

Committee produced the DVDs.

The Committee serves the northwestern communities of Simcoe County and works to reduce injuries and deaths related to alcohol and vehicle use. According to committee member Velma Shewfelt of the Simcoe Muskoka District Health Unit, "Emergency departments are important partners in injury prevention. They have a significant role in client education, helping patients and their families see the risks in their everyday lives and learning to take these risks in ways that avoid injuries and promote health.

"A need for video-based injury-prevention information that could be run on waiting room televisions was identified. The Committee recognized the potential in this creative approach to injury prevention education, particularly in targeting the "captive" waiting room audience.

"We began an extensive search for the best video resources available on a number of key injury prevention subjects. We were surprised to learn how difficult it was to find Canadian resources!

"A total of three DVDs have been compiled - one each for the spring/summer, autumn and winter seasons. Each DVD is approximately 2.5 hours in length, formatted to run on a continuous loop.

"Most hospitals in Simcoe-Muskoka have

been receptive and enthusiastic about this resource, and have agreed to use it. Video producers, when asked to supply copyright permission, have been very supportive - we're on to something here! The last of the DVDs will be distributed to hospitals at the end of September, then offered to walk-in clinics as well."

The DVDs are provided to these community partners at no cost. Others wishing more information may contact Velma at velma.shewfelt@smdhu.org.

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ONTARIO STAKEHOLDERS NEWS

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Learning Series begins fall 2006 season

After a summer of planning, the SMARTRISK Learning Series has launched its fall season.

Thanks to funding and support from the Government of Ontario and the Ontario Public Health Association, we are pleased to offer these educational teleconferences free to Ontario injury prevention practitioners. For the latest information on which sessions are coming up and how to register, visit the Practitioners homepage at www.smartrisk.ca

PUBLICATIONS MAIL
AGREEMENT # 40034457

Smart Moves toolkit now available to order

Smart Moves, our popular toolkit for preventing falls among seniors, is now widely available, both through SMARTRISK and directly through a website.

SMARTRISK developed the resource in response to the serious problem of falls among older Canadian adults. The easy-to-read book is designed to be used by seniors, their caregivers and other professionals. It addresses fall prevention in four key areas: bone health, medication management, exercise and home modifications.

The toolkit was pilot tested and evaluated with excellent results among Ontario seniors in six communities. It has since been modified in response to the evaluations.

Several Ontario health units have used the toolkits to train home visitors in fall prevention. Others have adapted the language of Smart Moves to their own fall-prevention programs.

SMARTRISK will attempt to keep copies in stock for easy ordering. We have also made it available (without the pullout exercise poster) at a special website that prints copies on demand. See www.smartrisk.ca for information or to order.

Injury costs Ontarians \$5.7 billion yearly: study

SMARTRISK has released The Economic Burden of Injury in Ontario, which reveals that injury costs Ontarians \$5.7 billion annually. This report outlines the tremendous burden of both intentional and unintentional injury and includes special analyses of the contribution of alcohol and physical activity. Further, the report presents findings broken down by both region and the new Local Health Integration Networks (LHIN). This study builds on a previous economic study commissioned by the Government of Ontario and conducted by SMARTRISK, which addressed unintentional injury costs.

Key findings indicate that:

- Over 4,000 deaths and 570,000 injuries occur annually. That is, every hour of every day, 65 people in Ontario are injured and roughly 11 people each day die from their injuries.
- The total annual cost of intentional and unintentional injuries in Ontario, including direct and indirect costs, amounts to more than \$5.7 billion.
- Unintentional injuries account for approximately \$4.5 billion or 78% of the

total costs of injury. Falls are the costliest category, at \$1.9 billion, followed by motor vehicle collisions at \$1.1 billion.

- Of the total cost of intentional injuries, suicide and self-inflicted injury accounted for \$886 million, while interpersonal violence represented \$230 million.
- Alcohol-related injuries cost \$440 million for the leading causes of injury. Alcohol was a factor in \$156 million of the total costs for motor vehicle traffic collisions, \$117 million for unintentional falls, \$115 million for suicide and self-inflicted injury and \$52 million for interpersonal violence.
- Injuries resulting from physical activity cost \$655 million. Collisions occurring in sports are most costly, at \$166 million.
- There were significant variations in the incidence, severity, and economic burden of injury by region and LHIN.

The report proposes that a comprehensive provincial injury prevention strategy be launched to help reduce the burden of human pain and suffering and the economic costs of injury. Ontario can help to prevent injury among its citizens, and the avoided costs can be reinvested in other provincial priorities.

"An investment in injury prevention is truly an investment in the health of Ontarians," said SMARTRISK President and CEO Dr. Robert Conn, in launching the report.

New staff at Ontario Resource Centre

SMARTRISK has bid a fond farewell to Michelle Coghlan, who after more than five years at SMARTRISK, has left to pursue her doctorate in sociology at the University of Victoria. Michelle was well known to injury practitioners across Ontario and played a major role in getting the Ontario Injury Prevention Resource Centre off the ground. Dr. Phil Groff, SMARTRISK's director of research and evaluation, takes over managing the Centre, ably assisted by Kelly Simpson, Nadja Freeman, Sanjay Kumar and Odette Doumbe. Contact the Resource Centre at 416-977-7350 or info@smartrisk.ca

Emergency patients taught to prevent injury

Emergency room patients in Simcoe-Muskoka have been offered a practical way to pass the time while waiting for treatment: televised injury prevention messages. The Safe and Sober Awareness