



Strategic Plan 2016–19

Creating a Safe and Healthy Future for
Maritime Children

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INTRODUCTION

Child Safety Link is an injury prevention organization dedicated to the reduction of the incidence and severity of injury to children and youth in the Maritimes. Located at the IWK Health Centre in Halifax, Nova Scotia, Child Safety Link works with funders and partner organizations across the region to change public policies, educate the public and build the capacity of their partners.

The organization has recently conducted numerous evaluations, consultations and analysis of its programs and services. This includes a review and evaluation of *Child Safety Link's* contribution to childhood injury reduction, and potential for the next 5 years.

Building on the work completed to date, the following Strategic Plan has been developed to:

- Define the impact Child Safety Link wishes to achieve.
- Identify measurable indicators of success.
- Strategically align activities with outcomes.
- Provide a three-year plan with areas of focus for each year.

The following plan provides the overview of each of these elements and can act as a guide for development of annual operational plans and individual project planning.

STRATEGIC OVERVIEW

Mission: To reduce the incidence and severity of injury to children and youth in the Maritimes.	
Organizational Vision	Impact Outcomes
Partnership & Capacity Building <ul style="list-style-type: none"> Child Safety Link is a leader in working with a thriving, collaborative, diverse and informed child and youth injury prevention community 	Reduce the incidence and severity of injury to children and youth on the ROAD (passengers). <ul style="list-style-type: none"> Decrease injuries and deaths among children and youth while in cars as passengers.
Partnership & Capacity Building <ul style="list-style-type: none"> Child Safety Link is a leader in working with a thriving, collaborative, diverse and informed child and youth injury prevention community 	Reduce the incidence and severity of injury to children and youth on the ROAD (pedestrians & bicycling). <ul style="list-style-type: none"> Decrease the number of children injured as pedestrians and while bicycling.
Communication & Public Relations <ul style="list-style-type: none"> Child Safety Link is a high profile, reputable, go to source for caregivers and professionals for evidenced-based child and youth injury prevention information. 	Reduce the incidence and severity of injury to children and youth in the HOME. <ul style="list-style-type: none"> Decrease the number of child injuries from falls, poisonings, burns, drowning and choking.
Advocacy & Healthy Public Policy <ul style="list-style-type: none"> Child Safety Link is a leader in advocacy & healthy public policy related to preventing unintentional injuries. 	Reduce the incidence and severity of injury to children and youth while at PLAY. <ul style="list-style-type: none"> Decrease the number of children injured from falls on playground equipment and other play areas. Decrease the number of head injuries from lack of or improper helmet use.
Research & Evaluation <ul style="list-style-type: none"> Child Safety Link is leader in conducting, collaborating and knowledge translation of research and evaluation. 	

Mission: To reduce the incidence and severity of injury to children and youth in the Maritimes.

	On the Roads	In the Home	While at Play
End (Outcome)	Decrease injuries: <ul style="list-style-type: none"> • While in cars (passengers) • On the roads (pedestrian) 	Decrease injuries: <ul style="list-style-type: none"> • From falls • From poisonings • From burns • From drowning & choking 	Decrease injuries from falls from playground equipment Decrease head injuries from lack of or improper helmet use
Practice or Behavior Change	Increase the # of children using proper car and booster seats. Increase the # of youth wearing seatbelts Increase the # of youth sitting in the back seat. Increase the # of youth practicing pedestrian safety. Improve legislation for child seat safety. Increase the amount of pedestrian safe environments for youth.	Increase the # of homes where caregivers are protecting children and youth. Increase the # of centres with policies requiring home safety programming. Increase municipal policies that will protect children (i.e. Pool bylaws).	Increase the policies regarding playground and play area safety. Increase the # of youth using appropriate helmets for active play. Increase the legislation and policies requiring helmet use.
Data Sources	TBD	TBD	TBD

THREE YEAR PLAN

The behavior and policy changes Child Safety Link is looking to achieve require consistent effort over multiple years. Therefore it is important for the organization to strategically consider its work over a 3-year period, setting priorities within each timeframe and creating plans that build on previous efforts and results.

The following outlines the 3-year plans for each impact outcome outlined above. Based on this 3-year overview, annual operational plans and budgets can be created.

It is recommended that Child Safety Link adopt a three-year rolling plan approach using this strategy as a starting point. This includes annual progress monitoring of each area enabling Child Safety Link to adapt its activities and ensure an ongoing strategic approach.

End: Reduce the incidence and severity of injury to children and youth on the Roads (in cars).

	Year 1	Year 2	Year 3
3 year outcomes	Capacity and engagement of volunteers promoting CPS in their community's increases. Professionals share more CPS information with caregivers and children. Caregivers' awareness and knowledge of the need for child restraints (at all ages) increases. Caregivers' use of proper restraints increases.	NS has the best child seat legislation in Canada. There is consistency of child seat legislation Maritime-wide. Barriers to accessing child seats are reduced. CPS activities are evaluated and monitored for impact.	
Partnership & Capacity Building	Update volunteer materials and resources. Host province-wide or regional symposium. Map volunteer areas and identify gaps for development. Continue to train and recertify technicians/instructors. Create and revise materials for law enforcement & nurses and distribute through partnerships. Create a 3-hour volunteer training module for non-technician volunteers. Continue to engage the Child Passenger Safety Strategy committee. PD for staff to upgrade to "instructor trainer" certification. Continue to support and engage with CPSAC.	Implement new technology for training (webinars, Skype). Implement the 3-hour volunteer training module for non-technician volunteers, possibly using train the trainer model. Create and revise materials for other professionals – nurses and community service workers. Continue to build community networks of volunteer, following the mapping of needs. Continue to train and recertify technician/instructors. Develop a plan to recognize and acknowledge volunteers. Identify and support opportunities for staff professional development.	Host province-wide or regional symposium. Continue to train and recertify technician/instructors. Continue to create and revise materials for professionals and other groups. Continue to implement 3-hour volunteer training module for non-technician volunteers, possibly using a train the trainer model. Implement volunteer recognition plan. Identify and support opportunities for staff professional development.
Communications & Public Relations	Update caregiver resources with new branding – update web content to match. Create new video series for caregivers about use of child seats. Participate in IWK patient education committee. Launch "child in the right seat" and "booster seat" campaigns (see promotional plan). Promote CPS messages and CPS week through media relations and social media, driving people to the CSL website. Answer questions from the public and professionals via the toll free line, social media and website.	Update and develop additional materials about booster seat materials for schools/children. Develop CPS materials for newcomers to Canada. Promote CPS messages and CPS week through media relations and social media, driving people to the CSL website.	Proactively promote school materials for booster seats. Partner to distribute materials for newcomers to Canada. Identify and develop new materials for low literacy, more visual and interactive. Promote CPS messages and CPS week through media relations and social media, driving people to the CSL website.

Public Policy	<p>Continue to participate on NORP & RSAC committees.</p> <p>Develop best legislation outline and prepare to present to NS officials.</p> <p>Identify partners for best practice legislation to support CSL position.</p> <p>Finalize position statements regarding Child Passenger safety and prepare for advocacy.</p> <p>Prepare information on barriers to accessing seats and seek funding options for programming.</p> <p>Develop IWK car seat policy and share it with other hospitals.</p>	<p>Continue to participate on NORP & RSAC committees.</p> <p>Present best legislation information and request to politicians and staff in each Maritime province.</p> <p>Continue to engage partners and key decision makers advocating for legislation and position statements.</p>	<p>Continue to participate on NORP & RSAC committees.</p> <p>Continue to engage partners and key decision makers advocating for legislation and position statements.</p>
Research and Evaluation	<p>Conduct a needs assessment regarding volunteers to determine how to support them.</p> <p>Develop a tracking mechanism for volunteers.</p> <p>Identify CHIRPP data for annual queries and monitoring.</p>	<p>Implement volunteer tracking system, to monitor engagement and reach.</p> <p>Conduct annual CHIRPP query of data.</p>	<p>Implement volunteer tracking system, to monitor engagement and reach.</p> <p>Conduct annual CHIRPP query of data.</p>

End: Reduce the incidence and severity of injury to children and youth on the ROAD (pedestrian / bicycles).			
	Year 1	Year 2	Year 3
3 Year Outcomes	Community members' capacity and knowledge to advocate for pedestrian and bike safety increases. Community members advocate for change in their communities.	Understanding how to stay safe as a pedestrian or cyclist increases among youth. Communities adopt pedestrian and bicycle safety policies, infrastructure and campaigns.	
Partnership & Capacity Building	Continue to participate in the NSRSYC and RSAC including participating in RSAC subcommittee on speeding. Share with Pedestrian Safety Symposium participants CSL resources and toolkits (e.g. Advocacy framework, decision maker resource). Define CSL commitment in response to the Pedestrian Safety Symposium.	Determine/develop a toolkit to the Advocacy Framework to assist local communities to advocate for pedestrian/bike safety. Plan/implement PD opportunities on advocacy. Conduct a webinar on the Advocacy Framework & toolkit including how to use it and CSL support. Determine how CSL will support communities in advocacy.	Plan/implement professional development opportunities focused on advocacy. Continue to support advocacy partners with information and resources.
Communications & Public Relations	Promote messaging through media relations and social media driving people to the CSL website. Develop pedestrian/bike safety educational resources for caregivers and integrate them onto the website.	Promote messaging through media relations and social media driving people to the CSL website Develop/implement a social marketing campaign focused on youth.	Promote messaging through media relations and social media driving people to the CSL website.
Public Policy	Support best practice legislation/action regarding pedestrian safety/bike safety (e.g. letter writing). Develop CSL/IWK position statement on safe streets (Get stance on issue). Plan to communicate this in future years. Keep Pedestrian Safety Symposium group informed of CSL actions and encourage advocacy.	Support best practice legislation/action regarding pedestrian safety/bike safety (e.g. letter writing). Keep Pedestrian Safety Symposium group informed of CSL actions and encourage advocacy.	Support best practice legislation/action regarding pedestrian safety/bike safety (e.g. letter writing). Keep Pedestrian Safety Symposium group informed of CSL actions and encourage advocacy.
Research and Evaluation	Conduct market research with youth to inform development of a social marketing campaign. Identify advocacy issues to promote specific to Road Safety Strategy (a response to strategy– inspiration on how to respond) Plan to communicate this in future years.	Youth engagement/consultation specifically for social marketing campaign and possible partnership. Determine safe communities possibilities for communities across Nova Scotia (and CSL role).	Evaluate social marketing campaign. Develop and implement a follow-up evaluation of the Advocacy toolkit and accompanying resources.

End: Reduce the incidence and severity of injury to children and youth in the HOME.

Falls * Poisonings * Burns * Drowning * Choking

	Year 1	Year 2	Year 3
3 year outcomes	<p>All FRCs in the Maritimes are trained to deliver the Home Safety Curriculum.</p> <p>All FRCs in the Maritimes are offering Home Safety Curriculum information to clients.</p>	<p>New immigrants to NS are better informed about home child safety.</p> <p>Caregivers are more aware of and following child safe practices in their homes</p> <p>Family Resource Centre funders/boards make home safety curriculum mandatory.</p>	
Partnership & Capacity Building	<p>Update the Home Safety Curriculum based on the current evaluation.</p> <p>Distribute the updated curriculum to FRCs and conduct training.</p> <p>Continue to build relationship with ISANS.</p> <p>Continue to work with the Working Group to support their knowledge & activities in this area.</p> <p>Identify and support staff professional development.</p>	<p>Update Home Safety Curriculum training based on feedback in year 1.</p> <p>Identify and build activities/programs with ISANS.</p> <p>Continue to work with the Working Group to support their knowledge / activities in this area.</p> <p>Identify and support staff professional development.</p>	<p>Continue to update Home Safety Curriculum with new topics/information as necessary.</p> <p>Update Home Safety Curriculum based on process evaluation completed in Year 2.</p> <p>Identify and support staff professional development.</p>
Communications & Public Relations	<p>Promote messaging and Poison Prevent week through media relations and social media driving people to the CSL website.</p> <p>Update caregiver resources with new branding – update web content to match.</p>	<p>Update and create new resources on particular topics, as needs arise from partners and FRCs.</p> <p>Promote messaging and Poison Prevent week through media relations and social media driving people to the CSL website.</p>	<p>Update and create new resources on particular topics, as needs arise from partners and FRCs.</p> <p>Promote messaging and Poison Prevent week through media relations and social media driving people to the CSL website.</p>
Public Policy	N/A	<p>Develop background information on evaluations and impact from curriculum.</p> <p>Present/meet with Family Resource Centre Boards or Funders to discuss making home curriculum mandatory/priority.</p>	<p>Continue to educate FRC Boards and Funders demonstrating value and impact of the home safety curriculum.</p>
Research and Evaluation	<p>Conduct CHIRPP research into parent perceptions and actions.</p> <p>Set up standard set of CHIRPP data for annual queries and monitoring.</p>	<p>Complete process evaluation of the Home Safety Curriculum.</p> <p>Conduct annual CHIRPP query of data.</p>	<p>Conduct annual CHIRPP query of data.</p> <p>Conduct evaluation of the resources launched in Year 1.</p>

End: Reduce the incidence and severity of injury to children and youth at PLAY.
 Active Outdoor Play – Playgrounds * Ski and Sledding Hills * Community Spaces

	Year 1	Year 2	Year 3
3 Year Outcomes	Caregivers’ active supervision of children on playgrounds increases. Caregivers’ understanding of ‘risk and resiliency’ increases. Caregivers and youth know and act on helmet use recommendations.	Maritime-wide ski hill helmet legislation exists. Municipalities adopt active safe play and helmet use recommendations. Barriers to accessing helmets are reduced.	
Partnership & Capacity Building	Update information and resources and share them with partners. Continue to partner with the Smart Ways to play and ER education programs. Identify and support staff professional development opportunities.	Update information and resources and share them with partners. Identify and support staff professional development opportunities.	Update information and resources and share them with partners. Seek funding for possible youth (10-14 yrs.) campaign. Identify and support staff professional development opportunities.
Communications & Public Relations	Develop position and messaging regarding risk and resiliency. Develop internal media backgrounders on sledding and helmets and active supervision. Promote messaging through media relations and social media driving people to the CSL website.	Roll out ‘risk and resiliency’ messaging and campaign to caregivers, phase I. Focus on helmets and play. Develop internal media backgrounders on risk and resiliency. Promote messaging through media relations and social media driving people to the CSL website.	Roll out ‘risk and resiliency’ messaging and campaign to caregivers, phase II. Promote messaging through media relations and social media driving people to the CSL website.
Public Policy	N/A	Develop a policy recommendation on access to helmets. Share and promote helmet legislation for ski hills in NB.	Review research and develop recommendations regarding sledding and helmets for municipalities. Begin education of municipalities on the options.
Research and Evaluation	Review and better understand the meaning of data on falls on playgrounds – severity and impact, considering risk and resiliency messaging. Identify CHIRPP data for annual queries and monitoring.	Research policies and barriers to accessing helmets to determine if it is an issue. Conduct annual CHIRPP query of data.	Conduct market research with 10-14 year olds for possible campaign. Align this with pedestrian research plans. Conduct annual CHIRPP query of data.

Operational End: Sustained funding to support Child Safety Link			
	Year 1	Year 2	Year 3
3 year outcomes	Core funding received/maintained from the IWK Health Centre Increased funding from New Brunswick and PEI		Continued funding from Nova Scotia Increased funding from external donors
Partnership & Capacity Building	Collaborate with the IWK Foundation on funding proposals Develop a plan for sustainability in partnership with the IWK.	Collaborate with the IWK Foundation on funding proposals Determine a plan for funding from NB and PEI governments.	Collaborate with the IWK Foundation on funding proposals
Communications & Public Relations	Develop a template for donation reports/updates Develop and distribute donation reports for all donors/funders. Complete Annual Report and distribute to donors/funders. Disseminate initiatives/deliverables to IP community including Advisory committee.	Develop and distribute donation reports for all donors/funders. Complete Annual Report and distribute to donors/funders.	Develop and distribute donation reports for all donors/funders. Complete Annual Report and distribute to donors/funders.
Public Policy	Develop an overview of initiatives/deliverable for each Maritime-province.	Advocate for funding from other Maritime provinces	Advocate for funding from other Maritime provinces
Research and Evaluation	Develop a system to track donations. Track donations	Track donations	Track donations

Year 1 – At A Glance

	On the Road (in Cars)	On the Road (pedestrian / bicycles)	At Play	At Home
Partnership & Capacity Building	<p>Update volunteer materials and resources. Host province-wide or regional symposium. Map volunteer areas and identify gaps for development. Continue to train and recertify technicians/instructors. Create and revise materials for law enforcement & nurses and distribute through partnerships. Create a 3-hour volunteer training module for non-technician volunteers. Continue to engage the Child Passenger Safety Strategy committee. PD for staff to upgrade to “instructor trainer” certification. Continue to support and engage with CPSAC.</p>	<p>Continue to participate in the NSRSYC and RSAC including participating in RSAC subcommittee on speeding. Share with Pedestrian Safety Symposium participants CSL resources and toolkits (e.g. Advocacy framework, decision maker resource). Define CSL commitment in response to the Pedestrian Safety Symposium.</p>	<p>Update information and resources and share them with partners. Continue to partner with the Smart Ways to play and ER education programs. Identify and support staff professional development opportunities.</p>	<p>Update the Home Safety Curriculum based on the current evaluation. Distribute the updated curriculum to FRCs and conduct training. Continue to build relationship with ISANS. Continue to work with the Working Group to support their knowledge & activities in this area. Identify and support staff professional development.</p>
Communications & Public Relations	<p>Update caregiver resources with new branding – update web content to match. Create new video series for caregivers about use of child seats. Participate in IWK patient education committee. Launch “child in the right seat” and “booster seat” campaigns (see promotional plan). Promote CPS messages and CPS week through media relations and social media, driving people to the CSL website. Answer questions from the public and professionals via the toll free line, social media and website.</p>	<p>Promote messaging through media relations and social media driving people to the CSL website. Develop pedestrian/bike safety educational resources for caregivers and integrate them onto the website.</p>	<p>Develop position and messaging regarding risk and resiliency. Develop internal media backgrounders on sledding and helmets and active supervision. Promote messaging through media relations and social media driving people to the CSL website.</p>	<p>Promote messaging and Poison Prevent week through media relations and social media driving people to the CSL website. Update caregiver resources with new branding – update web content to match.</p>

<p>Public Policy</p>	<p>Continue to participate on NORP & RSAC committees. Develop best legislation outline and prepare to present to NS officials. Identify partners for best practice legislation to support CSL position. Finalize position statements regarding Child Passenger safety and prepare for advocacy. Prepare information on barriers to accessing seats and seek funding options for programming. Develop IWK car seat policy and share it with other hospitals.</p>	<p>Support best practice legislation/action regarding pedestrian safety/bike safety (e.g. letter writing). Develop CSL/IWK position statement on safe streets (Get stance on issue). Keep Pedestrian Safety Symposium group informed of CSL actions and encourage advocacy.</p>	<p>N/A</p>	<p>N/A</p>
<p>Research and Evaluation</p>	<p>Conduct a needs assessment regarding volunteers to determine how to support them. Develop a tracking mechanism for volunteers. Identify CHIRPP data for annual queries and monitoring.</p>	<p>Conduct market research with youth to inform development of a social marketing campaign. Identify advocacy issues to promote specific to Road Safety Strategy (a response to strategy–inspiration on how to respond)</p>	<p>Review and better understand the meaning of data on falls on playgrounds – severity and impact, considering risk and resiliency messaging. Identify CHIRPP data for annual queries and monitoring.</p>	<p>Conduct CHIRPP research into parent perceptions and actions. Set up standard set of CHIRPP data for annual queries and monitoring.</p>

PERFORMANCE MANAGEMENT

The ultimate vision for Child Safety Link is one where children are active and safe from harm and injury. This will be achieved over many years, and in fact many actions taken by CSL during this three-year plan may not see the ultimate impact on youth injury for years to come. That doesn't mean performance and impact cannot be measured.

To assist CSL with monitoring its progress towards its goals the following performance management tool called a *Results Chain* has been created for each outcome. The Results Chain approach first identifies the 'End' or goal to be achieved and then identifies all indicators to be monitored moving towards the end. This approach supports both planning as well as monitoring and reporting on progress.

Each 'End' is aligned with the foundational approaches of the organization – partnership & capacity building, communication & public relations and public policy and research and evaluation. This performance management approach will enable Child Safety Link to effectively monitor progress and plan its activities each year, always strategically moving towards its long-term outcomes.

Level 7: Reduce the incidence and severity of injury to children and youth on the ROAD, while in cars (passengers).				
	Partnership & Capacity Building	Communication & Public Relations	Public Policy	Research and Evaluation
6 Practice or Behavior Change	# of caregivers that technicians and volunteers reach with activities # of caregivers that professionals reach with activities	# of youth sitting in the back seat. # of children using proper car and booster seats. # of youth wearing seatbelts	# of provinces with best practice child safety seat legislation # of provinces adopting CPS recommended policies	Amount of changes to policies or programming because of evaluation and research results.
5 Knowledge Skills and Aspirations	# of technicians/ instructors or volunteers carrying out activities # of professionals sharing information or carrying out activities # of professionals reporting increased knowledge	Level of knowledge of parents/guardians regarding <ul style="list-style-type: none"> • Car and booster seats, • youth seat belts and seat location. 	# of provinces stating an intent to adopt best practice child safety seat legislation # of provinces stating an intent to adopt CPS recommended policies	# of program/policy people reporting an increased knowledge of results. # of program/policy people stating an intention to make a change based on research results.
4 Reaction	Feedback from technicians/instructors and volunteers to training, support & new materials.	Comments received about information Comments received via social media – retweets, likes, shares, etc.	Feedback from decision makers on the information provided. Feedback from partners on the positions and information provided	Reactions to research information: <ul style="list-style-type: none"> - positive comments - requests for more information
3 Engagement/ Reach	# of technicians/instructors trained or supported # of volunteers trained or supported # and type of professionals supported # of partners & professionals that receive updated materials	# of people receiving the updated materials # of times messages appear in the newspaper/media, etc. # of views on social media # of hits or downloads from the website # of questions answered through phone and online	# or % of decision makers or municipalities reached with information # of partners reached with CSL position information	Number & types of people receiving the results of the research and evaluation information.
2 Activities / Outputs	Enhance community volunteer framework. Continue technician training. Update materials for volunteers and professionals. Update and expand training options for volunteers.	Update caregiver resources with new branding – update web content to match. Launch “child in the right seat” and “booster seat” campaigns (see promotional plan). Ongoing communications activities.	Develop and promote best child seat legislation. Promote and advocate for CPS policies. Work to reduce barriers to car seats.	Conduct a needs assessment for volunteers, determining how to best support them. Track volunteer activities. Monitor CHIRPP data for changes.

Level 7: Reduce the incidence and severity of injury to children and youth on the ROAD (pedestrian / bicycle).

	Partnership & Capacity Building	Communication & Public Relations	Public Policy	Research and Evaluation
6 Practice or Behavior Change	# of community members actively advocating for pedestrian and bike safety in their communities	% of youth practicing safe pedestrian and biking behaviours	# or % of municipalities with pedestrian and bike safety bylaws/policies/programs	Amount of changes to policies or programming because of evaluation and research results.
5 Knowledge Skills and Aspirations	# of partners reporting using materials and information # of community leaders reached by advocates # of partnerships from symposium # of partners taking action from the symposium	% of youth whose knowledge of pedestrian and bike safety increases % of caregivers whose knowledge of pedestrian and bike safety increases	# or % of municipalities or organizations stating an intent or desire to create bylaws/policies/programs	# of program/policy people reporting an increased knowledge of results. # of program/policy people stating an intention to make a change based on research results.
4 Reaction	Feedback from partners on the materials and training.	Comments received about information Comments received via social media (re-tweets, likes, shares, etc.).	Feedback from decision makers on the information provided. Feedback from partners on the positions and information provided	Reactions to research information: - positive comments - requests for more information
3 Engagement/ Reach	# of partners that receive materials and resources # of partners engaged in webinar # of attendees at the symposium	# of people receiving the updated materials # of times messages appear in the newspaper/media, etc. # of views on social media # of hits or downloads from the website # of youth reached through the campaign <i>(whole series of indicators on this)</i>	# or % of decision makers or municipalities reached with information # of partners reached with positions information	Number & types of people receiving the results of the research and evaluation information.
2 Activities / Outputs	Participate on relevant committees. Share with Pedestrian Safety Symposium participants CSL resources and toolkits Define our commitment in response to the Pedestrian Safety Symposium. Support communities in their advocacy.	Promote messaging through media relations and social media driving people to the CSL website. Develop educational resources for caregivers and integrate them onto the website. Develop/implement a social marketing campaign focused on youth.	Develop CSL/IWK position statement on safe streets (Get stance on issue). Support best practice legislation/action regarding pedestrian safety/bike safety (e.g. letter writing).	Conduct research with youth about relevant and engaging programming Research and identify public policy issues for moving forward. Evaluate social marketing campaign

LEVEL 7: Reduce the incidence and severity of injury to children and youth in the HOME.

	Partnership & Capacity Building	Communication & Public Relations	Public Policy	Research and Evaluation
6 Practice or Behavior Change	% of FRCs delivering the Home Curriculum in each province. # of FRC clients being trained on the curriculum. # or % of newcomer support staff delivering programs # of newcomers being educated	% of parents that are taking home safety actions (actions to be defined).	% of FRCs in the Maritimes with written policies requiring home safety curriculum delivery	Amount of changes to policies or programming because of evaluation and research results.
5 Knowledge Skills and Aspirations	# of FRCs staff and newcomer support staff reporting: - being more informed about home safety actions - feeling more confident to talk about home safety with clients.	% or # of parents/guardians reporting: - knowledge of home safety actions - intending to implement home safety actions Broken down by audiences. <i>Home safety actions – need sub indicators.</i>	% or # of FRC Boards or funders reporting: - they agree home safety should be mandatory - indent to include home safety in policy or guidelines for FRCs	# of program/policy people reporting an increased knowledge of results. # of program/policy people stating an intention to make a change based on research results.
4 Reaction	Feedback provided by FRC staff on the new curriculum and training. Reaction from the newcomer support staff to CSL programming.	Comments received about information Comments received via social media – retweets, likes, shares, etc.	Feedback from decision makers to the information provided.	Reactions to research information: - positive comments - requests for more information
3 Engagement/ Reach	# of FRCs provided with the updated curriculum # of FRC staff trained # of newcomer support staff reached through CSL activities	# of people receiving the updated materials # of times messages appear in the newspaper/media, etc. # of views on social media & visits to the website <i>Broken down by audiences where possible.</i>	# or % of Boards, funders or individuals reached with information	Number & types of people receiving the results of the research and evaluation information.
2 Activities / Outputs	Update and deliver the new Home Safety Curriculum. Build programs for newcomer population.	Public messaging, driving people to website. Promote Poison Prevention theme week. Update Home Safety resources.	Develop background information on evaluations and impact from curriculum. Present/meet with Family Resource Centre Boards or Funders to discuss making it mandatory/priority.	Conduct CHIRPP research into parent perceptions and actions. CHIRPP data for annual queries and monitoring. Home Safety Curriculum evaluation.

Level 7: Reduce the incidence and severity of injury to children and youth while at PLAY.

	Partnership & Capacity Building	Communication & Public Relations	Public Policy	Research and Evaluation
6 Practice or Behavior Change	# of partners supporting and sharing CSL's 'risk & resiliency' messaging with their networks.	% or # of caregivers practicing 'safe play' actions <i>Play safety actions need sub indicators.</i>	# of Maritime provinces with ski helmet legislation. # or % of municipalities with safe play and helmet use bylaws/policies # of people supported through helmet barrier reduction programs.	Amount of changes to policies or programming because of evaluation and research results.
5 Knowledge Skills and Aspirations	# of Partners reporting their understanding of risk and resiliency has increased	% or # of caregivers reporting: - knowledge of messages & actions - intending to change behaviour Broken down by audiences. <i>Play safety actions need sub indicators.</i>	# or % of municipalities or organizations stating an intent or desire to create bylaws/policies	# of program/policy people reporting an increased knowledge of results. # of program/policy people stating an intention to make a change based on research results.
4 Reaction	Feedback from partners about the resources and positioning provided.	Comments received about information Comments received via social media – re-tweets, likes, shares, etc.	Feedback from decision makers to the information provided. Feedback from partners to the position and information provided	Reactions to research information: - positive comments - requests for more information
3 Engagement/ Reach	# of partners receiving the updated materials # of new partners engaged in the activities	# of people receiving the updated materials # of times messages appear in the newspaper/media, etc. # of views on social media & visits to the website <i>Broken down by audiences where possible.</i>	# or % of decision makers or municipalities reached with information # of partners reached with information	Number & types of people receiving the results of the research and evaluation information.
2 Activities / Outputs	Update information and resources and share them with partners. Continue to partner with the Smart Ways to play and ER education programs.	Develop position and communicate messaging regarding risk and resiliency. Roll out 'risk and resiliency' messaging and campaign to caregivers. Promote messaging through media relations and social media driving people to the CSL website.	Develop a policy recommendation on access to helmets. Review research, develop and communicate recommendations regarding sledding and helmets for municipalities.	Review and better understand the meaning of data on falls on playgrounds. Research policies and barriers to accessing helmets, is this an issue. Market research with 10-14 yr. olds

Appendix A: Results Chain Framework

