

IMPACT ON INJURIES

Manitoba's Injury Prevention Newsletter

July / August 2007

Inside IMPACT on Injuries...

Page 2

New Resource on Agritourism
Brandon Pilots P.A.R.T.Y Program

Page 3

IMPACT's summer projects
Agricultural Safety Days
New CSA Playground Standards

Page 4

New books in IMPACT Library
Manitoba Injury Prevention Programs
BC Report on Graduated Licensing

Page 5

New Car Seat Safety DVD
MTYP helps IMPACT promote water safety

A Tree Grows in Brandon

- Wendy French, Provincial Lead, Safe Communities Canada

On Tuesday, June 5th, Brandon & Area Safe Community celebrated earning an Award of Excellence by planting a commemorative tree at Brandon's beautiful Riverbank Discovery Centre. As Manitoba Lead for Safe Communities Canada, I was honoured to present the Award of Excellence Plaque to Sharon Young, co-chair, Brandon & Area Safe Communities and Mayor Dave Burgess. Congratulations to Brandon & Area, the first and to date, only designated Safe Community in Manitoba.

Brandon & Area received the award for their plan for using the Safe Communities umbrella to bring many partners from many sectors on board with the joint goals of reducing injuries and meeting the injury prevention requirements of the provincial government.

Brandon & Areas Safe Communities also launched their new logo (below), which complements the new branding of the national office.



Mayor Dave Burgess plants tree with members of Brandon & Area Safe Communities



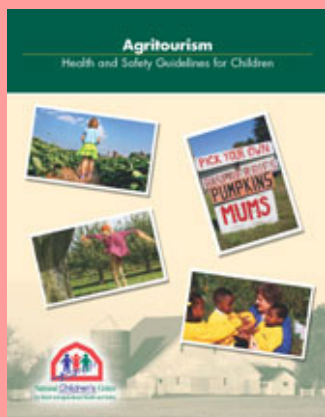
Safe Agritourism Resource

The Marshfield Clinic has produced a great new resource to help family farm owners reduce the risk of illness and injury to children visiting their farms, while at the same time providing an enjoyable, educational experience. This booklet is written for owners of family farms who operate an agritourism operation and for farmers who may host a one-time event such as a school tour.

Agritourism can cover many situations including, corn mazes, "pick your own" fruit and vegetable crops, educational tours for school children, farm-based festivals and country markets and stores. It is the farm owner's responsibility to control hazards that may put the health and safety of guests at risk. By implementing these guidelines, farm owners can reduce the safety and health hazards that harm thousands of children every year.

Farm owners are advised to use the concepts and recommendations to evaluate health and safety hazards on their farm, develop a checklist and document hazards, indicating any actions taken to reduce the risk of illness or injury

Copies of this and other documents are available by contacting the National Children's Center for Rural and Agricultural Health and Safety.
Phone: 1-800-662-6900
E-mail: nccrahs@mcrf.mfldclin.edu
Internet: www.marshfieldclinic.org/agritourism



Brandon P.A.R.T.Y. Program Pilot A Success

- Maureen Bright (BU Psychiatric Nursing Student)
Volunteer Coordinator Brandon Pilot P.A.R.T.Y. Program

The P.A.R.T.Y. (Prevent Alcohol and Risk-Related Trauma in Youth) Program promotes injury prevention through reality education and encourages teens to make safer informed choices. On April 17 the program was piloted with 21 grade 9 students from Vincent Massey High School, Brandon.

During the day-long event, health and emergency professionals spoke about the risk of driving while impaired by alcohol and/or drugs, the importance of using seat belts, the consequences of risk-taking, such as speeding, sports-related risks, diving in shallow water, and the value of safety equipment.

The most powerful session was when injury survivors related how their injuries and resulting disabilities have affected their lives. This had a tremendous impact on the teen audience, and left a life-long impression.

Interactive activities included:

- A police officer speaking on drug abuse
- A paramedic speaking on collisions (motor vehicle, recreational, sporting injuries)
- Videotaped mock car crash
- A tour through the emergency room with a simulation describing a trauma patient's care by emergency room staff
- Injury survivor presentations
- Rehabilitation Services (Physiotherapist/Occupational therapist)

In Manitoba, the program is offered through Manitoba Brain Injury Association and is sponsored by Manitoba Public Insurance. Professional volunteers and community members within Brandon and area created partnerships to make Brandon's pilot P.A.R.T.Y. Program a success.

Community sponsors/supporters included:

- Brandon Regional Health Authority
- City of Brandon
- Brandon School Division
- Safe Communities Brandon & Area
- Acquired Brain Injury Support Group
- MADD (Mothers Against Drunk Driving)
- TADD (Teens Against Drinking, Drugging and Driving)
- Sobeys
- Dominos Pizza

About 45 people volunteered their time on Brandon's P.A.R.T.Y. day and local sponsors contributed in-kind donations.

The P.A.R.T.Y. Program evaluation was positive. Many volunteers offered to continue helping with the program and many student participants recommended the program to other students. One of the most important questions asked during the evaluation was, "Based on what you now know, do you think you will take fewer risks in the future?" The students had responded either "Definitely" or "Most likely", indicating the program may have a positive impact on their decisions.

It is recommended that the P.A.R.T.Y. Program be provided to Brandon area students next year and on an ongoing basis.

For more information on the P.A.R.T.Y Program, visit the Manitoba Brain Injury Association at www.mbia.ca/mbiaweb/copysite/mainpage/services/party.html.

IMPACT's Summer Student Projects

IMPACT is working with two summer students who are conducting original research studies on injury prevention topics.

Richard Dyrkacz, an engineering student, is designing and piloting a personal digital assistant (PDA) based system to collect observational data on child restraint use, bicycle helmet use, and compliance of local playgrounds with the voluntary standard of the Canadian Standards Association. This research is development work for the second phase of the Canadian Injury Indicators project; the first phase was funded by the Canadian Institutes of Health Research (CIHR), and the second phase was submitted for CIHR funding in June 2007. Dr. Warda is a co-investigator for these studies and will co-lead the development of the national "Risk Indicator Survey" of observed safety behaviours with Dr. Alison Macpherson (York University).

Stephen Nap, a medical student, will spend two summers working on a B.Sc.(Med) project at the new Children's Hospital Emergency Department with Dr. Warda (IMPACT), Dr. Milton Tenenbein (Department of Pediatrics and Child Health), and Dr. Caroline Piotrowski (Department of Family Social Sciences). He seeks to interview all parents of children 5-12 years of age who come to the Emergency Department. Stephen is studying family supervision patterns and factors that may impact supervision, such as the presence of older siblings and other children. Stephen will also collect his data using a PDA.

IMPACT wishes to thank the Manitoba Institute of Child Health and the B.Sc.(Med) program for providing student funding for these projects.

Agricultural Safety days

The Canadian Agricultural Safety Association (CASA) is supporting 39 Progressive Agriculture Safety Days across Canada. For five years, this hands-on, fun and educational program has helped children across Canada



learn the potential dangers and fatal consequences of unsafe behaviour on the farm. Each safety day is organized locally to ensure it meets local priorities. Coordinators are supplied with complete planning resources to ensure each Safety Day will be successful. Holly Brownlee, Canadian Program Coordinator for CASA says, "This program is designed to teach children how to be safe on the farm.

Through a Progressive Agricultural Safety Day, the whole community soon realizes that it is not just the children learning how to be safe. Volunteer, families, and friends of the participants end up learning a little more about farm safety as they work towards becoming a farm safe community."

This year Safety Days will be held in May and June in the following Manitoba Communities:

Gimli	Russell	Miami	St. Rose du Lac
Beausejour	Dauphin	Rivers	Somerset
Oakville	Teulon	Stonewall	Virden
Trehearne	Killarney	Vita	Minnedosa
Neepawa	Shoal Lake	Deloraine	Moosehorn
Newton Siding			

Applications for safety days to be held in 2008 are due on July 15, 2007. For more information or to apply, visit www.progressiveag.org or phone 1-888-257-3529.

Updated Standards for Children's Playspaces and Equipment

Canadian Child Care Federation has partnered with the Canadian Standards Association to promote the updated standards of "Children's Playspaces and Equipment."

The standard is part of CSA's ongoing efforts to promote education about playspace hazards. It contains recommendations on technical requirements and practices applicable to the design, manufacture, construction, installation, maintenance and inspection of children's playspaces and equipment for use in public playspaces. New to this edition is a non-mandatory annex, which provides guidance on how to make playspaces accessible to children with disabilities. Compliance with the standard is voluntary unless mandated by government legislation or enforced by regulatory authorities, including school boards.

A copy of CAN/CSA-Z614 Children's Playspaces and Equipment is available in hardcopy or PDF for \$65.

Contact:

Canadian Child Care Federation

201-383 Parkdale
Ottawa, ON K1Y 4R4

orders@ccc-fcsge.ca

<http://www.csa-intl.org/onlinestore/GetCatalogDrillDown.asp?Parent=1085>



New Books added to IMPACT's Reference Library

Injury and Violence Prevention: Behavioral Science Theories, Methods and Applications

(Gielen, Sleet & DiClemente, 2006; ISBN 0-7879-7764-0)

This book focuses on the theory, application and relevance of behaviour change models to injury prevention and control efforts. New and current model applications are discussed. The importance of other types of strategies is addressed including engineering strategies, environmental redesign, and regulating behaviour through legislation. Using a combination of these strategies and behavioural change methods is suggested for developing effective interventions.

Injury Prevention for Children and Adolescents: Research, Practice and Advocacy

(Karen DeSafey Liller, 2006; ISBN 0-87553-068-0)

This comprehensive book summarizes current research, practice and advocacy efforts for child and adolescent injury prevention. Strategies discussed include education, engineering, and legislation/enforcement. Chapters address a proposed framework for injury efforts, various injury types (e.g. suicide, motor vehicle crashes, firearms), and the economic burden of injury. The chapter addressing the cost of child and adolescent injuries provides a wealth of economic information. The author outlines lifetime and per annum costs, both direct and indirect; and includes divisions by age, injury severity, injury type, and intent. The costs of a wide range of interventions (e.g. bicycle helmet law) are summarized, with a focus on initiatives leading to net cost savings or breaking even.

For information on IMPACT's Library, contact Carole Heppenstall at 787-1873 or e-mail cheppenstall@hsc.mb.ca.

Bath Seat Consultation July 25 deadline

To address the safety of infants in bathtubs, Health Canada is consulting the public about infant bath seats and bath rings. Two options are being considered: 1) prohibit the advertisement, sale and importation of all infant bath seats and bath rings or 2) prohibit the advertisement, sale, importation of infant bath seats and bath rings that do not meet the technical specifications. Safe Kids Canada is encouraging all to support the ban on **all** infant bath seats and rings in Canada. *The deadline for letters of support is July 25, 2007.* Safe Kids has developed templates to help organizations and individuals voice their support.

For more information, visit the Safe Kids Website at

<http://www.sickkids.ca/SKCPublicPolicyAdvocacy/section.asp?s=Infant+Bath+Seats+and+Bat+h+Rings&slD=20936> or contact Daniel Tiburcio, Programs, Public Policy and Advocacy, Safe Kids Canada at daniel.tiburcio@sickkids.ca or 416-813-7890.

Ban on Baby Walkers upheld

On June 10, The Honourable Tony Clement, Federal Minister of Health released the report, *The Board of Review Inquiring into the Nature and Characteristics of Baby Walkers* and accepted the Board's recommendation to uphold the ban prohibiting the advertising, sale and importation of baby walkers.

The report overview is available on the Health Canada web site at www.hc-sc.gc.ca/cps-spc/child-enfant/equip/walk-marche/overview-apercu_e.html.

A full copy of the report is available from H el ene Paradis at (613) 941-6533.

The Board of Review website is located at www.babywalkers-marchettes.ca/.

Canadian Injury Prevention Conference

Mark November 11-13 on your calendar and plan to attend the 2007 Canadian Injury Prevention and Safety Promotion Conference, Evidence to Action: Injury, Violence, and Suicide Prevention. This conference is planned by the four leading national injury prevention agencies: Safe Communities, Smartrisk, Safe Kids Canada and Think First. This year, the conference is being held at the Westin Harbour Castle in Toronto. For more information, visit

<http://207.35.157.99/natconf/>

PFD Loan Program continues in 2007

Northern communities that are close to water can offer their residents use of Personal Floatation Devices (PFDs) through the Community PFD Loaner Program. Last year 20 communities received a supply of PFDs and established a "lending library" of the safety devices for boating, fishing and swimming activities. So far in 2007, 15 communities have applied for this program. For more information, call Wendy French at 787-1907, e-mail wfrench@hsc.mb.ca or visit http://www.hsc.mb.ca/impact/s_w_index.htm.

ICBC Interim Report on the GDL Program

The Insurance Corporation of British Columbia has released an interim evaluation report on BC's Graduated Licensing Program (GLP). The GLP has resulted in a 16% reduction in crash involvement for participants relative to pre-GLP drivers, in a 3.4 year period. The authors' credit this to the program's extended Learner stage. Another key outcome was the lack of evidence to support a time-reduction provision for individuals taking a driver education course. Such a provision leads to early licensure. BC's evidence shows a 27% higher crash risk in the first six months of the Novice driving phase for those completing an ICBC-approved course.

The report is available at www.icbc.com/library/pdf/GLP_Year_3_Evaluation_Report.pdf

Safe Kids Produces Car Seat Safety DVD

In the spring 2006, Safe Kids Canada and the Hudson's Bay Company launched Kids That Click, a program to educate parents how to choose and use car seats, booster seats and ride safely. They produced two educational booklets: All Stages Passenger Safety And Booster Seats And Seat Belts: What You Need To Know. This year featured the release of a DVD, titled Kids that Click – Keep your Child Safe on Every Ride. This bilingual DVD is intended for a national audience and, while it is geared for parents, it can be used as a teaching tool for professionals. The Canadian Paediatric Society has endorsed the DVD.



Along with visual checklists, testimonials and key messages on how to keep children safe in the car, the DVD provides simple, step-by-step demonstrations on how to install car seats, booster seats and how to use seat belts safely. All resources are available to parents and Safe Kids Canada Partners. Copies of this free DVD are available by calling Safe Kids toll-free at 1-888-SAFE-TIPS (723-3847) or by e-mail safekids.web@sickkids.ca or online at the SAFE KIDS website at <http://www.sickkids.ca/SKCFForPartners/custom/DVDOrderForm.asp>.

MTYP brings Safe Kids Message to Teddy Bears Picnic

IMPACT would like to thank Manitoba Theatre for Young People (MTYP) for joining us at the IMPACT display to perform a water safety skit for families attending the 21st Annual Teddy Bears Picnic. On Sunday, May 28th, 55,000 people enjoyed the fabulous weather and wonderful exhibits at the Teddy Bears Picnic. At the IMPACT stage characters Captain H2-Awesome and "Kerri the child" were brought to life by MTYP acting students Ariel and Kerri. These two volunteers donated their time and energy and wrote, produced and performed the skit and PFD fashion show based on the messages of the 2007 Safe Kids Week. They were terrific and much enjoyed by all members of the audience. Good work!



the injury prevention centre of Children's Hospital

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

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