

focus of the second day, allowing students to use their new-found knowledge.

Students were tested for their knowledge of ATV safety before and after the event. Average scores rose from 50% to 72%. For more information on this project, contact Janet Humble at (705) 474-1400 ext. 322 or humble@nbdhu.on.ca

Medication clean-out adapted in Sudbury

A medication clean-out campaign was also showcased at the national conference in a poster presentation. Originated by the Eastern Region Injury Network, the campaign was adapted successfully by Sudbury's health unit, leading to a four-fold increase in the collection of outdated medications.

The health unit notes that medication misuse could lead to serious injury and poisoning, which is the second leading cause of injury-related hospitalizations for children and youth in Canada. Also, medication use can increase the risk of falls for seniors.

The health unit found that some area pharmacists were unwilling to dispose of old or expired medication if it had been sold elsewhere. Thus, they handed out medication clean-out paper bags, asking people to fill them with prescription and over-the-counter drugs and vitamins to send to the household hazard-

ous waste depot.

In partnership with the City of Sudbury, old medicines could be taken to the depot or an appointment could be made with the Toxic Taxi for a free pickup. For more information on the campaign, contact Laurie Fraser at the health unit, 705-522-9200, ext. 391 or fraserl@sdhu.com.

Learning Series features data session in January

Register now for the next SMARTRISK Learning Series session. On Jan. 18, 2006, we feature Introduction to Data. Our guest faculty is Dr. Alison MacPherson, Assistant Professor, School of Kinesiology and Health Science at York University.

For information on this or other upcoming Learning Series sessions, see

www.smartrisk.ca

or e-mail

learning@smartrisk.ca

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NEWS
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Featuring...

ICE promoted in North.....

OIPC confirms keynotes.....

Peers teach ATV safety.....

Medication clean-out adapted..

Learn about data.....

Grill candidates on injury prevention

Waiting times in health care are a hot topic but little attention has been paid to the fact that preventing injury could help remove people from the lines and shorten the lists. The federal election is an ideal time to ask your candidates their views on a national strategy to prevent injury.

If you're not sure what to ask or how to contact your candidates, visit www.smartrisk.ca. SMARTRISK has prepared a sample question for you to use and lists the party's websites where you can find your candidates.

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ICE campaign targets cellphone users

A campaign conceived by a paramedic in England encouraging cellphone users to store an emergency contact number under the acronym ICE is being promoted in Northern Ontario.

ICE stands for In Case of Emergency. It's the centrepiece of a public awareness campaign encouraging people to input the word into their cellphone's contact list. The idea is that next of kin or other designated emergency contacts can be notified by emergency personnel more quickly if an incapacitated person has that number stored in their cellphone.

The Nipissing/Parry Sound Trauma Prevention Committee and the Connecting Community Partners in Injury Prevention Committee have launched a media campaign promoting ICE. It kicked off in North Bay on Nov. 28. Sault Ste. Marie will hold its campaign in the new year. A variety of public awareness initiatives are being investigated, including offering to all retailers in the community a sticker to identify cellphones with ICE entries.

For information, including how to start a campaign in your community, contact Pat Cliche at 705-472-8172..

Make it a date to attend OIPC 2006 in Toronto

Two outstanding keynote speakers are confirmed for the Ontario Injury Prevention Conference 2006: Dr. Barbara Barlow and Dr. Barry McLellan. The conference will be held March 5-7 at the Toronto Hilton. The theme of Injury Prevention Through the Ages will feature poster, podium and panel presentations on children, adolescence, the working years and the post-working years.

The internationally renowned Dr. Barlow is director of surgery at Harlem Hospital Center in New York City and director of the Injury Free Coalition for Kids. Dr. Barlow founded the Injury Free program, which led to a 50% drop in hospital admissions for major injuries among Harlem kids. Dr. Barlow has researched injury prevention for the last 15 years.

Ontario's Chief Coroner, Dr. Barry McLellan, also has a stellar international reputation. He received top evaluations from last year's OIPC delegates and returns by popular demand.

Visit www.oipc.org to stay up to date on conference developments and to learn how to register as a delegate, exhibitor or sponsor.

Nominate your road safety heroes by Jan. 23

You have until Jan. 23 to get your nominations to the Ministry of Transportation for the 2005 Road Safety Achievement Awards. The awards will be presented during the Ontario Injury Prevention Conference luncheon on March 6 at the Toronto Hilton. Recipients will be notified in advance.

The Road Safety Awards recognize individuals and organizations for leadership, dedication and commitment in the field of road user safety in the categories of: Individual Achievement (Professional), Individual Achievement (Volunteer), Media, Corporate Leadership and Excellence, Road User Safety Partnership and Achievement in Innovation.

Contact Andrew Davidson at the Ministry of Transportation at 416-235-3896 or Andrew.Davidson@mto.gov.on.ca for further information and nomination forms.

ATV campaign employs power of peers

Many successful injury prevention programs from Ontario were showcased at the national conference in Halifax in November. While debate raged on in

N.S. over all-terrain vehicle legislation, presenters from Northern Ontario showcased their successful peer-led campaign aimed at making teens safer ATV riders.

In Northern Ontario, youth often use ATVs or snowmobiles to get to and from school and a number have been injured. Ten community partners worked together on the West Nipissing pilot project, including the Ministry of Transportation, police, fire and EMS, Northern Secondary School and the North Bay Parry Sound District Health Unit.

Janet Humble of the health unit explained that they chose non-traditional leaders - rather than "star" students - for their peer leaders, aiming to have more impact among students. These students were tasked with developing modules to teach to other teens. Although many were intimidated by the idea of researching and presenting modules on safe ATV riding, with support and much creative initiative, they came through admirably. Modules included legislation, safe riding techniques, pre-ride inspections, first aid and outdoor survival.

The campaign culminated in a two-day ATV safety event for students. The student leaders made presentations on the first day and a day-long trail ride was the