



Newfoundland and Labrador Injury Prevention Coalition

ANNUAL REPORT 2020-2021

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Have a Fun, Active and Safe Summer Newfoundland and Labrador! *Injuries are Preventable.*
NLIPC – Newfoundland and Labrador Injury Prevention Coalition

Newfoundland and Labrador Injury Prevention Coalition

Message From the Vice-Chair

2020-2021

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.

Like most organizations around the globe, the Newfoundland and Labrador Injury Prevention Coalition has never encountered a year like 2020. The board, executive team and staff faced – and are working through – unprecedented challenges related to the COVID-19 global pandemic. By April, it became clear that the NLIPC goals and objective for 2020 would have to be revised within our work-plan. Faced with those unique circumstances, it is fair to conclude that the past year was a success, thanks to the board members, members, staff and partners. As we continually push ourselves to raise the bar in promotion and learning, research and innovation we are very happy with this year's outcomes.

The board spent a considerable amount of time over the last year reviewing its mandate, Vision, Mission, Core Elements and our area of focus which the Board approved in February 2020. Growing and sustaining the organization through networking, partnerships and knowledge exchange is critical to the vision of lessening the burden and impact of injuries on individuals, communities, and workplaces.

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.

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The funding NLIPC has received from the Provincial Government has created the foundation to build solid relationships among our province, the four Atlantic provinces and with other injury prevention leaders from across Canada. We are deeply impressed by the work done by our staff, Linda and Chris. They both have done a tremendous job advancing NLIPC forward.

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 and 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.

Sincerely,
Melissa Blake

Newfoundland and Labrador Injury Prevention Coalition

BOARD OF DIRECTORS

2020-2021

- **Melissa Blake (Vice-Chair)** - Gander Bay Family Resource Centre
- **Lynnette Collins (Treasurer)** – Government of Newfoundland and Labrador

- **Len LeRiche** - SafetyNL
- **April Janes** - RCMP
- **Ron Simms** - RNC
- **Tammy Greening** - Eastern Health
- **Josephine St. Croix** - Eastern Health
- **Paula McDonald** - Central Health
- **April Dakins** - Western Health
- **Krista Baker** - Labrador - Grenfell Health
- **Jeannette Byrne** - MUN
- **Michelle Murray** - Government Newfoundland and Labrador
- **Mike Wahl** - MUN

Newfoundland and Labrador Injury Prevention Coalition

ABOUT NLIPC

The Newfoundland and Labrador Injury Prevention Coalition (NLIPC) is a network of organizations and individuals who collaborate on actions to promote safety and prevent injuries in the province. The NLIPC takes action through advocacy, awareness and promotion.

Vision

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

Mission

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

Core Elements

Injury Prevention Topics

- * Fall Prevention
- * Helmet Safety
- * Off-road Safety
- * Cannabis Safety
- * Water Safety
- * Child Safety

Advocacy – make recommendations and advocate for change

- Position papers
- Advocacy
- Lobbying

Awareness – share best practices and key messages

- Media/Social Media
- Website
- Newsletters

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- Knowledge Sharing
- Professional Development
- Data Gathering/Research

Promotion – engage in injury prevention initiatives

- Promotional Events/Campaigns/Initiatives
- Workshops/Conferences
- Fairs/Conventions/Trade Shows
- Media (Interviews)
- Resource Development

Sustainability and Growth – build capacity and engage members in NLIPC activities and seek new opportunities to expand and grow the Coalition

- Staffing
- Sustained funding
- New funding
- Increased membership
- Increased social media followings
- Partnerships
- Sponsorship
- Networking
- Building a community of practice

Newfoundland and Labrador Injury Prevention Coalition

ACTIVITY HIGHLIGHTS 2020-2021

ADVOCACY

- ATV and Off-road Safety Working Group continued discussions on updates to the ATV and [Off-road Safety Position Paper](#)

- NLIPC joined a committee established by Safety NL and various other partners, to discuss the issue of increased number of ATV and off-road vehicle collisions and how to address the issue.

AWARENESS

- NLIPC remained active on social media through its various platforms Facebook, Instagram and Twitter.

- NLIPC produced a Spring/Summer 2020 newsletter and a Winter 2021 newsletter to highlight seasonal injury issues.

- NLIPC participated on the advisory committee with the Atlantic Collaborative on Injury Prevention (ACIP) to guide the research project - The Atlantic Poison Prevention Project.

PROMOTION

- NLIPC produced and distributed the Booster Seat Growth Chart poster to Public Health offices and Family Resource Centres to create awareness and support parents to make an informed decision when transitioning their child from a car seat to a booster seat.

- NLIPC partnered with Parachute Canada promoting *Poison Prevention Week* March 2021 with key messages around the safe storage of household products and cannabis.

SUSTAINABILITY

- NLIPC maintained the two part-time positions to support the operations of the organization and to raise awareness of injury issues.

- New project funding from Parachute Canada was approved to support poison prevention initiatives.

- NLIPC maintained partnerships with various groups and organizations and continued to participate as a member on the boards of Safety NL and ACIP and as a member of NL Public Health Association, the Canadian Collaborating Centre for Injury Prevention, The LOOP - Fall Prevention Community of Practice and the Trauma Association of Canada, Injury Prevention Committee.

Newfoundland and Labrador Injury Prevention Coalition

FINANCIAL SUMMARY

2020-2021

NLIPC Financial Summary 2020-2021 (Unaudited)

Opening balance as of April 1, 2020:	\$15,515.42
Balance as of March 29, 2021	\$5,227.57

Funds received in 2020-2021

Government of Newfoundland and Labrador	\$20,000.00
CRA rebates	\$2,512.00

Expenditures in 2020-2021	Total \$32,781.55
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Wages, Benefits and Fees

- | | |
|--|-------------|
| <ul style="list-style-type: none"> • 2 part-time paid positions | \$23,168.13 |
| <ul style="list-style-type: none"> • Workplace NL annual fee | \$291.63 |

Professional Fees

- | | |
|---|---------|
| <ul style="list-style-type: none"> • Accounting fees | \$5,520 |
|---|---------|

Insurance

- | | |
|---|----------|
| <ul style="list-style-type: none"> • Volunteer insurance | \$427.80 |
|---|----------|

Office Supplies and Fees

- | | |
|---|----------|
| <ul style="list-style-type: none"> • Mailbox fees | \$198.95 |
| <ul style="list-style-type: none"> • Office supplies | \$90.81 |

Interest and Bank Charges

- Bank fees \$405.00

Website

- Web hosting and maintenance \$378.35

Memberships

- NL Public Health Association \$35.00
- Volunteer Canada \$150.00

Booster Seat Promotion Campaign

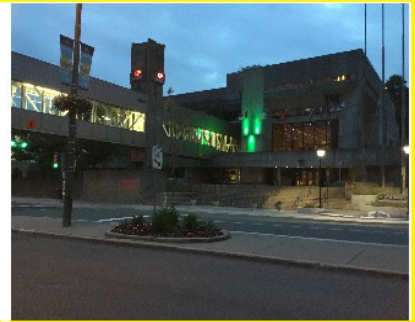
- Printing of Growth Charts \$1,821.60
- Supplies and shipping \$249.81

Telephone

- Conference calls \$62.40

The Newfoundland and Labrador Injury Prevention Coalition (NLIPC) continues to partner and support like-minded organizations both provincially and nationally to promote safety and help prevent injuries!

**SHINE A GREEN LIGHT ON
NATIONAL INJURY PREVENTION DAY
JULY 6, 2020**



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