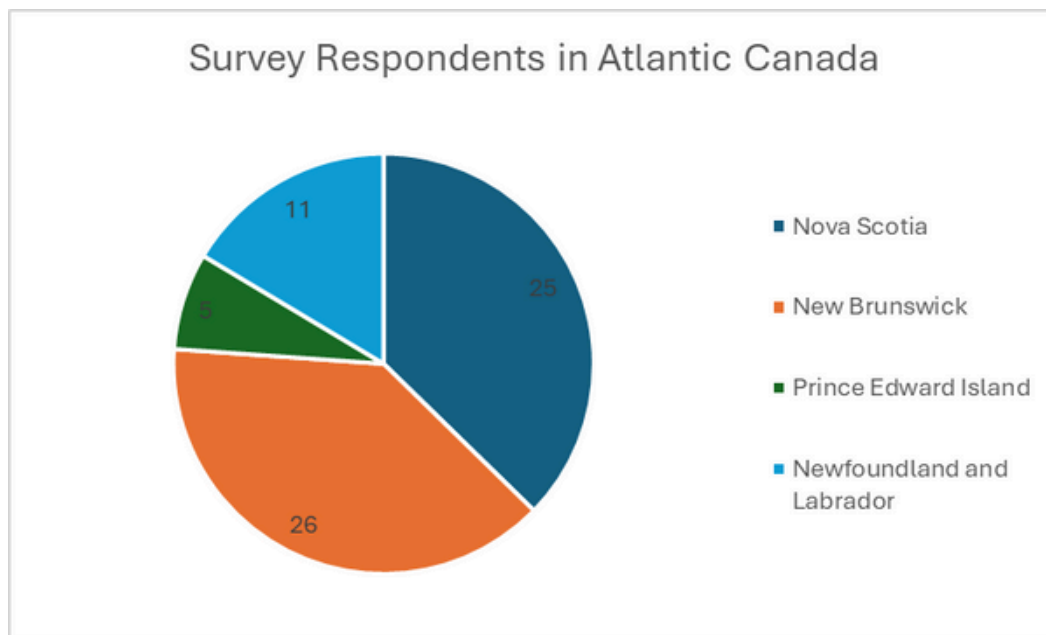
To understand organizational needs, respondents were asked what could help them in better supporting newcomer families in children's injury prevention and safety. Of the 75% who answered the question, their responses can be categorized into five key areas: education and awareness, multilingual and culturally tailored resources, safety information and materials, community outreach, and financial assistance. For details about each category, please refer to Appendix B.

## Survey Results:

### About survey respondents:

Survey question # 1: What province do you live in?

*# of participants who responded to the question: 67*

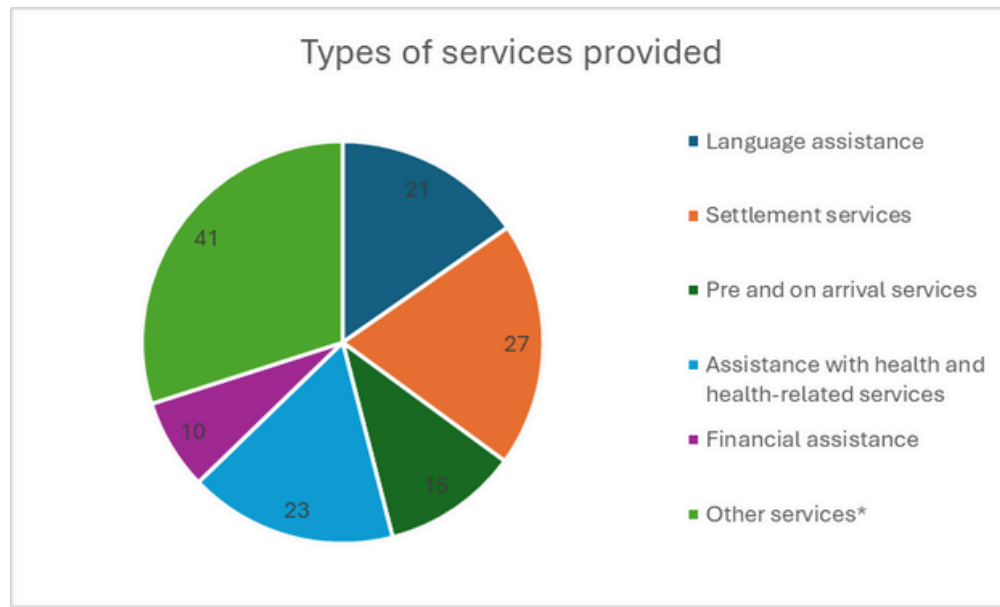


This result highlights strong engagement from organizations across Atlantic Canada, with New Brunswick at highest 96.3% (26 of 27) participation rate, followed by Prince Edward Island at 71.43% (5 of 7). In contrast, Newfoundland and Labrador had the lowest participation at 32.35%(11 of 34) , indicating potential gaps in involvement. Nova Scotia had a participation rate of 60.98% with 25 of 41 identified organizations participating in the survey.

## Services offered by organizations:

**Survey question # 2: How does your organization serve newcomers in Atlantic Canada?**

**# of participants who responded to the question: 67**



A significant 61% of participants selected "Other Services," indicating diverse services provided by them beyond the predefined categories in the survey. Among the specified services, settlement services (40%) and assistance with health-related services (34%) were the most commonly reported, while financial assistance (15%) was the least selected.



## Linguistic Diversity of Atlantic Canada:

**Survey question # 3: Rank the top 6 languages that your clients speak (other than English and French), using numeric values between 1 – 6.**

**# of participants who responded to the question: 55**

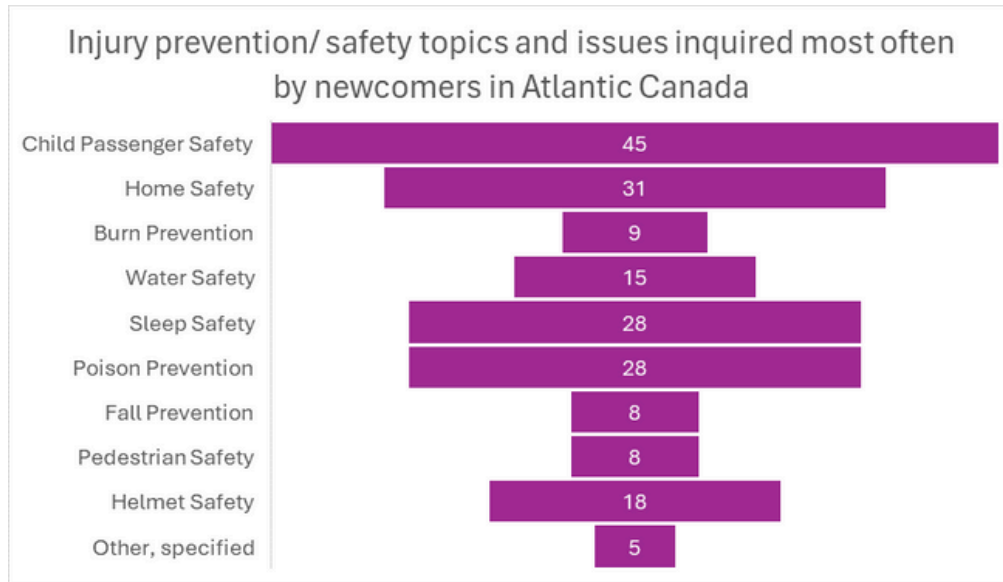


Ukrainian was identified as a high-demand language by 13 survey respondents, despite not being included in the primary multiple-choice options. Other most requested languages included Arabic, Spanish, Hindi, Punjabi, Mandarin and Tagalog.

## Injury prevention/ safety topics and issues inquired most often by newcomers in Atlantic Canada:

***Survey question # 4: What do you consider are the main barriers newcomers face when trying to get information about children's safety?***

***# of participants who responded to the question: 48***

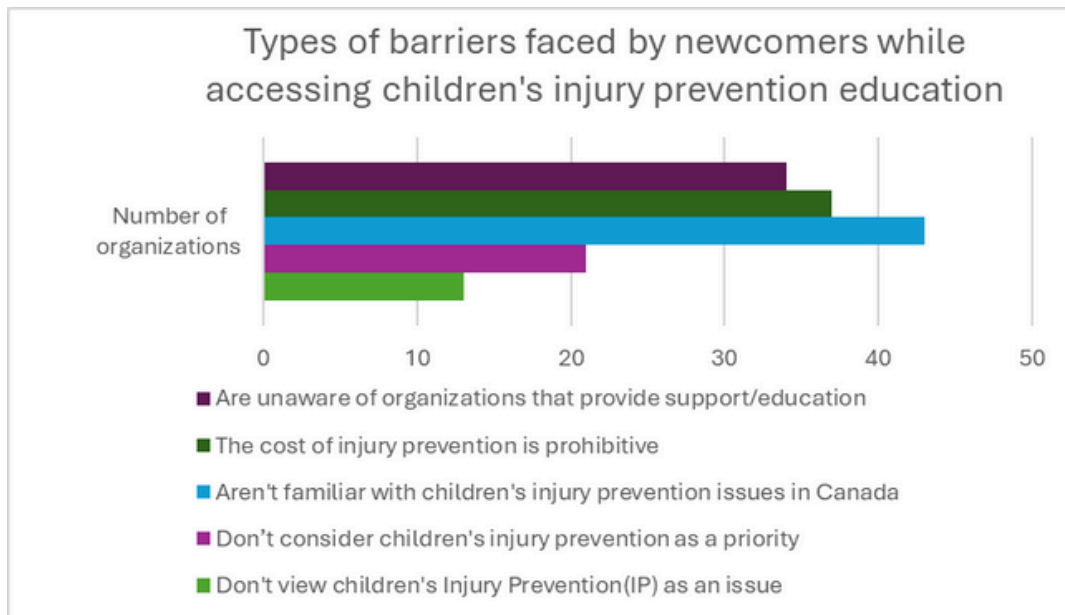


Newcomers in Atlantic Canada inquired most often about child passenger safety, home safety, sleep safety, and poison prevention. Other key injury prevention topics inquired by newcomers are helmet safety and water safety.

## Types of barriers faced by newcomers when trying to access information about children's safety:

***Survey question # 5: What do you consider are the main barriers newcomers face when trying to get information about children's safety?***

***# of participants who responded to the question: 53***



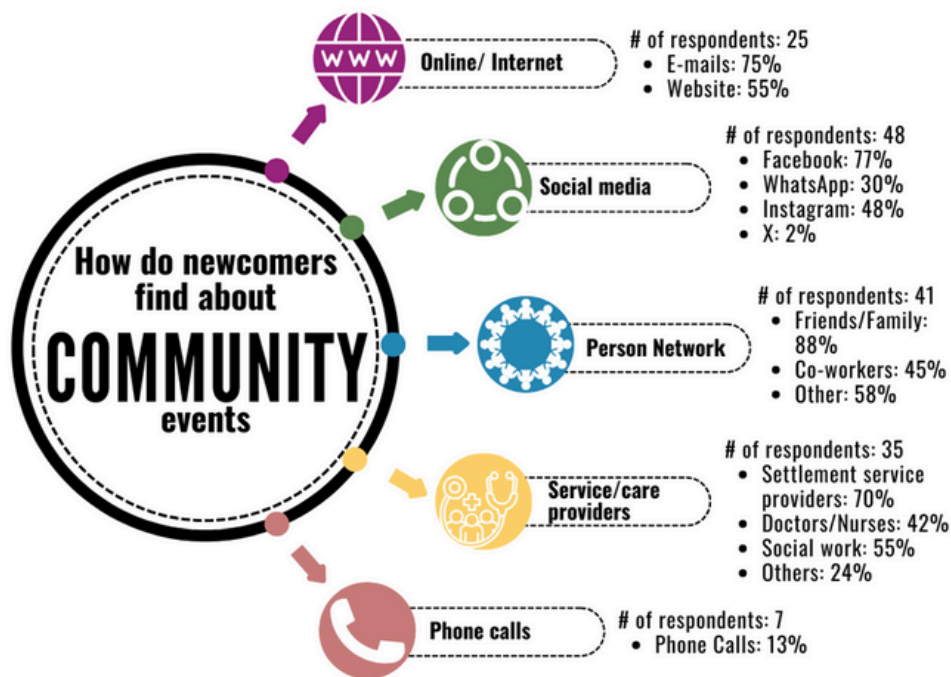
The survey revealed that 81% of participants identified a lack of awareness about injury prevention among newcomers as the most significant barrier.

Additionally, 67% noted that the cost of injury prevention is a major challenge, while 64% highlighted that newcomers are unaware of organizations providing credible safety information on children's injury prevention.

## Ways in which newcomers find about community events:

*Survey question # 6: How do your clients learn about community events, services and programs?*

*# of participants who responded to the question: 53*



The survey results indicated that almost 91% of newcomers in Atlantic Canada find about community events, services and programs through social media. Additionally, many newcomers rely on their personal networks (77%) including friends and family, co-workers and community members. Settlement service providers and health-related service providers ranked third, with 66% of newcomers receiving information about community events from them.

## Recommendations:

Based on the survey results, professionals involved in children's injury prevention, along with key interested parties, are encouraged to consider the following measures to improve injury prevention among newcomer children in Atlantic Canada.

1. Identify key interested parties and their programs:
  - a. identify programs offered by newcomers serving organizations in Atlantic Canada dedicated for parents and children
  - b. promote children's injury prevention in identified newcomers' parents and children' programs
2. Engage service providers:
  - a. engage service providers such as social workers, settlement service providers, doctors to promote children's injury prevention
3. Develop culturally competent resources:
  - a. develop culturally relevant resources and materials to make injury prevention/safety concepts more accessible & relevant for newcomers
  - b. collaborate and partner with key organizations serving newcomers to develop culturally relevant injury prevention resources
  - c. develop and distribute multilingual resources to address language barriers, particularly in Ukrainian, Arabic, Spanish, Hindi, Punjabi, Mandarin, and Tagalog
4. Prioritize key injury prevention/safety topics:
  - a. focus on child passenger safety, home safety, sleep safety, and poison prevention, as these are the most common injury prevention concerns among newcomers in Atlantic Canada
5. Address barriers related to children's injury prevention awareness:
  - a. develop awareness strategies to address newcomers' unfamiliarity with children's injury prevention issues in Canada.
  - b. regularly present and promote children's injury prevention at events and educational sessions for newcomers
6. Reduce financial barriers:
  - a. create safety equipment distribution programs and injury prevention education programs specifically targeting the needs of newcomers.

## Recommendations(continued):

7. Leverage social media, service providers and community networks for information sharing:

1. utilize social media as the main tool to share information about children's injury prevention, services, and events, as most newcomers rely on platforms like Facebook and Instagram for updates
  - a. collaborate with key organizations serving newcomers for creating social media content dedicated for newcomers to promote children's injury prevention
  - b. implement a strategy to regularly engage personal networks of newcomer such as friends, family, co-workers, and community members to spread awareness about children's injury prevention.
  - c. create and share resources and materials that can be shared by personal networks. (e.g. promote helpline number for child passenger safety, Atlantic Canada's Poison Center number)

## Conclusion

The Newcomers Needs Assessment survey has provided valuable insights into the challenges and barriers newcomers face regarding children's injury prevention in Atlantic Canada. The findings highlight significant gaps in awareness, accessibility, and affordability of safety resources, emphasizing the need for targeted outreach and educational initiatives for newcomers in Atlantic Canada with regards to children's injury prevention.

## Appendices:

### Appendix A:

Breakdown of services indicated in “other services” section in question 2:

These organizations provide a comprehensive range of programs and support services for families, children, and newcomers, focusing on health, safety, social inclusion, and basic needs. Key services provided by organizations have been categorized below:

#### Newcomers’ Support:

1. Opportunities to practice English skills and integrate into the community.
2. Settlement support and guidance from SWIS (Settlement Workers in Schools).
3. Social events, orientation sessions, and resource navigation.

#### Family and Parenting Support:

1. Parenting Programs: Classes, peer support groups, and parenting assistance.
2. Prenatal and Postnatal Services: Support for pregnant and new mothers, prenatal education, postnatal programs, and home visitation.
3. Programs for families with children aged 0–6, including family-based learning, school readiness, and interactive activities.
4. Child Development: Playgroups and activities promoting early childhood development and social skills.

#### Child Passenger Safety Education and support:

1. Education on child passenger safety laws and best practices.
2. Free or low-cost car seats and professional installation assistance.

#### Food and Basic Needs Assistance

1. Food support, emergency diapers, infant supplies, and clothing distribution.
2. Emergency preparedness and injury prevention programs.
3. Socialization and Community Building
4. Drop-in programs for parents and children to reduce social isolation and foster community connections.
5. Opportunities for parents to socialize and exchange experiences.

#### Health and Wellness Programs:

1. Nutrition and physical activity training.
2. Visits with Public Health officials for health guidance.
3. Support for mental and physical well-being.

#### Housing and Legal Support:

1. Assistance with housing navigation.
2. Legal support for families in need.

This broad range of services supports families in achieving safety, stability, and social inclusion while fostering community connections and smooth transition for newcomers in our communities.

#### Appendix B:

Organizational needs as indicated by survey respondents:

##### Education & Awareness Strategies:

1. offer in-person, topic-specific programs in multiple languages
2. develop a "train the trainer" program for community centers to educate on various themes
3. conduct workshops on childproofing, first-aid, and emergency response tailored to common home environments and local risks
4. organize information sessions on safety and injury prevention
5. provide child-friendly orientation sessions on safety and prevention
6. organize educational sessions at community programs related to children's injury prevention

##### Multilingual & Culturally Tailored Resources

1. translate all educational materials into multiple languages, including pictograms for low or no-literacy individuals
2. develop culturally relevant materials to make safety concepts more accessible and relatable
3. offer expanded language options for child passenger safety paperwork
4. increase availability of Arabic-language materials and other commonly spoken languages
5. partner with local governments and associations to distribute resources
6. ensure interpreters are available to explain concepts in different languages



### Safety-Specific Information & Materials

1. provide translated resources on crib safety, pedestrian safety, and school bus safety
2. multilingual car seat safety materials, including legal requirements and best practices
3. offer brochures, booklets, and printable handouts in multiple languages
4. create short, simple tear-off information sheets
5. develop up-to-date YouTube videos, pamphlets, and other digital resources
6. produce visual posters to enhance understanding
7. provide procedures, pamphlets, and videos for education and distribution

### Community Outreach & Awareness Campaigns

1. utilize TV ads to inform newcomers about child car seat safety laws
2. distribute brochures and documents via email and in-person
3. collaborate with cultural communities to deliver presentations in native languages
4. ensure resources are available for inquiries as they arise
5. develop and share handouts, videos, and presentations in top unofficial languages

### Financial Assistance

1. funding to provide injury prevention (IP) materials
2. access to free or low-cost safety equipment and education
3. partnering with businesses to offer discounts or free safety-related products
4. expansion and continuation of the car seat grant program
5. funding for home safety supplies, including helmets, baby gates, and car seats

### Other:

1. explain Canadian lifestyle to newcomers
2. understand the social and cultural norms of other countries
3. learn injury prevention practices in other countries to better understand their perspective

