



2003-2004

Annual Report

Table of Contents

Mission	3
Goals	3
Executive Summary	4
Bullying Group	5
Suicide Prevention	6
Falls In Children 0-4 Years	7
Senior's Falls	8
Off-Highway Vehicles	9
Workplace Injuries	10
Communication Strategy	11
Fundraising	11
Budget	12
Steering Committee Members	13

Our Mission is to

Continuously improve the safety of individuals and communities on the South Shore by enhancing a culture of safety and wellness.

Our Goals are to

- Reduce the incidence of bullying
- Pull community partners together to cooperatively reduce the incidence of suicide
- Collaborate with successful seniors falls prevention initiatives to reduce falls in seniors
- Reduce the number of falls in children 0-4 years that occur in the home and play
- To reduce the number of Off-highway injuries
- To reduce the number of workplace injuries,

In Lunenburg and Queens Counties.

Executive Summary:

Things got underway officially for The South Shore Safe Communities Initiative on November 8th, 2003 with our community launch. We began our “Race to Safety” together with community members and leaders in Lunenburg and Queens County. Since this event our five priority areas, Bullying, Suicide, Off-Road Vehicles, Falls (in children 0-4 years and seniors), and Workplace Safety have been our main area of focus. The working groups have all taken a similar approach, partnerships have been built, they have looked at currently existing resources in the community, gathered what best practices evidence they were able to, and then started to move ahead with the goals and objectives outlined in the initial business plan.

The rewards have been many over the past year. If Safe Communities were to suddenly disappear, (not that it is likely to), it would leave numerous positive imprints on our community. There have been many new partnerships formed and our way of thinking has been challenged many times through the process. As a steering committee we have all grown and learnt from each other. We’ve learnt that community action takes time and relies on everyone working together to improve coordination and reduce duplication. Also we’ve come to realize that volunteers come and go and as a coalition you need to be flexible and open to this process to ensure the survival and enthusiasm of the organization as a whole.

South Shore Safe Communities have ensured the public have been up to date on our activities and the community has been involved when ever possible. Our events have been open to all and seen as opportunities for sharing and building further support for the group. Community input has been sought in various ways such as focus groups, phone interviews, as well as question and feedback opportunities at presentations and a symposium. We have learnt that people have much to share and are often just waiting for someone to ask.

It’s been a successful year for us in many ways. As the general public becomes more aware of Safe Communities we have more requests to attend and assist in the planning of Safety Fairs and initiatives that address community safety. There are more people questioning what The South Shore Safe Communities Association is all about and community support is growing for the various working groups. We are looking forward to moving ahead into year two.

Paul Fynes
Chair
South Shore Safe Communities

Bullying Group's Activities

Objective	Year 1 Activities	Results
1. Work with community groups to develop strategies to reduce bullying.	-The working group is made up of eleven members from the School Board, Women's Center, Recreation, Addiction Services, Big Brothers/Big Sisters, Public Health, Crime Prevention Services and Children and Youth Organizations.	-Have formed a committed working group that meets monthly.
2. Determine what current programs are occurring in schools/communities.	-Researched and prepared a best practices document and have completed a resources inventory with schools in Lunenburg and Queen's counties and the community. -There was a presentation to school staff by the school board on Effective Behavior Supports System, (building supportive school climates). - A grant application was submitted to gain supports to move this forward. - The committee has decided to support two pilot sites, one in each county to move ahead with the Effective Behavior Supports Program.	-A Best Practices document was prepared and shared -Documents used this to guide group actions. - Determined what programs and activities are currently being implemented to address bullying. - Information from schools indicated some are interested in implementing this best practices program in their school. -Proposal to the National Crime Prevention Strategy Community Mobilization Fund submitted and denied.
3. Increase the communities' awareness of what bullying actually is by 10% by 2004.	-Organized a presentation by Rick Tully, Safe Schools Coordinator in Halifax to do a community presentation on bullying.	- Open community meeting was hosted by the bullying group on June 2, 2004 at Hebbville School. Twenty people attended. Notes were taken and circulated and resources were obtained and shared with community partners.
4. Increase parent's awareness on how to effectively prevent bullying and how to help their child if they are the victim or the bully.	-Shared resources and supported the work of the bully busters program. -Researched existing credible parent and child toll-free hot lines.	-“How to help your child when they are being bullied” pamphlet obtained and shared. -Existing toll-free support lines promoted in school handbook.

This group spent time initially exploring what was already happening in the community to address bullying. They quickly discovered that although there were many programs and activities being conducted by various agencies there was little co-ordination. They also looked at what the evidence indicated would be most effective in reducing bullying. They found that building supportive environments was the most effective way so much of their focus has been on how they can work with schools and community partners to develop and maintain school environments that are safer and more caring through out Lunenburg and Queens Counties.

Suicide Prevention Group's Activities

Objective	Year 1 Activities	Results
1. Ensure all actions in this area are done in consultation with the mental health and addictions professionals and have been documented to have a positive outcome on the community	<ul style="list-style-type: none"> -The lead group consists of representatives from Mental Health, Public Health, Addiction Services and Safe Communities. -The Safe Communities Coordinator sits on an Interagency Program committee that is addressing suicide prevention in youth. -The Safe Communities Coordinator attended the National Injury Prevention Conference in Ottawa where information regarding suicide prevention was gathered. -Gathered best practices information from the literature. - Attended the Annual Provincial Suicide Prevention Symposium where Dr. Stephen Kilsey presented best practices information. 	<ul style="list-style-type: none"> - Best practice; suicide prevention initiatives need to be linked closely to mental health and addiction's services in the community has been followed. - Established connection with a multi-agency committee that is motivated for action. This committee has supported two community members to attend ASIST Training in Newfoundland. -Prepared a best practices document on Suicide Prevention - Partnered and established relationships with provincial suicide prevention group. One of their members came to our local symposium.
2. To increase the knowledge of those working with populations at risk of the most effective prevention strategies.	<ul style="list-style-type: none"> -Hosted a community symposium on suicide prevention based on the best practices. 	<ul style="list-style-type: none"> - Evening community presentation, 35 people attended that covered the demographics of suicide, best practices and what programs existed in the local schools and community. - A frame work for community action was developed based on the best practices principles as a result of the day long symposium (25 people attended).

In addition to establishing a strong working relationship with Mental Health and Addiction's professionals this group explored best and promising practices and strengthened ties with existing community groups already addressing these issues, such as Helpline, The Office of Health Promotion and a local Interagency Group that is addressing youth issues. At the Symposium in May the working group was able to gain community input and insight, establish new partnerships and focus their efforts as they move ahead with suicide prevention.

Falls In Children 0-4 Years

Objectives	Year 1 Activities	Results
Reduce the incidence of falls in children 0-4 years by 5% by the year 2006.	<ul style="list-style-type: none"> -Collected information on community safety resources for young children. -Contacted CHIRPP at the IWK to obtain data to help identify key messages to develop a display. -Obtained and previewed the video “Be a Home Detective”. The group have purchased copies of the video and guide to lend out to parents so they can do their own home injury risk assessment -Completed a focus group with parents of young children in Queens County. 	<p>Display was created based on the CHIRPP Data. This has been used at the launch, AGM, Children’s Fair and with parent groups.</p> <ul style="list-style-type: none"> - Have purchased 3 copies of the “Home Detective” video and guide to lend out to parents of young children. This has been loaned to the Queens Family Resource Centre, shown to a parent group, and used as part of the orientation for a Public Health Enhanced Home Visiting staff. - Have gathered some information from parents as to why they think falls occur and what could be done to prevent them from happening.
Increase parent and child care workers ability to identify fall risk factors in the home and play areas and the appropriate action to take to reduce fall risk factors.	Exploring building Injury Risk assessment into the Public Health Enhanced Home Visiting Program.	-Have had some discussions around the role of injury prevention with manager of the program. This is still a new program and management needed time to get the program more under way before adding injury prevention at this time.

This group got off to a bit of a slow start. The first chair left due to work commitments and as a result the group had to regroup towards the end of the first year. Although it remains a small group they have accomplished quite a lot. They struggled with whether the group should maintain a falls specific focus or would they have more impact if they focused broadly on the safety of young children. The data clearly indicates that falls are the leading cause of injury hospitalizations for this age group. The working group decided to do a bit of both by promoting a great general home safety resource, the video entitled “Be a Home Detective” produced in Ontario as well as developing a falls focused display based on CHIRPP data. They have also started to conduct focus groups with parents of young children to gain their thoughts and feelings around what would be effective in reducing falls from their perspective.

Senior's Falls

Objectives	Year one Activities	Results
<p>In partnership with coalition members and community resources, identify, support and promote effective falls prevention initiatives in Lunenburg and Queens.</p>	<p>-Met with the steering committee of the Lunenburg/Queens Falls Prevention Group to determine role of Safe Communities in supporting their initiative. They were funded for two years from veterans Affairs Canada with a mandate to raise the awareness of on the risk of falling.</p> <p>- Attended community meetings initiated by the Lunenburg/Queens Falls Prevention Initiative to establish community initiatives to address falls when the group's funding is finished.</p> <p>Gathered best practices information on seniors falls prevention.</p> <p>Attended a community workshop on the "Preventing Falls Together" resource tool kit. This resource takes a best practice, population health approach to preventing falls in the community.</p>	<p>-The group requested information sharing. They have been sending the minutes from their meetings to the Safe Communities Coordinator. Also there is a member on both steering committees who gives regular updates at Safe Community Meetings.</p> <p>-Meetings were stopped by the Lun/Queens Falls Prevention Committee as they found a volunteer to over see their program. Home Assessments are still available from the committee and copies of their video, "Slips, Trips and Broken Hips" are available for purchase.</p> <p>-Best Practices document created. Group dissolved before document was shared.</p> <p>- Obtained the training and the tool kit that will be shared with interested community groups and members.</p>

This is an area that is already being addressed by an interagency group in our community, The Lunenburg/Queens Falls Prevention Committee. They had received a grant from Veterans Affairs Canada to address Seniors Falls so Safe Communities felt it would not be good use of their resources to take a lead role in this area. Over the past year they have offered their support to this group. The South Shore Safe Communities Steering Committee continue to be connected to the Lunenburg/Queens Seniors Falls Prevention Group as the chair of the Lunenburg/Queens Falls Prevention Group sits on the steering committee and provides regular updates.

Off-Highway Vehicles

Objectives	Year 1 Activities	Results
Reduce the incidents of Off Highway Vehicle Crashes by 5%.	<ul style="list-style-type: none"> -Researched some general programming best practices principles. -Lobbied for safety legislation by presenting to the Provincial Off Highway Vehicle task force on safety concerns, submitted a written submission, and responded as a group to the preliminary report. 	<ul style="list-style-type: none"> -Document prepared and shared with the task force. - The Interim Report made safety recommendations consistent with many made by this group.
<p>Gather local Off Road incident data by: summarizing scrapbook data collected over the past two years.</p> <ul style="list-style-type: none"> -Explore obtaining the RCMP data from their Citizens on Patrol data. 	<ul style="list-style-type: none"> -Have collected data from a variety of sources to establish a baseline of the extent of ATV use and crashes involving ATVs and snowmobiles (newspaper clippings, RCMP data, CHIRPP data) -Completed a scan of existing activities/resources that support safe off-highway vehicle use. -Phone interviews were done with parents of youth who drive Off-Highway vehicles. 	<p>RCMP has agreed to share their data gathered on Off-Highway use (includes charges and injuries). Base line data compiled.</p> <ul style="list-style-type: none"> -The group continues to collect and share existing resources and promote them in the community. -Showed a gap in parental knowledge around the laws governing their child's ATV use, safety training and proper clothing.
Support the pilot project of the "Citizens on Patrol, Off Road" (COPOR).	<ul style="list-style-type: none"> -RCMP has agreed to provide the first aid training for volunteers of COPOR. -Members of this working group are initiating links to support the establishment of Citizens on Patrol Off-Road in Queens County. 	<p>The Citizens on Patrol Volunteers in Lunenburg County are able to meet the first aid standard of the program.</p> <ul style="list-style-type: none"> -Community meeting has been set to discuss the possibility of expanding the Citizens on Patrol Program to Queens.
Increase the number of users who participate in safety courses by 15% by the year 2006.	<ul style="list-style-type: none"> -8 focus groups with youth regarding Off Road Vehicle Safety completed. -A partnership was established with local recreation for free Off-Highway Safety Course Promotion. -Setting up instructor training for Off-Road Vehicle Safety Courses to increase the number of instructors in the area. 	<ul style="list-style-type: none"> -The group will use this information when developing a training program for youth. -Through the recreation flyer they can advertise ATV safety courses free -The instructor training is being set for the fall of 2004.

This group has remained very focused and accomplished a great deal over the past year. They presented to the Provincial Task Force around safe use of Off-Highway Vehicles and responded to the initial draft of this report. They learned that many parents had little or no knowledge around the laws and safe use of off-highway vehicles for youth. Focus groups with youth indicated a high level of use in rural communities, revealed their views around responsible use of these machines and what they saw as contributing factors to injuries and crashes. In addition the group have taken steps toward expanding the Citizens on Patrol, Off Roads to Queens County and explored increasing the number of instructors trained to conduct Off-highway Vehicle Safety Courses.

Workplace Injuries

Objectives	Year One Activities	Results
Reduce workplace injuries on the South Shore by 10% by the year 2006.	<p>-Hosted an Employer Information Session on the Passport to Safety Program. Paul Kells and Candace Carnahan presented.</p> <p>-Candace Carnhan did four presentations to student employees at Michelin on staying safe at work</p> <p>-Have contacted the Minister of Labor, Kerry Morash to present to the Chamber of Commerce on Workplace Safety and promote the Passport Program.</p> <p>- Presentation on a Behavior Based Safety Program being implemented by a company in the area.</p>	<p>-Thirty-three people attended. Michelin North America (Canada) Inc and Aliant signed on as gold members.</p> <p>-Other employers have expressed interest in the Passport to Safety Program.</p> <p>-In a follow up survey done with these students on their overall Health and Safety training over the summer, 30-40% identified Candace as having a positive impact on their safety. One comment was “She made it more real to me. Young people can get hurt.”</p> <p>-Date has not been set as yet.</p> <p>Increased knowledge of group about this behavior based workplace program.</p>
Educate the general public around their safety responsibilities when hiring contractors to do work around their home (due diligence).	<p>-Gathered information about homeowners responsibility around due diligence when hiring private contractors. Started to develop a media plan to communicate information about due diligence.</p>	<p>Had hoped to find pamphlet already developed. Have not been able to locate any for homeowners at this time.</p>

The workplace group’s main struggle has been for clear direction. Initially they focused on promoting the Passport to Safety Program by hosting a community presentation, following which two gold members signed up. The due diligence angle was explored but after some soul searching the group has decided to focus on youth. Presently they are building new partnerships with organizations that deal with youth and forming some new objectives and implementation strategies.

Communication Strategy:

The methods used in the past have worked well at keeping the community and community leaders aware of our presence in the community (initial council presentations and six month follow up with the moving of the “Key to Safety”, and involvement of all municipal councils in the Race for Safety as part of the launch). We have had local news coverage of events and several mention of Safe Communities in the council reports published in the local newspapers.

The Safe Communities Coalition continually looks for ways to involve the community with their initiatives. Our Annual General Meeting was open to the public and all working group members were invited to come hear about each group and talk informally over pizza.

We have developed a South Shore Safe Communities display that has been shared at several Health and Safety fairs in both counties. This has been a great tool to increase our profile and to network. We also have a logo that will be used on all materials produced by our coalition.

Our on going communication plan would include continuing with regular council updates and promoting the important work of Safe Communities whenever possible.

Fund Raising

Our approach of collecting information prior to taking action has meant that the need for funds to move projects forward is only just starting to emerge.

The seed money from Safe Communities has been very valuable as it has allowed us put our energy into starting our initiatives rather than having to find money before being able to move forward. We used a cost recovery basis with the suicide symposium by charging \$10.00 to cover lunch costs.

The bullying working group applied for grant funding. Although this was not successful, they will continue to pursue outside funding to support the development of Safe and Caring School Environments.

The Off-Highway Vehicle group has secured outside community funding to move their initiatives forward.

A future goal of the steering committee will be to start fundraising activities when it becomes necessary to do so. Presently we are collecting fund raising ideas so that we are ready to move forward when needed.

**SOUTH SHORE SAFE COMMUNITIES COALITION
PROPOSED BUDGET
YEARS ENDED JUNE 30**

	Year I		Year 2
	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
<u>PROJECTED REVENUE</u>			
Primary Health Care	\$25,000		
Safe Communities Foundation	15,000	15,000	9,000
Carry-over - Year 1	-	-	12,268
Corporate / Community	5,000	746	2,000
NS Sports & Recreation Grant	-	-	<u>2,800</u>
	<u>45,000</u>	<u>15,746</u>	<u>26,068</u>
In-Kind Contribution			
- District Health Authority		5,000	5,000
- other	<u>33,250</u>	<u>55,479</u>	<u>58,150</u>
TOTAL REVENUE	<u><u>\$78,250</u></u>	<u><u>\$76,225</u></u>	<u><u>\$89,218</u></u>
<u>PROJECTED EXPENSES</u>			
Salaries and Benefits			
Coordinator	\$30,000	\$30,000	\$32,000
In-Kind Costs	33,250	30,000	31,150
<u>Other Costs</u>			
Bank Charges	-	105	60
Other	-	500	940
Insurance	-	<u>620</u>	<u>1000</u>
		<u>1,225</u>	<u>2,000</u>
Sub-Committee Program Costs			
Suicide	3,000	2,451	4,253
ATV	3,000		7,053
Bullying	3,000	66	4,254
Workplace Injuries	3,000		4,254
Falls	<u>3,000</u>	<u>215</u>	<u>4,254</u>
	<u>15,000</u>	<u>2,732</u>	<u>24,068</u>
TOTAL EXPENSES	<u><u>\$78,250</u></u>	<u><u>\$63,957</u></u>	<u><u>\$89,218</u></u>

NOTE:

1. Carryover from Year 1 to Year 2 to implement plans.

Steering Committee Members

South Shore Safe Communities Steering Committee		
Paul Fynes Chair	Safety Officer Michelin North American (Canada) Ltd.	Work place Group
Barb Anderson Vice Chair	Manager Public Health Services	Suicide Group Chair
Ken Smith Treasurer	Town Manager Bridgewater	Finance Committee Chair
Clare Fancy Coordinator	Public Health Nurse	Bullying Group Chair
Theresa Hawkesworth	Director of Communications and Special Projects South Shore Health	Workplace Group
Dale Saulnier	Family Violence Coordinator Bridgewater Police	Bullying Group
Norm Amirault	Director, Region of Queens Recreation Department	0-4 Falls Group Chair
Ida Scott	Manager Bridgewater Development Association	
June Zwicker	Nurse Manager, Mental Health South Shore Health	Suicide Group
Greg Smith	Community Police Lunenburg County RCMP	Bullying Group Off Highway Vehicle Group
George McKiel	Lunenburg/Queens Senior's Falls Prevention Volunteer	Seniors Falls
Armita Kennedy	Projects Coordinator Nova Scotia Safety Council, Safe Communities	National Safe Communities Representative
Debby Smith	South Shore Sport and Recreation Division, Office of Health Promotion	Off-Highway Vehicle Group Chair
Peter Silver	Aliant	Workplace group
Jane Sawler	Bridgewater Family Support Centre	Bullying
Shirley Burris	RCH Consultant South Shore District School Board	Bullying
Carla Malay	Queens County Community Health Board	
Joanne Muron	Lunenburg County Community	

	Health Board	
--	--------------	--