



CHILD SAFETY **Connect**

**A newsletter for Child & Youth Injury
Prevention Advocates**

**Issue 25, January 2012
HIGHLIGHTS:**

- New Ski Helmet Legislation!
- Canadian Injury Prevention Conference
- Congrats to IWK's Anne Cogdon
- IFNS' No Magic Goat Campaign
- Upcoming Events

Injury Prevention History Made in Nova Scotia!

It is official--Nova Scotia is now the first place in the world to have a law that ensures that everyone--no matter what age--wears a helmet while on the slopes. CSL extends its thanks to the Nova Scotia government for passing Bill 131!

On December 12, a group of organizations dedicated to this important cause (Child Safety Link, Atlantic Collaborative on Injury Prevention, Injury Free Nova Scotia, Brain Association of Nova Scotia and The QEII Dept. of Neurotrauma and Neurosurgery/ThinkFirst) collectively presented to the law amendments committee at the NS Legislature. The committee accepted the Bill and indicated that they had an "overwhelming positive response from across Canada" and beyond supporting this Bill! The Bill was officially passed on December 13, 2011.

"Nova Scotia's injury prevention community should be very proud of this ground-breaking accomplishment," says the Hon. Maureen MacDonald, NS Minister of Health and Wellness. "Their leadership and collaborative efforts have resulted in a new law that will undoubtedly mean reduced injuries on our province's ski hills. The eyes of the international injury prevention community are on Nova Scotia today, and I believe this will spur on many other places to do the same."

CSL would like to commend the Nova Scotia Department of Health and Wellness, Ski Hill operators, the QEII Department of Neurotrauma and Neurosurgery, and others who have worked together in partnership to ensure that the slopes are safe for everyone. Special thanks goes to Julian Young for his leadership during this process. This was a real example of effective collaboration between all the stakeholders in this issue, and without it, we may not have had this ground-breaking outcome.

Our province continues to be a leader in injury prevention in Canada--and the world. Nova Scotia was the first province in Canada with a government endorsed and funded injury prevention strategy. This new Bill is another positive step in reducing serious injuries in our province. We want Nova Scotians to remain active, in a safe manner, so that they are able to continue skiing and snowboarding for many years to come; this legislation will ensure a safer environment for children to engage in winter physical activity.

The new law will officially come into effect in November 2012. At that time, anyone not wearing a helmet on Nova Scotia's ski hills while skiing or snowboarding will be subject to a \$250 fine. For more information on the new law, please visit <http://www.gov.ns.ca/news/details.asp?id=20111206004>

Atlantic Canada: Visible at the Canadian Injury Prevention Conference

by Sandra Newton, Manager, CSL

From November 16-18, in beautiful Vancouver, hundreds of injury prevention professionals, researchers, policy makers and others personally touched by injury met at the Canadian Injury Prevention and Safety Promotion Conference. The theme of the conference was *Be Visible, connecting Evidence to Action in Injury, Violence and Suicide Prevention*. Injuries across the unintentional and intentional spectrums were addressed including drowning, falls, traffic, sports injuries, burns, violence and suicide.

The east coast was well represented with presenters from all Atlantic Provinces including Injury Free Nova Scotia, Atlantic Collaborative on Injury Prevention, QEII Department of Neurotrauma and Neurosurgery (Halifax), and the NS Department of Health and Wellness. CSL's Kim Mundle presented on getting car seats and booster seats to low income families and *The Nova Scotia Child Passenger Safety Strategy*. Sarah Blades also presented a poster on Child Safety Link's logic model.

Conference highlights were many and included a Youth Champions Panel, Kelley Lendsey, President and CEO of Aboriginal Human Resource Council, and Dr. Jeremy Shiffman, an Associate Professor of Public Administration and Policy at American University. He shared his research into why some issues receive priority while others are neglected, and how to ensure yours gets on the public agenda. Concussions were a hot topic with speakers such as Dr. Charles Tator, founder of Think First Canada and Dr. Jamie Kissick, a sport medicine physician and former head team physician of the Ottawa Senators. In an emotional presentation, Sheldon Kennedy, former NHL player, spoke about the abuse he suffered by a hockey coach. David Sleet of the US National Centre for Injury Prevention and Control enthusiastically closed the conference. Mark your calendars; the next national conference is November 6-9, 2013 in Montreal.

Other conference highlights...

Child Passenger Safety Dialogue

Safe Kids Canada and the Auto 21 Research Group hosted a one day "Child Passenger Safety Dialogue" November 15, 2011 in Vancouver, as a satellite to the Canadian Injury Prevention and Control Conference. This session was also broadcast as a webinar to child passenger safety advocates across Canada thanks to the Child Passenger Safety Association of Canada, with funding from Transport Canada. Sixty people were in attendance in Vancouver, and 50 people registered for the webinar. Guest speakers included Kristen Gane from Safe Kids Canada, Jocelyn Pedder (researcher), Paul Boase from Transport Canada, and several others.

During the meeting, the Child Passenger Safety Association of Canada was launched. They will be offering children's restraint systems technician training across Canada. Kim Mundle, CSL's Car Seat Safety Specialist is the association's first president.

What we heard:

- There is strong evidence to support keeping children in rear-facing car seats up to age 4, so what position should Canadian CPS advocates promote?
- Even car seats that are poorly installed have protective effects. (Jocelyn Pedder)
- A toolkit of resources to promote car seat use was presented by Dr. Beth Bruce and her research assistants.

Feedback was provided from the audience about how it could best meet their needs.

All presentations and video from the day will be posted on the website www.cpsac.ca at a later date.

CHIRPP Annual Meeting

On November 15-16, CSL's Sandra Newton and Merida Merrick attended the annual Directors and Coordinators Meeting for the National Canadian Hospital Injury Reporting and Prevention Program (CHIRPP) in Vancouver. CHIRPP, located in 15 hospitals across Canada, collects data on injuries presented in the Emergency Departments and is part of the Public Health Agency of Canada.

CHIRPP centre projects and activities, upcoming research projects, and many other issues were discussed. Each hospital was also given a report on the top five sports and recreation injuries seen at their hospital between 1990 and 2009. The report shows that at the IWK Health Centre, children aged 0-9 are most injured on the playground. For children aged 10-14, basketball was the top sport for injuries. Hockey was the top sport for injuries to children aged 15-19.

Congratulations to the IWK's Anne Cogdon!

CSL would like to congratulate Anne Cogdon, Executive Director of Primary Health at the IWK, for recently receiving the IWK Board Award of Leadership!

Since joining the IWK Health Centre in 2005, Anne has made an outstanding contribution towards bringing Primary Health into the Mission, Vision and Strategy of the IWK. Anne has provided leadership for a strong and integrated Primary Health team which includes programs like Child Safety Link, Extra Support for Parents, Spiritual Care, Primary Health and Read to Me! and is always available to share her knowledge and champion the work of her team. Thank you, Anne, for everything you do and congratulations!



From left: Anne McGuire, President and CEO of the IWK Health Centre, Anne Cogdon, Executive Director of Primary Health, IWK Health Centre, and John Rogers of the IWK Board of Directors.

IFNS's "No Magic Goat" campaign wins Ice Award



Provincial not-for-profit organization Injury Free Nova Scotia launched a cinema and online campaign this year to warn youth against the dangers of excessive drinking. The "No Magic Goat" campaign is designed to spur conversation in youth about the potential social and injury risks caused by drinking.

This past October, the No Magic Goat campaign was successful in winning Gold at the Ice Awards in the Broadcast Public Service Category, as well as a Merit award for the Website. The ICE Awards are organized by a diverse group of Atlantic Canadian advertising and marketing professionals to celebrate creative advertising made in the Maritimes. Congratulations to Halifax's Trampoline Branding and IFNS on this achievement! To view the "No Magic Goat" campaign, visit <http://www.youtube.com/watch?v=G70rGUuPQuc>

CSL congratulates Debbie Smith on receiving the first annual NS Public Health Champion Award!

Non-judgemental. Creative and strategic. Humble and respectful of diverse opinions. These are just a few of the ways colleagues describe Debbie Smith, the recipient of the first Public Health Champion Award, an honour intended to recognize excellence in leadership, innovation and commitment to public health in Nova Scotia.

Debbie, who is currently Executive Director of the South Shore Family Resource Association, has been working in community development and public health for over 30 years with the majority of that time focused on improving outcomes for families and children. She is a dear partner of CSL, as she is passionate about sharing resources on children's safety with the provincial family resource community. Congratulations Debbie on this important and well-deserved honour!



Above photo from left: Marie McCully Collier (PHANS Board President), Debbie Smith (recipient) and Marian MacLellan (Board member).

Upcoming Events

Safety Services Nova Scotia Annual Health and Safety Conference + Road Safety Conference, March 27-30, Halifax, NS. For more info, please visit: www.safetyservicesns.ca

Paediatric Orthopaedic conference, the 10th Annual Multidisciplinary Conference will take place May 3 and 4th at the Atlantica Hotel in Halifax. The day and a half long conference will include a presentation from key note speaker Dr. Andrew Howard, an orthopaedic surgeon from Sick Kids, who will discuss injury prevention. For additional information, please contact: Kyleigh Woods at 902-470-8025; Kyleigh.woods@iwk.nshealth.ca, or Karen Bartlett at 902-470-7291; Karen.bartlett@iwk.nshealth.ca.

Canadian Multidisciplinary Road Safety Conference, June 10-13, Banff, AB. For more information, please visit: www.cmrsc.ca.

Canadian Public Health Association Annual Conference, June 11-14, Edmonton, AB. For more information, please go to: www.cpha.ca

ACIP 2012 Conference – Save the Date!

We are excited to announce that the ACIP 2012 Injury Prevention Conference will take place October 16-17, 2012 in Moncton, New Brunswick at the Ramada Plaza Crystal Palace Hotel. We hope that you can join us for 2 days of networking, sharing and learning. Stay tuned for more exciting updates including the announcement of our keynote speaker and the call for abstracts! For more information, please contact Jennifer Heatley, Executive Director, Atlantic Collaborative on Injury Prevention at (902)877-1562 or jheatley@acip.ca.

Our thanks to



Thank you to Imperial Oil for their continued support of our children's falls prevention work. In our spring newsletter, we will highlight the results of focus groups conducted with families living in low-rental housing in Halifax. Living conditions can affect your injury risk and so CSL wanted to get a sense of families' challenges and barriers to home safety, including children's falls prevention. Several key informant interviews were conducted.

Stay tuned: the results and key recommendations will be summarized in our next newsletter.

Special thanks to our partners in children's safety:



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