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Happy Holidays!

At this special time of the year, the Alberta Centre for Injury Control & Research would like to thank you, the Alberta injury prevention stakeholders, for the opportunity to work with you and to share interests, goals, and visions over the past year.

2008 has seen many wonderful achievements. We look forward to

continuing to work together as we strive towards an injury-free Alberta, the safest place to live, work and play.

Please accept our best wishes to you and your family for a safe, happy and healthy holiday season and a rewarding 2009.

Finding Balance gaining ground

By Liza Sunley, Communications Coordinator, Alberta Centre for Injury Control & Research

On November 3, ACICR, the Alberta Medical Association and the Government of Alberta launched the new *Finding Balance* seniors' falls prevention public awareness campaign. The launch event was held at the Alberta Legislature and was attended by more than 70 seniors from Edmonton, Westlock and Vegreville, as well as campaign supporters. Premier Stelmach, Minister Leipert and Minister Jablonski were featured speakers.

The following are some highlights of the campaign so far:

- All major media outlets in Edmonton attended the launch. Since the event, there have been 72 radio, print and television stories about the campaign across Alberta.
- *Finding Balance* brochures were distributed in over 700 retail pharmacy outlets across Alberta. Recently, Wal-Mart, Shoppers Drug Mart and Save-On-Foods pharmacies have begun supporting the campaign.
- More than 8,600 campaign posters have been sent out directly to seniors centers/lodges, hospitals, extended care facilities and libraries.
- A total of 136 municipalities across Alberta have officially proclaimed November 2008 as Seniors' Falls Prevention Month.
- On a local level, partners have given presentations at Seniors' Centres, Flu Clinics, and Seniors' Fairs.

Finding Balance is guided by an Advisory Committee of multi-disciplinary health care professionals from all health regions, the Alberta Pharmacists' Association, the Alberta Physiotherapy Association and other health care professional associations.

The campaign's themes are based on current research and evidence-based practice. The themes of the initial informational materials are:

- Check Your Medications – Talk to your Doctor or Pharmacist
- Keep Active – Exercise for Strength and Balance.

Seniors and caregivers are able to find falls prevention information and programs in their communities through Health Link Alberta and the *Finding Balance* website at www.FindingBalanceAlberta.ca.

The initial phase of the *Finding Balance* is sponsored by the Alberta Medical Association, the Alberta Physiotherapy Association, Government of Alberta, Global, Newcap Radio Alberta and the ACICR.

For more information about the campaign, contact the Alberta Centre for Injury Control & Research at (780) 492-6019 or acicr@ualberta.ca.

Updates, news and resources

Safe Communities Innovation Fund

A Safe Communities Innovation Fund was recently announced by the provincial government. Any municipality, region, Aboriginal community or non-government organization with either a proven crime reduction approach or innovative pilot projects can apply for funding under specified criteria to be announced in the coming weeks. For more information on the Safe Communities Innovation Fund, visit <http://justice.gov.ab.ca/safe/scif.aspx>.

New Children's Safety Network Manual on Teen Driving Safety

A new manual entitled *Promoting Teen Driving Safety: Strategies and Tools for Community Programs* includes information about the scope of teen driving injuries and fatalities, evidence-based strategies to reduce injuries and fatalities, program planning guides for teen driving safety and basics for developing and evaluating a successful teen driving safety program. To access this resource, visit www.childrensafetynetwork.org/publications_resources/PDF/traffic/promotingteen-driving.pdf.

Suicide Prevention Resource Center Publications

The Suicide Prevention Resource Center (SPRC) recently released a number of tools to help address the rate of suicide deaths among youth 15-19 years old.

- *Preventing Youth Suicide in Rural America: Recommendations to States* is available at www.sprc.org/library/ruralityouth.pdf.
- *Guide to Engaging the Media in Suicide Prevention* is available at www.sprc.org/library/media_guide.pdf.
- *Ask & You Will Receive: A Fundraising Guide for Suicide Prevention Advocates* is available at www.sprc.org/library/span_fundraising.pdf.

Congratulations! Injury Control in Alberta Awards

By Patti Stark, Provincial Facilitator - Community Mobilization, Alberta Traffic Safety Plan, Alberta Centre for Injury Control & Research

On November 20, ACICR, along with provincial injury control partners recognized some of the excellent work which has occurred since 2006. Earlier this year, ACICR asked stakeholders from across Alberta to identify those programs, individuals, organizations and communities that work tremendously hard and passionately to reduce the frequency and severity of injury with innovative programming, initiatives, and planning. A volunteer selection committee reviewed the applications and chose the 2007/2008 winners.

Excellence in Injury Control Strategies Award

This award was created to recognize superb injury control programs and projects.

The 2007/2008 winner of this award is *A CALL TO ACTION: The Alberta Suicide Prevention Strategy*. The goal of the strategy is to prevent and reduce suicide, suicidal behaviour and the effects of suicide in Alberta over the next 10 years and targets a 19% reduction of the provincial suicide rate. It aims to secure funding, enhance mental health of Albertans, improve intervention, support and treatment of Albertans at risk or affected by suicide, improve surveillance and increase research activities.

The strategy was developed collaboratively and involved provincial ministries, professional associations, suicide and mental health associations, mental health promotion contacts, regional suicide prevention contacts, survivor groups and committees such as the Aboriginal Suicide Prevention Coalition Steering Committee. To create an effective strategy, the Alberta Mental Health Board, the Working Group and the Alberta Suicide Prevention Advisory Committee based their decisions on evidence, built on existing programs, filled identified gaps, engaged in thorough evaluation of activities and maintained a strong collaborative spirit.

The Injury Control Champion Award

The Injury Control Champion Award recognizes the action and excellence of individuals and organizations in the area of injury control. This year ACICR presented awards for both an individual injury control champion and an organization injury control champion.

The winner of the individual Injury Control Champion Award was Lacey Hoyland. Lacey has been a passionate advocate for injury prevention for many years in her role as a public health nurse in rural and urban Alberta. In recent years, Lacey has become the Alberta expert on proper use and installation of child occupant restraints. Although she works for Alberta Health Services Capital Health Region, she always makes time to provide advice and information to any injury control practitioner who needs guidance regarding car seats. Lacey also played a key role in the development of *A Million Messages*, an injury prevention program that provides important safety messages to parents and caregivers. Recently this program has expanded to incorporate messages for older adults regarding fall prevention.

This winner of the organization Injury Control Champion Award is the East Central Health, Health Promotion Team. This dedicated group has been supporting a unique youth conference in the East Central Health Region since 2001. *Exceeding Life's Limits* was created as the result of a community identified need to address the high number of youth being injured or killed in motor vehicle collisions. The health promotion team reviewed current research on peer led initiatives and asset building for youth. Based on this research, the team formed a collaboration with the RCMP, ACICR, and local schools. Feedback from participants, presenters and adult mentors was positive and the conference was expanded to include all high schools within the East Central Health Region.

(Continued on page 3)

Winter driving brochure available

As winter approaches, Transport Canada has released a brochure with its top 10 tips to reduce the risk of a collision. It describes how to get a vehicle ready for winter, like adding snow tires, getting an emergency kit and checking lights, brakes and the battery. It also has information about the different types of winter driving conditions such as blizzards and black ice and provides tips on how to stay in control while braking or skidding.

Top 10 Winter Driving Tips:

- Get your vehicle ready for winter in the fall. Get your car thoroughly checked out, fill up with winter washer fluid and use winter wipers.
- Install four matching winter tires.
- Pack an emergency kit.

- Learn and practice winter driving techniques before you need them.
- Plan your trip - check road and weather conditions. Watch for black ice at temperatures between -4 and +4° C. Black ice is often found on shaded areas of the road, bridges and overpasses.
- Remove all snow from your vehicle before each trip.
- Give yourself extra travel time in bad weather.
- Avoid using overdrive and cruise control on slippery roads.
- Travel with a fully charged cellphone.
- Slow down and wear your seat belt.

The full brochure, *Winter Driving*, is available at www.tc.gc.ca/roadsafety/winterdriving/pdf/WinterDrivingBrochure_EN.pdf.

Congratulations! Injury Control in Alberta Awards

(Continued from page 2)

Joanne A. Vincenten Injury Control Student Scholarship

This scholarship provides financial support to an aspiring student studying in the area of injury control. This year's winner is Melissa Decloe, MSc. student at the University of Calgary. Melissa's research is focusing on injury rates, risk factors and mechanisms of injury in female minor ice hockey. Her study will help create a foundation for future research including the development and evaluation of interventions to prevent injury in female minor hockey players in Alberta.

Dr. John H. Read Award

This award is inspired by the work of Dr. Read, Past Director of the Calgary Injury Research Unit and a professor of community health sciences at the University of Calgary. The award was created to recognize Dr. Read for his outstanding achievement in the area of injury control. The award recognizes people who have advanced injury control in Alberta through programs, research, or the influence of policy. It honours long-time proponents of injury control who have made a significant impact on injury efforts in Alberta.

The winner this year is Liz Kohle. Liz has been a long time supporter of injury prevention in Alberta. Liz began her career

in public health nursing providing counseling, advice and treatment to residents in remote northern communities. When Liz was working for Sturgeon Health Unit and later Aspen Regional Health Authority, she represented the small rural communities she worked in for the pilot of "Think, Think Again," a injury prevention initiative which ensured parents received information on properly securing their children in occupant restraints. When Liz moved to Alberta Health and Wellness, she was able to continue to support the program as it evolved into a broader occupant restraint program for all Albertans. With her experience, Liz was instrumental in providing a key link between the expanded provincial focus and integrating the operational aspects with the RHAs and Alberta Health and Wellness.

Liz's appreciation and understanding of challenges in working collaboratively with both communities and large systems from all regions of Alberta has been an asset to the Alberta Child Abuse Prevention Network as they developed and implemented a provincial model for informing and educating parents and professionals about Shaken Baby Syndrome.

Congratulations to all the deserving winners.

CALENDAR

National Safe Driving Week

December 1-7, 2008
Canada Safety Council
Phone: (613) 739-1535
Website: www.safety-council.org

Holiday Season Fire Safety

Alberta Emergency Management Agency
December 1-31, 2008
Phone: (780) 422-9000 or 780-310-0000 in Alberta
Website: www.aema.alberta.ca

Minor Hockey Week

Edmonton Minor Hockey Association
January 9-18, 2009
Phone: (780) 413-3498
Website: www.emha.ca

International Snowmobile Safety Week

International Snowmobile Manufacturers Association
January 11-17, 2009
Phone: (517) 339-7788
Website: www.snowmobile.org/Safety_Week_Manual2009.pdf

Physical & Health Education Conference

April 30-May 2, 2009
Banff, AB
Phone: (613) 523-1348 or 1-800-663-8708
Email: banff09@phecanada.ca
Website: www.phecanada.ca/Banff09/e/general_info.cfm

Canadian Multidisciplinary Road Safety Conference

June 8-10, 2009
Saskatoon, SK
Email: askcarsp@magma.ca
Website: www.carsp.ca/cmrcs.htm

Canadian Injury Prevention and Safety Promotion Conference

November 5-6, 2009
Vancouver, BC

What happened during 2007?

- 458 people were killed as a result of traffic collisions
- 24,530 people were injured in traffic collisions. A total of 153,642 collisions were reported. This is an increase of 8 per cent from 2006.

Every day in 2007 approximately:

- 1 person was killed
- 67 people were injured
- 421 traffic collisions were reported

Fatal collisions

The number of people killed increased from 453 in 2006 to 458 in 2007.

Injury collisions

The number of traffic injuries decreased 6 per cent over the past year from 25,964 in 2006 to 24,530 in 2007.

Reported collisions

The number of reported collisions increased 8 per cent from 142,592 in 2006 to 153,642 in 2007.

Alcohol use

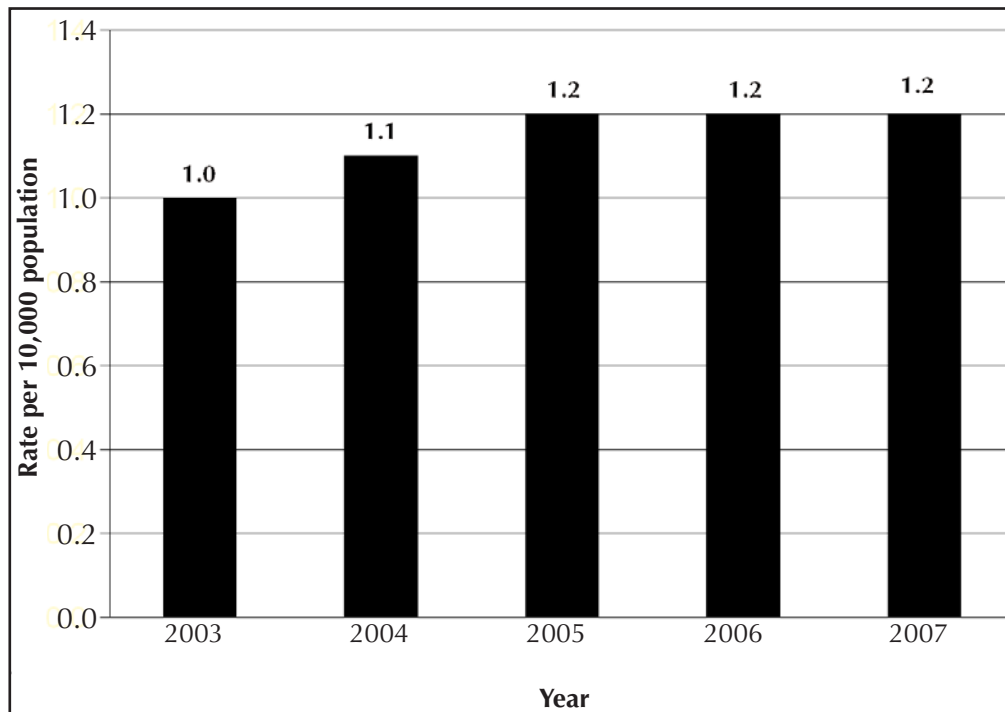
- Of the drivers involved in a fatal collision 22.3 per cent had consumed alcohol prior to the crash.
- There were almost five times as many male drivers as female drivers who had consumed alcohol prior to the collision.
- Males between 18 and 24 years of age were more likely to have consumed alcohol prior to a casualty collision than any other age group.

Seat belt use

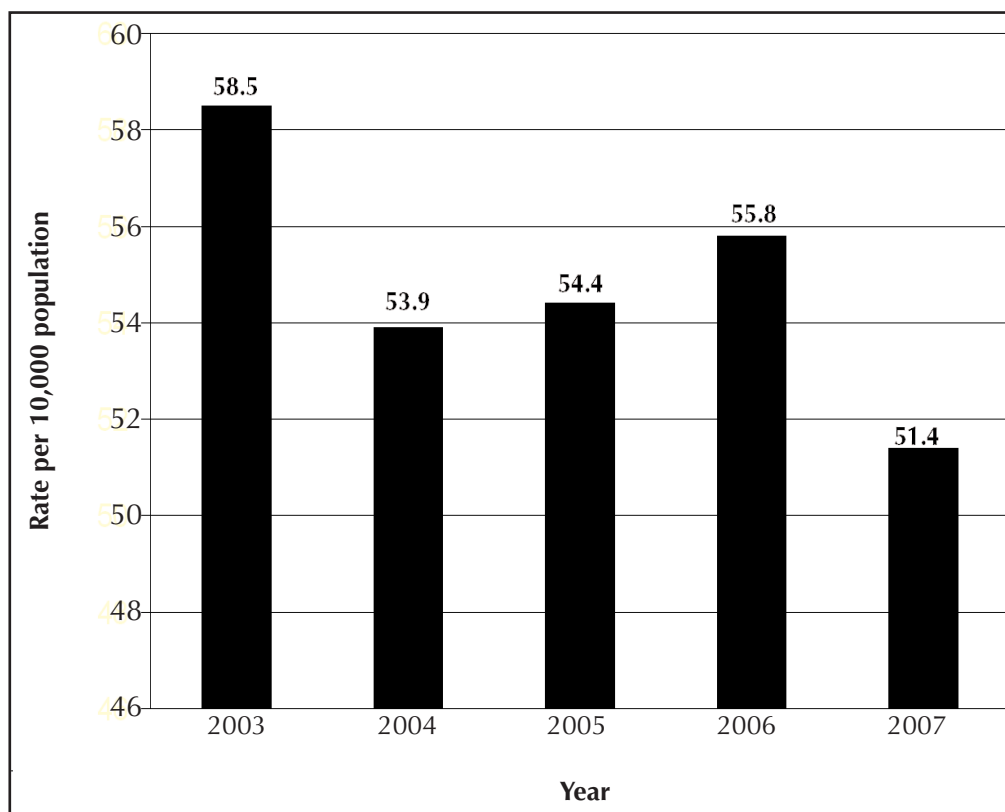
- Occupants who were using their seat belt at the time of collision had a lower injury rate (9.13 per cent) than those not using restraints (36.5 per cent). The percentage of those not wearing their seat belt at the time of the collision was 38.7 per cent.

Alberta traffic collision facts, 2007

Fatal collision rates in Alberta, 2003-2007



Injury collision rates in Alberta, 2003-2007



Source: Alberta Transportation, Office of Traffic Safety, Alberta Traffic Collision Statistics 2007.

