

# IMPACT ON INJURIES

## Manitoba's Injury Prevention Newsletter

September/October 2005

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### • Virtual Driver hits the streets

Student drivers in Manitoba can check their road knowledge on a new computer program from Manitoba Public Insurance. *Virtual Driver: Are U Road Ready?* is an excellent interactive CD that includes driving quizzes and modules on Getting on the Road, Stopping, Turning, Highway Driving, Sharing the Roadway, High Risk Driving Behaviours, Hazardous Conditions and Emergency Situations. MPI's initiative, *The 60 Second Driver* TV spots with John Sauder and MPI's Lou Gervino, describe what to do in various driving situations.

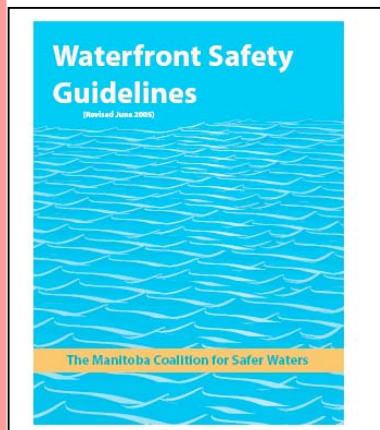
While this bilingual resource is intended for student drivers, it also can help older drivers refresh their driving knowledge and learn about some of the ways traffic rules have changed.

MPI has made a limited number of copies available to IMPACT for distribution to organizations that work with young drivers. If you would like a copy of the Virtual Driver, call Wendy French at 787-1907 or e-mail [wfrench@exchange.hsc.mb.ca](mailto:wfrench@exchange.hsc.mb.ca).

The quizzes are available on the MPI website at [http://www.mpi.mb.ca/dr\\_quiz/StartDrivingQuiz.asp?L=E](http://www.mpi.mb.ca/dr_quiz/StartDrivingQuiz.asp?L=E).

### • Waterfront Safety Guidelines

The Manitoba Coalition for Safer Waters has revised and published ***Waterfront Safety Guidelines***, a resource for owners and operators of public access waterfront properties. Produced to help reduce the number of drowning in the province, the new guidelines are based on the most current research and are the result of much discussion with local stakeholders.



The Guidelines include specific information applicable to the various types of waterfronts, and information on legal liability, waterfront risk management, general waterfront operations, waterfront safety signs, and sample forms.

The Guidelines are available on-line at [www.hsc.mb.ca/impact](http://www.hsc.mb.ca/impact) or by clicking on the Waterfront Safety Guidelines icon. A

CD of the guidelines is available by contacting Wendy French at 787-1907 or e-mailing [wfrench@exchange.hsc.mb.ca](mailto:wfrench@exchange.hsc.mb.ca).

For more information on The Manitoba Coalition for Safer Waters, contact Shawn Feely, Chair, at 787-1823, e-mail [sfeely@escape.ca](mailto:sfeely@escape.ca) or visit the website at [http://www.hsc.mb.ca/impact/s\\_w\\_index.htm](http://www.hsc.mb.ca/impact/s_w_index.htm).

### • New Booster Seat Law for Ontario

As of September 1<sup>st</sup>, 2005, Ontario children under 8 years old who weigh between 18-36 kg (40-80 lbs.) and who stand less than 145 cm (4'9") tall, must buckle into booster seats for every ride. The new law requires most drivers, including grandparents and babysitters to ensure that all child passengers are properly secured. Booster seats protect "the forgotten child" – those who are too big for child car seats and yet are too small to be properly protected by seatbelts.

Motorists who fail to secure children in booster seats or child car seats or who use them incorrectly are subject to two demerit points and a \$110 fine.

Quebec has a similar law in place. The Government of Manitoba is considering implementing similar legislation in the near future.

## • Upcoming ACICR teleconferences

The Alberta Centre for Injury Control & Research has organized a series of teleconferences for 2005 - 2006.

The dates and sessions scheduled so far are:

- October 12 - Simple Solutions for Water Smart® Community Fun
- November 9 – Aspects of Gambling & Suicide in Canada
- December 14 – Education and Behaviour Change for Injury Prevention
- January 11 – Children's Farm Injuries and Prevention Strategies
- February 8 – Playground Safety: Standards
- March 8 – Workplace Safety
- April 12 – It Takes a Community to Support a Drinking Driver
- May 10 - Injury Surveillance – Aboriginal Community-Centred Injury Surveillance System
- June 14 - Psychology of Risk Taking Among Children and Youth

The teleconferences are held on the second Wednesday of every month from September through June. There are usually 30-50 participants with one or two speakers per session.

The cost is \$150 for seasonal subscribers or \$25 per month for casual subscribers who live outside Alberta.

For more information, contact <http://www.med.ualberta.ca/acicr/>

## • BC Injury Prevention Conference

The B.C. Injury Research & Prevention Unit has announced their 2006 Conference. There are five streams:

- Aboriginal Injury Prevention
- Falls Prevention
- Intentional Injuries
- Road Safety
- Sport, Recreation and Leisure

The Conference is planned for March 1-3, 2006 at the Pacific Palisades Hotel in Vancouver. For more information, go to <http://www.injuryresearch.bc.ca/>

## • Points of IMPACT: Water, water everywhere

This summer, it seemed that every few weeks the media reported yet another drowning death of another Manitoban. Sadly, we know that, in most cases, the drowning could have been prevented. Our province sees an average 25 drowning deaths per year. We have an exceptionally high child-drowning rate compared to the national average (3.1 per 100,000 vs. 1.7). The good news is that over the past several months there has been a flurry of activities to address drowning. These are just a few examples of what has been going on around Manitoba.

On the policy side, drowning prevention and water safety has been identified as one of the key priority areas in Manitoba's Injury Prevention Strategy. On the request of the Ministry of Healthy Living, The Manitoba Coalition for Safer Waters took the lead and, using *Preventing Drowning in Manitoba: A review of Best Practices* (IMPACT 2005) and through stakeholder consultations, developed the Manitoba Water Safety and Drowning Prevention Strategy. This document has been submitted to Manitoba Health Living to be included in the overall Provincial Injury Prevention Strategy. The Drowning Prevention Strategy is available on-line at [http://www.hsc.mb.ca/impact/s\\_w\\_index.htm](http://www.hsc.mb.ca/impact/s_w_index.htm).

Research is the best way to measure the behaviours, beliefs and knowledge of a certain population. This past summer, IMPACT and Manitoba Conservation conducted an observational study and survey of parents of infants and toddlers to look at how parents supervise their children and to determine their water safety practices. The data have been collected and are currently being analyzed. The results of this study will be used as a basis for a public awareness campaign. Look for more information in future issues of IMPACT ON INJURIES.

The newly revised Water Safety Guidelines (see page 1) are a fine example of community collaboration in developing a comprehensive set of guidelines that are tailor-made for our province and its waterways. The Coalition for Safer Waters is to be commended for developing this fine resource.

An ongoing problem is the disproportionate number of drownings among Aboriginal people in Manitoba. About half of all drownings involve Aboriginal people. In response, Lifesaving Society, Manitoba Branch launched a newly developed Northern Water Smart® program to Manitoba's northern and remote communities. This public education program delivers personal lifesaving messages to modify high-risk behaviour and to increase awareness of the responsibility each person assumes for him/herself and others when in, on or near the water.

On the subject of Aboriginal Drowning prevention, an interesting coincidence resulted in Shamattawa First Nations receiving 40 free life jackets. This summer, I received a call from Shamattawa looking for assistance obtaining PFDs for community use. IMPACT does not have funds or supplies for community programs, but I said that I would see what I could do. By absolute chance, later the same day, staff at ThinkFirst called with an interesting dilemma; they had funding to purchase PFDs, but did not have a community contact. They were hoping that we could help find a recipient. IMPACT was very pleased to be able to get the PFDs out to Shamattawa. I love it when a plan comes together.

While Manitoba has a long way to go to reduce the toll of drownings, the groundwork has been done. It is encouraging to see so much emphasis and activity around this important safety issue.

**Shawn Feely**  
**Program Director, IMPACT**  
**Chair, Manitoba Coalition for Safer Waters**

- Safety 2006:  
8<sup>th</sup> World Conference on  
Injury Prevention and  
Safety Promotion

Durban, South Africa, is the site of the 2006 World Conference on Injury Prevention and Safety Promotion. With the overall theme being Data to Action, the conference includes the following interest areas:

- Road Safety
- Violence Prevention
- Workplace, Institutional & Home Safety
- Trauma Management, Rehabilitation & Disaster Management
- Leisure Related, Sport & Product Safety
- Safe Communities
- Data Production & Consumption
- Cross-Sectoral & Multi-Disciplinary Linkages

The conference provides an international platform for professionals and organizations involved in all aspects of prevention, control and research.

The conference dates are April 2-5<sup>th</sup>, 2006. Deadline for abstracts has been extended to September 30, 2005.

For more information, go to [www.safety2006.info](http://www.safety2006.info).



- **The Walking School Bus –  
Brandon's Experience**

The Brandon Safe Kids Week Coalition introduced the idea of a Walking School Bus (WSB) to Brandon in late May, as part of their Safe Kids Week activities. In April, the Brandon RHA Health Promotion Facilitator and a Public Health Nurse met with Parent Councils at four core area schools to plant the seed for starting a WSB, a school and community partnership. A short presentation and Q & As were met with enthusiasm from both parents and teachers alike. A copy of the Go for Green! Walking/Riding School Bus was left with each school to assist in their planning. Recognizing that all schools already have parents who walk with children to school each day, the WSB helps formalize the process and involve more families getting to and from school safely.

Ecole New Era piloted their WSB on May 28<sup>th</sup>, the first day of Safe Kids Week. The Coalition donated reflective vests for two parents and a pedometer for the group to monitor their steps. Local media followed the children and parents along the route. A bright yellow chloroplast bus was constructed for the Coalition for the debut of the walk and attracted a lot of attention. The children loved it.

There are many benefits to introducing a Walking School Bus: safety, health and the environment are the main reasons. Building community is another very important benefit. The two adults per "bus" of 6-8 children become the "driver" and "conductor" of the bus, and pick the same children up at the same time on a designated route to school each day. Six adults are required for each "bus" in order that they may cover for each other when other commitments arise.

Fast facts:

- Children under age nine do not have the cognitive ability to cross a street safely;
- Two-thirds of Canadian children do not get enough physical activity to lay a solid foundation for future health and well-being;
- About 65% of parents drive their children to school today, compared to only 10% a generation ago;
- Automobile emissions have a harmful effect on the environment and on personal health. Traffic congestion around a school can pose a hazard for children and motorists.

Information about the Walking School Bus may be found at [www.goforgreen.ca](http://www.goforgreen.ca) or

Active and Safe Routes to School, a national program of Go for Green!, Resource Conservation Manitoba, 2<sup>nd</sup> Floor, 70 Albert St. Winnipeg, MB R3B 1E7 [www.resourceconservation.mb.ca](http://www.resourceconservation.mb.ca)



**Sharon Young**  
**Health Promotion Facilitator**  
**Brandon Regional Health**  
**Authority**  
**Chair, Brandon & Area Safe**  
**Communities**

## • Time to register for National Conference

*Evidence To Action: Injury Violence And Suicide Prevention* is the theme of the 2005 Canadian Injury Prevention and Safety Promotion Conference. Co-hosted by Safe Communities Foundation, Safe Kids Canada, SMARTRISK and ThinkFirst Canada, the conference is taking place from November 6-8, 2005 at the Westin Nova Scotian Hotel in Halifax.

The Preliminary Program, now posted on the conference website at: [www.injurypreventionconference.ca](http://www.injurypreventionconference.ca), has information on all conference sessions as well as pre and post conference satellite events and working meetings.

Registration and hotel reservations can be booked directly through the website: [www.injurypreventionconference.ca](http://www.injurypreventionconference.ca). **Early Bird registration rate ends September 30, 2005.**

For more information on the 2005 Canadian Injury Prevention and Safety Promotion Conference, contact Shelley Callaghan at [purpledog@sympatico.ca](mailto:purpledog@sympatico.ca) or phone (613) 798-8029.

We look forward to seeing you in Halifax!



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