

INJURY FREE

NOVA SCOTIA

Annual Report
2012/2013

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Message from the Executive Director: Highlights of 2012/13

The 2012/13 year has been one of significant activity for Injury Free Nova Scotia, in our work to address preventable injury levels in the province of Nova Scotia. We have had the opportunity both to build on existing partnerships and extend our partnership reach to some new individuals and organizations.

Engaging with Our Partners

In our continued focus on the top three issues of injury, - motor vehicle collisions, falls and suicide/suicide attempts, we have engaged with the following groups to collaboratively approach the issues:

- Road Safety Advisory Committee – Injury Free Nova Scotia has sat as the community co-chair on this committee for 2012/13. A key element of this role has been the support of the Share the Road initiative with DalTrac, addressing vulnerable road users and promoting active transportation with the Ecology Action Centre, a lead partner. We have also engaged research on the value of reducing residential speeds in designated areas.
- Suicide Steering Committee – Injury Free Nova Scotia is a new member of this provincial team, and is working with its partners to build an increasingly responsive way of addressing this complex issue, adhering to best practise and engaging of community experience.
- Atlantic Collaborative on Injury Prevention – Injury Free Nova Scotia continues to be a member of the ACIP board, and finds great value in engaging with our Atlantic partner provinces, sharing experience of issues and of working approaches to address them. We continue to utilize the research of ACIP, in reports such as Alcohol & Injury , Social Determinants of Injury, Caffeinated Alcohol, to move our provincial work forward
- Falls Prevention, Community Links - Injury Free Nova Scotia attended the Senior Conference –Ageing Well Together: Population Health in Action in October, and continues to be a support player in this organization. A focus of 2013/14 will be to be more engaged in the issue with work undertaken within the provincial Inter-Sectoral Falls Committee
- Nova Scotia Trauma Advisory Council – Injury Free Nova Scotia has been a committee member of NSTAC, helping ensure the voice of injury prevention, and it's issues has a profile at the provincial trauma system table. Due to changes within the council, in leadership and focus, there

has been decreasing involvement for IFNS and its injury prevention partners within NSTAC during 2012/13.

Identifying Core Issues

As well as addressing issues in a more individualized approach, we recognize the very real linkage of alcohol to all three injury issues, and beyond. WE have therefore continued a strong pursuit of the "***culture of alcohol***" issue. Within the issue of alcohol we have pursued work that focuses on the Tier 1 approaches, consistent with the messaging of our provincial Medical Officer of Health. Our focus for purposeful change is:

- Pricing – volumetric pricing that accords a higher per drink price for higher concentration of alcohol (BAC)
- Access – calling for a moratorium on any additional outlets for distribution until the government has completed a cost-benefit analysis outlining the harm costs linked with increased distribution.
- Advertising – calling for no alcohol advertising where children and youth play
- Monopoly – calling for the preservation of the government monopoly, NSLC, but for the addition of an informed and ongoing health voice at the NSLC board table.

Helping Raise Capacity system-wide

We see our role as positive change agents in addressing this issue to include both raising community dialogue and building the capacity of our diverse health promotion partners to address the issue within their respective roles.

- We helped coordinate the community conversation on the Culture of Alcohol in Halifax on September 2012, and funded the creation of the storyboard to capture the conversation.
- We continue to work with our partners and Nova Scotian communities to support the development of Municipal Alcohol Policies.
- We work with our partners in the mental health community to support work within Communities Addressing Suicide Together (CAST)

Project Management

As a project manager, we have hosted sessions in 2012/13 to enhance the capacity of health promoters province-wide on the culture of alcohol issue

Building on our hosting of "**Alcohol, Learning from Tobacco**" in Truro in March of 2012 we planned from January through May 2013, together with a core planning team of health partners, for the May session in Halifax, "**Knowing Our Communities**". This session, which engaged 140 health promoters province-wide, raised awareness of corporate and industry influence in the work that we do, including areas such as alcohol, tobacco, food/obesity work, and provided opportunities for individuals to begin developing strategies and approaches for doing their work differently.

Work is already underway to pursue a follow-up to this most recent event, as the demand for these kind of learning opportunities within the health promotion community has been overwhelming.

With the great success of these events, and our project management within them, we continue to manage and support smaller projects to provide a value-added support to our network of health partners.

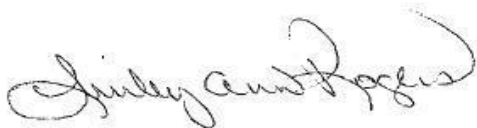
- **Advocacy at the Oval** – We had a document created that tells the engaging story of our collaborative work to deal with the Molson sponsorship of the Halifax Skating Oval.
- **Crossroads** – We provided coordinating support to this Dalhousie Grad student initiative in March 2013.

Communications

We continue our aim of being a nimble and responsive organization, able to mobilize energy to engage with issues in a timely fashion. As part of this, we launched a new website in summer of 2012, www.ifns.ca, and also utilize a twitter account, **injuryfreens**.

We continue to respond to media through Letters to the Editor, and radio interviews, and have been asked to speak on issues of NSLC monopoly, outlet density, the Municipal Alcohol Policy and binge drinking during the past year. As well, we engage our leaders, municipally and provincially to pursue issues, on an ongoing basis.

In closing, it continues to be a pleasure working in partnership with the health promotion community, and in support of the vision of this skilled board.



Executive Director

Injury Free Nova Scotia Board for 2012/13

Injury Free Nova Scotia is led by a small group of skilled volunteers.

Board Executive

President

Dr. Natalie Yanchar, Pediatric General Surgeon, IWK

Natalie Yanchar is an Associate Professor in Pediatric General Surgery at Dalhousie University and the Medical Director of the Trauma Program at the IWK Health Centre, the Level I Pediatric Trauma Centre for the Maritimes. She has MSc degrees in both Experimental Surgery (University of Alberta) and in Community Health and Epidemiology (Dalhousie University) and holds cross-appointments with the Dalhousie Departments of Emergency Medicine and Community Health and Epidemiology. In addition to her clinical role, Natalie has a strong research interest in clinical management of trauma, pediatric trauma systems and primary injury prevention. This interest allows her to co-lead work on Pediatric Trauma Systems and access to Pediatric Trauma Care within the Scope of the CIHR Team in Child and Youth Injury Prevention. Collaborative links as Chair of the National Trauma Registry and Executive member of the Trauma Association of Canada provide opportunities to engage other experts and stakeholders in her field of research. Finally, she is also a strong advocate for evidence-informed policy development in the areas of childhood injury prevention, sitting on the National Expert Advisory Committee of Safe Kids Canada, chairing the Injury Prevention Committee of the Canadian Pediatric Society and being the founding President of Injury Free Nova Scotia.

Vice-President

Dan Steeves, Community Outreach Worker, Addiction Prevention & Treatment Services, Capital Health

Dan Steeves is a researcher, health promoter, counselor and educator with Addictions Prevention and Treatment Services in the Capital Health District. He also teaches part time in the faculty of education at Mount Saint Vincent University. Dan has been a leader in the tobacco control movement in Nova Scotia. He is currently working with a number of stakeholders in an effort to achieve healthy public policies regarding alcohol consumption in the province. Dan is a member of the National Cancer Prevention Policy Steering Committee and serves as Vice President of Injury Free Nova Scotia. He holds a Bachelor of Education Degree and a Diploma in Guidance and Counseling from the

University of New Brunswick, as well as a Masters Degree in Education from Mount Saint Vincent University. Dan has presented at the Canadian Conference on Tobacco and Health, the Louisiana State Conference on Health Disparities, the Virginia State Conference of Addictions Professionals and the World Cancer & Tobacco Conference. Dan lives in Halifax with his wife, daughter and his daughter's hamster.

Treasurer

Jill Schwartz, Finance/ Operations Manager for Safety Services Nova Scotia.

Jill was born and raised in Lunenburg and studied business management at Nova Scotia Community College and later pursued Small Business Accounting. She has worked at Safety Services Nova Scotia since 2008. Previously she owned her own businesses. As well as assisting Injury Free Nova Scotia, she serves on the board of her local community centre and is a parent of two teenagers.

Members at Large

Dr. Richard Gould, Medical Officer of Health, Capital Health

Lynne Fenerty, Research Manager, Neuro-Trauma & Injury Prevention Programs, Division of Neurosurgery, Capital Health

Jenna Hopson, Social Marketing Coordinator - Alcohol Strategy, Addiction Services, South Shore District Health Authority, South West District Health Authority, Annapolis Valley District Health Authority

Nicole Gorman, Research Assistant, Division of Neurosurgery, Capital District Health Authority

Beth Currie, Health Promotion Specialist - Addiction Services, Health Promotion & Prevention Department, Cape Breton District Health Authority.

IFNS Financials for 2012/2013

	2012/13 Budget	2012/13 Actuals	
Revenue		REVENUE	
Slippage 2011/12	2,594	Slippage 2011/12	\$2,594
Health & Wellness	80,000	80,000 <i>Core funding</i>	
Insurance Bureau	0	5,000 <i>supporting youth engagement</i>	
Additions- Soc. Mkt.	0	Additions	0
TOTAL	\$82,594	Total	<u>\$87,594</u>
Expenses		EXPENSES	
Employee Payroll,		Employee Payroll,	
Benefits & Source Ded.	72,654	74,860.24 <i>includes payout of 8 day s holidays for 2011/2012</i>	
Bank/Interest charges	250	170.54	
Business Fees & Lic.	250	194.55	
Insurance	1,600	1,608.00	
Meeting & Meals 1,700	1,700	1,701.39	
Phone	900	900.00	
Social Marketing Travel	0	0	
Travel,km& parking	3,546	3,577.32	
TOTAL	<u>\$ 80,900.00</u>	Slippage 11/12 &12/13	<u>83,012</u> \$4,582