

Mission: To make Northumberland County the safest and healthiest place to live, learn, work and play



January 2016

In This Issue

- Official Designation Ceremony
- Looking ahead to 2016!
- Founder of Safe Communities comes to Cobourg
- A Network of Networks helps move the mission and vision of Safe Communities Northumberland County
- Thanks for the Support!
- We are on the Web and Social Media!

Vision:

To support the establishment and implementation of a coordinated approach to addressing safety issues in Northumberland County as identified in a September 24, 2013 Injury Prevention Priority Setting Exercise.

Northumberland County is Officially Designated a Safe Community!

On April 8, 2015, Northumberland became the 66th community in Canada and the 27th community in Ontario to be designated a Canadian Safe Community. The Safe Community project is an initiative of Parachute, a national not-for-profit organization dedicated to preventing injuries and saving lives.

Members of the Lead Table and guests welcomed various community agencies and service providers, including first responders, to the ceremony. Many agencies provided interactive activities and displays.

Earning a Safe Community designation is not easy, as a county must meet certain criteria and show a commitment to working with Parachute to promote safety and injury prevention in its area.



The official designation ceremony and celebration took place at the Baltimore Community Centre and Arena on April 8, 2015. Staff from Parachute Canada and local politicians were on hand to offer their support and congratulations to the Lead Table and all those involved in the project. From Left: Heather Grundy, Lou Rinaldi, Mark Walas, Forrest Rowden, Barry King, Marc Coombs, Louise Logan, Doug Borton and Rick Norlock

"Residents and community leaders in Northumberland County are to be congratulated for living and working in a Safe Community," said Louise Logan, Parachute President and CEO. "This designation reflects a commitment to injury prevention within Northumberland County."

Continued on Page 2 ...

At the Lead Table

Campbellford
Memorial Hospital

Cobourg Police Service

Community Care
Northumberland

Cornerstone Family
Violence Prevention
Centre

Haliburton, Kawartha,
Pine Ridge (HKPR)
District Health Unit

Kawartha Pine Ridge
District School Board

Ministry of Labour

Municipal Leaders and
Representatives

Northumberland Fire
Services

Northumberland Hills
Hospital

Northumberland
Paramedics

Ontario Provincial
Police

Port Hope Police
Service

Peterborough Victoria
Northumberland and
Clarington Catholic
District School Board

Workplace Safety and
Prevention Services

"Unintentional falls are the leading cause of injury for Ontarians aged 65 and over" with more than 2,000 lives lost yearly and an attached price tag of \$1 billion in direct costs (Ontario Injury Prevention Resource Centre).

... Continued from Page 1 The first step to Northumberland being designated a Safe Community began in September 2013 when 65 participants met to discuss and explore the concept and determine the injury categories most significant in Northumberland County. Since then, municipal leaders, the local Ontario Provincial Police, the Haliburton, Kawartha, Pine Ridge District Health Unit and a number of other local agencies have worked together to move forward with the project. A major step forward came in June 2014 when Northumberland County council endorsed the Safe Community project.

In Northumberland, the Safe Community project will focus on three key areas that were identified as priorities. These include falls prevention, on road/off road safety promotion and addressing incidents of self-harm and interpersonal violence.

"The designation of Northumberland as a Safe Community is worth celebrating and is a validation of all the time and effort that has gone into this process," says Cobourg Councillor Forrest Rowden, who also co-chairs the Safe Communities Northumberland County Lead Table. "Being named a Safe Community will benefit Northumberland residents as we create a safer and healthier community in which to live, work, learn and play".

A Look Back at 2015 ... Moving Forward in 2016!



There were so many accomplishments in 2015 it is difficult to focus on just a few! Certainly one of the best news items has been the development of the 3 priority sub-committees. Led by members from various community organizations, with representation from the Lead Table, each sub-committee worked on their plans and activities for 2016. A big "Thank You" to everyone who took time from their busy schedules to meet us face-to-face and get things moving!

Falls Prevention

Falls are a major contributor to unintentional injury. In Northumberland County, falls account for the most emergency department visits, the most hospitalizations, the longest length of stay and the highest mortality of all (HKPR District Health Unit, 2013). In 2016, the Falls Prevention sub-committee will be focusing their efforts on the senior population for injury prevention messaging and activities.

On Road / Off Road Safety

Ontario Student Drug Use and Health Survey reported that in 2013, over one-third of Ontario student drivers, grades 10-12, self-reported texting and driving at least once in the past year. Males (34.9%) and females (37.1%) were equally likely to report texting and driving in the past year ... (Public Health Ontario). In 2016, The On Road/Off Road sub-committee will focus their efforts on tackling distracted driving among youth and promoting increased night-time visibility of cyclists, pedestrians, off-road and agricultural vehicles.

Self-Harm / Interpersonal Violence

Intentional injuries are a marker of mental health well-being in the community. The Self-Harm / Interpersonal Violence sub-committee will focus their efforts on bringing attention to the issues at a community "fair" that will include service organization representation. In the area of suicide prevention, they have identified the need for a consistent and reliable 24/7 crisis response line in the County.

"I wanted to see people become engaged because I knew they could make a difference if they put their minds to it" (Paul Kells, Founder of Safe Communities, April 2015).

Did you know? ... According to current collision trends, fatalities related to distracted driving are forecasted to exceed those from drinking and driving by 2016 (Ontario Agency for Health Protection and Promotion (Public Health Ontario, 2015)).

#PracticeSafeText
A texting driver is 23 times more likely to crash than a non-texting driver (Parachute Canada).

In Northumberland County, self-harm ranks 1st for the category with the highest potential years of life lost and it ranks 2nd in hospitalizations and mortality, interpersonal violence is also referred to as intentional injury.

A Visit from the Founder of Safe Communities Paul Kells

Paul Kells, founder of Safe Communities, visited Cobourg in April 2015. Paul brought messages of workplace respect and attitudes about safety to the residents of Northumberland County. He also spent some time with members of Safe Communities Northumberland County where he talked about the very tragic death of his 19-year-old son who died after a workplace explosion on his third day of a part-time job.

Through this tragedy, making the world a happier and safer place was one of Paul's goals and it certainly rings true for those at the Safe Communities Northumberland County table.

Founded in 1996, Safe Communities grew to be one of the four major nationally recognized injury prevention organizations in Canada and Paul helped lead efforts in 2012 to merge all four together into one major Canadian Injury Prevention organization, now called "Parachute".

Paul ended his chat with us with these words: "If you become a safe community and it's engaged the way it can be, and fully meaningful, then there will be people alive and well next year who wouldn't otherwise have been so had it not been for what you were doing, and the great and wonderful part about that, the positive part, is that it could be someone you love and know".

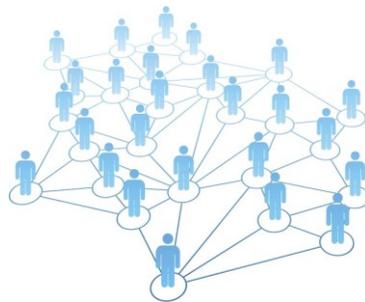
Please go to the Safe Communities Northumberland County website to view Paul's very moving and inspirational video story.



Paul Kells
Respect & Safety Specialist
Culture Change Expert

Network of Networks

One of the reasons why Safe Communities Northumberland County has been so successful in moving forward with injury prevention and awareness plans, has been the ability to tap into many existing community networks. Northumberland County is a vibrant community with a great number of committed individuals, groups and organizations. Face-to-face meetings with community partners have extended the reach of this project and have brought individuals working in a professional capacity and interested and concerned citizens together. Using existing contacts and networks to identify gaps, and avoid any duplication of services, has been helpful in terms of guiding the activities and plans for each of the Safe Communities Northumberland County sub-committees.



As plans and activities for each of the sub-committees come to fruition, it will be again those networks that will serve to drive the safety and injury prevention messages home to their organizations, clients and to other professional links (and to their friends and family too!).

Injuries are the leading cause of death for Canadians between the ages of 1 to 44, and for Canadians aged 45 to 64, injuries are the third leading cause of death. Moreover, injuries are among the top causes of hospitalizations for Canadians of all ages. (Public Health Agency of Canada, 2013).

Contact Us



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Safe Communities is a designation provided by Parachute Canada.

Safe Communities Northumberland County - Made Possible Through Support and Contributions From:

- ✓ County of Northumberland
- ✓ Cramahe Township and the Keeler Centre
- ✓ Former Cobourg and District Safety Council
- ✓ Northumberland Milk Producers (for providing milk at the Designation Ceremony!)
- ✓ Parachute Canada
- ✓ Municipality of Port Hope Police Services Board
- ✓ Township of Hamilton and the Baltimore Community Centre and Arena
- ✓ Township of Hamilton Police Services Board
- ✓ Trent Hills Police Services Board



“Like” us, “Follow” us, JOIN US!

If you are interested in joining one of the sub-committees of Safe Communities Northumberland County, please contact Heather Grundy or Joanne Brewster via email, Facebook or through the website.



Parachute Canada, dedicated to preventing injuries and saving lives, officially formed in July 2012, when the former Safe Communities Canada, Safe Kids Canada, SMARTRISK and ThinkFirst Canada joined together to become one leader in injury prevention.

Parachute's vision is an injury-free Canada with Canadians living long lives to the fullest.