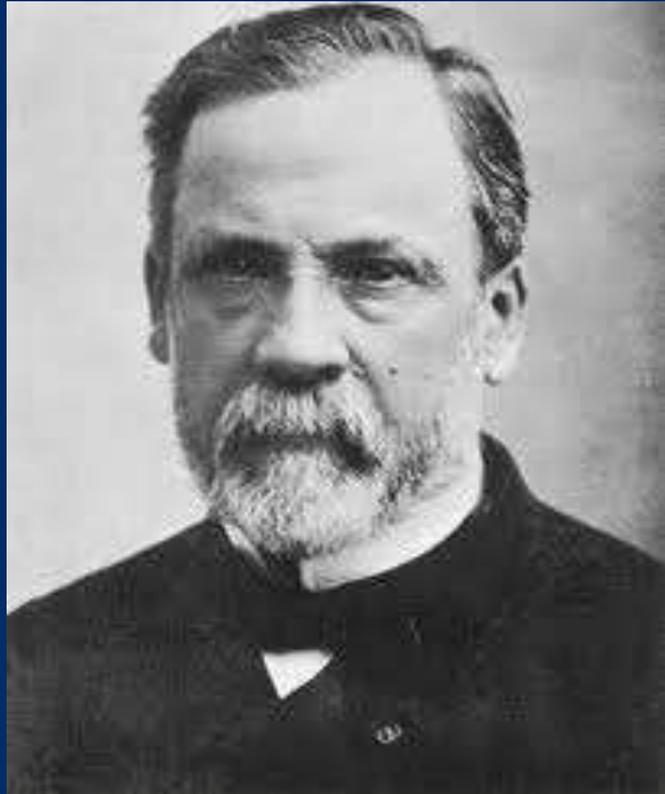


A Collaborative Approach in New Brunswick to Reducing Injuries: Acute Care and Injury Prevention

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NB Trauma Program
ACIP Conference Oct 17, 2012



“When meditating over a disease, I never think to find a remedy for it, but instead a means of preventing it”

Louis Pasteur 1822-1895

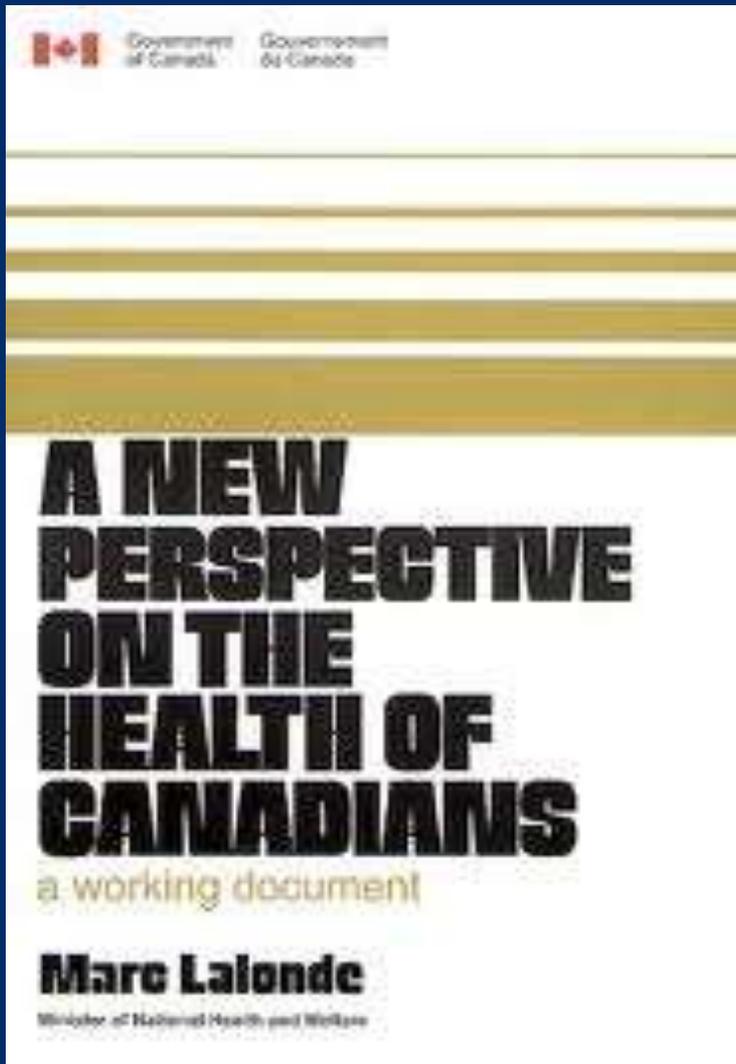


Change is difficult...
and takes time

Evolution of Seatbelts

- **Seatbelts created in late 1800's**
- **1930**
 - several physicians in the U.S. put lap belts in their own cars
 - MDs urge manufacturers to fit them in all new cars
- **1950**
 - Nils Bohlin of Sweden first modern three-point safety belt
 - first used in Volvos in the late 1950s.
- **46 - 57 years later...**
 - 1976 Ontario first seatbelt legislation in Canada
 - 1982 Newfoundland and Labrador
 - 1983 New Brunswick
 - 1985 Nova Scotia
 - 1987 Prince Edward Island

What's Old is New Again



1974 – 38 years ago...

“future improvements in the level of health of Canadians lie mainly in improving the environment, moderating self imposed risks and adding to our knowledge of human biology.”

<http://www.phac-aspc.gc.ca/ph-sp/pdf/perspect-eng.pdf>

Ottawa Charter for Health Promotion

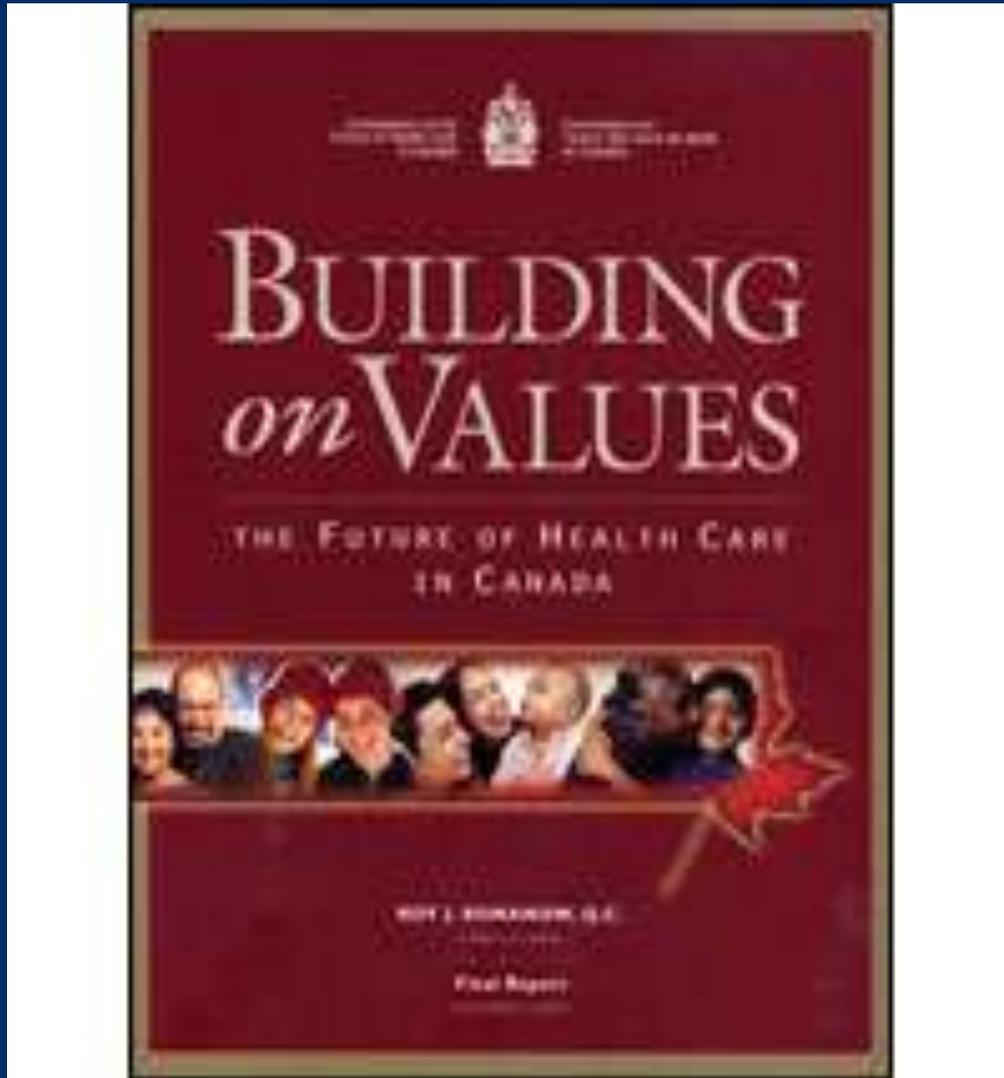
1986 (26 years ago) ...

- “The pressures created by an aging population and the growing incidence of disabilities in our society will take a heavy toll on our financial resources... health promotion approach has the potential over the long term to slow the growth in health care costs.”

ParticipACTION (1971)

- A pioneer in social marketing
- Internationally recognized for its compelling communications
- Late 1990s core funding from the government began to wane
- Ceased in 2001
- Revitalized in 2007

16 years later...Romanov (2002)



Reforming Health Protection and Promotion in Canada: Time to Act Kirby 2003

«very difficult to coordinate government activity across the diverse factors that influence health status. The structure of most governments does not easily lend itself to inter-ministerial responsibility for tackling complex problems. This difficulty is compounded several times over when various levels of governments, together with many non-governmental players, are taken into account, as they must be if population health strategies are to be truly effective.»

Feb 2012 Health Council of Canada

Turning what we know into action: A commentary on the National Symposium on Patient Engagement

“We can learn from one another, share what others are doing well, and, more importantly, not be afraid to ask them how they did it. The ideas for change are out there. By sharing what we learn from those actively involved in health care, and putting that knowledge into practice, we can start to turn ideas and experience into a better reality for all Canadian patients.”

www.healthcouncilcanada.ca/tree/NatSymp_Comm_ENG_WEB8.pdf

Research

[Woods AJ. Patient Educ Couns.](#) 2006 Dec;64(1-3):35-42. Epub 2006 Sep 29.

The role of health professionals in childhood injury prevention: a systematic review of the literature.

“Barriers to practice for health professionals need to be taken into account. No matter how knowledgeable nor how positive their attitudes to childhood injury prevention if barriers to practice are not addressed we will move no closer to reducing the burden of injuries in childhood.”

Research

Wilding L, O'Brien JA, et al

J Emerg Nurs. 2008 Apr;34(2):106-11.

Survey of current injury prevention practices by registered nurses in the emergency department.

“Findings suggest current IP strategies are varied, and implemented inconsistently. Evidence indicates educating patients about IP is an important part of the emergency nurse role. However, time, education, and resources were recognized obstacles to implementation.”

<http://www.ncbi.nlm.nih.gov/pubmed/18358346>



1998 to 2010 – AHSC Trauma Program
2010 to present – NB Trauma Program

To reduce the burden of injury by linking healthcare clinicians and community stakeholders locally, regionally, provincially and nationally.



NB Trauma Program

- Partnership Ambulance NB, Horizon Health Network, Vitalité and Department of Health
 - Trauma education
 - Injury prevention
 - Research
 - Trauma care

New Brunswick Injury Prevention Coalition Roots: Miramichi 2001

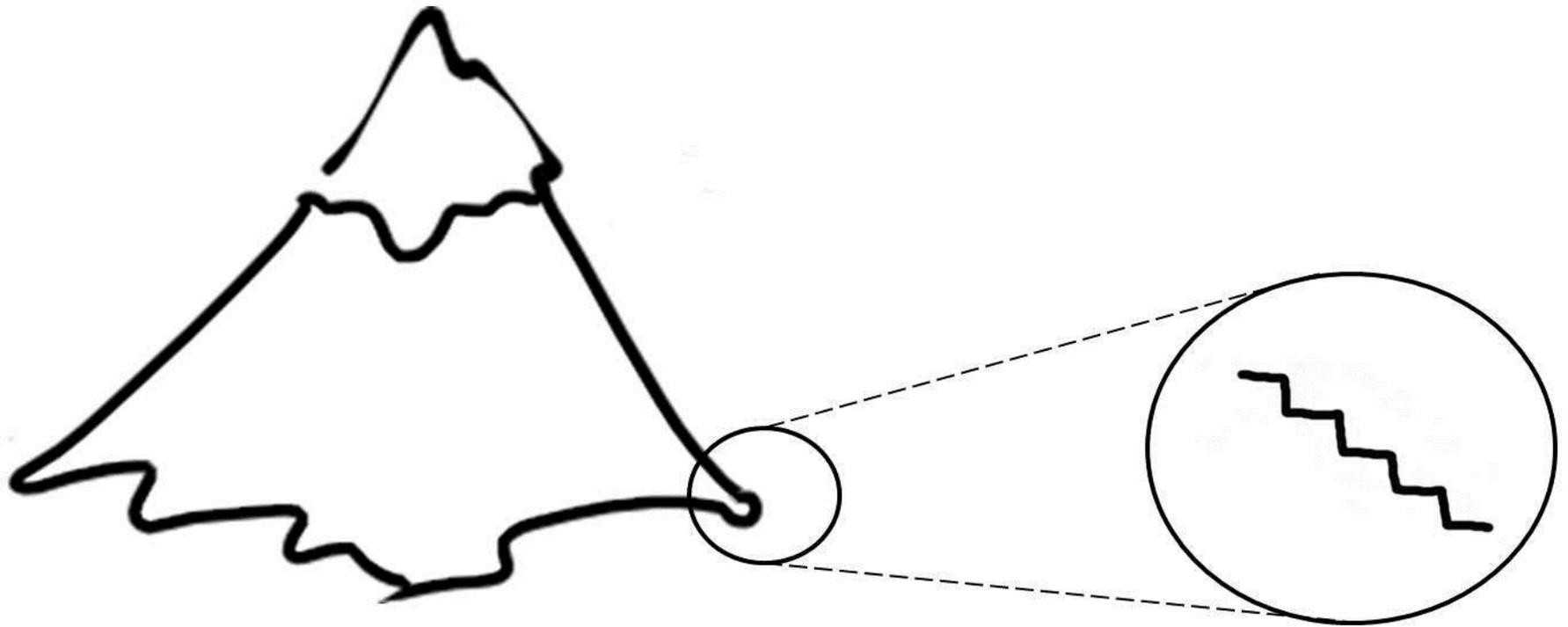


ANIP (ACIP)



Outside the walls of acute care: support

- ACIP
- Canadian Collaborative Centres for Injury Prevention and Control (CCCIPC)
- Parachute
- NB Trauma Program Injury Prevention sub-committee



scary stuff :(



definitely do-able!

think big, start small

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sarah.theworkexperiment.com

Within the walls of the hospital ...

- Display racks for injury prevention information
- Injury prevention bulletin board
- Prenatal classes - support
- Trauma courses – Trauma Nursing Core Course
- Rural Trauma Team Development Course

Within the walls of the hospital ...

- Trauma nursing documentation template:
 - mechanism of injury
 - seatbelt use
 - helmet use
 - other safety devices used
 - alcohol/drug use
- Nursing orientation
- Multidisciplinary trauma education rounds

WEAR A HELMET!



**DON'T DIVE
IN
SHALLOW
WATER**



Attitude is a little thing that makes a **BIG** difference!



Outside the walls of hospitals...

- Media
- UNB early childhood education Health Promotion class
- Public Health 3.5 year old assessments
- Wellness Fairs – schools, community
- Dal Med School (UNB Saint John)

Safe Kids Week Expo: ThinkFirst



06/04/2005

Winter Safety Past Poster Contest Winners



Senior Safety Fair: Ambulance Services



P. A. R. T. Y.





CPHANB NBIPC Injury Prevention Conference

Corporation des sciences de la santé de l'Atlantique



Trauma Program



90% of injuries are predictable and preventable!

BUCKLE UP

Injury is no Accident!

Se blesser, ce n'est pas un accident!

Helmets Reduce the Risk of Serious Brain Injury by 88%

Tips for Health

Injuries are preventable!
Prévenir les traumatismes, c'est possible!



OSHA

Senior Safety



DRIVE SOBER

KEY YOU WIER YOU'D CRASHED AT A MATE'S



Handwritten note on a yellow sticky paper.

Handwritten note on a yellow sticky paper.

Other Examples

- Summer day camps – counselor training
- Support for community groups – i.e. Scouts Canada
- NB Recreation – Concussion Panel Oct 19 Quispamsis
- Injury prevention resource material provided to 20 NB emergency departments



TEAMWORK

When the best and the brightest come together, the possibilities are endless.

Lessons Learned

- Need to be flexible
- Speak up when you believe in something
- Make your message fit
- Show people what is in it for them
- Use your imagination
- Keep message simple
- Coordination is essential for sustainability
- Be positive...

YES WE CAN



PATIENCE & WISDOM

One of the greatest secrets of life is having
patience and wisdom!



Thank You
is everything
Questions??