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Injury Control Alberta
ISSN 1481-8817

A monthly publication of the Alberta Centre for Injury Control & Research
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Government of Alberta ■

Vol. 13, No. 1 September 2010

Getting involved in social media

By Adam Rozenhart, Social Media Specialist, Calder Bateman Communications

No doubt you've heard the phrase "social media" bandied about a lot. There's a good chance you're using social media technology yourself — like Facebook or LinkedIn. But as more and more people establish themselves in the social media world, there are still a lot of unanswered questions from marketing and communications professionals about how to add social media to their marketing mix.

These questions range from, "How do I get on Twitter?" to "Should I invest in a Facebook advertising campaign?" and even "What's the big deal with social media anyway?"

The third question is the easiest to answer: social media represents a paradigm shift in the way we communicate. It takes a very human trait of social interaction and moves it into the online space, allowing for near-limitless potential for how those conversations and interactions take place, and with whom.

The other two questions obviously focus the spotlight a little more on the marketing and communications side of the equation. But even that's putting the cart before the horse. There are some key questions you need to ask yourself before you join the social media conversation:

- Who exactly am I trying to reach?
- Do I have a strategy to reach my target audience?
- Do I have buy-in from within my organization?
- Do I want to use social media for a long-term campaign or a short-term promotion?
- Am I ready to hear and respond to potential praise and criticism?
- Does my organization have the resources to use social media effectively?

The answer to the question "Should we be engaging in social media marketing?" is often, "Yes, BUT..." Be prepared for an entirely different way of marketing — and be prepared to have solid answers to the questions listed above.

Social media isn't just a new way to broadcast; it's a new way to converse. And the way of conversing changes depending on the social media technology you happen to be using. People interact differently when they comment on blogs, or use Twitter, or post to Facebook.

However, all social media follow some common keys to quality interaction — which you'll notice are similar to how you might conduct yourself at a cocktail party. If you follow these simple guidelines, you'll be well on your way to having social media figured out.

Find the conversation: Social media might be young, but it's been around for long enough that a lot of conversations are happening. Find out where the conversations you want to be a part of are taking place and join in.

Listen first: You wouldn't walk into a party, find a group of people already having a discussion and start blabbing about whatever. Don't try that in the social media world, either. Listen (or read) first. Then figure out where and when it's best for you to get involved in the conversation.

Ask, respond and thank: When people ask a question, respond to it if you can. And feel free to ask your own questions as well — social networks can be a tremendous source of insight. And even though it seems ridiculous to even have to mention it, thank people when they respond to you.

My parents always taught me to share, and in a way, sharing is what social media's all about — sharing knowledge and ideas, sharing help with problems and issues, and sharing connections with the online community.

For more details on how best to use different social media tools, see the enclosed table which is also available at www.cmo.com/sites/default/files/CMO-SOCIAL%20LANDSCAPE-R5.pdf.

Updates, news and resources

ACICR staff changes

With sadness, we say goodbye to Lynda McPhee, ACICR Education Coordinator. Lynda has been instrumental in many of our seniors' falls prevention initiatives and will be greatly missed. Best wishes, Lynda!

We welcome Jennifer Fernandes who will be our new Education Coordinator. Jennifer has been working in the area of seniors' falls prevention for many years and will coordinate the falls prevention network and other initiatives. Welcome aboard!

Alberta Injury Control

Teleconference Series 2010/2011

Mark your calendars for the 2010-2011 teleconference season.

- October 13, 2010,
- November 10, 2010,
- February 9, 2011,
- March 9, 2011 and
- May 11, 2011.

Topics and speakers will be announced as they are confirmed. For updates and more information please visit www.acicr.ca/news-events/communications-education/alberta-injury-control-teleconferences-20102011.

TIRF road sharing poll

The Traffic Injury Research Foundation (TIRF) conducted a poll in September and October 2009 which showed that many Canadian drivers do not believe driver training programs for passenger vehicles provide adequate education about sharing the road with large trucks. This poll showed that a significant portion of Canadian drivers did not know about safe driving practices for sharing the road with big trucks. To read the report in full, go to:

www.tirf.ca/publications/PDF_publications/rsm_2009_large_trucks_print_2.pdf.

Have the declines in Alberta's alcohol-fatal crash problem stalled?

Provided by the Traffic Injury Research Foundation

Since 1973, the Traffic Injury Research Foundation (TIRF) has captured detailed information on persons fatally injured in motor vehicle crashes on or off public highways in Canada. *The Alcohol-Crash Problem in Canada: 2007* report is based on data collected in 2007, the most recent year for which these data are available. Key findings for Alberta and Canada are highlighted below.

In 2007, 447 persons were killed in motor vehicle collisions* on public roads in Alberta. Among these, there were 170 persons killed in alcohol-related collisions (where at least one of the drivers involved in the collision had been drinking). This accounts for 38.0 per cent of all fatalities. By comparison, 32.3 per cent of all motor vehicle fatalities in Canada in 2007 were alcohol-related.

The good news is that there has been an overall decline in the problem in both Alberta and Canada since 1995. In Alberta, 44.8 per cent of all motor vehicle fatalities were alcohol-related in 1995, dropping to a low of 34.0 per cent in 2004, before rising to 38.0 per cent in 2007, a figure still much lower than in 1995. For Canada, a similar trend emerged during this period of time. In 1995, 38.8 per cent of fatalities were alcohol-related. The percentage decreased to a low of 29.6 per cent in 2002, before rising to 32.3 per cent in 2007.

Other indicators of the alcohol-fatal crash problem show a similar trend. In Alberta in 2007, there were 235 fatally injured drivers and among these, 231 were tested for the presence of alcohol. Among tested drivers, 95 were positive for alcohol which accounts for 41.1 per cent of the total. This is a significant overall reduction in Alberta compared to 1987 when 49.0 per cent of fatally injured drivers tested positive for alcohol. In Canada, there was a reduction from 53.1 per cent to 38.1 per cent over the same period.

From 1987 to 1998, the percentage of fatally injured drivers testing positive for alcohol was lower in Alberta than com-

pared to the national average. However, since 1999, the reverse has generally been true as the percentage of fatally injured drivers testing positive for alcohol in Alberta has been slightly higher than it has been in Canada.

Although the longer-term trend in both Alberta and Canada has shown important reductions in the problem, this has not been the case in recent years. Since 2004, there has been a gradual increase among fatally injured drivers testing positive for alcohol (from 33.2 per cent to 41.1 in Alberta and 34.7 per cent to 38.1 per cent in Canada). More annual data needs to be collected to further monitor this and determine if a new trend is emerging.

In summary, the alcohol-fatal crash problem, in both Alberta and Canada, has improved over the past two decades. The declines in the problem, however, appear to have stalled in the past four years underscoring the need for continued effort to effectively address this significant health and road safety issue.

The full report, *The Alcohol-Crash Problem in Canada: 2007* prepared by the Traffic Injury Research Foundation (with funding from the Canadian Council of Motor Transport Administrators and Transport Canada), can be downloaded at: http://tirf.ca/publications/publications_show.php?pub_id=243.

Established in 1964, TIRF is a national, independent, charitable road safety institute. For more information on TIRF and *The Alcohol-Crash Problem in Canada: 2007* report, visit www.tirf.ca.

***Note:** Numbers may differ from those reported by Alberta Transportation due to differences in definitions applied to motor vehicle collisions and fatalities.

Put yourself in our boots: Is your workplace safe for emergency responders?

By Ian Wilson, Managing Director, John Petropoulos Memorial Fund

Turn off the lights, trigger the alarm...and put yourself in the boots of emergency responders – police, firefighters and paramedics – who could be at your place of work in dark, unfamiliar surroundings and under stressful circumstances.

Your workplace is their workplace . . . is it safe?

The John Petropoulos Memorial Fund is actively promoting its *Put Yourself in Our Boots* workplace safety campaign by raising public awareness about the importance of reducing preventable injuries and fatalities and promoting workplace safety for emergency responders – because their workplace is every place.

The *Put Yourself in Our Boots* DVD, which can be ordered through the John Petropoulos Memorial Fund for \$24.95

(plus shipping and handling), features an educational 10-minute safety video that provides important tips for the public on how they can do their part to create safe workplaces for everyone. In addition it also includes the following features:

- *Put Yourself in Our Boots* - EMS PSA
- *Put Yourself in Our Boots* - Fire PSA
- *Put Yourself in Our Boots* - Police PSA
- *SLOW DOWN: It's No Picnic* PSA
- *Make Your Workplace Safe* PSA
- Extended interviews
- Safety tips

The 30-second public service announcements (PSAs) are currently airing on TV's stations and online across Canada and the United States.

To order the DVD, please visit www.jpmpf.ca/order.

Call for papers - Canadian Multidisciplinary Road Safety Conference

The Canadian Multidisciplinary Road Safety Conference will be taking place May 8-11, 2011 in Halifax, Nova Scotia.

Send your abstract (maximum 500 words) in the body of an email message or as an attached file (Microsoft Word document), using the following headings to dale.e.faulkner@dal.ca.

Research Topics: Purpose; Method; Results; Conclusions

Scientific and technical papers are invited to be considered for presentation at the conference, on any aspect of traffic safety, including the following:

- Biomechanics of injury
- Highway design
- Transportation engineering
- Automotive medicine
- Collision avoidance
- Occupant protection

- Crash investigation & reconstruction
- Legal aspects of collisions
- Commercial vehicle safety
- Road safety programs
- Intelligent transportation systems
- Human factors and driver behaviour
- Pedestrians and cyclists
- Off-road vehicle safety
- Costs of traffic injury

Deadline for abstracts is November 1, 2010.

For further information, please contact Dale E. Faulkner P.Eng, Scientific Programme Committee at 902-494-3231 or email dale.e.faulkner@dal.ca or visit www.cmrcxxi.ca.

CALENDAR

World Suicide Prevention Day

Many Faces, Many Places:
Suicide Prevention Across the World

International Association for Suicide Prevention
September 10, 2010
Website: www.iasp.info/wspd/index.php

National Safe Communities Day

Safe Communities Canada
October 6, 2010
Phone: 416-964-0008
Website: www.safecommunities.ca

Fire Prevention Week

Alberta Emergency Management Agency
October 3-9, 2010
Phone: 780-422-9000
Website: www.aema.alberta.ca.pa_index.cfm

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)

Canadian Multidisciplinary Road Safety Conference

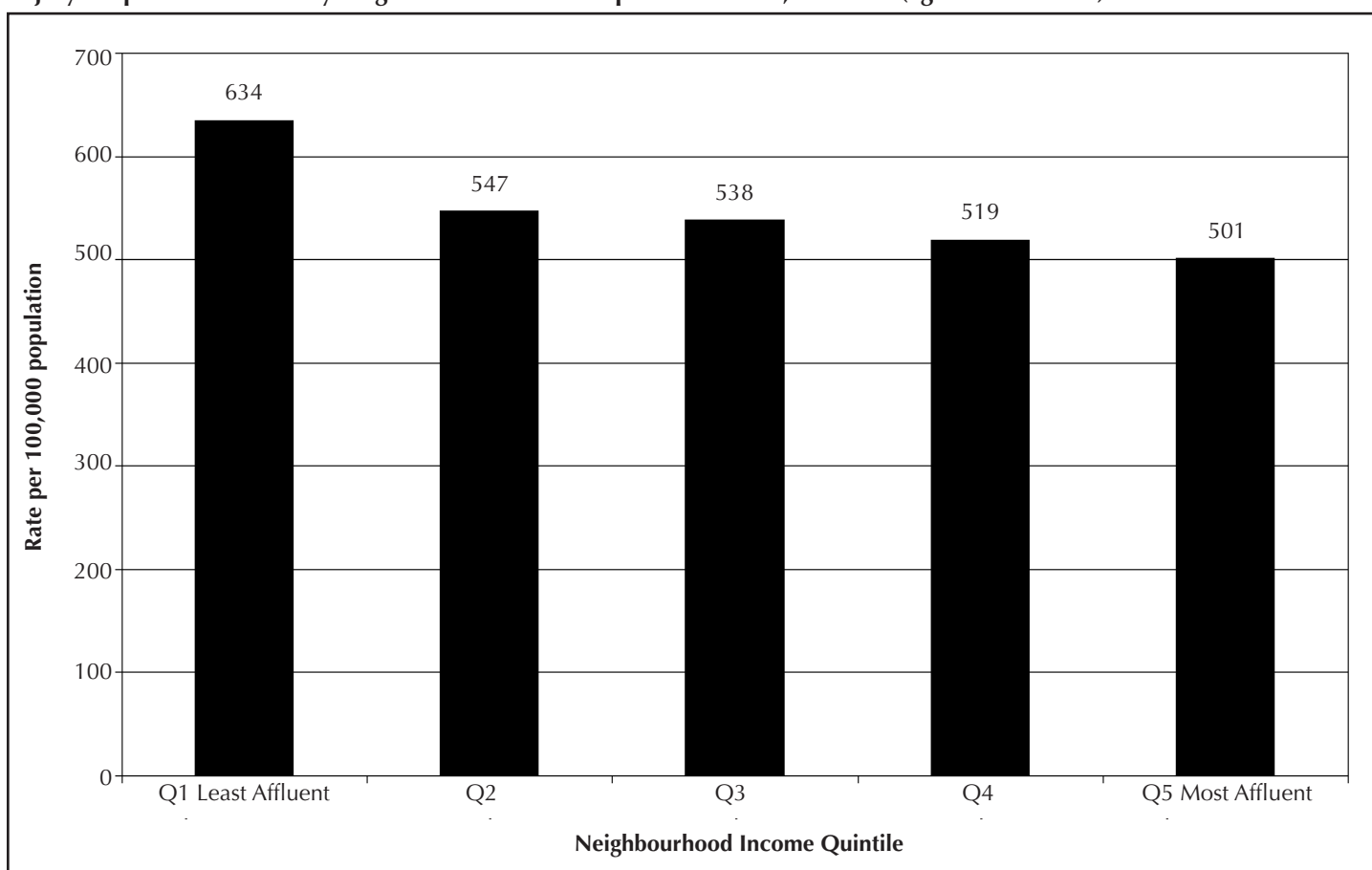
May 8-11, 2011
Lord Nelson Hotel
Halifax, Nova Scotia
Website: www.cmrcxxi.ca

Injury hospital admissions by neighbourhood income quintile Canada, 2008/09

Injuries are a common cause of hospital admissions. However, the burden of injury is not equally distributed especially between those at different socio-economic levels.

In 2008/09, there were just more than 200,000 injury hospital admissions in Canada. The overall age-standardized rate was 534 admissions per 100,000. However, when you look at the rates by socio-economic levels, the least affluent neighbourhoods had the highest rate with 634 injury admissions per 100,000 population. This is approximately 1.3 times higher than those living the most affluent neighbourhoods. The largest difference in rate was seen between the least affluent neighbourhood and the second least affluent neighbourhood with a rate of 547 admissions per 100,000 population. These differences in rates imply that if every socio-economic group had experienced the same rate as the most affluent group, the national injury hospital admission rate could have been 8 per cent lower. In other words, there would have been 21,000 fewer hospitalizations in 2008/09, which may have resulted in an estimated savings of up to \$167 million in hospital costs.

Injury hospital admissions by neighbourhood income quintile Canada, 2008/09 (age-standardized)



Source: Canadian Institute for Health Information (CIHI). Analysis in brief, injury hospitalizations and socio-economic status, [cited: 2010 August 10]. Available from: http://secure.cihi.ca/cihiweb/disPage.jsp?cw_page=media_20100614_e.