



NLIPC

NEWFOUNDLAND LABRADOR INJURY PREVENTION COALITION

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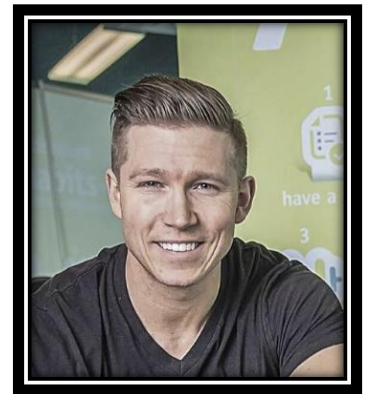


ANNUAL REPORT 2018 -2019

Report Contents

| | |
|-----------------------------------|----|
| Message from the Chair..... | 2 |
| Message from Vice Chair..... | 4 |
| Secretary's Report..... | 7 |
| Financial Report..... | 12 |
| Social Media/Web Site Report..... | 15 |

Dr. Mike Wahl
Chairperson



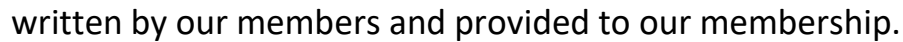
Message from the Chair

Our first year with a new executive is almost finished and we have had an exciting 2018-2019 with changes to how we share information and the development of strategic planning which will help guide the future of the organization. As part of my role as Chair, my goal was to build on the accomplishments of the previous executive and continue to evolve the organization. With an ever changing media landscape for sharing information, a greater appreciation for the importance of safety in Newfoundland and Labrador and a growing network of experts in the NLIPC we set out to determine the best strategy for this year and the coming 5 years.

In September of 2018 the NLIPC board met for a strategic planning session to discuss the future direction of the organization. As part of this session we revisited our mission and vision statements and came to a consensus on what these are and how they will steer the direction of the organization. We were able to land on the following statements which we felt embodied our goals here at the NLIPC.

Our mission is to “Support Injury Prevention and safety minded culture in Newfoundland and Labrador through advocacy, awareness and promotion”.

Our vision is “to create a vibrant collation recognized as a hub organization promoting injury prevention in Newfoundland and Labrador”.



The strength of our organization is our collective knowledge. This is why we will continue to focus on our working groups efforts and promote their hard work in areas including off-road safety, helmet safety, falls prevention, roads safety and cannabis safety. This information will be shared through advocacy with appropriate agencies, awareness through readily available public and digital forums and in person and online promotion of safety.

With the foundation set we hope to continue to grow our organization and recruit additional membership to help drive our vision and mission and improve the safety of all Newfoundlanders and Labradorians. We commit to achieving these goals through education and resources made specifically to address our unique challenges, people and communities. Thank you for the opportunity to be the Chair of the organization and I look forward to serving you in the coming year.

Melissa Blake
Vice Chairperson



I would like to offer my greetings as the appointed Vice-Chair of NLIPC. This year has once again been a busy and productive year for NLIPC. Continuing in our commitment of providing a mission to reduce the incidence and severity of injuries in our province, we have made great strides in injury prevention and are committed to a vision of a safer and healthier province.

In 2018-2019, NLIPC continued to build its core team of Board of Directors; we generated new memberships to bring an incredible range of expertise, passion and dedication to our purpose. We will continue to invite stakeholders, professionals, policy advocates and policy makers, community members and all interested individuals to help create an injury-free Newfoundland and Labrador. Being able to share knowledge, ideas, resources, enhanced skills, and a support network within enables us to promote a culture of safety in NL.



This year, like others, we have partnered collaboratively with many groups and individuals to help us reach our goals and as part of our yearly plan and budget. We really served as a communication link with the general public, the members and others involved in our organization's successful programs and activities.

The Board of the Newfoundland and Labrador Injury Prevention Coalition (NLIPC) met in September for a strategic planning day to review and update core

statements related to the Coalition and to determine its strategic directions for the next five years, April 2018 to March 2023. They are as follows:

Mission (revised)

Support injury prevention and a safety minded culture in Newfoundland and Labrador through advocacy, awareness, and promotion.

Vision (revised)

A vibrant coalition recognized as a hub organization promoting injury prevention in Newfoundland and Labrador.

The board also drafted a working group work plan template framed around the core elements of the mission statement: Advocacy, Awareness, and Promotion.

Sample relevant activities:

Advocacy

- Papers
- Policy/Legislation
- Lobbying
- Funding
- Sponsorships
- Partnerships

Awareness

- Social Media
- Knowledge Sharing
- Website
- Internal Professional Development (data gathering)

Promotion

- Events/Conferences
- Media
- Resource Development

My vision for NLIPC is to raise even more awareness of the injury epidemic and to solidify community organizations/groups and interested citizens in injury

prevention. Through community grassroots initiatives we welcome opportunities to work with vulnerable populations, such as children, youth and rural & remote populations. We would like to capitalize on their established infrastructure, family and community relationships and experienced citizens and therefore optimize potential reach, efficacy and sustainability of injury prevention and safety promotion.

I am looking forward to continuing with the team and being a part of a dynamic, committed and creative board.



Linda Carter
Secretary



I was pleased to join the NLIPC Executive as Secretary in 2018. In this role I support NLIPC and the Executive, maintain contact with the Working Groups and keep up to date on the Committees where NLIPC has a representative.

NLIPC and Executive

In 2018-19 there were three Executive meetings, one meeting for the Board and membership, plus the Strategic Planning Session held in September 2018.

NLIPC Working Groups

Working groups have been established to action the priority areas of NLIPC. Starting in 2018-19 the following four Working Groups were active: Road/Traffic Safety; Fall Prevention; Off-road Safety; Helmet Safety. At the Strategic Planning Session in September 2018, the priority areas were reviewed, and the following five strategic injury prevention areas were highlighted as the areas of focus for the next 5 years:

- Off-road Safety
- Fall Prevention (with a focus on Seniors)
- Helmet Safety
- Cannabis Safety
- Water Safety (to be a focus in 2019)



These strategic areas build on the ongoing work of NLIPC and identify some new areas of focus. The Working Groups advance actions in each of these areas and the work is framed around the core elements of the Mission Statement – Advocacy, Awareness, Promotion.

1. Off-road Safety Working Group:

This Working Group had a busy and productive year advocating for changes to the ATV and snowmobile legislation. The group met many times, completed literature reviews and held meetings with relevant partners to complete a Call to Action for the Government of Newfoundland and Labrador to update the existing Motorized Snow Vehicles and All-Terrain Vehicles legislation to improve safety and reduce injuries especially for youth. The paper was publicly released in July 2018 with a media release followed by media interviews. A letter was also sent to the Minister for Service NL to take action on the recommendations in the position paper.

2. Fall Prevention Working Group:

This Working Group had an exciting year promoting and increasing awareness around seniors fall prevention. The group was key in bringing the National Fall Prevention Conference to St. John's, NL, in June 2018. The conference had 150 delegates and presenters from around the globe. It was a very exciting and informative event. The momentum from the conference led to engaging Saskatchewan to take the torch and start planning the next conference for June 2020. The Working Group followed up from the conference with planning for another successful Fall Prevention Month in November 2018. Minister Lisa Dempster launched the month and many initiatives and media events took place throughout the province.



3. Helmet Safety Working Group:

This working group had a fun year promoting helmet safety. The Crazy Helmet Hair Contest and social media safety messages campaign was held summer 2018. Children and youth were invited to take photos of their 'helmet head' and submit their entry for a chance to win prizes. NLIPC received 26 entries from across the province with entrants aging from 3 – 15 years of age. It was a great event to promote helmet use.

4. Road Safety:

The Working Group had an active year promoting road and traffic safety at many events in the province and while the NLIPC Working Group no longer exists the partners continue to work together on many safety initiatives. In June 2018 they participated on the provincial launch of National Safe Kids Week and provided funding for bicycle helmets to support the Lids for Kids Program. This was followed by a launch in September in Labrador of the Operation Lifesaver Railway Safety campaign with a mall display, an art competition and school visits. During National Teen Driver Safety Week and National Safe Driving Week ads were promoted in the media and online and there were visits to several high schools in the Metro region with a coordinated safety message to youth. The group partnered on educating beginning drivers to the dangers of distracted driving through presentations at beginning driver classes. And the busy year ended with participation in the Winter Safety Day held by Safety NL in March 2019 which focused on off-road safety.

NLIPC representation on Committees:

In 2018-19 NLIPC was represented on several committees to engage with partners and remain an active partner on injury prevention issues at a Provincial, Atlantic and National level.

- 1. Atlantic Collaborative on Injury Prevention (ACIP):** ACIP is a partnership of injury prevention practitioners in Atlantic Canada from both government and non-government organizations. The goal of ACIP is to reduce the burden of injury in Atlantic Canada. This past year ACIP has worked on and been a partner on several injury prevention related initiatives including an ATV policy gap analysis; Atlantic Preventable Campaign; Fall prevention and the social determinants of health report; Pan Canadian Seniors Fall Prevention Network; National Fall Prevention Conference, St. John's, NL June 2018 and planning for June 2020 in Saskatoon, Saskatchewan; Strategies to Reduce Alcohol Related Harms and Costs in Canada: A Review of Federal, Provincial and Territorial Policies webinar; and, Mental health and injury prevention paper. **NLIPC rep: Linda Carter**
- 2. NL Public Health Association (NLPHA):** The Newfoundland & Labrador Public Health Association (NLPHA) is an independent, voluntary, non-profit provincial advocacy group comprised of health professionals, community members, and affiliated organizations who promote and support public health. The Association is affiliated with the Canadian Public Health Association (CPHA) and is a member of the Canadian Network of Public Health Associations. **NLIPC Rep: position currently vacant**
- 3. The Loop – Fall Prevention Community of Practice:** Loop is a network that connects and supports people working in health care, policy development and research. The network informs, shares ideas and supports members to improve the implementation of evidence-informed fall prevention practices. Working together, the network of members creates supportive communities where older adults enjoy independence and health through the prevention of falls. Activities of Loop include sharing information on such things as data on injuries and deaths from falls in dwellings, Smartphone apps for fall prevention, and, fall prevention videos for use during Fall Prevention Month; delivering a series of educational webinars; and, organizing fall prevention month activities. **NLIPC rep: Dr. Jeannette Byrne**

4. **Parachute Canada:** Parachute Canada is a national organization which promotes researched, evidence-based and expert-advised resources and tools that can help to prevent serious harm or death from preventable injuries. Parachute wants Canadians to safely work, play, and enjoy their families and friends to the fullest throughout a long and healthy life. Parachute provides an extensive, evidence based online hub that provides information and tools to prevent injuries. Injury resources include areas such as car seats, concussions, driving and road safety, drowning prevention, helmets, bike safety, poison prevention and sport safety. **NLIPC rep: Dr. Mike Wahl**

5. **Canadian Collaborating Centre on Injury Prevention (CCCIP):** CCCIP is a community of practice representing injury prevention centres and the leading national injury prevention organizations in Canada. On an ongoing basis, the CCCIP members partner on research projects (e.g. sports injuries in youth) and share resources on many injury issue areas including the Canadian Injury Prevention Curriculum and Facilitator Training Program. National organizations, government departments and individuals have found the networks of CCCIP members to be an effective tool to gain information from a broad constituency or to disseminate information quickly to stakeholders across Canada. **NLIPC rep: Dr. Mike Wahl**

6. **Trauma Association of Canada: National Injury Prevention**

Subcommittee: This is an Interdisciplinary Association focused solely on the care of the injured patient. The National Subcommittee provides an effective means for members to connect and collaborate with a Vision to reduce the incidence and burden of injury in the adult and paediatric population across Canada. Current topics of discussion include upcoming CHIRPP data projects (one on ATVs and one on cannabis), motorcycle safety and licensing requirements, and trampoline injuries (especially trampoline park injuries). **NLIPC rep: Deanna Burns**

Deanna Burns
Treasurer

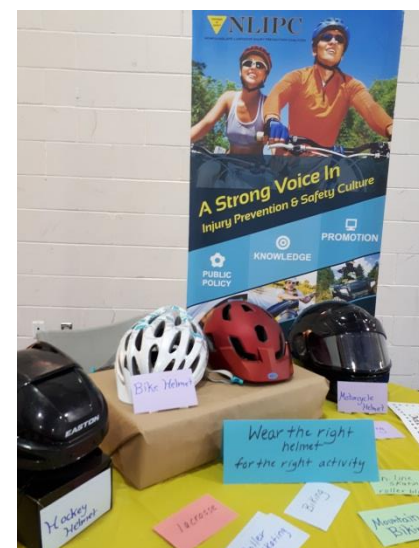


NLIPC Financial Report 2018-2019

Being new to this role and joining the coalition part- way through the financial year, my treasurer's report will be relatively short for this year however I will do my best to highlight some of the great work we have accomplished over the past year.

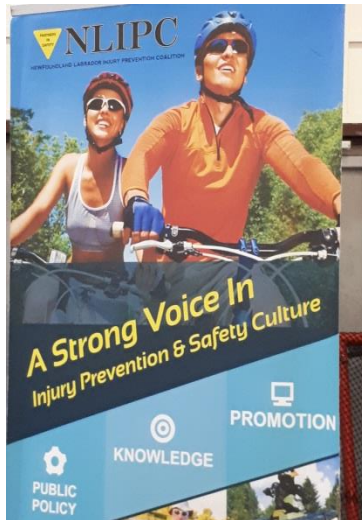
This was another great year for NLIPC. We stayed on budget and supported lots of great initiatives. We did receive our yearly operational grant from the Department of Children, Seniors, and Social Development of \$20,000. Thanks so much – without this grant we wouldn't be able to do the great work in Injury Prevention for the province.

Many of the same initiatives were supported this year as in years past, such as Safe Kids Week – Helmet Hair Campaign and National Teen Driver Safety Week. The NLIPC sponsored and supported the Atlantic Collaborative for Injury Prevention Conference that was held during June 2018. We had received addition funding from government that allowed us to provide financial support, participate in the conference, and have an exhibition table to promote our organization and the work we do. This was a very interesting and



informative conference and was very well attended by participants from the Atlantic Provinces. We also supported Fall Prevention Month in November which we hope to be an ongoing initiative.

Another project for NLIPC is the Preventable Campaign. The Atlantic Collaborative on Injury Prevention is working towards bringing 'Preventable' to Atlantic Canada



and we are helping spearhead the project for Newfoundland Labrador. ACIP shared news that funding has been secured to launch the initial phase of the Preventable campaign. Thank you to Linda Carter for her continued work with the ACIP as our representative.

We were fortunate to have funding available for a Strategy Planning session which was held in Sept 2018. During the session members re-visited the Vision and Mission statements and adjusted them to reflect the current focus of the Coalition. Participants reviewed the injury prevention topic areas and adjusted the list to focus on key areas.

Our funding allowed us to hold onto our part-time position as well. Thanks to Chris Herridge for the great work he has done over the past year. Chris has been doing phenomenal work with our outreach in social media, our newsletter, and he re-designed the website. Chris provides great support to all of our Injury Prevention projects. Thanks for another great year NLIPC and looking forward to continuing our great work to support NL in preventing injuries for all ages across the continuum in our province!

Financial Report

April 1, 2018 – March 31, 2019

Opening Balance April 1, 2018..... \$31558.28

Receipts:

Department of CSSD Operating Grant..... \$20000.00

Total..... \$20000.00

Disbursements:

Phone/Internet

Phone..... \$127.08

Website..... \$1561.70

Insurance \$423.20

Office Supplies..... \$ 0.00

Accounting..... \$2990.00

Banking Fees..... \$405.00

Professional Fees

 Workplace NL fees..... \$169.04

 NL Public Health Association fee..... \$30.00

Marketing/Promotion/Strategic Planning..... \$2357.50

Safety Awareness

 Helmet Hair Campaign..... \$199.33

 Go Pro Purchase..... \$368.65

 Dollarama (lights, flashlights)..... \$150.10

ACIP National Conference Expenses

 Funds Transfer for Expenses..... \$5000.00

 Exhibition Table..... \$300.00

 Travel Expenses Claims..... \$4141.49

Travel Expenses..... \$127.86

Education..... \$0.00

 ADP Payroll..... \$15686.90

Total..... \$34037.85

Account Balance as of March 31, 2019..... \$16629.72

Chris Herridge, BA CSD
Communications Coordinator



Social Media Report

2019 saw a significant increase in our presence both on social media and the web. The Newfoundland and Labrador Injury Prevention Coalition (NLIPC) has increased our Facebook following by 43% (69 to 160) and Twitter by 23%. Most postings are focused around our mandate for injury prevention and the specific topics we think are most important to Newfoundland and Labrador. The basic average is 3/ 4 posts per week on each social medium. I ensure to make the subject matter specific to our province, the time of year and always relevant.

We too established a new Instagram Account in September 2018 to help reach a younger demographic. Our current following is 96 in six months. Postings are made more pertinent for a younger audience and involve pictures rather than text based posts. These are very effective and try now and post roughly 2 photos per week which is what's recommended for Instagram.

7 Reasons for Instagram:

1. It's Where the "Kids" Are.
2. It's All About Photos.
3. Show Your Personality.
4. It is Marketer Friendly.
5. Ads Are On the Horizon.
6. Track Your Analytics.
7. Drive Traffic to Your Site.

Instagram is just another medium to broaden our reach to share the



Brands on Instagram have a **4.21% engagement** rate. That's **10x higher** than Facebook and **84x higher** than Twitter."

Forrester



message of Injury Prevention in Newfoundland and Labrador.

The NLIPC has partnered with many like-minded organizations during the past year to spread our message of injury prevention. SafetyNL, Operation Lifesaver, Parachute Canada, ACIP, Falls Prevention,

Preventable, Canada Safety Council are just a sample of some of the partners and resources utilized through the many campaigns and initiatives throughout the year. The NLIPC Bicycle Safety Working Group for example is currently promoting Bicycle Helmet Safety with a contest that runs from June 5 to July 5, 2019. Both events have been advertised and shared on social media and web site quite extensively and deem to be a great success.

This year we've created a new web site (www.nlipc.ca) that is much more functional and appealing than the previous one. We have a mobile web site (65% now use web via a mobile device), a secure site with a SSL Security Certificate, complete Search Engine Optimization, and full listing with Google Console. *The site's audience has increased by 41% this past year!* The NLIPC too is very excited about our Newsletter started Spring 2019. These include topics that are seasonal and very pertinent to discussion of injury prevention in our province illustrated by both NLIPC members and partners. We continue to work and grow this Newsletter to ensure relevancy and currency.

It has been a pleasure to work with the new Executive this past year. I appreciate your support, patience and guidance. There seems to be a vigorous drive and vision that the membership and I can push forward to grow our presence and thus our message of injury prevention on many important topics. Whether it's off road safety, fall prevention, water safety, cannabis safety, helmet or bicycle safety, the NLIPC will continue to spread the message of injury prevention throughout Newfoundland and Labrador through social media, web site and participation in community events. I look forward to highlighting the importance

Social Media – Facebook

- ## Social Media – Twitter

- ## Social Media - Instagram

- 96 Followers
- 36 Posts
- Averaging 7/8 likes per post

Web Site Analytics: www.nlipc.ca

- 3527 Sessions
- 3099 Users
- 93.7 % New Users
- 9686 Page Views
- 2.78 Pages per session
- 00:02:42 Avg. session duration
- 69.29% Bounce rate
- Users Can 1391 – USA 682 Other 1026
- NL: 1208 or 39%

For more information, please email info@nlipc.ca.



**Have a fun, active and safe summer
Newfoundland and Labrador!**