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Key findings from the evaluation of MADD Canada's School Multi-Media Assembly Program

Provided by MADD Canada

Mothers Against Drunk Driving (MADD Canada) contracted NRG Research Group to measure the impact of MADD Canada's School Multi-Media Assembly Program on students in grades 7-12 across Canada during the 2009-2010 academic year.

A total of 3,146 students participated in an online survey within 5 days of viewing the presentation. Three months later, these same students were invited to complete another online survey similar in structure to the first. A total of 1,334 students completed the second survey.

- The top three messages students said they took away with them were: don't drink and drive; there are consequences of drinking and driving; and drinking and driving can be avoided.
- 75 per cent of students gave the presentation top rating for effectively communicating its main message.
- As a testament to the presentation's effectiveness and credibility, when asked 3 months after viewing the presentation, 95 per cent of students said their school should show another presentation next year.
- 50 per cent of students said they would be very likely to discuss the presentation with other friends or family members.
- 42 per cent of students said the presentation was very effective at changing future behaviours of people like themselves.
- Female students identified the emotion-laden scenes such as pictures of real-life impaired driving victims, actual victims talking about their loved ones who died and, within the dramatization, the reactions of family and friends when hearing about the death of one of the characters as more influential. Males were more likely influenced by scenes where the offender was ignored and the actual crash scene.
- 29 per cent of the audience said their acceptable level of alcohol consumption before driving has decreased after seeing the presentation.
- 24 per cent of respondents said their views have changed regarding the affect of consuming marijuana before driving and 97 per cent said people would drive worse after consuming marijuana.
- 80 per cent of respondents indicated the presentation would change the way in which they travel to and from parties where alcohol or drugs may be involved.
- 60 per cent of students mentioned they would not get into a vehicle when the driver has been drinking or using drugs and 54 per cent said they will try to convince their friends not to drink or do drugs before driving.
- The perceived effectiveness of the assembly program presentation diminished only slightly over time. 66% of students still felt the presentation was very effective when surveyed three months after viewing.

While the findings of this research indicate that many of the objectives and goals of the School Multi-Media Assembly Program are being met, survey results that were less than expected or unsatisfactory will greatly assist MADD Canada to address those issues when developing future presentations.

For more information visit www.madd.ca/english/youth/student_research_study.html.

Updates, news and resources

Finding Balance

The *Finding Balance* seniors' falls prevention program kicks off across Alberta on November 2! Watch for television advertisements on Global and for print advertisements in local weekly newspapers appearing during November. Other activities include the distribution of flyers, bookmarks and posters, special events, and promotions in hospitals and clinic waiting rooms. For more information about the campaign, visit www.findingbalancealberta.ca or contact Liza Sunley at liza.sunley@ualberta.ca.

Media Guidelines for Agricultural Safety

The Childhood Agricultural Safety Network has updated Media Guidelines for Agricultural Safety to help the media and practitioners ensure that what they write, say and the images they show are appropriate and help promote safe practices. To view the guidelines, visit www.casa-accsa.ca/PDF/CASN%20Media%20Guidelines%20FINAL_7-19-10.pdf.

Farm safety planning

An Alberta Agriculture specialist says that a farm safety plan is an important part of a well developed farm business plan. It will help identify risks on the farm as well as steps to reduce the risks. For more information, visit [www1.agric.gov.ab.ca/\\$Department/newslett.nsf/all/agnw17115](http://www1.agric.gov.ab.ca/$Department/newslett.nsf/all/agnw17115).

Canada to honour road crash victims along with those they left behind

National Day of Remembrance for Road Crash Victims

By Nancy Bergeron, Senior Economist, Evaluation and Data Systems, Transport Canada

Wednesday, November 17th is Canada's National Day of Remembrance for Road Crash Victims. We ask you to help us remember those who have died over the years, along with their friends and families. On this day we can also remind ourselves of the importance of road safety.

"On average, seven Canadians are killed in road collisions every day," said Charles O'Donnell, former president of the Canadian Council of Motor Transport Administrators (CCMTA). "Compounding this tragic state of affairs is that most of these deaths are avoidable."

Almost 2,800 people are killed each year on Canada's roads and highways – and another 195,000 are hurt, often seriously. That's equivalent to 30 buses full of people dying every single year. Most of the victims are young drivers and those 75 and older. The social cost of motor vehicle collisions is about \$63 billion every year.

Around the world, 1.2 million people die in road crashes every year and the United Nations expects this number to grow if we don't change our ways.

Simple actions, such as paying attention while in your vehicle or near a roadway, wearing seat belts and not drinking and driving can reduce the number of deaths. Most Canadians wear their seat belts, but those who don't make up 40 per cent of all occupant traffic deaths. Seat belts do save lives. Drivers, cyclists and pedestrians can all help by following the rules of the road.

O'Donnell stressed the importance of basic road safety and its human impact: "We owe these responsible driving practices to the lost lives, the real people who deserve to be here with us today, but who instead had their

lives extinguished prematurely and violently on our roads...and we owe it as well to the bereaved they left behind, whose destinies were changed forever."

Activities for this year's National Day of Remembrance for Road Crash Victims include a website with road safety tips (www.rememberroadcrashvictims.ca), posters, displays and postcards. A media campaign will raise awareness of the day and remind us about how we can stop this loss of life.

On November 17, please observe a moment of silence for those who have died, for the injured, and for the families and friends who have lost so much.

For more information or to access campaign materials, visit http://ccmta.ca/remember_souvenez-vous/home.php.

History of the Day of Remembrance

This year Canada will hold its third annual "National Day of Remembrance for Road Crash Victims." The idea was started in 1993 by a British charity called RoadPeace, and in 2005, the United Nation (U.N.) decided to make the third Sunday in November the "World Day of Remembrance for Road Traffic Victims."

Today, the World Health Organization (WHO), which is part of the U.N., oversees this important day of remembrance because road safety is a significant health issue.

In Canada, the Canadian Global Road Safety Committee felt that the tragic loss of life and serious injuries of so many people needed to be marked by a day of its own.

A Little Respect...ThinkFirst DVD program

Provided by ThinkFirst

Skiing and snowboarding keep many Canadians outdoors and active during the colder months, but each year hundreds of people are hospitalized with skiing and snowboarding injuries. The most devastating and difficult to treat are injuries to the brain and spinal cord where damage can be permanent and life-altering.

ThinkFirst Canada believes that the first step to preventing injuries and staying healthy and active on your skis and boards is learning how to recognize and manage risks on the slopes. *A Little Respect... ThinkFirst* is our bilingual Sport Smart DVD that covers what you need to know to prevent serious injuries while enjoying these winter sports that are increasing in popularity.

Not just another farm tool

ATV safety a key concern for farm safety

By Sharon Schooler, Projects Coordinator - Knowledge Translation, Alberta Centre for Injury Control & Research

Alberta has a long and proud tradition of farming, and all-terrain vehicles (ATVs) are an important tool in this work. As useful as they are, however, ATVs can also be dangerous.

ATVs are often used on family farms and the line between work and recreation is sometimes blurred. While an ATV may have originally been bought for farm work, it may also be used for recreation.

"Whether an ATV is used for work or play everyone must remember these are powerful and heavy machines," says Laura Nelson, Executive Director of the Alberta Farm Safety Centre. "ATVs can travel as fast as a truck without the protection of a truck. You don't have anything like a seat belt, airbag or cab to protect you. Any loss of control can lead to injuries and lost productivity on the farm. And no one wants to live with the on-going ache of regret after a death."

The Alberta Centre for Injury Control & Research and its partners across the province urge all Albertans to stay safe by taking the following steps:

1. Protect your head. Wear an approved helmet with face and eye protection.

This DVD program and its companion pieces - the *Leader's Guide* and the *Wear it Right Every Time* helmet brochure - were developed by ThinkFirst's Ski Safety Committee comprised of doctors, skiing and boarding educators and experts, including Intrawest, a ski resort developer. *A Little Respect... ThinkFirst* DVD contains valuable information on protective gear and equipment, like how to pick and fit your ski and snowboarding helmet, as well as the need to respect your limits and the environment.

To watch this program today and download the *Wear It Right Every Time* brochure visit at www.thinkfirst.ca.

2. Refuse to carry or be a passenger on an ATV built for one person.
3. Zero tolerance - Alcohol, drugs and ATVs don't mix.
4. Size right. Youth under 16 years old should not operate an adult ATV. Follow manufacturers' recommendations.
5. Ensure children and youth are always closely supervised by an adult. They should be close enough to talk to one another.
6. Get the skills. Take an ATV operator training course.

More information about ATV safety is available on the Alberta Centre for Injury Control & Research website at www.acicr.ualberta.ca or by calling 780-492-6019.

CALENDAR

Seniors' Falls Prevention Month

Finding Balance
Alberta Centre for Injury Control & Research
Phone: 780-492-6019
Email: acicr@ualberta.ca
Website: www.findingbalance.alberta.ca

National Safe Crossing Week

Safe Kids Canada
November 1-7, 2010
Phone: 416-813-7288
Website: www.safekids.canada.ca

National Senior Safety Week

November 6-12, 2010
Canada Safety Council
Phone: 613-739-1535
Website: www.safety-council.org

2010 British Columbia Injury Prevention Conference

BC Injury Research and Prevention Unit
November 8-10, 2010
The Coast Plaza Hotel & Suites
Vancouver, BC
Email: conference2010@cw.bc.ca
Website: [www.injuryresearch.bc.ca/categorypages.aspx?catid=6&catname=BC Injury Prevention Conference](http://www.injuryresearch.bc.ca/categorypages.aspx?catid=6&catname=BC%20Injury%20Prevention%20Conference)

Hockey Canada Concussion Seminar - "Education is the First Step to Prevention"

The Westin Hotel
November 13, 2010
Montreal, QC
Website: www.hockeycanada.ca/index.php/ci_id/66201/la_id/1.htm

Canadian Agricultural Safety Association - PLAN.FARM. SAFETY

Hilton Suites Airport Hotel
November 15-17, 2010
Winnipeg, MB
Website: <http://conference.casa-acsa.ca/registration/english/>

When comparing seniors' falls hospital admissions rates for reporting provinces, Alberta had the third highest rate.

Alberta's rate was 1,608 admissions per 100,000 population. The overall rate was 1,437 admissions per 100,000 population.

Saskatchewan had the highest rate of 1,756.9 admissions per 100,000 population and Newfoundland had the lowest rate at 1,280.5 admissions per 100,000 admissions.

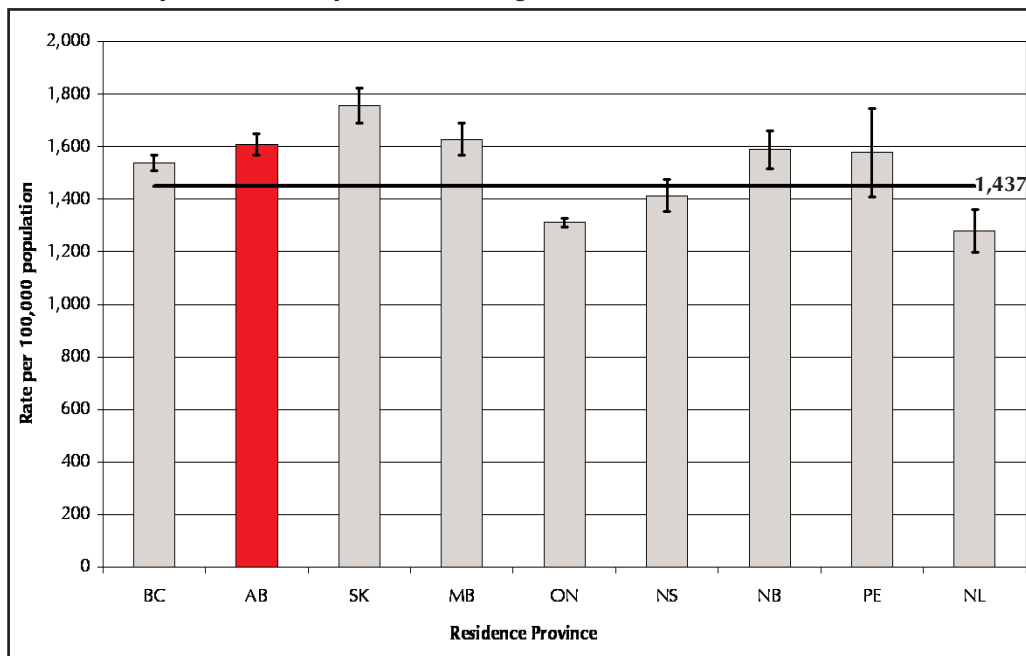
In Alberta over the 7 year time period from 2002 to 2008 the number of seniors admitted to hospitals due to a fall has increased by 13 per cent, from 6,141 admissions 2002 to 6,912 admissions in 2008. However, the hospital admission rate has decreased overall 1.6 per cent annually. The decrease in the rate is due to an increase in the number of seniors within the population.

Over the 7 year time period from 2002 to 2008 there has been fluctuation in the hospital admission rates of seniors due to a fall.

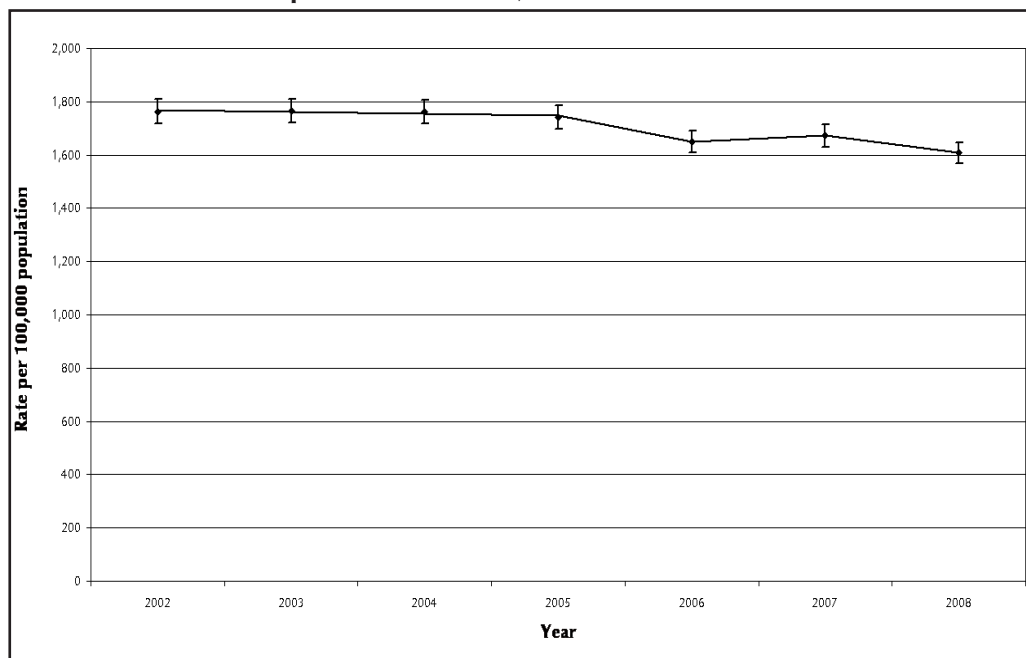
From 2002 to 2005 there was a decrease in the rate of 0.4 per cent annually. From 2005 to 2006 there was a 5.6 per cent annual decrease. From 2006 to 2007 there was a small increase of 1.4 per cent, and from 2007 to 2008 there was a decrease of 3.9 per cent annually.

Seniors' falls

Seniors' falls provincial comparison 2008, age-standardized



Alberta seniors' falls hospital admission rate, 2002-2008



Source: Alberta Centre for Injury Control & Research. Canadian Institute for Health Information. Etrauma reports. Cause of Injury by Age, Sex, Discharge Status and Province/Territory by Month. Accessed September 10, 2010.