

ACIP Annual  
Report  
2009/2010



**Atlantic Collaborative on Injury Prevention**

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# MESSAGE FROM THE CO-CHAIRS

## **Julian Young and Sandra Newton**

The Atlantic Collaborative on Injury Prevention (ACIP) continues to be a thriving network of individuals and organizations across Atlantic Canada who are interested in and work in the field of intentional and unintentional injury prevention. 2009-10 has been another year of growth and through a variety of initiatives, ACIP has moved towards our goal of reducing the burden of injury in Atlantic Canada.

We have just completed our second year with our full-time Executive Director, Jennifer Heatley. She has done a tremendous job advancing ACIP forward, facilitating partnerships, producing and translating new research and implementing initiatives across Atlantic Canada. Our Strategic Leadership Team with representation from all four provinces also continued to guide the work of ACIP.

We wanted to also take this opportunity to congratulate Jennifer on her leadership. In December 2009, Jennifer was selected by the Chronicle Herald Newspaper as one of 20 young leaders in Nova Scotia. In addition, in the fall of 2009, she was chosen to represent Canada at the Youth Road Safety meetings in Moscow.

Our sincere thanks to all of the members of the Board and a special thank you to Jennifer Heatley for her passion for injury prevention and for her ability to keep us all moving ahead!

Julian Young and Sandra Newton

The image shows two handwritten signatures in blue ink. The signature on the left is a stylized, cursive 'JY' for Julian Young. The signature on the right is a more formal cursive signature for Sandra Newton.

# 2009/2010 BOARD MEMBERS

**Ismael Aquino** – Regional Director, Canadian Red Cross

**Janice Bishop** – Policy Analyst, New Brunswick Department of Public Safety

**Janice Campbell** – Primary Healthcare Consultant New Brunswick Department of Health

**Andrea Grant** – Physiotherapist, Island Network for Injury Prevention

**Morris Green** – Coordinator for Youth Engagement, Nova Scotia Department of Health Promotion and Protection

**Ann Hogan** - Trauma Coordinator, Horizon Health Network New Brunswick

**Marliese Janes** – President & CEO, Safety Services Newfoundland and Labrador

**Sandra Newton** - Manager, Child Safety Link

**Jackie Norman** – President & CEO, Safety Services Nova Scotia

**Heather Oakley** – Facility Administrator, St. Joseph’s Hospital, New Brunswick

**Darlene Ricketts** - Health Promotion Consultant, Newfoundland and Labrador Department of Health and Wellness

**Bill Walker** – President & CEO, Safety Services New Brunswick

**Natalie Yanchar** – Medical Director, IWK Trauma Program

**Julian Young** – Coordinator of Injury Prevention & Control, Nova Scotia Health Promotion and Protection

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The Atlantic Collaborative on Injury Prevention would likely to gratefully acknowledge the contributions of **Heather Oakley** from *Horizon Health Network in New Brunswick and Andrea Grant* from the *Island Network for Injury Prevention (INIP)*. Heather was a founding member of ACIP and served 10 years on the board. Andrea has been representing INIP for the past two years. Thanks to Heather and Andrea for their time on the ACIP Board and their dedication to injury prevention and control.

# ACIP YEAR END ACTIVITY REPORT

## 2009/2010

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### **Project Activities**

#### **“Under Your Own Influence” Project – Health Canada**

The three provincial coordinators for the UYOI began on April 1 and have been working throughout the year to coordinate the PARTY program and the No Regrets program in PEI, NL and NB. NS continues to be coordinated in part by Morris Green and Safety Services Nova Scotia. ACIP develop an evaluation plan and tool in collaboration with a consultant and received full approval from the IWK Research Ethics Board and the Human Investigations Committee at Memorial University. Following successful pilot testing, the evaluation plan has been implemented with pre-test surveying completed with test and control schools in all four Atlantic Provinces to evaluate the combined effect of receiving both PARTY and No Regrets. Approximately 600 students have been surveyed and will receive post-testing in June 2010.

The provincial coordinators liaised with SMARTRISK to recruit schools for No Regrets and hold training sessions in each province in the fall. The schools have since been implementing peer injury prevention activities. The PARTY program has been increasing in reach and growing to include alternative settings. From April 1, 2009 – March 31, 2010 20 facilitator training sessions have been held throughout NB, PE and NL. 256 new facilitators have been trained and PARTY has so far been held in 54 schools. Numerous sessions are scheduled for the spring of 2010.

#### **Teleconference Learning Series**

ACIP hosted three learning series sessions this fiscal year and moved to webinar format in the fall based on the results of an evaluation. Presenters included Dr. Phil Groff from SMARTRISK who presented on the Economic Burden of Injury in Canada report, Sandra Newton from Child Safety Link who presented on the Child and Youth Report, and Samantha Cukier from the NS Alcohol Strategy who presented on social marketing. Most of the sessions have been well attended and feedback from participants has been positive.

#### **Board Participation – Atlantic Summer Institute on Healthy & Safe Communities (ASI)**

As a board member of the ASI, ACIP joined its fellow members in making the difficult decision to postpone the 2009 ASI until August 2010. The ASI will go ahead in 2010 with the theme of “Building Resilient Communities”. ACIP has made contributions in proposal writing and partnership development to seek out sustainable funds for the Institute.

### **Atlantic Child & Youth Injury Report**

ACIP worked with Child Safety Link, Safe Kids Canada and the Alberta Centre for Injury Control and Research to develop the report *Child and Youth Unintentional Injuries in Atlantic Canada: 10 Years in Review*. The report provides hospitalization and fatality data for various injury issues. Hospitalization data is available by province. The report also provides insight into best practices and work currently ongoing in Atlantic Canada. Calls to action are made for each injury issue. The report was launched in Saint John, New Brunswick on October 28, 2009 with assistance from Child Safety Link and the Boys and Girls Club. Media coverage was excellent. This was followed on October 29 with a webinar learning series session. Due to H1N1 the webinar had low attendance but provided an opportunity for a rich discussion with those in attendance. The feedback on usefulness has been very positive. The report was printed in both English and French and distributed widely throughout the region and with national partners.

### **Economic Burden of Injury Report**

ACIP participated as a member of the advisory committee for this report and helped to coordinate the marketing of the report in Atlantic Canada when it was released August 18. ACIP provided each Atlantic province with a briefing specific to their data along with a fact sheet. Province-specific media releases were developed and sent out by ACIP. ACIP was interviewed twice by radio stations in New Brunswick. A story was also published in the NS based Chronicle Herald newspaper.

### **Alcohol and Injury Report**

ACIP began a new project in September on the relationship between alcohol consumption and injury rates in Atlantic Canada. ACIP worked with a consultant to find sources of information and identify key informants throughout Atlantic Canada. The consultant conducted a literature review and interviews with 21 key informants. This provided information on the link between alcohol and injuries, the culture of alcohol consumption in the region, and strategies for reducing alcohol-related injuries. Based on this information, the consultant worked with ACIP to develop recommendations for reducing the burden of alcohol-related injury in the region.

### **Social Determinants of Health and Injury**

Evidence from Europe has demonstrated that rates of injury are largely impacted by the social determinants of health, including socio-economic status, education, employment, and culture. In order to gather Atlantic Canadian evidence and determine regional needs for data collection and action, ACIP has hired a consultant to determine the most pertinent social determinants of health for Atlantic Canadians in relation to injury and develop recommendations to ACIP as to priorities for surveillance, research and programming. The report is in its final stages and will be completed in spring 2010.

## **ACIP 2010 Conference**

In order to share information and build capacity among Atlantic Canadian injury prevention stakeholders, ACIP will be hosting its bi-annual conference June 17-18 at the Holiday Inn in St. John's, Newfoundland. Program planning and local logistical planning began in September. The theme will focus on translating knowledge into action through best practice policies and programs. The keynote speaker is Dr. Dennis Raphael from York University. Other speakers include Dr. Toba Bryant, Dr. Alison MacPherson and Jay Kisserer. A variety of poster presentations will also be included. The Insurance Bureau of Canada has committed to being our title sponsor and Child Safety Link is a gold sponsor. ACIP will be sponsoring one delegate from each of the four Atlantic Provinces to attend.

## **Advocacy**

ACIP conducted a small amount of advocacy work over the past year at the provincial level. In New Brunswick, ACIP wrote letters of support for the proposed revisions to the graduated drivers' licensing legislation which would increase its effectiveness. ACIP partnered with Injury Free Nova Scotia to advocate that decisions about alcohol marketing and target setting include input from the Department of Health Promotion and Protection, arguing that there is an inherent conflict of interest in the Department of Finance having complete control over these decisions. ACIP has had discussions with the Prince Edward Island Department of Education about removing alcohol-sponsored activities from elementary, junior and senior high schools on the Island. While this has not yet been achieved, ACIP will continue to work towards the goal in the next fiscal year. Towards the end of the fiscal year, ACIP began discussions with Safety Services NL (SSNL), Safe Kids Canada, and the NL Injury Prevention Coalition about advocating for bicycle helmet legislation in Newfoundland and Labrador. Safe Kids Canada is working on communications that will be supported by a variety of Atlantic and Newfoundland and Labrador based partners.

## **Travel & Meetings**

### **Leadership Team Meetings**

ACIP's Leadership Team met four times this fiscal year. Three meetings were conducted via teleconference.

### **Annual General Meeting**

ACIP held its first Annual General Meeting on June 19<sup>th</sup>, 2009 at 8 am at the Ramada Hotel in Dartmouth, Nova Scotia. Twenty-six members attended which constitutes a quorum according to ACIP's by-laws. In addition to reports from the Co-Chairs, Executive Director, and treasurer, Dr. Phil Groff (SMARTRISK) gave a brief presentation on the Economic Burden data for Atlantic Canada via teleconference. Sandra Newton and Jennifer Heatley gave a brief presentation on

the data from the Child and Youth report. Leadership Team members were elected for the coming year.

### **Injury Prevention & Control Task Group**

ACIP has been participating as a member of the federal/provincial/territorial injury prevention and control task group. The group is working to provide a national vision for injury prevention in Canada with focus on seniors' falls and suicide prevention.

### **Canadian Collaborating Centres on Injury Prevention (CCCIP)**

ACIP continues to sit on the CCCIP committee with colleagues from across Canada. The CCCIP has monthly teleconferences and acts as an ongoing resource for sharing ideas and resources.

### **ED Travel**

The Executive Director traveled to Moncton in August to attend a workshop on injury prevention with Aboriginal communities entitled "Journey to the Teachings". A trip to NB also occurred in February 2010 to assist with PARTY training and to meet with the new director of the NB Trauma Program who will be joining the ACIP Leadership Team. The ED also attended the Alcohol Policy Forum and the Injury Prevention Forum held in Toronto in March 2010.



## **In-Kind Contributions**

ACIP receives numerous in-kind contributions from its partners and supporters. The table below provides a record of these contributions for the 2009/2010 year.

<b>Contributing Organization</b>	<b>In-Kind Contribution</b>
<b>Acadian Affairs Nova Scotia</b>	Translation services for the report Child and Youth Unintentional Injury in Atlantic Canada: 10 Years in Review.
<b>Alberta Centre for Injury Control &amp; Research</b>	Statistical analysis for the report Child and Youth Unintentional Injury in Atlantic Canada: 10 Years in Review.
<b>Canadian Red Cross</b>	Meeting space.
<b>Child Safety Link</b>	Support and coordination for the report Child and Youth Unintentional Injury in Atlantic Canada: 10 Years in Review, including development and translation of provincial fact sheets and media materials. Coordination of the launch to the report in Saint John, NB.
<b>NB Department of Health</b>	Travel for ACIP representative.
<b>NL Department of Health &amp; Community Services</b>	Travel for ACIP representative.
<b>NS Health Promotion &amp; Protection</b>	Meeting space and administrative support. Support to the development of the virtual library.
<b>Safe Kids Canada</b>	Assistance with coordination of the report Child and Youth Unintentional Injury in Atlantic Canada. Full coverage of layout and graphic design services for the report.
<b>Safety Services Nova Scotia</b>	Financial services, training and advice.
<b>SMARTRISK</b>	Listserv host and e-support

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## Revenue

<b>Revenue Category</b>	<b>Amount</b>
<b>Opening Balance 2009/2010</b>	<b>\$49,018.72</b>
<b>Atlantic Provincial Government Contributions</b>	<b>\$100,000.00</b>
<b>Management – Under Your Own Influence Project</b>	<b>\$10,000.00</b>
<b>Interest</b>	<b>\$9.59</b>
<b>Contribution: Child &amp; Youth Report from Child Safety Link</b>	<b>\$2950.00</b>
<b>Contribution: Child &amp; Youth Report from Island Network for Injury Prevention</b>	<b>\$1200.00</b>
<b>ED Contribution to medical benefits</b>	<b>\$210.20</b>
<b>Reimbursement – Invoicing error on alcohol &amp; injury report</b>	<b>\$574.04</b>
<b>TOTAL REVENUE</b>	<b>\$163,962.55</b>

## Expenditures

<b>Budget Category</b>	<b>Total Amount Spent</b>
<b>Salary &amp; Benefits</b>	\$37,037.08
<b>CPP &amp; EI</b>	\$18,661.07
<b>Insurance</b>	\$2040.00
<b>Travel &amp; Meetings ED</b>	\$5370.33
<b>Travel BOD</b>	\$3628.51
<b>Office Supplies</b>	\$1158.32
<b>Telephone</b>	\$1538.20
<b>Meeting Expenses</b>	\$3076.22
<b>General</b>	\$1428.03
<b>Conference Planning (Teleconferencing)</b>	\$760.64
<b>Project: Alcohol &amp; Injury</b>	\$23,342.03
<b>Project: Social Determinants of Health &amp; Injury</b>	\$4746.00
<b>Project: Learning Series</b>	\$708.63
<b>Project: PARTY Sustainability</b>	\$6700.00
<b>Project: Child &amp; Youth Report</b>	\$16,228.19
<b>Project: Under Your Own Influence</b>	\$1057.48
<b>TOTAL EXPENDITURES</b>	<b>\$127,475.73</b>