

# IMPACT ON INJURIES

## Manitoba's Injury Prevention Newsletter

March/ April 2007

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### National IP Conference: Call for Abstracts

#### Deadline - April 15, 2007

The Conference Program Committee invites you to submit abstracts for the 2007 Canadian Injury Prevention and Safety Promotion Conference. This national event is being co-hosted by Safe Communities Foundation, Safe Kids Canada, SMARTRISK and ThinkFirst Canada from November 11-13, 2007 at the Westin Harbour Castle Hotel in Toronto, Ontario.

The overall theme for the 2007 Conference is *Evidence, Action, Innovation: Moving to End Injury, Violence and Suicide in Canada*. Authors can submit their abstracts as attended poster presentations, oral presentations (15 minutes) and/or workshop/panel presentations (60 minutes). There is no limit to the number of abstracts one author can submit.

For more information on the 2007 Canadian Injury Prevention and Safety Promotion Conference visit <http://207.35.157.99/natconf/index.html>



## Partners in Injury Prevention

CONFERENCE MAY 16-18, 2007

### Program set for Manitoba's Injury Prevention Conference

Mark May 16-18 on your calendar as the dates for Manitoba's Injury Prevention Conference. The keynote speakers will offer a range of perspectives on the injury picture in Canada and offer some inspiration about what can be done.

- Dr. Robert Conn, founder and president of SMARTRISK
- Michael Buckingham, a survivor of a serious drunk driving collision
- Debbie Dedam-Montour, Executive Director, NIICHO
- Tim Vandenbrink, National Fire Protection Association

Sessions will discuss a variety of programs and strategies addressing injury prevention and focus on the leading causes of injury deaths and hospitalizations. The main streams are road safety, water safety, suicide prevention and preventing falls.

On the evening of May 16<sup>th</sup>, provincial injury prevention leaders will be celebrated at the conference opening. The 2007 Manitoba Injury-Free Awards will be presented to leaders in the following categories:

- Child Safety
- Community safety
- Falls Prevention
- Road Safety
- Water Safety, and
- Workplace Safety

The Award nomination form and conference registration information are available at [www.safetyservicesmanitoba.ca/piip](http://www.safetyservicesmanitoba.ca/piip).

## Safe Communities piloting WRHA priority setting model

Safe Communities Canada will pilot an adapted model of the Winnipeg Regional Health Authority's approach to setting priorities for injury prevention. The goal is to develop a national priority setting exercise for all designated Safe Communities. New communities applying for Safe Communities Canada designation will be required to follow this process.

The WRHA approach will help communities use local data to identify injury issues most affecting their populations and plan activities and interventions.

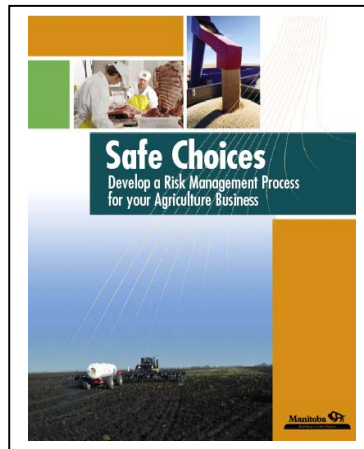
Former Safe Communities President, Daniele Zannotti was inspired to develop this tool when he attended Dr. Sande Harlos' Priority Setting presentation at the *Towards Safer Winnipeg!* forum last November.

"We like this approach as it is grounded in real information," said Ron Waldie, Interim Director of Operations for Safe Communities, "It leads a community into the issues of hard, real data and developing a focused response based on this information."

The Safe Community of Chatham Kent is piloting the Safe Community priority setting exercise. The goal is to adapt the model from a health-only to a safe community perspective.

Ron Waldie adds, "We expect that all the complexities of the exercise will be resolved before the end of April and that Chatham Kent will be the first designated Safe Community in Canada to have developed a set of intervention priorities based on the model of the Winnipeg Regional Health Authority. We then plan to develop a national priority setting model based on the experience of Chatham-Kent."

## New Farm Safety Guide



Safe Choices: A Farm Family Walkabout Guide is a great new resource available from Manitoba Agriculture.

This 20-page booklet guides a farm family through the farm to identify and manage risks. It encourages farmers to develop a calendar of the optimum times to review various safety issues. A form to help write a job safety analysis is included.

"This was produced to help families identify hazardous situations on their farms and develop strategies for protecting those family

members who may not be able to anticipate the hazards," said Glen Blahey Provincial Farm Safety Coordinator. "It is part of a series of resources that helps farm families address safety and health issues."

The Walkabout Guide and other Manitoba farm safety resources are available online at [www.gov.mb.ca/labour/safety/agriculture.html](http://www.gov.mb.ca/labour/safety/agriculture.html).

They are also available at most Manitoba Agriculture Offices, or by contacting:

Glen Blahey  
Manitoba Agriculture, Food and Rural Initiatives  
903 – 401 York Avenue  
Winnipeg, MB R3C 0P8  
Phone: 945-2315

The Manitoba Government agricultural safety and health program also facilitates hands on awareness programs, specific client consultations and speaking presentations.

## Red Cross launches newsletter

Red Cross Connections is a new, made-in-Manitoba newsletter for Red Cross members, volunteers, council, and staff. The first issue includes a profile of new staff, an interview with Red Cross volunteer, regional Red Cross news, volunteer opportunities and much more.

The first issue of Red Cross connections is now available at [www.redcross.ca/article.asp?id=002944&tid=085](http://www.redcross.ca/article.asp?id=002944&tid=085). To join the electronic distribution list, send an e-mail to [infomanitoba@redcross.ca](mailto:infomanitoba@redcross.ca) or call Rob Wozny, Public Affairs and Marketing Coordinator at 982-7315.



## Manitoba's Low Cost Bike Helmet launched for 2007

For the second year, Manitoba Healthy Living is aiming to increase the number of helmeted cyclists by making low cost helmets available to school students and children in early learning childcare centres and their families.

Order forms have already been distributed to the schools and orders are being collected. This program offers CPSC approved bicycle and toddler helmets at \$10 and ANSI approved multi-sport helmets for \$13 each. Helmets should be delivered to the schools by the end of May.

Last year, 18,500 helmets were purchased through Manitoba's Low Cost Helmet Program.

## IP Program Evaluation Manual online

The BC Injury Research and Prevention Unit (BCIRPU) has developed a manual to help organizations evaluate injury prevention programs. This 119-page manual makes evaluation a user-friendly process.

This manual helps the reader:

- Write program objectives that are specific, measurable, action-oriented, realistic and time-limited
- Identify the five steps of program evaluation
- Evaluate injury prevention program.

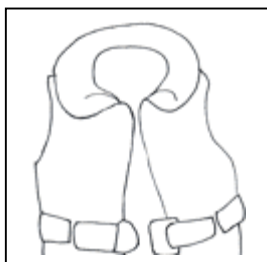
Using the examples, worksheets and exercises, readers can develop complete evaluation plans for their programs.

This resource is available online at [www.injuryresearch.bc.ca/Publications/Reports/ProgEvalMan%20Report.pdf](http://www.injuryresearch.bc.ca/Publications/Reports/ProgEvalMan%20Report.pdf)

## PFD Community Loan Program continues

Manitoba Healthy Living and the Manitoba Coalition for Safer Waters are again working in partnership to reduce drowning by offering *personal floatation devices* (PFDs) to northern communities that are close to water. The PFD Community Loan program makes a supply of PFDs available to communities who set up a system for loaning out PFDs to residents for water-related activities such as swimming, boating, fishing and hunting. While the PFDs become property of the community, it is expected that they will be accounted for and replaced if lost or stolen.

Last year 20 communities applied for and received PFDs through this program. For more information or for an application for visit [www.hsc.mb.ca/impact/print/pdf%20files/PFD%20community%20guide%20.pdf](http://www.hsc.mb.ca/impact/print/pdf%20files/PFD%20community%20guide%20.pdf) or call Wendy French, at (204) 787-1907.



## Northwest Territories water safety campaign

- Lona Hegeman, Health Promotion Specialist in Yellowknife

Based in NWT morbidity and mortality rates (Injuries in the NWT 1990-1999, [www.hlthss.gov.nt.ca](http://www.hlthss.gov.nt.ca)), the percentage of NWT child injury-deaths (ages 0-14) due to drowning is 17%. In response to this, preventing child drowning in First Nations, Metis and Inuvialuit communities is being promoted through a "Safe in a Swim Vest" campaign, which has two components:

- A multilingual poster campaign, featuring NWT Community Health Representatives. "Safe in a Swim Vest" posters promoting water safety and drowning awareness can be downloaded from [www.hlthss.gov.nt.ca](http://www.hlthss.gov.nt.ca). The posters are being translated and will soon be available in Chipewyan, Cree, Dogrib, French, English, Inuktitut; Inuvialuctun, Inuinnaqtun, North Slavey, South Slavey, and Gwichin.
- A Swim Vest Loaner Program will be piloted in the 8 communities of the Beaufort Delta Region of the NWT. Swim vests will be available on loan for children aged 0-6. Swim vest use for all will be promoted. Within three years, all NWT communities will be able to access a swim vest loaner program for ages 0-6. Alternate funding is being used to provide swim vests to older children.

For more information, contact:

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## Graduated Licensing saving lives of Manitoba's Young Drivers

Three years of graduated driver licensing (GDL) in Manitoba have resulted in 1217 fewer injuries and 3724 fewer collisions involving young novice drivers, according to the latest statistical review. The findings follow a 2005 examination of the 15 ½ - 19-year-old drivers that show that the GDL program is meeting all of its intended policy goals and creating a safer learning environment for young Manitobans.

The review shows that the number of bodily injury claims, physical damage claims, collisions and convictions involving young drivers have all dropped by 43 per cent or more since GDL came into effect.

Earlier statistical reviews of 2003 and 2004 young driver activity also showed the program reduced crash rates and injuries. A comprehensive review of the program will be conducted in 2007, after the first group of drivers enrolled in GDL has been driving for a full year with no restrictions.

The Manitoba Government began phasing in GDL in 2001 to help address the high rate of collisions and injuries in young drivers. It applies restrictions to all new drivers regardless of age. For more information on GDL, go to <http://www.mpi.mb.ca/english/DriverLicencing/DLGDLProgram.html>. To read the highlights of the 2005 review, go to <http://news.gov.mb.ca/news/index.html?archive=2007-01-01&item=841>.

## Water Safety theme of Safe Kids Week

Water safety is the focus of this year's Safe Kids Week, as Safe Kids Canada takes on drowning prevention by promoting the use of PFDs, and proper fencing for home pools. This year, Safe Kids Week runs from May 28-June 3<sup>rd</sup>, and offers a range of activities for communities, health promotion and injury prevention workers, schools and the public.

Every year in Canada, an estimated 58 children age 14 and under drown. This is equal to two school classrooms drowning each year. Another 140 children are hospitalized for near drowning each year. In Manitoba, an average of 6 children drown each year and 13 are hospitalized for near drowning.

The Safe Kids website has much background information and many ideas for communities wanting to promote the drowning prevention messages and/or advocate for pool fencing legislation. For more information, visit the Safe Kids Week website at

<http://www.sickkids.ca/SKCFForPartners/section.asp?s=Safe+Kids+Week+2007&slD=17580>



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

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