

In this Issue...

Canadian farmers want more safety training, says 2011 FCC Safety Report Card1

Updates, news and resources2

Key changes to Alberta's impaired driving law2

Save the date! Alberta Suicide Prevention Workshop2

Finding Balance reaches the end of another successful campaign year3

What's in a word? The language of suicide3

Calendar3

Skiing/snowboarding-related injuries, Alberta, 2006-20104



Injury Control Alberta
ISSN 1481-8817

A monthly publication of the
Alberta Centre for Injury Control &
Research
4075 Research Transition Facility
8308 - 114 Street
Edmonton, Alberta, Canada
T6G 2E1
Phone: 780-492-6019
Fax: 780-492-7154

E-mail: acicr@ualberta.ca
Internet: www.acicr.ualberta.ca

**Government
of Alberta** ■

Vol. 14, No. 5 January 2012

Canadian farmers want more safety training, says 2011 FCC Safety Report Card

Most of Canada's farmers see safety as a priority on their farms - and nine out of 10 farmers want to know more about how to make their businesses even safer.

According to the second Farm Credit Canada (FCC) Farm Safety Report Card, discussed at the Canadian Agricultural Safety Association's (CASA) annual conference in Vancouver recently, 34 per cent of Canadian producers want training in the basics of preparing a safety plan for their operations.

"Canadian farmers certainly have good intentions for keeping safe on the farm, according to our research," says Rémi Lemoine, FCC Executive Vice-President and Chief Operating Officer. "Now what's needed is concrete action using tools like the ones created by our partners at CASA."

Nearly 1,000 primary producers across Canada from various sectors who are members of the national research FCC Vision Panel participated in the study.

"CASA is developing practical tools such as the Canada FarmSafe plan to help farmers improve their safety record," says Marcel Hacault, executive director of CASA. "We've put the basic plan on our website at www.planfarmsafety.ca and we're working with agricultural suppliers and provincial farm safety groups to put the plan in as many hands as possible. That's mainly where farmers told FCC they look for safety information."

The 2011 FCC farm safety snapshot showed there's been little change in the perceptions and practices around farm safety since 2008.

What's going well?

Producers are driven to action once safety directly impacts their family: 91 per cent of producers regularly take

precautions for children, and a third (35 per cent) are interested in taking training on agricultural safety for children. When it comes to the individual, almost nine in ten (88 per cent) producers report they would be interested in pursuing training in at least one safety topic.

Where can we improve?

Although the majority of Canadian producers (85 per cent) believe safety is a priority on their farm, less than one in ten (9 per cent) currently have a written agricultural safety plan on their farm or ranch. When it comes to accessing information, less than a quarter (24 per cent) of producers report having tried to access resources related to agricultural safety in the past year. Fifty-two per cent say they would go to agricultural suppliers to get more safety information and tools.

Why is safety important?

Producers explain that safety is a priority on their farms for three key reasons: the potential for financial loss due to incidents (largely through lost productivity), safekeeping of their family members and the need to keep employees safe.

"We will use the suggestions and testimonials in this new survey to help build new national farm safety messaging and create targeted educational tools," Hacault adds. "Our goal continues to be a Canada where no one is hurt farming."

To access the executive summary of the report, please visit www.fccvision.ca/Research.

Updates, news and resources

ACICR staff changes

With sadness and appreciation, we bid farewell to Dejan Ozegovic. Wishing you all the best, Dejan!

We are pleased to welcome Lynda McPhee back to our team this month. Lynda and Jennifer Fernandes will share the Education Coordinator position.

Take the pledge! Leave the phone alone

Canadians are encouraged to take an online pledge to reduce distractions while they drive. Anyone can take the pledge at www.leavethephonealone.ca.

There are links to share your pledge and promote the website among your networks through social media sites like Facebook and Twitter. Those who take the pledge are also eligible to receive a free window decal.

Key changes to Alberta's impaired driving law

Alberta's impaired driving law is about one thing: keeping families safe.

The new, comprehensive impaired driving legislation aims to keep drivers who drink from getting behind the wheel by changing behaviours through enforcement balanced with education, prevention and monitoring. Bill 26, the Traffic Safety Amendment Act, 2011, was passed on December 6 to reduce collisions and needless deaths and injuries on Alberta's roads.

The following provides an overview of changes to Alberta's laws regarding impaired driving:

Drivers with blood alcohol over .08 **Previously**

Alberta had licence suspensions, but not vehicle seizures for drivers above .08.

Under the new law

Immediate licence suspensions are sustained until the criminal charge is resolved.

Mandatory ignition interlock is installed after criminal conviction (over .08)

1st offence

- Sustained licence suspension
- 3-day vehicle seizure
- 1-year mandatory ignition interlock

2nd offence

- Sustained licence suspension
- 7-day vehicle seizure
- 3-year mandatory ignition interlock

3rd offence

- Sustained licence suspension
- 7-day vehicle seizure
- 5-year mandatory ignition interlock

Drivers with blood alcohol between .05 & .08

Under the new law

Increasing sanctions against drivers suspected to be impaired are included in the new law. These drivers are not and will not be subject to Criminal Code prosecutions.

1st offence

- 3-day licence suspension
- 3-day vehicle seizure

2nd offence

- 15-day licence suspension
- 7-day vehicle seizure
- "Planning Ahead" course

3rd offence

- 30-day licence suspension
- 7-day vehicle seizure
- "Impact" course

New drivers

Under the new law

Graduated Driver Licensing (GDL) still begins at age 14. All GDL drivers are already subject to zero tolerance for blood alcohol and receive a 30-day suspension.

GDL drivers found with positive blood alcohol

- 30-day licence suspension
- 7-day vehicle seizure

For more information, visit www.transportation.alberta.ca/impaired-driving.htm.

Save the date! Alberta Suicide Prevention Workshop

The Centre for Suicide Prevention and ACICR are co-hosting a suicide prevention workshop on March 7 - 9, 2012 in Calgary.

The intent of the workshop is to provide those interested in suicide prevention an opportunity to learn about strategies to address risk factors and strengthen protective factors, consider ways to promote greater community awareness of the issue and reduce the stigma of suicide, provide opportunities for networking and collaboration and discuss how to move suicide prevention forward in Alberta. The third day of the workshop will be a closed training and recertification day for

Centre for Suicide Prevention Trainers and Organizers.

The organizing committee has identified the following topics for the workshop: youth and suicide (including lesbian, gay, bisexual, and transgendered youth), bereavement, men and suicide (including a focus on workplace), mental health and well-being, Aboriginal suicide, and community awareness/reducing stigma.

If you would like more information, contact Patti Stark at patti.stark@ualberta or Tracy Wrubleski at tracy@suicideinfo.ca.

Finding Balance reaches the end of another successful campaign year

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

November 30th, 2011 marked the close of another successful *Finding Balance* campaign that saw increased participation and enthusiasm from across Alberta.

This year, which was the fourth consecutive campaign, saw growth in a number of areas that helped to stimulate interest from new audiences and expand the breadth of our reach to seniors.

A few highlights of the campaign's successes this year include:

- More orders for resources than ever before.
- 1018 pharmacies across Alberta helped to distribute flyers.
- Front page story in the Edmonton Journal.
- Five times the number of 'likes' on our Facebook page.

The campaign's new falls prevention message - Speak up about dizziness: tell your doctor and take action – along with the campaign's other key messages, were also successful in helping to draw attention to new resources and techniques aimed at helping seniors with falls prevention. These resources are available on the *Finding Balance* Practitioner Page, which has been designed to help practitioners prevent falls and educate seniors. The materials available on this page are available year-round and free for use.

A comprehensive evaluation of the campaign is underway and results will be available by March 2012.

For more information, contact Liza Sunley at 780-492-9759 or liza.sunley@ualberta.ca.

What's in a word? The language of suicide

Alberta Health Services wants to increase awareness of the need to change the language used around suicide and suicide prevention with the goal of reducing the stigma.

Language that instils a caring, understanding and non-judgmental viewpoint offers hope for family members and communities grieving a death by suicide of a loved one.

Each year more than 400 people die by suicide in Alberta. As a result, many Albertans have been impacted by losing someone to suicide.

Survivors - people who have lost someone to suicide - indicated the language used to describe suicide deaths further stigmatizes a tragic situation for those grieving and coping with the suicide death of a loved one. This stigma makes it more difficult for people to reach out for help or for others to reach in to assist them.

The terms "committed suicide" or "completed suicide" have been used to describe these tragedies. The word "commit" presents a particular problem since it is also used for criminal offenses such as homicide and assault. Suicide is not a criminal act. "Death by suicide," "died by suicide" or "suicide" more accurately describe the reality and respects the needs of those left behind.

The term "successful" used to describe a suicide death does not reflect the reality. Every suicide is a tragedy. Likewise, to describe a suicide attempt that does not result in death as a "failure" is also misleading.

Changing the language used to describe suicide is not easy. For such change to occur, the involvement of many stakeholders to help lead and support this change is essential. The outcome is well worth it - helping to reduce the stigma and barriers to supporting survivors through the tragedy of a death by suicide.

Reminder

Injury Control Alberta transition

Injury Control Alberta will become an electronic newsletter beginning with the February 2012 issue. If you already receive your newsletter by email, you will continue to do so. If you receive your newsletter by mail or fax, please contact Terri Vaive at 780-492-9769 or terri.vaive@ualberta.ca to provide your email address and confirm that you would like to receive it electronically in the future.

CALENDAR

Edmonton Minor Hockey Week
Edmonton Minor Hockey Association
January 13-22, 2012
Website: www.hockeyedmonton.ca/index.php?src=events&srctype=detail&category=Events&refno=125

International Snowmobile Safety Week
Alberta Snowmobile Association
January 21-22, 2012
Website: www.altasnowmobile.ab.ca

Avalanche Awareness Days
Canadian Avalanche Centre
January 15-21, 2012
Website: www.avalanche.ca/cac/events/avalancheawareness-day

Safe Roads for Everyone
Canadian Multidisciplinary Road Safety Conference
June 10-13, 2012
Rimrock Resort Hotel
Banff, Alberta
Website: www.cmrrc.ca

Emergency department visits

In Alberta between 2006 and 2010, each year there were, on average, 5,514 emergency department visits due to skiing/snowboarding-related injuries. These injuries include falls and being struck by an object or by another person while skiing or snowboarding.

Males accounted for 64 per cent of the visits with an average of 3,532 visits each year. Females accounted for 36 per cent of the visits with an average of 1,982 visits each year.

Both males and females between 10 and 14 years of age had the highest emergency department visit rates with 838.4 and 513.4 visits per 100,000 population respectively. Males had an average of 979 visits each year and females an average of 566 visits each year.

Hospital admissions

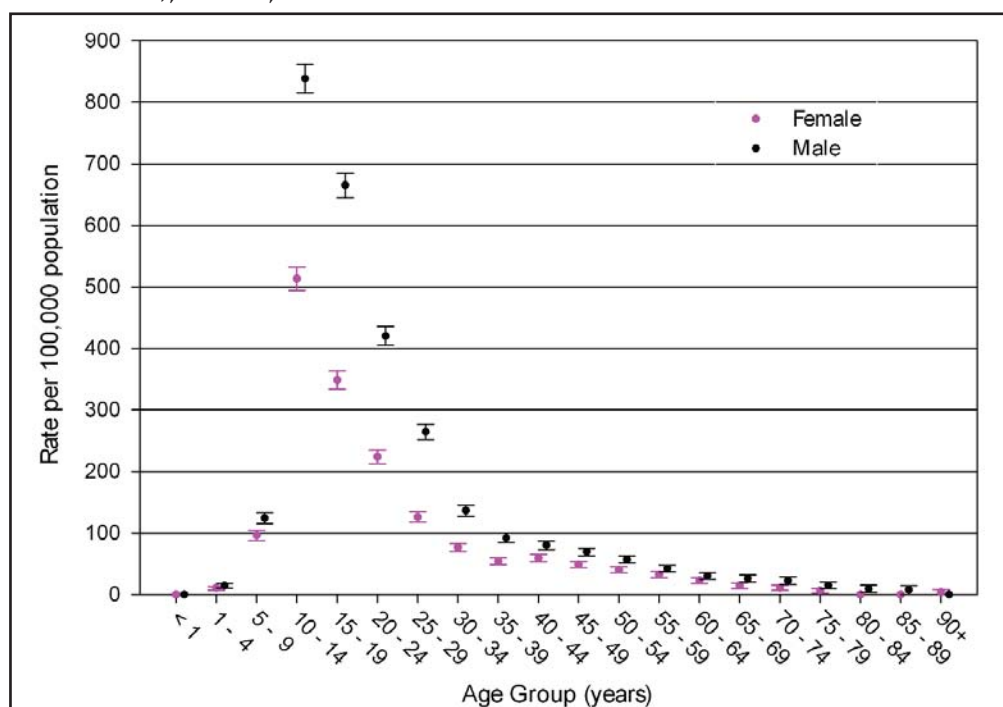
In Alberta between 2006 and 2010, each year there were, on average, 364 hospital admissions due to skiing/snowboarding-related injuries.

Males accounted for 70 per cent of the hospital admissions with an average of 256 admissions each year. Females accounted for 30 per cent of the admissions with an average of 108 admissions each year.

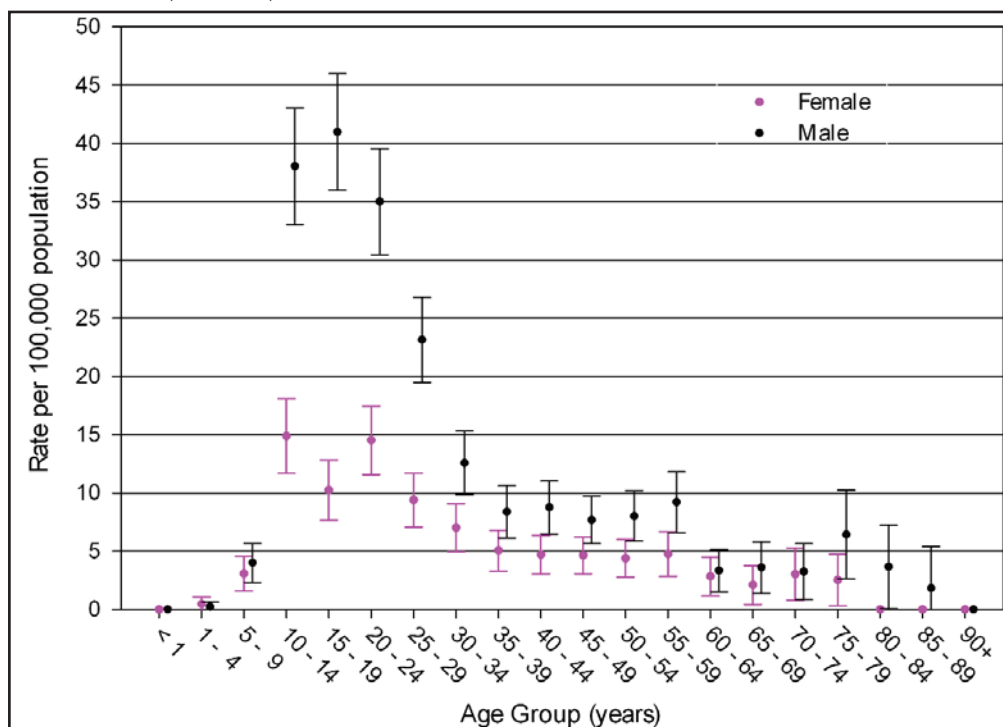
Males between 15 and 19 years had the highest admission rate with 41.0 admissions per 100,000 population and an average of 51 admissions each year. The highest rate among females was for those between 10 and 14 years of age with a rate of 14.9 admissions per 100,000 population and an average of 16 admissions each year. However, females between 20 and 24 years of age had a higher number of admissions with an average of 19 each year and a rate of 14.5 admissions per 100,000 population.

Skiing/snowboarding-related injuries, Alberta, 2006-2010

Emergency department visit rate by sex and age group per 100,000 population (age-standardized), Alberta, 2006-2010



Hospital admission rates by sex and age group per 100,000 population (age-standardized), Alberta, 2006-2010



Note: rates are based on population and are not corrected for activity duration, number of persons, frequency of activity, or seasonal weather conditions. ICD-10CA codes: W0201, W0204, W2200, W5100.

Source: Alberta Centre for Injury Control & Research, Edmonton. Database held by Alberta Centre for Injury Control & Research (data accessed December 2011, unpublished data available upon request).

