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Symposium Overview

More than 50 people attended the Nova Scotia Child Passenger Safety Symposium in Truro, September 29, 2016. Participants came from across Nova Scotia and a few from New Brunswick representing government, non-profits, family resource centres, police, IWK and health care, First Nations health, and newcomer settlement agencies.

Purpose of the Symposium

- To launch the renewed CPS Strategy.
- To solicit feedback on selected strategy outcomes.
- To develop a cohesive network of community agencies and leaders concerned about the safety of child passengers.
- To engage participants to determine how they can actively support the CPS strategy in their community.



Welcome & Framing of the Day

All participants were welcomed to the symposium and Sandra Newton, Manager of Child Safety Link introduced Mr. Alan Grant, executive Director of the Policy and Planning Division of the Nova Scotia Department of Transportation and Infrastructure Renewal. Mr. Grant gave a welcome from the Honourable Geoff MacLellan, the Minister of Transportation & Infrastructure Renewal and spoke about the importance of child passenger safety in Nova Scotia.

Julie Harrington, CSL's Public Relations Coordinator, was on hand to live-tweet updates throughout the day which were then shared by both participants and CSL followers.

Overview of the Issue in Nova Scotia

Sandra Newton presented a brief overview of the issue of child passenger injuries to children under the age of 14 years including hospitalizations. All participants received a [Child Passenger Safety Primer](#) in their package which included statistics and best practice approaches to child passenger safety.



Reflection on the Last 10 Years

Katherine Hutka, CSL Health Promotion Specialist, reflected on Child Safety Link and child passenger safety over the past ten years by presenting key accomplishments and photos. Symposium participants added their own events, achievements, and goals to the timeline. The timeline poster by CSL marks the outcomes and milestones of the [Child Passenger Safety Strategy from 2005-2015](#). Some examples are highlighted on this page. See Appendix for a list of all reflections and goals.

Examples of Participants Reflections/Goals

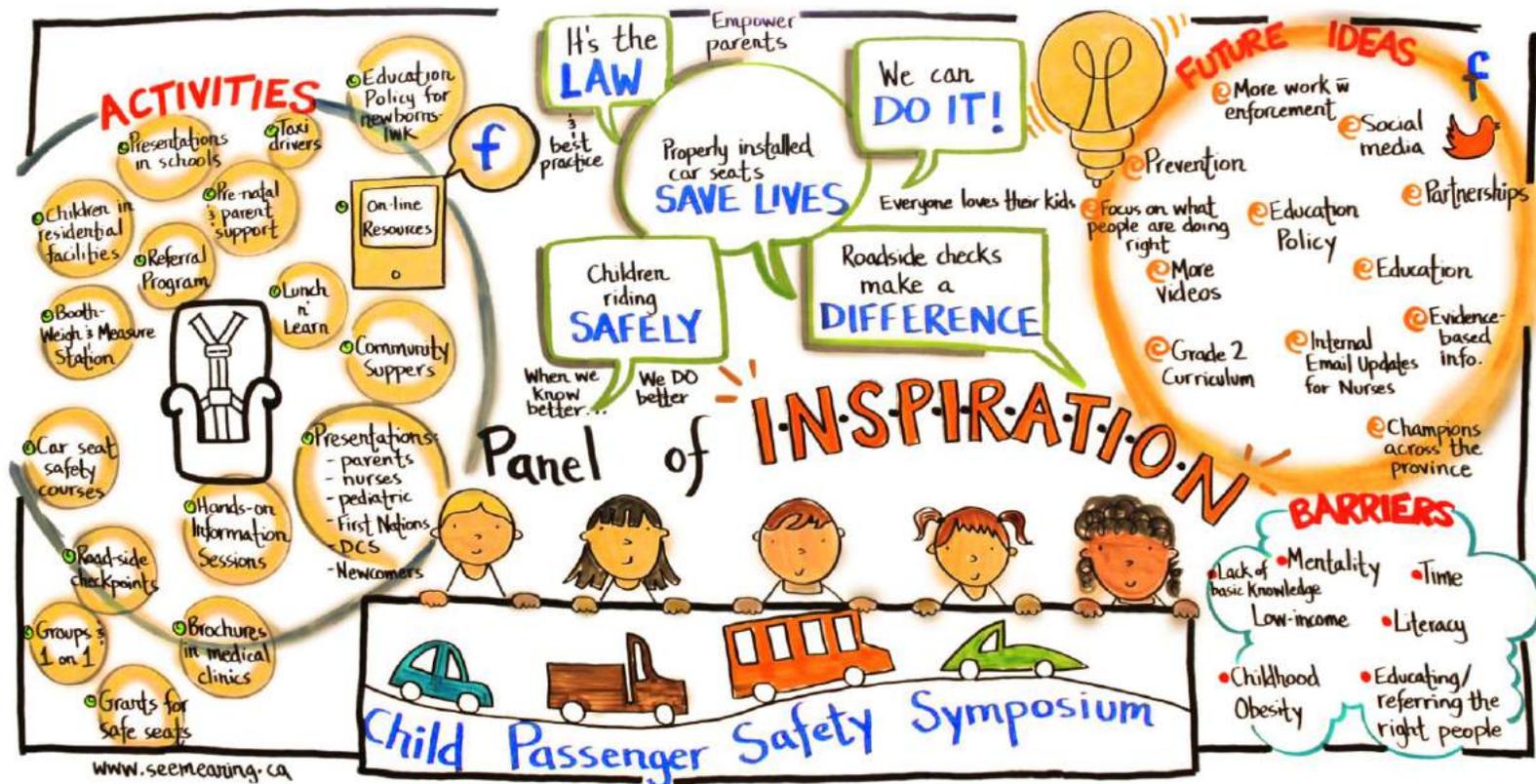
- Presentation at Federation of foster parents AGM
- Home visit car seat info
- Lunch n' Learn
- Information check stops
- Parent information sessions
- Seat recommendation website
- Car seat clinics for the public
- Car and booster seat displays at events
- Prenatal Information Sessions
- Taxi legislation
- Police training videos
- Multilingual resource
- Installation videos
- Education to new families/ newcomers to Canada
- Health and Wellness Fair
- Press releases and PSAs to media
- Fundraising
- Role modeling
- Policy (new car seat education policy)
- Making CPS a priority with government
- Education for foster parents/ families
- Initiating and maintaining car seat referral program
- Weigh & measure stations/ booths
- Informing people about expiry dates
- First Nations launch



Panel of Inspiration

A panel was held with several child passenger safety advocates from across Nova Scotia. Each shared their activities, successes, challenges and what they have learned through working on CPS in their community. Their inspiring reflections and stories were captured by a graphic facilitator who created the poster below during the panel discussion. Thank you to:

- Lisa Carr- Cape Breton's Family Place
- Paula Corbin- IWK NICU Nurse
- Constable Colin Helm- RCMP
- Amanda Crouse- Dept of Community Services
- Courtney Comeau- Pictou County Babies to Boosters



Child Passenger Safety Strategy

Sandra Newton, Manager of Child Safety Link provided an overview of the new Nova Scotia child passenger safety strategy. A summary of the strategy is below.

Child Passenger Strategy 2016-2019

Partnership & Capacity Building

- I. Capacity and engagement of volunteers promoting CPS in their community increases.
- II. Professionals share more CPS information with caregivers and children.

Communications & Public Relations

- I. Caregivers' awareness and knowledge of the need for child restraints (at all ages) increases.
- II. Caregivers' use of proper restraints increase.

Advocacy & Healthy Public Policy

- I. NS has the best child seat legislation in Canada.
- II. There is consistency of child seat legislation across the Maritimes.
- III. Barriers to accessing child seats are reduced.

Research & Evaluation

- I. CPS activities are evaluated and monitored for impact.

Engaging with the Strategy – Rotating Discussions

In a group activity, participants answered the question: **How can you support the strategy?** The group held rotating discussions and they provided feedback under each pillar and outcome. At the end of the activity, each group shared their top 3 ideas by strategy outcome. A summary is as follows (all data is in Appendix).

Communications and Public Relations

I. Caregivers' awareness and knowledge of the need for child restraints (at all ages) increases.

1. Empowerment for parents in non-judgmental approach
2. Financial incentive for caregivers (i.e. insurance incentives) for completing online car seat education
3. Information needs a hook- grade 2 booster challenge

II. Caregivers' use of proper restraints increase.

1. Gather information on current use of seats
2. Determine barriers to use (comprehensive)
3. Comprehensive list of resources (funding, where to go to get help/ seats)

Partnership and Capacity Building

I. Capacity and engagement of volunteers promoting CPS in their community increases.

1. Advocate for groups that may be overlooked or missed
2. Incentives, symposiums, volunteer retention strategies
3. Provide a "What's new" site for ALL to access (app with alerts)

II. Professionals share more CPS information with caregivers and children.

1. Educate ourselves- ensure accurate, consistent, and updated info.
2. Engage university and college students as part of curriculum (teachers, law enforcement, ECE, RN, etc.)

Advocacy and Healthy Public Policy

I. NS has the best child seat legislation in Canada.

II. There is consistency of child seat legislation across the Maritimes.

1. Legislation needs to be easy to understand and based on best practice (evidence-based)
2. Engage and find champions (politicians)
3. Involve law enforcement- consistently enforce legislation

III. Barriers to accessing child seats are reduced.

1. Subsidy/ donations of car seats
2. Inventory/resource to access support (funding, education, etc.)
3. Advocacy/ support to access CRS (i.e. org purchase seats for clients and training)

Research and Evaluation

I. CPS activities are evaluated and monitored for impact.

1. Make sure communication happens
2. One central place to send info for tracking
3. Make easily accessible to government to guide funding and legislation

Regional Action Plans

To encourage participants to discuss possible activities and collaborations in their own communities, everyone was divided into regional tables and asked for their ideas on how their region can support the goals of the strategy. Each region came up with plan including what partners are needed and how they will know they have succeeded. After much discussion, each table came up with several ideas for next steps. A full account of their proposed plans is in the Appendix.

Cumberland/ Colchester

1. Better collaboration with partners
2. App to track age/stage- govt can remind of dates for changes
3. Mass unified check point for all agencies (idea exchange)

Halifax- Group 1

1. Multiple stakeholders, many points of contact with families
2. Driver's Ed program- opportunity to influence new drivers
3. Support for the role- finances, time, employer support

Halifax- Group 2

1. Mandatory curriculum in schools
2. Financial incentives to be educated through insurance/rebate
3. Find new places for info (mechanics/ dealership/ Access NS/ Taxi companies)

South Shore/Digby

1. Networking- promote new technicians
2. Education (booster seat program, pre-natal, hand-outs, social media, presentations, schools, lunch n' learn, etc.)
3. Peer Support to get checks completed

Pictou/Antigonish/Guysborough

1. We already have many great activities engaging much of the population of P/G/A. It will continue
2. We are not going to see substantial change until there is change in policy- to create more engagement from NS Health Authority and law officers.
3. We cannot continue to rely on volunteers. They will become burnt out. We need the work to already be embedded in systems that are in place

Cape Breton

1. Rethinking the message to ensure it empowers parents
2. Gather info. on where trained technicians are and do gap analysis (host group gathering, teleconference, new partners)
3. Engage/ re-engage law enforcement

New Brunswick

1. Create a working group of key players to discuss challenges
2. Create and establish reliable, long-term funding to provide education and training

Car Seat Connection- Communication and Collaboration

Participants as a large group were asked for their feedback about communication and collaboration. Specific questions included:

1. What do you most want to hear about?
2. What is one story/activity you can commit to sharing with us in the coming year? Where can you send it? Who will take the lead?

Everyone posted their thoughts on the “wall newsletter”. Ideas are summarized from the raw data found in the Appendix.

What do you most want to hear about from CPS?

- **Stories:** Success stories/activities in other parts of the province.
- **Technician supports:** Updated list of technicians/contacts; practice updates
- **Best practices:** New ideas/ innovative concepts)
- **Data:** Injury statistics
- **Products:** New products and produce recalls
- **Legislation:** Changes and updates- regulations/ legislation
- **Partnerships:** Information on community and gov’t contacts (key stakeholders we can work with); opportunities for involvement
- **Education for technicians:** Did you know series- clinics, resources, expos, events, roadsides
- **Education for caregivers:** Educational resources (access)
- **Funding:** Incentives (purchasing seats, grants)
- **Activities:** Calendar of activities, checkpoints, courses
- **Communication:** Information for people not on social media



Wrap Up, Thank You, Next Steps

Katherine Hutka shared that the final Symposium report will be shared with all those in attendance and thanked everyone for their active participation.

Participants were asked to express their thoughts on the Symposium in one word. Participants were encouraged to complete a short evaluation to help support future events. Word art created from these thoughts shared is included below. Everyone, including the CPS Symposium Committee was thanked for their participation and dedication to child passenger safety.

Child Safety Link will determine how to incorporate suggestions/ideas from this day into their operational plans and continue to inform child passenger safety advocates across the Maritimes.



Appendix- Symposium Raw Notes

Reflection on the Last Ten Years / Goals

- Social media education/awareness
- Roadside seat checks with local law enforcement
- Installed many car sets for parents and co-workers who transport children
- Getting re-certified every 3 years to ensure I am receiving updated info. to pass on to parents
- Distribute resources
- Lunch n' Learn
- Information check stops
- Parent information sessions
- Seat recommendation website
- Car seat clinics for the public
- Car and booster seat displays at events
- Prenatal Information Sessions
- Taxi legislation
- Police training videos
- Multilingual resource
- Installation videos
- Becoming car seat technicians (nurses on postpartum unit,
- Parent/ caregiver car seat education
- Car seat grants/ funding (provide car/ booster seats for low-income families)
- Child Safety Link resources
- Provide education to DCS (access workers, etc.)
- Partnership with C.T.
- School education (info at primary orientation, parent presentations, booster seat checks)
- Info to hospital (NB)
- Incorporate car seat safety during multi-agency early years screening
- Car seat checks for parents (individual appointments)
- Clinics
- Advocate with DCS to purchase new car seats for low income families
- Educate parents on importance of remaining rear facing longer
- Education to new families/ newcomers to Canada
- Health and Wellness Fair
- Press releases and PSAs to media
- Fund raising
- Role modeling
- Inventoried DCS (Lunenburg Co.)
- Education at Family Resource Centres (healthy beginnings, drop-ins, individual sessions, etc.)
- Tables at community events
- Fund injury prevention initiative
- Technician courses (ensuring that trained techs are available)
- Policy (new car seat education policy) Making CPS a priority with government
- DCS needs more postcard (instructions) to give to foster parents/ families
- Presentation at Federation of foster parents AGM
- Initiating and maintaining car seat referral program
- Home visit car seat info.
- Weight & measure stations/ booths
- Informing people about expiry dates
- First Nations launch
- Working with hospital staff
- Educating taxi drivers
- Work with immigrant and refugee sponsorship groups
- Study causal factors (fatal and serious injuries in NS)

Engaging with the Strategy

Communications and Public Relations

I. Caregivers' awareness and knowledge of the needs for child restraints (at all ages) increases

What Stands Out? What's Missing?

- As child grows, so to does their requirement for different seats/ restraints
- More champions to share message
- Information is rich, but missing the resources for delivery
- Info. needs a hook- grade 2 contest
- Social media challenge- to keep up with changes
- Taxis, buses, etc.- What's safe? What is required? Changing laws re: taxis

How Can YOU Support The Strategy?

- Empowerment for parents in non-judgmental approach
- Financial incentive (Insurance) for completing online car seat education
- Info. needs a hook- grade 2 booster challenge
- Role modeling
- Using local networks to spread CPS/CSL message (PSA's, local media)
- Education provided during: primary registration, curriculum night, Dr.'s offices, places of worship, immunization nights/ drop-ins, prenatal, daycare, family resource centres
- As child grows, parents get reminders, links and videos
- Support through IBC- info. being sent with customer's policies (financial incentive)

II. Caregivers' use of proper restraints increase restraints increase

- Gather information on current use of seats (from parents)
- Determine barriers to use (comprehensive)
- Comprehensive list of resources (funding, where to go to get help/ seats)

What Stands Out? What's Missing?

- Assessment of current knowledge
- Awareness of different populations
- What is currently in place for resources (education)
- The barriers to proper use of car seats is bigger than education

- Incorporating police at checkpoints is good- should be educated by CPS techs
- Booster height visual (amusement park)
- Engaging children for correct use
- Economic barriers- working poor, generational, new immigrants)
- Social and language barriers
- Easier to wash/ easier to use

How Can YOU Support The Strategy?

- Gather/collate what is currently being done (best practices)
- Email/forum to share information among this group
- Corporate education info & other events (where police/fire are present)
- Advocate for families that need support getting seats
- Education in workplaces/ organizations (DCS)
- Good role models for proper use
- Let community helpers (police/ fire/first responders, etc.) know who to direct parents to for info.
- Advocate for the curriculum (already in place) to be heard (Booster seat- gr. 2)
- Social and local media
- Shift in thinking from milestone to proper use
- Term “restraint” has negative connotations

Partnership and Capacity Building

- I. Capacity and engagement of volunteers promoting CPS in their community increases.
1. Advocate for groups that may be overlooked or missed
 2. Incentives, symposiums, volunteer retention strategies
 3. Provide a "What's new" site for ALL to access (app with alerts)

What Stands Out? What's Missing?

- Where are the volunteers coming from? Diverse pool of volunteers going into all communities
- How do I reengage caregivers to come back at each stage change?
- How do I evaluate the info. retained?
- More training for target groups (foster parents, parent access workers, Child Protection)
- Volunteers need sensitivity training
- Training more instructor to train more techs
- Database/ networking among instructors and techs

How Can YOU Support The Strategy?

- Provide information sessions (improve access to resources)
- Advocate for groups that may be missed
- Networking among technician communities (local groups)
- Incentives, symposiums, volunteer retention strategies
- Providing peer support for volunteers (online group support)
- Sharing on social media (upcoming courses, what's new, etc.)
- Providing a "What's New" site or all with alerts
- Time allotted to CPS (all aspects like new research, best practices, networking, etc.) not just client time
- Target next generation
- Asking volunteers that support they need
- More support from employers for CPS activities
- Financial support for techs- training supplies, etc.

II. Professionals share more CPS information with caregivers and children.

1. Educate ourselves- ensure accurate, consistent, and updated info.
2. Engage university and college students as part of curriculum (teachers, law enforcement, ECE, RN, etc.)

What Stands Out? What's Missing?

- Passion of those engaged with CPS
- Keep trying to get the info. out. Keep families engaged at every age and stage
- Be sure families know where to get info. as needed
- Remove barriers and help families understand we are there to help and educate not being punitive (especially RCMP/ town police)
- Importance of continuing to offer resources in other languages
- Sensitivity training (cultural, but also other barriers)
- Make sure info. is coming from supervisors (changing policy at higher levels)
- Videos/ courses for techs- keep current
- How does it get into the hands of professionals- app with alerts to provide updates/ what's new

How Can YOU Support The Strategy?

- Educate ourselves and ensure accurate and up-to-date info. is conveyed
- Reaching out to community leaders with contact with those who need the support
- Help support changes to policy and procedure (ex. Job requirements if you transport children need for training)
- Ensure consistency in info. shared by techs
- Engage university and college students- (nursing, ECE, social work, law enforcement) part of curriculum?

- A broader engagement of professionals to be trained
- Provincial government funding

Research and Evaluation

I. CPS activities are evaluated and monitored for impact.

1. Make sure communication happens
2. One central place to send info for tracking
3. Make easily accessible to government to guide funding and legislation

What Stands Out? What's Missing?

- How do we collect stats? Who sees them? What is done with them?
- Who has access to tracking? Make sure all have info from Digby to Sydney
- How many organizations are involved? (need one)
- Publicly available stats for parents
- Listening to volunteers
- More local research
- Funding for research
- Disseminating information to stakeholders and community and parents re: benefits of CPS
- Parent experience- evaluation?
- Developing key performance indicators for the strategy What do you need to measure and track and evaluate?
- User friendly
- Literacy
- Are people using the training (CPST)

How Can YOU Support The Strategy?

- Continued communication with caregivers after initial contact
- Record activities- submit info.
- Make sure communication happens
- One central place to send info. for tracking
- Roadside statistics on proper use
- Teleconference/ emails among technicians (networking)
- Positive reinforcement for parents
- Document our own stats
- We need to include parents
- Make easily accessible to government (to guide funding and legislation changes)

- Be welcoming of opportunities for evaluation and engagement in areas outside HRM and CB (smaller communities)

Advocacy and Healthy Public Policy

I. NS has the best child seat legislation in Canada.

II. There is consistency of child seat legislation across the Maritimes.

1. Legislation needs to be easy to understand and based on best practice (evidence-based)
2. Engage and find champions (politicians)
3. Involve law enforcement- consistently enforce legislation

What Stands Out? What's Missing?

- Legislation needs to be more encompassing- including best practice
- Add law enforcement as develops/advocates- what are they seeing
- Legislation needs to be easy to understand
- All provinces/ governments working together and communicate with law enforcement
- Engage politicians- find champions

How Can YOU Support The Strategy?

- Research
- Lobbying at rallies
- Implementation?
- Education- even more! Should be the norm to follow best practice even before the laws change
- Become the leaders to the politicians using the wonderful resources we have- IWK, etc.
- Input from law enforcement
- Encourage safe systems approach across Maritimes
- Promote vision zero at work
- Share CSL's strategy with RSAC and other provincial staff
- Give out the seats with funding offered

III. Barriers to accessing child seats are reduced

1. Subsidy/ donations of car seats
2. Inventory/ resource to access support (funding, education, etc.)
3. Advocacy/ support to access CRS (i.e. org purchase seats for clients and training)

What Stands Out? What's Missing?

- Funding/ financial barrier

- Income assistance- can't purchase before baby is born, don't see seat until after
- Income assistance- cap on funding, not best seat to fit child/car/etc. (Only want to buy one seat that doesn't fit little baby)
- Geography- can't get to store, nothing local, lack of transportation, CP doesn't ship, lack of credit card
- 2nd hand
- Lack of knowledge about seats
- Industry- cost and size. Consistency among manufacture, keeping cost down
- No tax on baby essentials (i.e. car seats) Problem solve with tax companies to provide safe options (incentives)
- Income tax refund (seat incentive for attending training/ insurance deduction)
- Lower the cost of seats/ rebates on seats

How Can YOU Support The Strategy?

- Work to get donations
- Provincial subsidies
- Work with income assistance re: accessing financial support along with car seat education
- Advocacy with different departments
- Public education- expensive not better
- An inventory/ resource to help support workers to get funding re: where to send families
- Role model

Regional Action Plans:

Activities/ Bold Ideas	Who Needs to be Involved?	How will we know we've succeeded?
CUMBERLAND/COLCHESTER		
1. Better collaboration with partners (get unified message on internal agendas)	Nurses/ hospital staff Teachers	<ul style="list-style-type: none"> - All collisions result in determination that all children were properly secured in proper seat. - All parents know where to get seats and knowledge on how to use them
2. App to track age and stage- government can remind of dates for changes	All partner agencies Churches	
3. Mass unified check point for all agencies (idea exchange)	Retailers	
4. Education: <ul style="list-style-type: none"> - Interactive displays/ education of things - Engage children/ educate children in how to use and need for use - View video prior to leaving hospital with new child - School should get seat safety into curriculum 	Family Resource Centres Law Enforcement	
HALIFAX 1		
1. Multiple stakeholders, many points of contact with families- many opportunities to educate	Stakeholders Gov't officials	<ul style="list-style-type: none"> - Marked decrease in <14 injuries for MVCs - Increase in proper use of restraints - Increase in adhering to best practice - Increase in awareness of CPS - Increase knowledge in children of booster usage
2. Driver's Ed program- opportunity to influence new group of drivers	Family Services- DCS (Foster care) Family Resource Centres	
3. Support for the role- finances, time, employer support	School board Manufacturers	
4. Education: <ul style="list-style-type: none"> - Prenatal and with families - Community events, expos, workshops - Advocacy and support to other services - Clinics and roadside checkpoints - 1-on-1 support to those who seek it out - Technician workshops 	Daycares Local media Medical professionals Access NS Retailers (baby stores) Law enforcement	

HALIFAX 2		
1. Using a business model and involving businesses Learning incentive from insurance	Families Health care	<ul style="list-style-type: none"> - See increased use/ proper use - Change in local cultural norms - Businesses marketing it as a point
2. Educate everyone (kids through schools) Multilingual resources Mandatory curriculum in schools	Post secondary DCS/ Government Public Health	
3. Having financial incentives to be educated through insurance/rebate	Fire and Police Community Leaders	
4. Find new places for info (mechanics/ dealership/ Access NS/ Taxi companies)	Business Manufacturers Grandparents	
SOUTH SHORE/DIGBY		
1. Networking Promote new technicians	Hospital RCMP	<ul style="list-style-type: none"> - Working together - Noticing positive change - Saving babies, one car seat at a time - Think globally, act locally
2. Education (networking) Booster sat program Pre-natal Hand-outs Social media Local presentation Local media outlets (radio/newspaper) School Lunch n' Learn	Bridgewater police Family Resource Centre Community Services Daycares Schools Local techs Public health Politicians	
3. Peer Support to get checks completed		

PICTOU/ ANTIGONISH/GUYSBOROUGH		
1. We already have many great activities engaging much of the population of P/G/A. It will continue	Local hospital and health authority	Hospital adopts policy (CPS- newborns)
2. We are not going to see substantial change until there is change in policy- NS Health Authority and law officers. Change in policy will create more engagement from these areas.	Public health/ home visits First Nation Communities Law enforcement Family Resource Centres	Change in policy Encountering less misuse of roadside checks Retaining experienced techs and support people/ advocates People know where to find CPS support- are reaching out with concerns
3. We cannot continue to rely on volunteers. They will become burnt out. We need the work to already be embedded in systems that are in place	School board DCS	
4. Education - Roadside checks - Educating maternal/ newborn staff - Booster seat presentations - Pre-natal/ newborn moms - Community booths (meet the teacher, wellness days, community events, primary orientation)		
CAPE BRETON		
1. Rethinking the message to ensure it empowers parents	Law enforcement	Positive statistics would rise
2. Gather info. on where trained technicians are and do gap analysis (host group gathering, teleconference, new partners)	DCS Family Resource Centres	More activities in CB Families have more timely access to car seats Increased retention of car seat technicians
3. Engage/ re-engage law enforcement	Parents	
4. Income assistance policy discussion on timing of car seat purchase	Trained technicians	
NEW BRUNSWICK		
1. Create a working group of key players to discuss challenges	DTI	Key players have open dialogue and create deliverables that are achieved
2. Create and establish reliable, long-term funding to provide education and training	EECD FRC Health Education Enforcement Government Education Dept. of Health Public Health Transportation	

Car Seat Connection- Communication and Collaboration

What do you most want to hear about from CPS?

- Updated list of technicians
- What's happening in other areas (events/ activities)
- What's working/ best practice (new ideas/ innovative concepts)
- Trends in injury stats
- New products and produce recalls
- Changes and updates- regulations/ legislation
- Information on community and gov't contacts- people and positions that we can work with/ key stakeholders
- Did you know? series- clinics, resources, expos, events, roadsides
- Funding incentives (purchasing seats, grants, education resources)
- Calendar of activities, checkpoints, courses
- Info. for people not on social media
- E-source for car seats
- Where to access resources (not just new ones)
- Innovative partnerships
- How to stay involved? Opportunities
- Practice updates
- Contact list updated yearly
- Annual statistics (or more frequent updates)
- Regional success stories

What is one story you can commit to sharing in the coming year?

- ISANS training for staff
- Event in Victoria Park
- ISANS included in roadside or clinic checks
- Train access workers/ social workers
- Roadside check with vehicle compliance (Oct. 4th- Digby)
- Roadside check on South Shore (date/ location TBD)
- Model after other "communities of champions" i.e. breast feeding "Safe Ride Champions"
- Partnership with Paq'tnkek First Nation
- Fundraising for Coalition (event)
- NB- To set up a meeting with DTI minister/ deputy minister to discuss next steps for NB and how we move forward
- Health promotions student to call and gauge interest at dealership
- Booster seat elementary presentations