

wheelchair. "Riding With A Whole New Respect" details Kevin McKenna's tragic experience and outlines riding strategies to reduce one's risk of injury while riding an ATV. Kevin's message is powerful as he asks riders to think about how to reduce the risks when riding. He asks them to ride with a whole new respect.

A second postcard takes a whimsical approach to engage the reader and challenges the reader to identify the 20+ defects that appear in the image. Although the on-road legislation has been in place since July 2003, it is not well understood by many who ride in Northeastern Ontario. This postcard includes many of the regulatory requirements for ATV riding in Ontario.

To help get the message out, two posters have been developed featuring the same artwork as on the postcards. For more information on this initiative, or to obtain quantities of this product, please contact: Jeff Griffith, Ministry of Transportation, Northern Region, at 705-497-5453, or at Jeff.Griffith@ontario.ca

Not By Accident 2007 targets EMS providers

The 2007 Not by Accident Conference will focus on the important role the emergency service provider can play in preventing injuries in their community. Recognizing that the ESP, through their

first-hand experiences with trauma, can be a strong and credible resource for injury prevention, this is the first year the conference planning committee has selected the ESP as the primary audience. The conference theme is "Teachable Moments" and the goal is to:

- Create opportunities to enhance knowledge and awareness of the injury epidemic
- Enhance the perception of injury prevention priorities as a role for the ESP
- Provide tools to identify and support local initiatives in their communities

Case scenarios applicable to the "real world" will be included in the sessions. This one-day conference will be held on Oct. 2, 2007, at the Lamplighter Inn, London, Ont. For more information, contact: denise.polgar@lhsc.on.ca



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Featuring...

- We're moving to e-mail.....
- Evaluating OIPC.....
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Your OSN is going completely electronic

As of the November/December 2007 issue of Ontario Stakeholders News, we will discontinue mailing out printed copies and move to an entirely electronic newsletter. Watch for a redesigned OSN, which will be easier to view onscreen or to print out.

If you have not already switched your subscription to e-mail and you wish to continue getting OSN, please e-mail us at osn-subscribe@oninjuryresources.ca. We'll make sure you don't miss an issue.

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Conference delegates enjoy northern flavour

The practice introduced at the 2005 Ontario Injury Prevention Conference in London has proven to be a winner: offer delegates a useful, attractive gift in return for their completed evaluation form at conference end. This year, delegates were invited to choose between beaded cloth bags individually hand-sewn by Aboriginals.

Initial evaluation results find that 38% of the 129 delegates to the conference in Thunder Bay live in the north, with another 26% from Toronto. Delegates are interested in seeing the next regional OIPC move east – to Ottawa, specifically.

Particularly popular and commented upon speakers included opening keynote Dr. Wayne Hammond and closing keynote Dave Jones. Delegates also noted that the moving speech of MADD volunteer speaker Kelly Rider starkly reminded them why they were at the conference. Concurrent sessions that received high praise included the Photovoice session by Patricia Hadju and the session that included a shaken baby prevention program, a substance abuse program for teens and SipSmart. Delegates also enjoyed the northern hospitality and entertainment.

Nurturing the ability to thrive at OIPC 2007

Injury prevention practitioners must nurture the ability to thrive among our young people, not just survive, opening keynote speaker Dr. Wayne Hammond of Resiliency Canada told delegates at the Ontario Injury Prevention Conference 2007 in Thunder Bay, Ont. For those of you unable to attend, here are selected highlights.

- Instead of being influenced by the medical model and labelling young people as having problems that need solutions, Dr. Hammond encouraged delegates to help youths build on their strengths, a message that seemed to resonate with many in the audience. It's critical to have strong relationships with youth, he said. "The values and behaviour of people will always change in the context of relationships, not programs." See <http://www.resiliencycanada.ca> for more information.

- The conference closed the following afternoon with a four-person Aboriginal panel that ran the gamut of issues, from drug abuse, suicide and residential schools through a presentation on how challenging it can be to stay away from negative influences on the reserve. Dave Jones, founder of Turtle Concepts (see www.turtleconcepts.com), spoke of how he tried to follow advice to "be good" by studying hard and staying away from alcohol and drugs, only to be told by his peers that he was a loser who "thinks he's so good" and acted white. Today, he works with young people in an effort to make it "cool to be uncool".

- Delegates were visibly moved during the presentation of Kelly Rider, a volunteer speaker for MADD Canada. Kelly spoke of losing her cherished teenaged brother in a multi-car crash eight years ago that also took the lives of four other teens. She told of attending four funerals at the same funeral home in a single day.

The impact of one person's driving can have a massive effect on many lives, she noted. In this case, the 17-year-old driver had smoked marijuana and crashed into a tractor-trailer, causing a chain reaction.

Between the keynotes, delegates attended a variety of concurrent sessions dealing with issues through the life course, road safety and in the community.

Most booster-aged kids still in seatbelts: study

Parents in Ontario are the most likely to strap their 4-to-8-year-old children into

booster seats – but a new Canada-wide observational study finds that the rate of booster use tops out at just 34% in Ontario, with the vast majority of the rest of these kids wearing seatbelts. Overall, 28% of Canadian kids 4-8 are in boosters.

The research was conducted in summer 2006. The provinces with booster seat laws in effect at the time – Ontario and Quebec – had higher rates – but booster use is obviously still an issue that needs to be targeted by injury prevention practitioners across the country. Read the complete study online at Auto21.ca.

ATV campaign launched by Mattawa group

All-terrain vehicles are a popular form of recreation in Northeastern Ontario and are becoming a form of transportation in many communities. Recognizing the need to educate the public on the risks associated with ATV riding, and to provide riding strategies to reduce the risk of injury, the Mattawa Road Safety Committee has partnered with Connecting Community Partners in Injury Prevention to develop ATV public education products.

The first product is a postcard that features a local ATV injury survivor who is morphing from an ATV into his