

# IMPACT ON INJURIES

## Manitoba's Injury Prevention Newsletter

January/ February 2007

[Manitoba get "A-"  
for addressing  
impaired driving](#)

[New IP specialist  
in The Pas](#)

[Manitoba's Injury  
Prevention  
Conference](#)

[Hazards of Ingested  
Magnets](#)

[Falls Prevention in  
Brandon Region](#)

### IMPACT is a CHN contributor

The Canadian Health Network (CHN) is a consumer-focused, web-based health information service.

SMARTRISK is the injury prevention affiliate to the CHN and provides quality injury prevention information by building and maintaining the collection of injury prevention information resources and developing a national network of organizations called "network contributors".

New contributors to the CHN include:

- Brain Injury Association of Canada
- Canadian Association of Poison Control Centres
- Canadian Collaborative Centres for Injury Prevention and Control
- Child Safety Link
- Ministry of Public security, Quebec
- Nunavut parks
- Safe Canada Services Virtual Museum of Canada

These organizations will help build the CHN list of injury prevention related resources, by allowing the network to include their resources on the CHN website. Currently the CHN website has catalogued some 20,000 resources and has about 200,000 visits per month. To visit CHN go to: <http://www.canadian-health-network.ca/>

### Towards Safer Winnipeg! Forum

On November 24, 2006, over 64 people, representing 42 organizations and government departments, participated in Towards Safer Winnipeg! a forum hosted by the Winnipeg Committee for Safety. The meeting brought people together and began a dialogue about injuries in Winnipeg, the statistics, the issues and how to move forward to reduce intentional and unintentional injuries.

Dr. Sande Harlos, Medical Officer of Health, Winnipeg Regional Health Authority, told the group that the leading causes of injury-related deaths and hospitalizations in Winnipeg are **falls, suicide/ self-harm, motor vehicle/traffic, and violence**. The category of "injuries" is the leading cause of "potential years of life lost", is the fourth leading cause of death and the fifth leading cause of hospitalization.

Constable Dave Lyons of the Winnipeg Police Service shared some statistics and trends regarding crime in Winnipeg. While most crimes are declining, there is still much work to be done. Police are now dealing with new crimes such as crystal meth labs and identity theft.

The special guest speaker was Paul Kells, founder of Safe Communities Canada. Mr. Kells shared success stories of many Canadian communities who have worked together to identify and reduce injuries and have attained designation as a Safe Community.

After the presentations, attendees identified ways to move forward, and indicated support for Winnipeg moving towards becoming a designated Safe Community. Participants resolved to work together to find ways of addressing injuries in Winnipeg and to collaboratively achieve Safe Communities designation.

Currently there 43 Safe communities in Canada, covering 23% of the population. Brandon and Area is the only Safe Community in Manitoba to date. If you are interested in being involved in the Winnipeg Safe Communities project, contact Shawn Feely at 787-1823.



Safe Communities Founder, Paul Kells

## Manitoba ranks top for addressing impaired driving

Manitoba continues to make great strides in addressing drunk driving by having the toughest impaired driving strategy in Canada. In December 2006, the zero blood-alcohol content (BAC) requirement for novice drivers was extended to five years from three. The zero-BAC extension applies to new drivers who enrol in Manitoba's graduated driver licensing program. The three-year restriction will remain in place for new drivers who were issued GDL before December.

The law has also expanded to deal more effectively with Manitobans convicted of impaired driving in the U.S. Manitoba residents convicted of impaired-driving offences in the United States, will face the same sanctions that apply when the offence is committed in Canada. For example, an impaired driver will receive a mandatory driver licence suspension and demerit points will be assessed for the incident. The driver will be required to pay a reinstatement charge and may be subject to ignition interlock restrictions.

Manitoba remains a national leader in the battle against impaired driving. Mothers Against Drunk Driving (MADD) awarded Manitoba with best in Canada grades in their [2006 Rating the Provinces](#) report. Manitoba's tough approach to impaired driving earned the province an A-, the best grade ever awarded to any province.

The number of alcohol-related motor vehicle deaths and injuries in Manitoba was 25% lower than the average for the previous four years. This was the largest decrease among the provinces.

## Red Cross Hires Injury Prevention Specialist in The Pas

When the new Canadian Red Cross office in The Pas officially opened its doors to the public on December 13, 2006, its Northern Manitoba Coordinator, Rhonda Head, had already been working hard in the community for weeks. Ms. Head has introduced a number of northern communities to key Red Cross programs such as First Aid and Water Safety; RespectED: Violence and Abuse Prevention; and injury prevention programs including babysitter courses and storm preparedness.

Ms. Head's familiarity of the area helps her make new northern connections for Red Cross. She was born and raised in The Pas and has family members living on the Opaskwayak Cree Nation (OCN). Her professional experience includes Opening Ceremonies and Communications Coordinator for the 2002 North American Indigenous Games, and Communications Officer for OCN.

Ms. Head is passionate about Northern Manitoba, its people, its opportunities and overcoming its challenges. "The Canadian Red Cross Society is an impressive national organization that offers a diverse mix of proven programs that help the most vulnerable. The Red Cross helps educate people on how to make their communities safer and healthier places to live," says Ms. Head. "I am thrilled to be a part of this remarkable organization and to be able to offer Red Cross programs and services to the people of Northern Manitoba."

One of Ms. Head's priorities in the coming months includes recruiting volunteers for the Disaster Management Team. The Canadian Red Cross Society has identified Disaster Management as one of its top priorities. In the event of a disaster in Northern Manitoba, the Red Cross will respond with a team of trained volunteers prepared to help the community.

The new office in The Pas is another example of the commitment Red Cross Manitoba is making to the north. Red Cross is currently recruiting for a coordinator for a new office in Thompson, Manitoba. In addition, Red Cross has a First Aid and Water Safety Coordinator based out of Thompson, Manitoba serving the northern communities in the province.

To contact Rhonda Head, call 204-623-4780 or email [rhonda.head@redcross.ca](mailto:rhonda.head@redcross.ca). To learn more about Red Cross and its programs in Manitoba log on to [www.redcross.ca/manitoba](http://www.redcross.ca/manitoba).



Rhonda Head, Canadian Red Cross

## Partners in Injury Prevention: What's Working

Safety Services Manitoba, Manitoba Healthy Living, and IMPACT are pleased to announce **Partners in Injury Prevention: What's Working**, the first annual provincial Injury Prevention Conference.

Planned for May 16-18, 2007 in Winnipeg, the conference will provide professionals with an opportunity to learn current best practices in safety and injury prevention. Topics will include water safety, fall prevention, road safety, and suicide prevention. There will be a special focus on youth and Aboriginal injuries.

### Who should attend?

Those responsible for the prevention of injuries, including:

- Regional Health Authority staff
- Health care providers
- Mental health workers
- EMS and First Responders
- Road Safety, Workplace Safety
- Community agencies
- Law enforcement
- Aboriginal organizations
- Policy staff
- Recreation directors, planners and supervisors

### Conference attendees will...

- learn about best practices for injury prevention
- increase awareness of how injuries happen
- share ideas on ways to effectively reduce injuries
- liaise with other groups working in injury and suicide prevention

**Don't miss out - Mark the dates on your calendar now!**

May 16, 17 and 18, 2007

## Child GI Injuries from Swallowed Magnets

The Centers for Disease Control (CDC) has recently issued a [MMWR weekly report](#) warning parents, caregivers and medical staff about the hazards of children swallowing magnets. Some toys on the market have small powerful magnets that can be easily swallowed by a child. When swallowed, magnets pose a unique risk in that they can attach to other ingested magnets or metal objects and cause perforation or obstruction of the bowel.

Since 2003, The Consumer Product Safety Commission has recorded one death and 19 children who required surgery due to multiple magnet ingestion. The ages of the children ranged from 10 months to 11 years. Of these, two children swallowed 15 magnets each and the rest of the children swallowed from one to nine magnets. In 12 cases, magnets had been dislodged from toys; in three cases entire magnetic pieces were swallowed.

Caregivers are advised to keep toys and other products with magnets away from child less than 6 years of age. If it is suspected that a child has swallowed a magnet, he/she should see a doctor immediately.

CPSC, Rose Art Industries and Mattell have announced a voluntary recall of the following toys that have magnets: Magnetix magnetic building sets, and Polly Pocket magnetic play sets. Consumers need to be aware that many other toys on the market still contain magnets that can become dislodged. Report any incidents to the regional [Product Safety Office](#).

## Safe Canada: Wealth of Information

The Government of Canada has launched a Safe Canada media campaign and a comprehensive [website](#) that offers information on the many, varied facets of safety. Safety subject areas include:

- Bullying
- Environmental Protection
- Emergencies and Disasters
- Financial Safety
- Family and Home Safety
- Health Protection
- Internet Safety
- National Safety and Security
- Product/Consumer Protection
- Recreational Safety
- School Safety
- Transportation and Travel Safety
- Workplace Safety
- Criminal Activity/Policing

Safe Canada also publishes [Safety is No Game](#), a new 12-page booklet which describes a range of safety issues for the home, on the road and in other situations. The booklet is available electronically (click on the icon below) or you can order hard copies from the website.



## Community-based Falls Prevention in the Brandon Region

Reducing falls among the seniors population in the Brandon region is a priority for the Brandon and Area Safe Communities Coalition. A small working group was established to develop a strategic plan related to this issue. A review of current hospitalization and mortality data identified the need for a deeper understanding of the context of falls in order to design effective prevention activities. Six seniors housing complexes were chosen to participate in a falls prevention project. Veterans Affairs Canada, in partnership with Medichair Brandon and Home Health Care Pharmacy, delivered information sessions and a demonstration of personal aids to residents as the first step. A survey was implemented to gather baseline data about falls in the previous six months. A follow-up survey to be completed after each fall is now available in the residential settings to ensure on-going data collection. Survey results and discussions with residents have identified several risks for falling. Seniors in each residential setting have selected a pilot project such as experimenting with YAKTRAX (shoe traction device) and reducing ice at garbage disposal sites to address specific risks in their setting. Results will be shared among the participants and effective strategies will be expanded to the broader community.

For more information, contact Nancy McPherson at (204) 571-8414 or e-mail [mcphersonn@brandonrha.mb.ca](mailto:mcphersonn@brandonrha.mb.ca).



## Canadian Injury Prevention Conference

Safe Communities Foundation, Safe Kids Canada, SMARTRISK and ThinkFirst Canada are pleased to announce Evidence to Action: Injury, Violence, and Suicide Prevention, **the 2007 Canadian Injury Prevention and Safety Promotion Conference**, which will be held November 11-13, 2007, Westin Harbour Castle, Toronto. For more information, visit <http://207.35.157.99/natconf/>.



The American Academy of Pediatrics and the Canadian Paediatric Society are hosting the 2<sup>nd</sup> International Meeting on Indigenous Child Health, ***Solutions, Not Problems***, in Montreal, Quebec, April 20-22, 2007. The conference would be appropriate for paediatricians, family physicians, residents, and others dedicated to working with First Nations and American Indian and Alaska Native children. Participants will have the opportunity to share model programs and research, learn about prevalent health problems and develop practical skills that can be used in communities. For more information or to register, visit [www.cps.ca](http://www.cps.ca) or contact CPS Education Department by phone at (613) 526-9397, ext 263 or via e-mail at [education@cps.ca](mailto:education@cps.ca).



IMPACT, *the injury prevention centre of Children's Hospital*  
Health Sciences Centre  
NA335 - 700 McDermot Ave.  
Winnipeg, Manitoba  
R3E 0T2  
Phone: 787-1907  
FAX: 787-2070  
Website: <http://www.hsc.mb.ca/impact>

E-mail: [wfrench@exchange.hsc.mb.ca](mailto:wfrench@exchange.hsc.mb.ca)

IMPACT's core funding is provided by:

Children's Hospital Foundation  
Manitoba Healthy Living

IMPACT's research is conducted using facilities of the  
Manitoba Institute of Child Health, Inc.  
in the John Buhler Research Centre

To subscribe to IMPACT ON INJURIES, to un-subscribe or to change your e-mail address,  
send an email to [wfrench@exchange.hsc.mb.ca](mailto:wfrench@exchange.hsc.mb.ca)