



Safe Kids News

Safe Kids Canada Partner Newsletter
Volume 2 Issue 1 – Spring 2009



Safe Kids Week 2009: Home Product Safety

Registration is still open!

A reminder to all of our partners that time to register for Safe Kids Week 2009 is running short. Registered Safe Kids Week Partners can download step-by-step Safe Kids Week activity guides, presentations, backgrounders and our educational brochure.

This year, partners can also use the advocacy tools to run their own community letter writing campaign to support the push for new product safety legislation in Canada.

We are also pleased to offer our registered Safe Kids Week partners an opportunity to participate in **two Safe Kids Week teleconferences:**

- Our first teleconference, “**CHIRPP Injury Review**” will be held on April 8, 2009, presented by Robin Skinner and Steve McFall of the Canadian Hospitals Injury Reporting and Prevention Program (CHIRPP). **Registration is now full but presentations are available upon request.**
- Our second teleconference “**How to Run a Successful Safe Kids Week 2009 Media Campaign**” will be held on May 12, 2009 at 12 pm EST, presented by Lisa Lipkin of Safe Kids Canada.

Take advantage of these conferences [by signing up here](#) or contact Denyse Boxell at 416-813-5118 or by e-mail at: safekids.week@sickkids.ca

Safe Kids Week is supported by:



The future of injury prevention in Canada

In December 2008, the World Health Organization (WHO) And UNICEF released the World Report on Child Injury Prevention, highlighting that child injury remains a major public health issue and injuries directly affect a child's survival. While there is some comfort in knowing Canada is not alone in our fight to reduce preventable injuries or that these issues are remarkably consistent with our experience, the stark fact remains that according to the WHO, “children all over the world are needlessly dying as a result of injuries for which there are known interventions.”

The WHO Report supports the recommendation of Dr. Leitch's *Reaching for the Top* Report released in March 2008, that injury prevention needs to be a priority in Canada – for decision-makers at all levels of government, for research funders, for academic institutions, and for the public health Community, who play a pivotal, but not a lone role in this issue.

The injury prevention community is well connected and collaborative. Through the goodwill of these professionals, we have built many partnerships that has led to shared knowledge, joint projects and initiatives, which has resulted in successful advances in the prevention of injuries. To reach a level of reduction suitable for a developed country such as Canada, injury prevention efforts need committed human and financial resources that will support a national strategy.

While we have certainly seen a reduction, these injuries continue to be the leading cause of death to children and youth across Canada. We as a country are not doing enough. There are known interventions that, if implemented, could reduce the burden of these injuries for Canadian children, their families and their communities. We want to see fewer injuries, healthier children and a safer Canada.

Pamela Fuselli, Executive Director, Safe Kids Canada

Do you have a safety question?
Call the Safe Tips Line at 1-888-SAFE-TIP (723-3847)
or e-mail us at safekids.web@sickkids.ca





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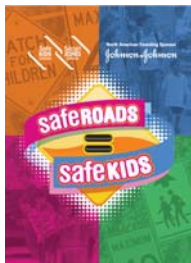
Resources for Partners

Safe Kids Canada has many resources available for our partners. With Spring on the way, here is a selection of educational resources you can order from us online or by calling the Safe Tips Line at 1-888-SAFE-TIP (723-3847):



Got Wheels? Get a Helmet!

This popular springtime fact sheet provides parents with information on how to select the right kind of helmet; how to make sure the helmet fits a child's head and tips on helmet use for different recreational activities.



Safe Roads = Safe Kids

This pedestrian safety brochure provides important information on how to teach children to cross the road safely and why drivers should care about speeding.

What's New:

Pedestrian Injury Report now available

Safe Kids Canada is pleased to share with our partners the pedestrian safety research which was gathered in preparation for last year's Safe Kids Week. This report offers key facts and statistics, information on child developmental risk factors, and looks at the key issues of speed reduction, guided practice and the importance of walkable communities. We hope this report will generate awareness and discussion, in addition to assisting our partners in their endeavors to improve child pedestrian safety across Canada. To download a printable version of the report, visit: click on '[Pedestrian](#)'.

Safe Tips Line Question of the Month

"Is it safe to let my baby sleep in the car seat?"

Answer:

Recent media attention on a study by McGill University researchers regarding the dangers of infants sleeping in car seats due to restricted breathing has parents concerned. While fatalities of this nature are extremely rare, here are some helpful guidelines to consider:

- It is primarily newborns who are at risk of breathing difficulties while in car seats, due to their heavy head and relatively weak neck. Experts recommend that very young babies spend no more than one hour at a time in their car seat, and that parents ensure that the baby is positioned properly and breathing comfortably. Once your baby reaches one month of age, the risk is greatly reduced, so parents may plan longer car trips accordingly, while still being mindful of the importance of close monitoring and scheduled breaks.
- Ensure that your infant's rear-facing car seat is at the correct angle of 45 degrees. This minimizes the risk of your baby's head dropping forward and causing airway compression. If using the infant carrier outside the vehicle, do so only for a short period of time and never unattended. Keep the baby buckled in, and to reduce falls, do not place the seat on a raised surface such as a table. **Remember - Car seats are designed to transport your baby safely in a motor vehicle. They should never be used in place of a crib.**

Have a safety question? Call our Safe Tips Line at 1-888-SAFE-TIP (723-2847)

Complete Safe Kids Canada resource listing available online

A updated listing of all resources is available to order or download from our website, www.safekidscana.com

Click on 'For Partners' and then select 'Safe Kids Canada Resources' heading

Need resources? Order them at Safe Tips Line at 1-888-SAFE-TIP (723-3847)





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Government Relations and Advocacy

Bill C-6: An act respecting the safety of consumer products

In January 2009, the Honourable Leona Aglukkaq, the new Federal Minister of Health, reintroduced Bill C-6: *An Act Respecting the Safety of Consumer Products*. The proposed new Canadian consumer product safety legislation is a positive step forward for consumer product safety in Canada. In particular, the new legislation contains a “general prohibition” against the manufacture, advertisement, importation and sale of products that pose an unreasonable danger to users, as well as increased powers for the government to issue mandatory recalls for dangerous products. For more information on Bill C-6 and the government’s Food and Consumer Safety Action Plan, visit www.healthycanadians.ca.

You can help support this important piece of legislation by writing a letter of support for Bill C-6 to your Member of Parliament. As part of Safe Kids Week 2009, Safe Kids Canada has prepared template letters of support as well as detailed instruction on how to contact your Member of Parliament. For more information, click on ‘[Public Policy and Advocacy / Product Safety](#)’.

New Off-Road Vehicle Safety Regulation in New Brunswick
Effective May 1, 2009, the *Off-Road Vehicle Safety Act* in New Brunswick will be amended with a new regulation outlining age-appropriate off-road vehicles, including ATVs, snowmobiles and recreational-use dirt bikes, for children and youth under the age of 16 years. In addition, the regulation will also prescribe the establishment of closed-courses for both recreational and competitive use, speed limiters for youth-sized off-road vehicles, and requirements for adult supervision. For more information on the new regulation:

<http://www.gnb.ca/cnb/news/ps/2009e0293ps.htm>

Recreational Helmet Safety

Congratulations to the City of Vaughan Recreational Sports Safety Taskforce and the Helmets Save Lives program who held their program launch in January 2009 at the Uplands Golf and Ski Club in Thornhill, Ontario. The Taskforce and the Helmets Save Lives program is a collaboration of community members, businesses, medical experts, regional and municipal public sector agencies and volunteer organizations, committed to reducing the number incidents and the severity of recreational sports-related injuries. The Taskforce actively participates in injury prevention partnerships and advocacy initiatives for enhancing regulations/legislation for recreational sports safety. For more information, visit: www.helmetssavelives.org.

Bill C-289: An act to amend the Hazardous Product Act (Recreational Helmets)

MP Hedy Fry (Vancouver Centre) has introduced a private member’s bill in Parliament to amend the *Hazardous Product Act* to prohibit the advertisement, importation and sale of recreational snow sport helmets that do not meet Canadian Standard Association standard CSA-Z263.1, entitled “Recreational alpine skiing and snowboarding helmets.” The Brain Injury Association of Canada is currently leading a letter writing campaign to help pass Bill C-289. Follow the link to participate in the letter writing campaign:

<http://biac-aclc.ca/en/2009/02/10/letter-to-send-to-your-mp-to-help-pass-bill-c-289/>



Safe Kids Canada would like to congratulate all of its partners on their advocacy successes. We value the collaborative and supportive relationship we have with our partners and look forward to hearing about their successes! Please send us an e-mail at safekids.web@sickkids.ca.





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What's New In Injury Prevention

Head injuries on farms: who is vulnerable?

Head injuries are one of the most serious types of injuries and can leave a child with permanent disabilities. These can take many forms, including speech problems, learning difficulties and memory loss that can last a lifetime.

A recent study found that children under age 10, girls 10 to 19 and men over 60, were most vulnerable to head injuries on farms. Children under 10 were most likely to be injured by a fall from a building. Teen girls were most likely to be injured by large animals, mainly horses. Older men were most likely to be injured by a variety of causes, including machinery and animals. These results were obtained with data from the Canadian Agricultural Injury Surveillance Project (CAISP). The study was published in the November 2008 issue of the journal *Accident Analysis & Injury Prevention*.

Bodychecking in youth hockey

A new study led by York University found that bodychecking in youth hockey leagues increases the risk of injuries. This was true not only in Canada but in the United States and Finland as well. The study found that bodychecking was often cited as a leading cause of injuries across all age levels and divisions of play in youth hockey leagues in all three countries. Although in some of the countries the players were up to age 20, the worst injuries were in younger players. Fractures were the most common injury and concussions were also a concern. This research confirms the findings of a 2006 study that bodychecking is hazardous to young players. The study was published in the March issue of the *Clinical Journal of Sport Medicine*.

Upcoming Events & Conferences

The Creative Unity is hosting, “**Towards 2020 – Canada’s Commitment to Children and Youth Conference**” in Ottawa, April 27-29 2009. For more information visit: <http://www.towards2020.ca/>

The Community Health Systems Resource Group at The Hospital for Sick Children is hosting, “**Marginalized Youth and Contemporary Educational Contexts**” in Toronto, May 13 2009. For more information visit: <http://www.chsrgevents.ca/BecomingModernYouth/default.aspx>

The Canadian Association of Road Safety Professionals (CARSP) is hosting “**The 19th Canadian Multidisciplinary Road Safety Conference**” in Saskatoon, June 8-10 2009. For more information visit: http://www.carsp.ca/index.php?0=future_conferences#id_25

The Canadian Injury Prevention and Safety Promotion Conference (CIPSPC) has been rescheduled to 2011, taking place in Vancouver. Stay tuned for more information!



Comments, questions or feedback on our newsletter?

E-mail us at: safekids.web@sickkids.ca

