

IMPACT

Injury Prevention Program

ACTIVITIES, PARTNERSHIPS & PROGRAMS, 2009-2012



Winnipeg Regional
Health Authority
Caring for Health

Office régional de la
santé de Winnipeg
À l'écoute de notre santé



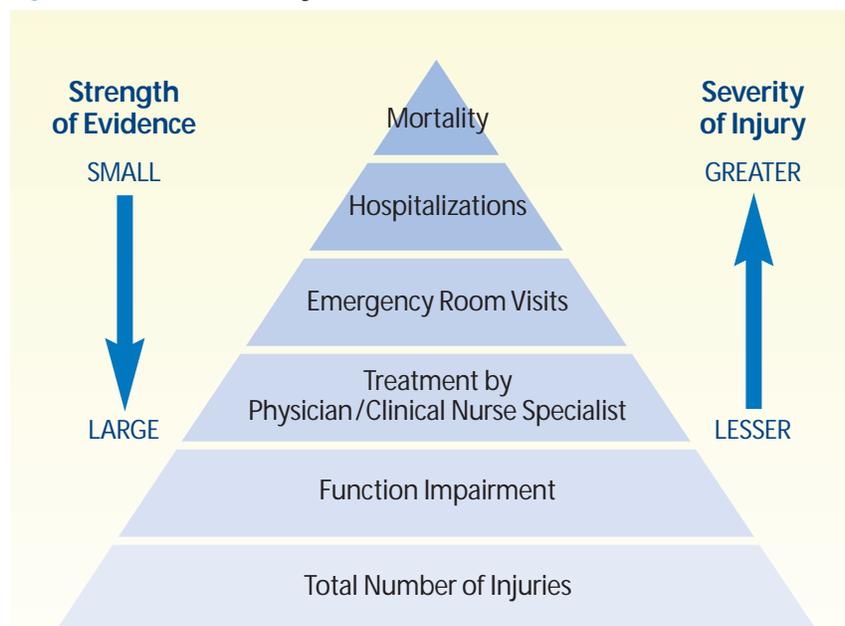
INJURY PREVENTION

Injury: The Hidden Epidemic

Multiple causes, many risk factors, diverse groups being affected – for all these reasons, “injury” has been referred to as the hidden epidemic. Every day in Canada, 40 people die, over 600 are hospitalized and many others are disabled due to some type of injury.

The impact of injury is greatest among the young and the old. Injury causes more childhood deaths than all diseases and conditions combined, however over one-third of all injury deaths and hospitalizations are among adults 65 years of age and older. And this is just the tip of the iceberg; many, many more visit emergency rooms, doctors’ offices, seek other types of treatment such as physiotherapy or manage their injuries at home (Figure 1).

Figure 1: Health Effects Pyramid



Did you know?

Injury is the leading cause of death for Canadians from 1- 44 years of age. In Canada, injury kills more children than all childhood diseases combined.

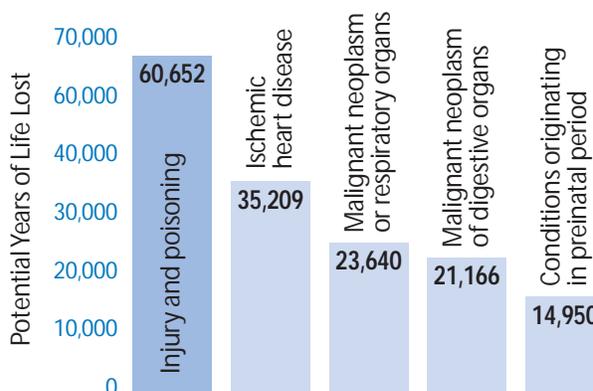
The Local Injury Problem

Manitoba's injury mortality and hospitalization rates exceed the Canadian average. In 2004, Manitoba saw 647 deaths, 9,831 hospitalizations, and 114,000 non-hospitalized treatments due to injury. Our provincial cost of injury is a whopping \$915 million annually (Economic Burden of Injury in Canada, 2009).

In Winnipeg, injury is the fourth leading cause of death for all age groups. What is striking is that younger people are most likely to become seriously injured. When we look at the potential years of life lost by cause of death, injury is by far the number one killer, almost double that of heart disease, the next leading cause (Figure 2). This tells us that injury is taking our young people too soon and preventing others from reaching their potential.

Figure 2:
Leading Causes of Potential Years of Life Lost for Residents of the Winnipeg Health Region, 1990 - 1999 Data

Winnipeg Regional Health Authority
(2008) Injury Data Report

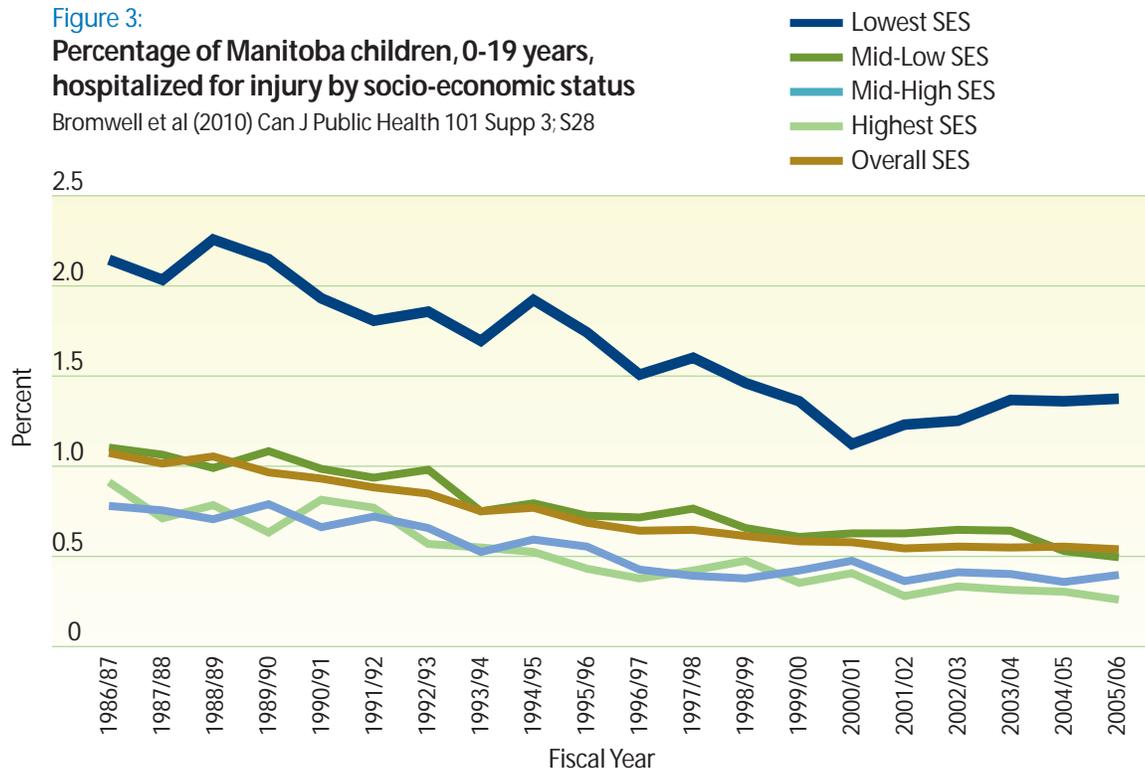


Injury and Disparity

Injury does not affect all Winnipeg residents equally. While an injury can occur to anyone at anytime, people living in poverty experience higher rates of injury. A recent report shows that the injury rate for Manitoba children from lower income families is almost two times higher than for children from mid to higher income families (Figure 3).

Figure 3:
Percentage of Manitoba children, 0-19 years, hospitalized for injury by socio-economic status

Bromwell et al (2010) Can J Public Health 101 Supp 3; S28



IMPACT ON INJURIES

In 2009, the Winnipeg Regional Health Authority (WRHA) injury prevention program expanded when IMPACT, the injury prevention centre of Children's Hospital, joined the health region. This was a very positive merger as IMPACT had experienced staff and a wide network of partners – a great complement to the existing injury prevention program at the WRHA. At IMPACT, we are committed to reducing the human suffering and health care costs due to injury. Injuries are not “accidents”; they are predictable and therefore they are preventable.

At IMPACT, we:

- Advocate for injury prevention policies, programs and research
- Strive to reduce injury-related health disparities
- Build awareness of injuries and partnerships within the Winnipeg community to address injuries
- Help individuals, families and the community increase capacity to effectively reduce risk of injury
- Conduct research and program evaluation on injury causes and injury prevention programs
- Support Winnipeg Regional Health Authority staff by providing resources and advice on injury issues.

Impact Priorities 2010 - 2015

In March 2010, IMPACT used a strategic planning process to set priorities for the injury prevention program. We review our activities and progress annually to ensure that we are meeting our goals and that our work is based on the most current research. Our priority areas and our partners are outlined below (Figure 4).

Figure 4: IMPACT's priority areas and partners



Preventing fall injury in older adults

Falls are the leading cause of hospitalization for older adults. Each year in Winnipeg, one in three adults over 65 years of age will experience a fall. We know that 95% of hip fractures are caused by a fall and of these people over one third will die within a year. Many others will never be able to return to an independent lifestyle with over one third of people hospitalized for a fall being discharged to a nursing home or long term care facility. At IMPACT, we work with health services, groups and individuals in the community to prevent falls by assisting older adults, families and health professionals identify and reduce fall risks in the individual and environment.

IMPACT ACTIVITIES:

Community Falls Prevention Clinic

This multi disciplinary clinic was piloted in the River East/ Transcona Community area. Older adults at high risk of falling received a comprehensive home safety assessment and attended the clinic to be screened for general health, nutrition, vision, medications, strength, balance and use of mobility aids. Forty-five community dwelling older adults visited the three pilot clinics. The Community Mobile Falls Prevention Clinic proved to be an effective way to help bring the behaviour change required to prevent falls with an average of 71.4 per cent uptake of recommendations. A toolkit, including a manual on how to run a clinic, suggested equipment and clinic forms, is available to Community Areas.

Regional Falls Prevention

Since 2008 when the Regional Falls Leadership committee was formed, IMPACT has been actively involved in falls prevention activities across all sectors in the Health Region. One of the major activities was the development of Falls Prevention and Management Clinical Practice Guidelines, which help ensure that the falls prevention activities across the region are consistent and evidence-informed. IMPACT also co-chairs the Falls Prevention Implementation and Education Committee, which is charged with helping teams across the region implement the new Clinical Practice Guidelines by developing and promoting staff education resources and creating a falls prevention toolkit for health care providers.

Information on Regional Falls Prevention Initiatives is available at:
<http://www.wrha.mb.ca/professionals/ebpt/falls.php>

Exercise for Falls Prevention

Exercise that focuses on balance training can reduce the risk of falling in older adults. Using research and the consensus of community partners, IMPACT set criteria for exercise programs that would be effective for reducing falls. We developed an inventory of Winnipeg exercise programs that meet these criteria. IMPACT also worked closely with the Manitoba Physiotherapy Association to develop the Balance for Life resources, which help people choose home exercises and exercise programs for falls prevention.

Winter Walking Condition Bulletin

Under the umbrella of Safe Communities Winnipeg, IMPACT has taken a lead in the development of SureFoot, a daily winter walking conditions bulletin aimed at helping Winnipeg residents, particularly older adults, make safer choices about venturing out when the sidewalks are slippery. This project is a first of its kind – anywhere! The SureFoot Bulletin is available daily in the winter months at www.surefoot.org.

Recommended Resources:

The Staying on Your Feet resources are targeted to the active older adult. These resources are available in print and/or on the WRHA website:

- Checklist to identify personal risk factors for falls
- Taking action to prevent falls workbook
- Home safety checklist
- What to do if you fall
- Footwear information sheet
- Home exercise sheet
- Inventory of exercise programs in Winnipeg appropriate for falls prevention
- Table top display

IMPACT Surveillance & Research:

Community Falls Clinic Evaluation - 2011

IMPACT Presentations & Media:

Manitoba Falls Prevention Network
Exercise and the Frail Elderly Working Group
Wave, Winnipeg's Health and Wellness Magazine



Vulnerable Road Users: Cyclists and Pedestrians



Cycling and walking are great forms of exercise and transportation. At IMPACT, we work to make Winnipeg safer for cyclists and pedestrians through education, advocating for safer policies and promoting safety equipment. Each year in Winnipeg approximately 1-2 cyclists die and another 70 are hospitalized due to injuries. While Winnipeg is increasingly seeing new infrastructure, such as bike lanes and paths, cyclists continue to be injured.

When it comes to pedestrians, an average of 8 are killed on Winnipeg's roadways each year. Pedestrians represent 22% of all motor vehicle traffic deaths and 25% of all traffic-related hospitalizations, with many of these being young children.

IMPACT ACTIVITIES:

Advocating for Helmet Legislation

Bike helmets save lives and reduce injury severity. In fact, in a crash a helmet can reduce the risk of head injury by up to 85% and brain injury by up to 88%. Since the mid 1990s, IMPACT has been advocating for provincial bike helmet legislation as part of a broader strategy to reduce serious bike injuries. We are pleased that on May 23, 2012 the Manitoba Government announced that they will be introducing bike helmet legislation for cyclists under 18 years of age.

Bike Helmets

It is important that everyone has access to safety equipment. As part of our strategy to reduce disparity, IMPACT makes a limited number of bike helmets available to public health staff each year for distribution to families who may not otherwise afford one. Together with community partners, we were successful in obtaining a grant from the Public Health Agency of Canada for the promotion and distribution of bike helmets and other safety equipment in Manitoba. We also support and promote the low cost bike helmet program from Manitoba Healthy Living, Seniors and Consumer Affairs.

Ride2Win

This campaign aims to increase bike safety and bicycle helmet use among Winnipeg cyclists, particularly among elementary school aged children and their parents. The <https://www.ride2win.ca/> website offers cycling safety information and activities for children, parents and teachers, and a contest. We promote Ride2Win at schools and public events such as the Teddy Bears Picnic and the Red River Ex. We are pleased that Olympic Medalist, Clara Hughes supported this campaign by allowing us to use her image in our messaging.

Active Transportation Safety

IMPACT co-chairs the Safety Committee for Active Transportation (SCAT) which has reviewed cycling and pedestrian injuries in Winnipeg. This committee aims to provide consistent and easily accessible information for motorists, cyclists and pedestrians on road safety, particularly around the use of new infrastructure such as sharrow lanes and bike lanes. An inventory of current cycling safety resources and programs was also developed to help identify gaps in programming and resources.

Recommended Resources:

Help your child have a Safe Summer Ride
 2V1 Bike Helmet Fitting bookmark
 Bike Helmet Fact Sheet (for health professionals)
 Pedestrian Safety for Kids: A Parents' Guide
 WRHA Position Statement on Bike Helmet Legislation
 Bike safety table top display

IMPACT Presentations, Public Displays & Media:

Red River Exhibition 2011, 2012
 WAVE, Winnipeg's Health and Wellness Magazine
 Staff orientation at WRHA Community Area Offices
 City of Winnipeg Bike Auction 2012

IMPACT Surveillance & Research:

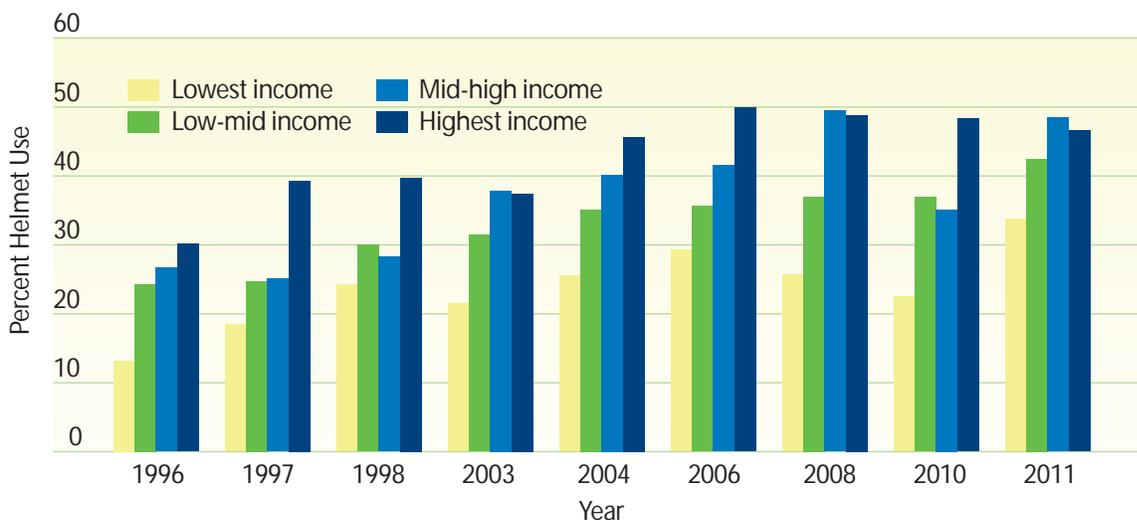
Bike Observational Research

IMPACT has conducted 12 rounds of bike helmet observational research in Winnipeg since 1996. While the overall rate of helmet use increased (from 21% to 41%), the patterns of non-use are consistent with the lowest use among teens and in cyclists riding in lower income areas (*Figure 5*).

Our findings have been reported over the years with the most recent documents being:

- Bike Helmet Observation Study - 2010 and 2011
- Bicycle Helmet Use Among Winnipeg Cyclists 2010
- Ride2Win Bike Helmet Campaign Evaluation - 2010 and 2011
- Ride2Win Campaign Pre / Post Observation - 2010

Figure 5: Bicycle helmet use by median family income



Child Occupant Safety

Child occupant safety in motor vehicles is an important priority for IMPACT. We have developed a close working relationship with Manitoba Public Insurance and Manitoba Healthy Living, Seniors and Consumer Affairs which has resulted in more coordinated planning and messaging.

When it comes to child occupant safety, our priority has been booster seats. Of all motor vehicle occupants, children between 4 and 8 years of age are the least likely to be properly restrained when travelling in a vehicle. In 2011, Transport Canada estimated that only 30% of children in this age range were using the correct car seat or booster seat. Injuries to inadequately restrained children can be catastrophic as they often involve injury to the internal organs and/or spine. In a collision, children in booster seats are half as likely to be injured as those using a seat belt.

IMPACT ACTIVITIES:

Advocating for Legislation

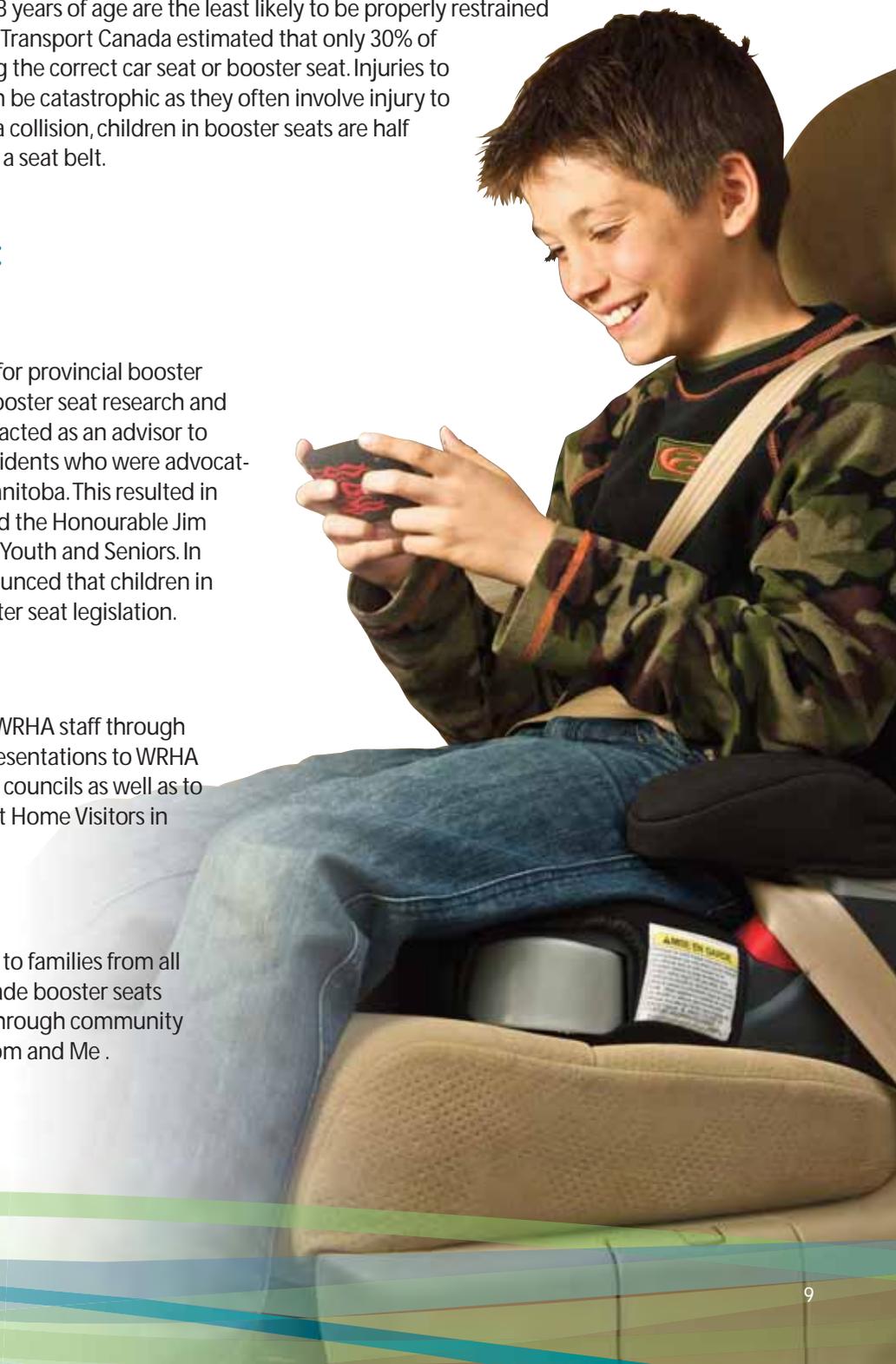
IMPACT has long been an advocate for provincial booster seat legislation, supported by our booster seat research and observational data. In 2011, IMPACT acted as an advisor to University of Manitoba Pediatric Residents who were advocating for booster seat legislation in Manitoba. This resulted in a meeting between the students and the Honourable Jim Rondeau, Minister of Healthy Living, Youth and Seniors. In spring 2012, Minister Rondeau announced that children in Manitoba will be protected by booster seat legislation.

WRHA staff development

IMPACT promoted booster seats to WRHA staff through information on Insite, emails, and presentations to WRHA leadership committees and practice councils as well as to Public Health Nurses and Family First Home Visitors in community area offices.

Addressing Disparities

Since keeping kids safe is important to families from all socio-economic groups, we have made booster seats available to lower-income families through community area offices and Healthy Start for Mom and Me .



Recommended Resources:

- Booster Seat Consumer Guide
- Booster Seat Fit Test, “prescription” pad
- I need a boost! Protect your child. Use a booster seat. (pamphlet)
- I need a boost! Choosing the right car seat for your child. (info card)
- Booster Seat Table Top Display
- Booster Seat standing floor display

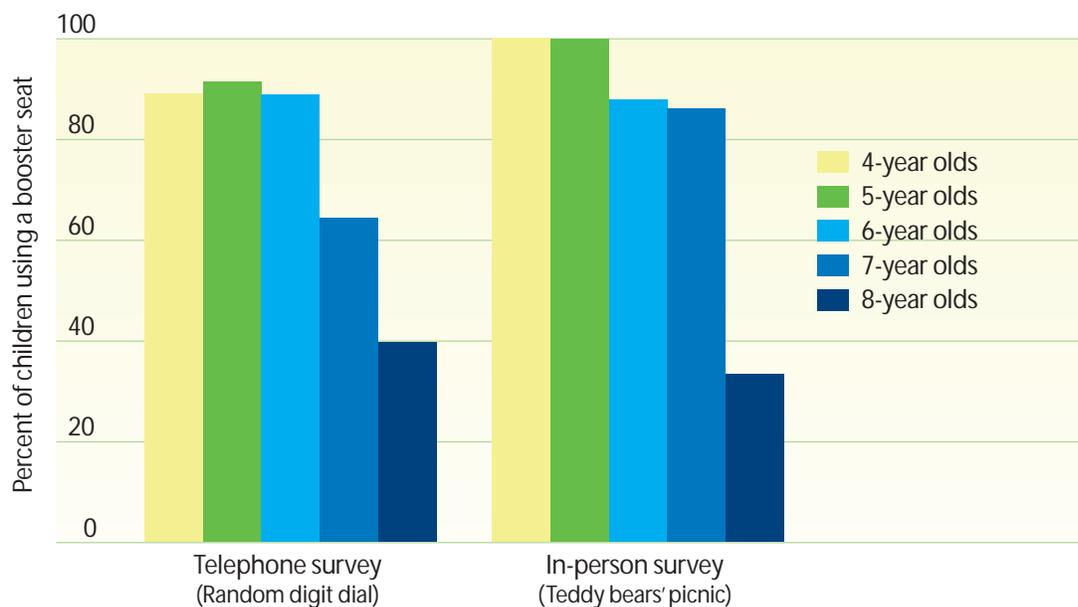
IMPACT Presentations & Media:

- River East Transcona Growing and Learning Days 2011, 2012
- CTV Consumerwatch
- Teddy Bears Picnic 2009, 2010, 2011, 2012
- Winnipeg Baby and Kids Show 2010
- Staff Development Workshop 2011

IMPACT Surveillance & Research:

IMPACT has conducted research on booster seat use in Winnipeg using observations and self-report surveys. In 2010, we observed booster seat use at 27 sites around Winnipeg and found that children 5 to 8 years of age were properly restrained in only 20.8% of vehicles. Parents were surveyed by telephone and at the annual Teddy Bears’ Picnic about use of booster seats in children aged 4 to 8 years old (*Figure 6*). It was apparent that families whose children prematurely used seat belts were not aware that 7-8 year old children are safer in booster seats.

Figure 6: Parent report of child booster seat use by age



Playground Safety



Each year in Canada, over 28,000 children are treated in hospital for playground injuries, with 75% of these injuries caused by a fall. The most common injuries are fractures (40 %) and head injuries (10 %). When it comes to playground falls, IMPACT collaborates with many partners such as Safe Communities Winnipeg and the City of Winnipeg on playground fall prevention projects. We also advocate on behalf of families to correct hazards identified in Winnipeg playgrounds.

IMPACT ACTIVITIES:

Triax Loan Program

Prior to 2009, Manitoba playground operators did not have access to a Triax, a device that measures the impact absorbency of playground surfaces. Measurements from the Triax help playground operators maintain a safe level of surface material. The University of Manitoba, along with several other local partners, provided funds to purchase a Triax and training. The City of Winnipeg now operates a loan program where trained staff from outside organizations can borrow the Triax to test their playgrounds.

Safer playground workshops

Since 2009, Safe Communities Winnipeg along with the Manitoba Association of School Boards has offered a one-day Safer Playground Workshop to child care workers, community clubs, parent councils and others who have a responsibility for playground safety. To date, 150 people have attended one of the six workshops to learn about Canadian Standards Association (CSA) guidelines and playground safety.

Home playground safety

With Safe Communities Winnipeg, IMPACT developed a buyers guide and poster for parents who are looking to purchase play equipment. These were distributed in 2011 to Winnipeg retailers who sell play equipment and/or landscaping and surfacing materials, and in 2012 to child care providers attending their provincial conference.

Recommended Resources:

Home Playground Safety – poster and buyers guide

IMPACT Presentations & Media:

CTV Consumer Watch

WAVE, Winnipeg's Health and Wellness Magazine

University of Manitoba Bulletin (August 2012, page 11)

IMPACT Surveillance & Research:

In 2010, IMPACT used CHIRPP data to write a report entitled Playground Equipment-Related Injuries Presenting to Winnipeg Children's Hospital: A Ten-Year Review (1998-2007). (Table 1 and 2)

Table 1: Injuries by Age Group

Age Group	Number of Injuries (%)
Less than one year	5 (0.2)
1 year of age	60 (2.7)
2-4 years	419 (19.1)
5-9 years	1,317 (60.1)
10-14 years	370 (16.9)
15-19 years	21 (1.0)
Total	2,192 (100)

Table 2: Playground Equipment Injuries

Equipment Type	Number (%)
Playground Structure	901 (41.1)
Monkey Bars	577 (26.3)
Slide	344 (15.7)
Swings	239 (10.9)
Teeter-totter/See-saw	50 (2.3)
Pole	46 (2.1)
Sandbox	12 (0.55)
Glider	10 (0.46)
Rings	9 (0.41)
Spring Rocker	4 (0.18)
Total	2,192 (100)



Unintentional Injuries in Children <5 years old

IMPACT supports the work of Public Health Nurses and Family First Home Visitors by providing information on safety for children under 5 years of age and developing guidelines for injury prevention in their practice. Safe Sleep continues to be a problem, with 10-14 healthy Manitoba infants dying suddenly in their sleep each year. IMPACT worked with Tobacco Reduction and others across the region to develop a policy statement on safe sleep practices and to distribute new resources from Health Canada to parents. Other leading causes of injuries to the very young include falls, fire and burns.

IMPACT ACTIVITIES:

Injury Alerts

Sent out to staff through email, these timely bulletins provide information on child consumer product safety issues. The most recent Alerts have covered child car seat safety, the Consumer Product Safety Act, sleep positioners, stroller safety and product recalls (select models of cribs, playpens, and booster seats).



Recommended Resources:

Hot Water Burns like Fire pamphlet
Hot water test cards
Hot Water Burns Like Fire flipchart for group presentations
Stay Water Safe
How to Prevent Playground Injuries
Pedestrian Safety for Kids: A Parent's Guide
A Baby's Safe Sleep Environment hang tags and brochure
Safe Sleeping for Baby

Research:

Injuries to Children Less Than Five Years of Age:
Using the Winnipeg CHIRPP Database to Inform Public Health Practice (2011)
Injuries Presenting to Winnipeg Children's Hospital:
A Ten-Year Review (2010)
The Role of Supervision in Childhood Injury:
Use of CHIRPP data in a case control study (2008)
Parent & Caregiver Levels of Child Supervision and attention to Signage at Beach Areas (2006)

IMPACT Presentations & Media:

Staff Development Workshop 2011





EDUCATION, TRAINING & STAFF DEVELOPMENT

At IMPACT, we work to build capacity within the WRHA, in Winnipeg and across Manitoba. As a resource to WRHA staff, we offer information through staff workshops, meetings with community area offices, a newly developed Injury Prevention section on InSite, and consultation on injury issues. We provide mentorship and hands-on experiences to undergraduate and post-graduate students in medicine, nursing, physiotherapy and occupational therapy. IMPACT staff facilitate an Injury Prevention and Control Tutorial for first year medical students and guest lectures for nursing programs. Our new online course Introduction to Injury Prevention is now available at Manitoba e-health Learning Management System www.manitoba-ehealth.ca/cts/lms.html.

PARTNERSHIPS

Injury Prevention requires building and supporting partnerships that bring together professionals, community groups and agencies, and government departments. We take a leadership role in Safe Communities Winnipeg, a multi-agency coalition charged with addressing the gaps in injury prevention activities and programs across the city. IMPACT is also the provincial lead for Parachute – Leaders in Injury Prevention (formerly Safe Communities Canada). At the provincial level we work in partnership with many other organizations and government departments. *Manitoba's Injury Prevention Strategy* was released in 2006, and reports on the economic burden of injury, injury patterns and trends, and reviews of best practice have been published. Together we are working toward an “injury free” Manitoba.

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