

Ontario Injury spotlight

A newsletter for injury prevention practitioners in Ontario

SEPTEMBER-OCTOBER 2008

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From the Centre

First steps towards French services

The Ontario Injury Prevention Resource Centre plans to offer French language services to increase capacities within the province's French-speaking communities. Community partners have been identified to help develop a strategic plan and guidelines for collecting information on the injury prevention needs of clients/communities, best practices and for cataloguing available injury prevention services.

In the meantime, the Resource Centre has made available a [website](#) to showcase some of its services and resources. The Resource Centre's online Forum is also accessible to Francophone injury prevention stakeholders who would like to network or share ideas and/or concerns. For questions or suggestions, please contact Linda Yenssen at 416-596-2709 or lyenssen@smartrisk.ca

Blazing trails at OIPC 2008 in Toronto

Mark your calendars for the 2008 Ontario Injury Prevention Conference, *Blazing Trails: Exploring New Frontiers in Injury Prevention*, Nov. 16-18 at the Courtyard Marriott in Toronto. SMARTRISK and the Ontario Injury Prevention Resource Centre, in partnership with the Ministry of Transportation and Min-

istry of Health Promotion, the Ontario Neurotrauma Foundation and the Ontario Public Health Association, bring you a whole new conference program and innovative skill building sessions.

Practical applications will be shared, best practices explained and developed and future action will be shaped. Conference highlights include an ATV stream that will serve as a case study in the development of a multi-factoral, multi-sector, evidence-informed practice and a program matrix that highlights overlapping streams and the key components of comprehensive injury prevention initiatives.

Find latest developments at www.oipc.org, including the presenter submission package, sponsorship package and exhibitor information. Or contact Conference Planner, Firedog Communications at 1-800-767-4443 or oipc@firedogpr.com.

From the Field

Buckle up campaign features Snowbird

If it's important for Canadian Forces Snowbirds pilots to wear seatbelts while flying their jets, it's just as important for vehicle drivers and occupants to do the same; that's the basis of an initiative from the North Bay-based group, Connecting Community Partners in Injury Prevention. Pat Cliche of the CCPIP reports:

In spring 2007, CCPIP reviewed *The Economic Burden of Injury in Ontario* report produced by SMARTRISK. The report concluded that motor vehicle collisions continue to be a leading cause of unintentional injury in Ontario, second only to falls, with a total annual cost estimated at \$1.1 billion. In Northern Ontario alone, the costs associated with collisions exceeded \$140 million. In reviewing the causes and risk factors of MVCs in Ontario, we felt we could make a substantial impact in reducing collisions, injuries and deaths on our roadways, if we focused on one specific area: seatbelt use.

CCPIP developed a regional, multi-phase public education initiative, designed to remind drivers and passengers of the importance of wearing their seatbelts. In partnership with SMARTRISK and Canada's precision aerobatics team, the Snowbirds, an information card was developed to raise awareness of the risks and consequences of not wearing a seatbelt.

It's entitled, "There is No Difference...Buckle Up", and it features Snowbird pilot Capt. Mike French. On the back of the card, Capt. French describes being exposed to risks while performing in air shows or participating in military exercises. He states that he minimizes these risks by taking necessary safety precautions, one of which is wearing his cockpit seatbelt. On the ground, he always wears his seatbelt when travelling in a motor vehicle with family or friends. He reminds us all that there is no difference and asks us to buckle up.



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This initiative is comprised of three education materials: the postcard, a bus back in North Bay (featuring the front of the postcard) and two billboards that have been installed on highways 11 North 17 East. See the postcard at the [Forum on the Ontario Injury Prevention Resource Centre website](#) or contact Pat Cliche for details at pat17@sympatico.ca.

Research

CHIRPP releases new data analyses

The [Canadian Hospitals Injury Reporting and Prevention Program](#) has released a number of new data analyses recently, including reports on injuries from lawnmowers, team sports, cheerleading, display hooks, fireworks, baby walkers, dog bites and powered scooters and drowning. If you haven't already done so, [sign up for CHIRPP's e-bulletin](#) and keep up with what's new.

Quarter century of road crashes analyzed

Half as many Canadians died in motor vehicle crashes in 2004 as in 1979, a new [Statistics Canada report](#) finds. Over that 25 years, close to 98,000 people lost their lives to collisions. Youth and seniors had particularly high rates and death rates for males continue to be twice as high as for females.

In 2004, Ontario had the lowest rate at 7.0 deaths per 100,000 people, with Yukon the highest at 16.4. Deaths peaked in August with an average of 10 fatalities a day and were lowest in March at an average five deaths daily.

The agency points out that there remains room for improvement as road crashes are still a leading cause of death for 15-24-year-olds and the elderly. It points to issues of distracted driving, impaired driving, failing to use seatbelts and ensuring children are in age and size-appropriate restraints.

Our Partners in Action

Injury managers talk about standards

The Injury Prevention Public Health Managers' Alliance meeting on June 24 saw concrete steps taken towards its two main objec-

tives for the day. It sought to identify how the Alliance can effectively:

- Influence and support Ontario health units in implementing the Prevention of Injury and Substance Misuse Public Health Standards, set to be released in January 2009.
- Influence the provision of resources and supports needed to fully implement Ontario's Injury Prevention Strategy, released through the Ministry of Health Promotion in August 2007.

The Alliance also heard from guest speakers from the Canadian Cancer Society and the Ministry of Health Promotion, who offered advice in moving provincial strategies forward and provided an update on recent Ministry initiatives, respectively.

The Alliance was formed in 2007 through support from the Ministry of Health Promotion, the Ontario Neurotrauma Foundation and the Ontario Public Health Association.

For additional information, please contact Ben Rempel at brempe1@opha.on.ca.

Charter of violence prevention started

Over 40 people attended the fourth annual Violence Prevention Town Hall meeting in June at the Canadian Public Health Association conference in Halifax. The main outcome of the day was the successful start to establishing a charter of violence prevention for Canada, with the information presented to be provided to Public Health Associations across Canada.

Delegates heard speeches from violence prevention experts and specialists from across Canada.

"We will utilize the information and experiences gathered through this forum to develop a violence prevention strategy for Canada. On behalf of the workgroup, we thank OPHA for their continued leadership and support of Prevention of Violence Canada - Prévention de la violence Canada, along with the Public Health Agency of Canada, Canadian Public Health Association and other organizations across Canada showing tremendous leadership in this area," said Lori Snyder MacGregor, co-chair of the OPHA Violence Prevention Workgroup.

For more information, contact Ben Rempel at brempe1@opha.on.ca.

Calendar

Not by Accident Conference, London, Oct. 9

The theme is Knowledge...Acting with Confidence Emerging Trends in Injury Prevention.

Contact Kim Ross-Jones, 1-877-837-6143, kross@huroncounty.ca or Pamela Longworth, 519-663-5317, x 2252, pam.longworth@mlhu.on.ca

Ontario Public Health Association 2008

Annual Conference, Niagara Falls, Oct. 26-29

The theme is Making Health Communities Count, with the goal of profiling leading developments and topical issues facing public and community health.

See the [conference website](#)

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 see www.occid.org

Ontario Injury Prevention Conference, Toronto, Nov. 16-18, 2008

See article within for details.

Contact 1-800-767-4443 or oiipc@firedogpr.com

Highlights from the Ontario Injury Compass

July: All-terrain vehicle injuries

All-terrain vehicle injuries resulted in 5,584 emergency department visits and 579 hospitalizations in Ontario during 2005-2006. Males 15-19 had the most injuries and the North had the highest rates. Prevention tips involve advocating for policy change to restrict children from riding or driving ATVs.

August: Unarmed brawl or fight injuries

An unarmed brawl or fight in 2005-2006 resulted in 27,801 emergency department visits and 1,154 hospitalizations in Ontario. Head injuries were most frequent and males 15-24 were most commonly seen. Prevention tips include measures to reduce alcohol consumption by youths.

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