

# Ontario Injury spotlight

*A newsletter for injury prevention practitioners in Ontario*

MARCH-APRIL 2008

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## *From the Centre*

### Evaluate the Ontario Injury Spotlight

This is the third issue of the new Ontario Injury Spotlight and we'd love to know what you think. Give us your feedback and help us to make the Spotlight as useful to you as we can. Our survey asks just six questions about the Spotlight and should take you no more than five minutes to complete.

Our deadline for responses is **Monday, March 17**. Visit [Question Pro](#) today to take the survey. Thank you!

### Resource Centre website renovated

The [Ontario Injury Prevention Resource Centre website](#) has undergone some minor renovations – we invite you to visit and have a look.

The left sidebar of the home page has been reorganized with the addition of clear headings and subheadings, making it easier for you to find your way around. The right highlights column has been redesigned to ensure ease of viewing for all users.

We hope you have begun to use the [Forum](#) to post resources or download your colleagues' resources, start or join a discussion. And we invite you to view any of the

SMARTRISK Learning Series sessions you missed - see below for more information.

### Learning Series: videos, what's next

Catching up on a missed SMARTRISK Learning Series session or revisiting a favourite has never been easier. Past sessions of this educational monthly teleconference can now be viewed as online videos by visiting the [Ontario Injury Prevention Resource Centre website](#).

No software is needed beyond the common Flash plugin (which most web browsers already have) – just a few clicks and the slides will come up on your screen, advancing automatically along with the audio. While the online video format does not allow the same interaction as is possible when attending the Learning Series in real time, it's a great alternative for those unable to attend or wishing to revisit a presentation.

Meanwhile, register online for the March 25 session, *Asset building: Is it worth the risk?* at [www.oninjuryresources.ca](http://www.oninjuryresources.ca), or for more information, please contact Nadja Gale at [learning@oninjuryresources.ca](mailto:learning@oninjuryresources.ca). This session is led by retired high school principal David Huether, an advocate for community development with a focus on promoting the positive values of asset building for children and youth.

## *From the Field*

### London introduces shaken baby program

Given the finding that 43% of severe infant injuries treated at London Health Sciences Centre were intentional, (LHSC Trauma Registry 1999-2006), many diagnosed as Shaken Baby Syndrome, the Centre has taken action. Thanks to a grant from the Children's Health Foundation and support from leadership and staff, it will be the first Ontario centre to implement *The Period of PURPLE Crying*.

The program helps parents and caregivers understand the features of crying in normal infants that are frustrating and that can lead to shaking or abuse. PURPLE stands for:

- P: Peaks around two months.
- U: Unpredictable, often happening for no apparent reason.
- R: Resistant to soothing.
- P: Pain-like expression on baby's face, even without any source of pain.
- L: Long bouts, lasting 30-40+ minutes.
- E: Evening crying is common.

Similar programs have shown positive effects, with a significant decrease in the incidence of SBS. PURPLE was designed by pediatricians, public health nurses, child ex-

perts and parents. A three-year randomized control trial, the gold standard of research, evaluated its effectiveness in changing knowledge and behaviours of parents.

In London, nursing staff will provide one on one education to an estimated 5,000 new families yearly, including a take-home 11-page colour booklet and DVD, focusing on a positive message on coping with crying.

The LHSC will present its implementation process at the 7th [North American Conference on Shaken Baby Syndrome](#) in Vancouver this October. For more information on PURPLE, visit [www.dontshake.org](http://www.dontshake.org) or e-mail Denise Polgar at [denise.polgar@lhsc.on.ca](mailto:denise.polgar@lhsc.on.ca)

## Snowbird promotes seatbelt wearing

Canadian Forces Snowbird pilot Capt. Mike French is featured on a new public education resource to promote seatbelt use in North-eastern Ontario. Developed by Connecting Community Partners in Injury Prevention, in partnership with the Snowbirds and SMARTRISK, the information card is available to injury prevention practitioners, police and road safety advocates to distribute.

The initiative came after a review of motor collision and injury data in the area, as well as data that find that almost a third of drivers and passengers killed are not buckled up.

The information card features Capt. French talking about reducing his risks by always wearing his seatbelt in the cockpit and that it's no different when he's travelling on the ground. You can order these cards through Jeff Griffith of the Ministry of Transportation's Road Safety Marketing Office at [Jeff.Griffith@ontario.ca](mailto:Jeff.Griffith@ontario.ca) or 705-497-5453.

### Research

## Research on kids, snowmobiles, drivers

Several research reports of interest to Ontario practitioners have been released lately:

- The [Canadian Institute for Health Information](#) released its injury hospitalizations report with a special focus on pediatric injury. The good news is that 11.3% fewer young people under 20 were admitted to hospital for injury in 2005-06 than five years earlier. Ontario had the lowest pediatric injury rate in the country.

- The Ontario Ministry of Transportation has published *The Cold Facts About Snowmobile Casualties in Ontario*, analyzing 17 years of snowmobile crash and injury data. Common risk factors were alcohol, speeding, not wearing a helmet, hitting an object and riding on thin ice. The report makes recommendations, including education and enforcement campaigns targeting at-risk groups. Download the report in the Forum, Announcements section at the [Ontario Injury Prevention Resource Centre website](#).

- A new Ontario study of drivers involved in crashes who ended up at Sunnybrook Health Sciences Centre finds that more than a third of them had medical conditions their physicians were obligated to report to Ontario's Ministry of Transportation, but only 3% had actually been reported. The study, led by Dr. Donald Redelmeier, is available online at [Open Medicine](#).

### Our Partners in Action

## Think First releases tobogganing paper

The deaths of three Canadian children while tobogganing last winter set off a flurry of media stories and prompted questions from some municipal leaders about how to reduce the risk of injury during this quintessential Canadian winter activity. A new position paper from [ThinkFirst](#) notes that concerns about tobogganing risks are far from new – the Toronto Star in 1912 called upon the city to make sledding safer after a rash of injuries at popular tobogganing hills.

The ThinkFirst [document](#) was prepared for the City of Vaughan Injury Prevention Action Group for Safety in Sports and Recreation but is available to any communities wishing to enhance sledding safety. The paper notes that sledding is more risky than many people think; per 100,000 participants, it ranked fourth in catastrophic injuries in sports and recreation in Ontario, after diving, snowmobiling and parachuting, ahead of hockey, skiing and bicycling. Head, spinal, abdominal and facial injuries were the major types of catastrophic injuries that occurred.

The report's recommendations include designating, developing and maintaining well-designed sledding/tobogganing hills free of obstacles, and developing an education program for safe tobogganing, targeting parents, schools, daycares and community agencies.

## Calendar

### Canadian Falls Prevention Curriculum, Barrie, Ont., March 27-28, 2008

This workshop presented by the Ontario Injury Prevention Resource Centre will give participants the knowledge and skills to operate from an evidence-based approach to seniors' falls and fall-related injury prevention.

Contact Kelly Cimek at 416-596-2720 or [kcimek@smartrisk.ca](mailto:kcimek@smartrisk.ca)

### Safe Kids Week: May 26-June 1, 2008

The theme for the 12th annual Safe Kids Week campaign is *Pedestrian Safety*. For more information or to register for the campaign, visit:

<http://www.safekidsCanada>

### The 4th Annual Falls Prevention & Policy Symposium, Brampton, Ont., June 10, 2008

Health care professionals working in seniors' falls prevention are invited to attend this day of education and networking, with a theme of *From Theory to Practice: Falls Prevention in the Real World*.

Contact April Duxbury at 905-791-7800, x.2014 or [april.duxbury@peelregion.ca](mailto:april.duxbury@peelregion.ca)

## Highlights from the Ontario Injury Compass

### January: Injuries among youth

Youth aged 15-24 made 264,095 visits to Ontario emergency departments in 2005-2006. A total of 8,207 were hospitalized for injury. The numbers and rates for males are about twice as high as for females. Injury rates decline as youths age, with rates lowest among 24-year-olds and highest among 15-19-year-olds. Unintentional falls led emergency visits while transport injuries were most common for hospitalizations. Prevention tips deal with motor vehicle injuries, sport/recreation collisions and self-inflicted poisonings.

### February: Injuries among seniors

Seniors 65+ made a total of 150,470 emergency department visits and 30,478 were hospitalized in 2005-2006. Almost twice as many females were hurt as males. Unintentional falls were by far the leading cause of injury and most were due to a slip or trip on the same level. Prevention tips include a variety of best practices to prevent falls and motor vehicle crashes.

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)