

# Ontario Injury spotlight

*A newsletter for injury prevention practitioners in Ontario*

November-December 2007

*From the Centre*  
**Survey, Forum,  
Learning Series**

*From the Field*  
**Stay on Your Feet,  
Kids campaign**

*Research*  
**CIHI report on  
ATV injuries**

*Our Partners in Action*  
**ONF launches  
NeuroMatters**

*Ontario Injury Compass*  
**Bus injuries & Spinal  
cord injuries**

*Calendar*  
**CIPSPC,  
OPHA**

## *From the Centre*

### Welcome to Ontario's spotlight on injury

Welcome to the first issue of the Ontario Injury Spotlight, formerly the Ontario Stakeholders News. Delivered electronically six times a year, we hope you will enjoy our sleeker, easier to read format. Ontario injury prevention practitioners will continue to find their newsletter full of important news and information about injury prevention in Ontario, in a more standardized format.

If you would like to contribute an article to the Spotlight, please e-mail the editor at [spotlight@oninjuryresources.ca](mailto:spotlight@oninjuryresources.ca).

### Resource Centre: here's what's new

- We invited injury prevention practitioners to share their needs for training and resources. Nearly 90 participants completed the **needs and capacity survey**. High among the needs listed were: information about best practices and how to apply them; local and regional data and information; and networking opportunities with other practitioners, experts and community partners. Survey results will be posted at [www.oninjuryresources.ca](http://www.oninjuryresources.ca) and will inform future programming of the Resource Centre.

- The fall sessions of the **SMARTRISK Learning Series** are well underway. Register now for the two-part November sessions on Aboriginal populations and health promotion. Diane Hill and Tuesday MacDonald, both of the Mohawk Nation, present on "The Psycho-social Implications of Ethnostress within Aboriginal Populations" and "Aboriginal Governance and Social Structure". These sessions will offer practical information and resources for working effectively with Aboriginal populations and will clarify political and health structures of various First Nations. Even for practitioners who do not work with First Nations, these sessions should prove invaluable, as insights will be shared for working with any marginalized group. Join us on Nov. 22 and 27, from 10-11 a.m. Register online at [www.oninjuryresources.ca](http://www.oninjuryresources.ca) or for more information, contact Nadja Gale at [learning@oninjuryresources.ca](mailto:learning@oninjuryresources.ca).

- Members of Ontario regional injury prevention networks and other interested practitioners are invited to attend the **Ontario Injury Prevention Practitioners Network** meeting on Sunday, Nov. 11, in Toronto, a satellite session before the Canadian Injury Prevention and Safety Promotion Conference. This new network, established by the Resource Centre with the Ontario Public Health Association, will develop a strong provincial partnership and will help further the Ontario Injury Prevention Strategy. This multidis-

ciplinary committee will be comprised of injury prevention practitioners from around Ontario to foster strong communication links between various agencies and promote a consistent, integrated approach for injury prevention activities. For more information and to RSVP, contact Pat Cliche at [Pat17@sympatico.ca](mailto:Pat17@sympatico.ca).

- The Resource Centre website has launched a discussion board **Forum** at [www.oninjuryresources.ca](http://www.oninjuryresources.ca), promoting collaboration, information sharing, joint planning and priority setting among colleagues. One practitioner who tested the site stated, "It will be a good communication forum for the Provincial Practitioners Network." We encourage practitioners to register and log in. View current topics or create new topics and post resources. Look for the forum participant guide on the home page. For more information, please contact Linda Yenssen at [lyenssen@smartrisk.ca](mailto:lyenssen@smartrisk.ca).

## *From the Field*

### Grey Bruce offers falls resources

Thanks to funding from the Ontario Neurotrauma Foundation's Stay on Your Feet project, the Grey Bruce Health Unit and the Community Coalition for the Prevention of Falls in Older Adults is offering resources for free or at minimal cost that it has produced.

Here is what's available:

- A 15-minute video-DVD entitled, **Prevention: Taking Control** illustrates how we grow and change throughout the seasons of our lives, including facing the risk of falls in the autumn of our lives. It outlines the many things individuals can do to help themselves, and the resources and people available to help. People who have seen the production said they enjoyed the information, the upbeat attitude, familiar people and places and especially the nostalgia of the black and white photographs. User guides are available for individual and group viewing, allowing for any host to introduce the video and do follow-up discussion. Copies can be obtained by calling 519-376-9420, ext. 401, or Marguerite Thomas at 519-881-1920, ext. 246. Or, send a stamped, self-addressed CD envelope with \$1.86 postage to: Falls Prevention, GBHU, 248 Park St., Walkerton, ON, N0G 2V0. Finally, download the DVD by visiting [www.oninjuryresources.ca](http://www.oninjuryresources.ca) and going to the Forum, falls section.
- Fact sheets on **Understanding Potential Interactions with Prescription Drugs** are available from the same address as above. Produced with the Grey Bruce FOCUS Project, the fact sheets describe medication interactions with smoking, alcohol, food and beverages, non-prescription medications, herbal remedies and alternative health products. This project has been a team effort of pharmacists, physicians, healthcare workers and older adults. The fact sheet will soon be available to download on the FOCUS website at [www.focus-alcohol.org/](http://www.focus-alcohol.org/)
- The comical and poignant play, **Bruno and Alice**, is available for bookings. Adapted from the play by Health Canada, Bruno and Alice are a widower and widow who are attracted to each other but the path of true love does not run smoothly due to injuries. Actors Ted Codack and Audrey Otter have delighted audiences across Ontario. They can be reached at 519-369-3625.

## Toronto, York, launch kids' injury campaign

"Kids are unpredictable. Injuries don't have to be," is the newly launched communications campaign initiated by Toronto Public Health and also promoted by York Region Community and Health Services Department. The campaign is directed towards

helping caregivers of 5-9-year-olds spot the potential for injury before it happens.

Resources include a brochure, three posters and fact sheets, ads and displays. View them at [www.toronto.ca/health/injuryprevention](http://www.toronto.ca/health/injuryprevention) or [www.york.ca/health](http://www.york.ca/health).

The campaign helps caregivers understand that injuries most often happen when a child is in a situation they are not able to handle physically and cognitively. It helps them learn how injuries can occur and how to create safer places for children, how to watch and supervise children closely and to create and follow family safety rules.

A black and red graphic identifier, "A step ahead for injury prevention" offers a positive, action-oriented message of how to anticipate and prevent injuries. This identifier appears on all campaign resources, including the newly designed Toronto Public Health web pages and York Region's website.

For more information, call Toronto Health Connection at 416-338-7600, or Kerri Richards at 416-338-8710.

## Research

### ATV injuries rise, snowmobiles fall

While snowmobile-related hospitalizations fell by almost 20% between 1996 and 2005, the number of people hospitalized after riding off-road all-terrain vehicles climbed by 66%, the Canadian Institute for Health Information said in a recent report. The good news for Ontarians is that the lowest off-road hospitalization rate was in this province. Visit [CIHI](http://CIHI) to view the full report.

## Our Partners in Action

### Sign up for ONF's NeuroMatters

The Ontario Neurotrauma Foundation has launched a new, free consumer newsletter, NeuroMatters, directed towards people with acquired brain injury or spinal cord injury and their family members/caregivers. The newsletter contains information on research findings, the ONF and its work, and offers opportunities to shape research and learn more. While specifically designed for consumers, NeuroMatters is available to anyone who is interested. Sign up at [www.onf.org/newsletter/](http://www.onf.org/newsletter/). Upon request, NeuroMatters will be mailed to people in Ontario with ABI or SCI.

## Calendar

### The Canadian Injury Prevention and Safety Promotion Conference: Nov. 11-13, 2007

Co-hosted by Safe Communities Canada, Safe Kids Canada, SMARTRISK and ThinkFirst Canada, at the Westin Harbour Castle Hotel, Toronto.

[www.injurypreventionconference.ca](http://www.injurypreventionconference.ca)

613-798-8029

[purpledog@sympatico.ca](mailto:purpledog@sympatico.ca)

### Ontario Public Health Association Conference: Nov. 18-21, 2007

Co-sponsored by Toronto Public Health around the theme, "Public Health: Who's at risk? What's at stake?" at Marriot Toronto Downtown Eaton Centre.

<http://www.ophaconference.ca/>

416-488-0176

[info@OPHAconference.ca](mailto:info@OPHAconference.ca)

## Highlights from the Ontario Injury Compass

### September: Bus occupant injuries

A total of 1,525 people in Ontario visited an emergency department and 67 were hospitalized due to a bus-related injury in 2004-2005, including school buses, motor coaches and intercity transit buses. Females account for 67% of emergency department visits and 81% of hospitalizations.

Prevention tips include being aware of traffic around you, staying clear of the bus until it stops, using the handrails and taking a seat promptly.

### October: Spinal cord injuries

About 300 people each year are hospitalized in Ontario with a spinal cord injury. Falls from one level to another and motor vehicle occupant injuries are the most common causes of hospitalization. Males accounted for about 71% of these hospitalizations. Among males, the highest numbers of injuries were seen among 40-49-year-olds and 50-59-year-olds. For females, injuries peaked in the 80+ and 60-69-year age groups.

Prevention tips include finding ways to reduce the risks of falls and transport incidents.

Each month, the Ontario Injury Compass provides statistics and prevention tips on specific injury topics to practitioners in Ontario. To subscribe to the Ontario Injury Compass electronically, or to read back issues, visit [www.oninjuryresources.ca](http://www.oninjuryresources.ca)