

Ontario Injury spotlight

A newsletter for injury prevention practitioners in Ontario

NOVEMBER-DECEMBER 2008

From the Centre
OIPC,
Falls curriculum

Research
Street racing,
Speeding

From the Field
ATV campaign,
Pool fencing

Our Partners in Action
ONF supports
brain injury action

Ontario Injury Compass
Sports collisions,
Falls from beds

Calendar
OCCID, OIPC,
Facilitator training

From the Centre Still time to sign up for OIPC 2008

We're just days away from the 2008 Ontario Injury Prevention Conference, *Blazing Trails: Exploring New Frontiers in Injury Prevention*, Nov. 16-18 at Toronto's Courtyard Marriott.

Highlights include the keynote speakers: André Picard, best-selling author and *Globe and Mail* public health reporter, whose topic is, "It's no Accident: Why Injury Prevention is Invisible in the Media"; Michael Adams, Environics president and also a best-selling author, who will speak on *Unlikely Utopia: The Surprising Triumph of Canadian Pluralism*; and retired Sgt. Cam Woolley, formerly the face of traffic with the Ontario Provincial Police and now with CP24, whose topic is *Safe Driving: A Personal Opinion*.

This year's conference examines injury prevention through four lenses:

- partnership: mobilizing people resources for effective injury prevention initiatives;
- transferability: bringing evidence-based practices to the local context;
- social change: ensuring long-term change in attitudes and behaviour;
- sustainability: moving beyond pilot projects.

Interactive and skill building workshops, panel discussions, exhibits and poster presentations will be featured on a variety of topics. A specific program stream will use ATVs as a case study to explore components of best practice development and implementation, using the above four categories.

Visit www.oipc.org for more information and to register.

Falls curriculum offered in French

The Canadian Falls Prevention Curriculum will be offered entirely *en français* in Welland on Nov. 4-5. This two-day workshop offers participants the knowledge and skills needed to operate from an evidence-based approach to seniors falls and fall-related injury prevention. By offering it in French, the Ontario Injury Prevention Resource Centre seeks to provide better falls prevention tools to Ontario francophone communities. Contact Claude Meurehg at 416-596-2705 or cmeurehg@smartrisk.ca for information.

Research Speeding charges up, traffic deaths down

Ontario's legislation targeting street racing has resulted in about one person being charged each hour. In the first year since the legislation passed, more than 7,500 people

had been charged with exceeding the speed limit by 50 km/h or more, the Ontario Provincial Police reported in a [news release](#). Traffic deaths on the roads they patrol had fallen by a third compared to the year previous, they added – from 354 in 2007 to 233. Slightly more than half of those charged were 27 years or younger and 21-year-olds were most frequently charged.

At the same time, the Traffic Injury Research Foundation released a new [road survey report](#), which found an estimated 5.4 million Canadians admit to excessive speeding. The TIRF poll also found nearly 900,000 drivers admitted they had to brake or steer to avoid a collision due to excessive speeding in the previous month. Further, most Canadians surveyed said they saw speeding as a serious issue and wanted more done to curb the problem.

From the Field Windsor health unit tackles ATV injuries

The growing popularity – and growing number of injuries – linked to all-terrain vehicles has made it a major topic of interest to injury prevention practitioners. The Windsor-Essex County Health Unit has taken action on this issue, producing a six-minute video, which you can view from its [website](#). Thanks to Heather Wilson of the health unit for this report:



In Canada, hospitalizations for ATV injuries have risen by 66% over the last decade. Males 15-24 account for most ATV injuries. Locally, about five serious injuries each year are from ATV incidents. These injuries have led to spinal cord damage and even death.

In 2007, the Windsor-Essex County Injury Prevention Coalition focused on reducing ATV injuries. A professionally produced educational video, *If You Ride...Do It Right* was developed. In the video, Brad Cowell, an ATV crash survivor who sustained a spinal cord injury as a teenager and is now in a wheelchair, describes how his injuries occurred and how his life has changed. The DVD also addresses how SMARTRISK's five messages, *Drive Sober, Wear the Gear, Get Trained, Look First and Buckle Up*, can lower the risk of ATV injury. The video was made possible through funding and in-kind contributions from partners including Hotel-Dieu Grace Hospital, Hotel-Dieu Grace Trauma Services, Suede Productions, Ministry of Transportation and the Windsor-Essex County Health Unit. The local ATV club, retailers and OPP supported this project as well. The larger, ongoing campaign includes an interactive postcard, poster and portable display on ATV safety.

The video is posted on YouTube.com and the websites of the Windsor-Essex County Health Unit and Hotel-Dieu Grace Hospital. It also aired on a local television station. It will be used as a teaching tool for the P.A.R.T.Y. Program, the ATV Club training workshops and in area schools. The DVD has been distributed to MTO planners, injury prevention practitioners and was presented at the Provincial ATV Association's Annual General Meeting. For more information, contact the Windsor-Essex County Health Unit at 519-258-2146, ext. 1260.

Pool fencing motion fails in Ottawa

Two *Spotlight* issues ago, we brought you up to date on four-sided pool fencing efforts that were the focus of the 2007 Safe Kids Canada Week. Corrine Langill provides the following report from Ottawa, illustrating that success is not always immediate:

This past summer, staff at the Children's Hospital of Eastern Ontario worked with Ottawa City Councillor Peggy Feltmate to introduce a motion to direct the City's building services department to review the existing bylaw and explore four-sided pool fencing. The building services department added

a \$50,000 price tag to the motion, to provide additional resources for public consultation. The motion was brought forward at a July meeting of the Planning and Environment Services Committee. Dr. Sarah Reid, an emergency physician at CHEO, and Corrine Langill, CHEO's Manager of Health Promotion and Injury Prevention, made a formal presentation to the Committee.

This motion was defeated at the committee level by a vote of 4-3, requiring a vote of the entire Council. It was defeated at Council by a vote of 12-10. Advocacy efforts with individual councillors, however, were effective in securing unexpected support. It is quite possible that the \$50,000 budget request from Building Services made it difficult for some councillors to support the motion. This issue can be brought forward again, once a new City Council is elected, in about two years.

Our Partners in Action

ONF supports action on brain injury

Recent research showing that more than half of Toronto's homeless have a brain injury and 70% of them developed that injury before they became homeless, was widely reported in the media. The [news release](#) announcing the study in the [Canadian Medical Association Journal](#) was issued by the Ontario Alliance for Action on Brain Injury. The study was co-funded by the [Ontario Neuro-trauma Foundation](#), an Alliance member. In addition to the importance of preventing brain injuries in the first place, this research highlights the importance of preventing people with brain injuries from falling through the cracks if they are not provided adequate supports in the community.

Close to half a million Ontarians live with an acquired brain injury, including 27,000 children, and 18,000 new cases are added each year, the Alliance estimates. It notes brain injury is more common than breast cancer, spinal cord injury and HIV/AIDS combined.

The Alliance is working to develop a framework for a comprehensive and integrated system of services that will support brain injury survivors in the community and it plans to present this strategic framework to the Ontario government in the near future. It has also launched a campaign to increase public awareness and understanding of brain injury. The Alliance is inviting people to their [website](#) to learn more about acquired brain injury, send an email to their MPP, view a video and subscribe to a newsletter.

Calendar

Ontario's Conference on Impaired Driving, Toronto, Nov. 2-3

The 17th Countermeasures Conference in Ontario has the theme, New Approaches, New Era, in recognition of the many legislative changes that have occurred across Ontario and Canada.

Call 416-485-4411, 1-800-501-2853 or visit www.occid.org

Ontario Injury Prevention Conference, Toronto, Nov. 16-18

See article within for details.

Call 1-800-767-4443, visit www.opic.org or email opic@fireshogpr.com

Facilitator Training Session, Toronto, Nov. 19-20

The Ontario Injury Prevention Resource Centre will host this session, free to public health practitioners, for those who have taken the Canadian Falls Prevention Curriculum or Canadian Injury Prevention Curriculum. Participants will be trained to facilitate these curricula.

See www.oninjuryresources.ca for information or contact Claude Meurehg at 416-596-2705 or cmeurehg@smartrisk.ca

Highlights from the Ontario Injury Compass

September: Sport-related collisions

Sport-related collision injuries resulted in 23,428 emergency department visits and 629 hospitalizations in Ontario during 2005-2006. Hockey injuries in males 15-19 years of age contribute to the majority of hospitalizations and emergency visits. Preventive measures, including enforcing rules regarding equipment and appropriate play, are a top priority.

October: Falls from beds

Falls from beds resulted in injuries leading to 9,520 emergency department visits and 1,457 hospitalizations in Ontario in 2005-2006. Females accounted for 55% of emergency visits and 62% of hospitalizations. Males under four years old had the highest numbers of emergency department visits and females over 75 had the most hospitalizations. Prevention tips include fall-prevention measures aimed at seniors and bunk bed safety for kids.

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