



## Annual Report 2009

[www.gpsafecommunities.com](http://www.gpsafecommunities.com)

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### Celebrating 10 Years as a 'designated' safe community

It was 10 years ago that the vision of a steering committee put together by the Grande Prairie & District Chamber of Commerce led a passionate group to have Grande Prairie become a designated safe community. When the Board of Directors of *Safe Communities Canada* officially recognizes you as a Designated Safe Community, you have demonstrated your readiness to generate the ultimate benefit of membership - Save Lives and Reduce

Injuries. Grande Prairie has proven that we have a collaborative infrastructure of people who share a passion and commitment to the safety of our community. As an organization we also have demonstrated the capacity to set and review priorities and champion programs in our community. Grande Prairie has chosen to position our community as it attracts new businesses and citizens with our public declaration to promote a culture of safety and to reduce the rate of injuries. Statistics continue to show the need for such specific focused projects and programs as the Peace Country Region has one of the highest injury death rates in the province. Our region has the highest rate of injury related emergency room visits, as well as the highest injury

hospital admission rates. Between 2004 - 2006, the Peace Country Region suffered the highest number of motor vehicle related deaths, and the highest number of both emergency department visits and hospital admissions due to motor vehicle related injuries. Statistics for ATV-related emergency department visits, once again show that our area had visits much higher than the provincial average.

Grande Prairie & Area Safe Communities can showcase many successes over the past 10 years, but our work is not over! We ask you to join us in the fight against

injuries being the #1 cause of death and disability for Alberta's children and adults. Please see Page 4 for specific ways you can become involved!



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- 1999 - Grande Prairie becomes a 'designated Safe Community
- 2000 - Safe and Caring Communities program provided to area teachers and community members
- 2002 - RiskWatch program taught in area schools
- 2005 - Active Partners In Injury Reduction Committee target area injury concerns
- 2007 - Passport to Safety on-line test piloted to Grade 7 students at Harry Balfour School
- 2009 - Safety City streets are paved

Data Source: *Alberta Injuries, 2009, Alberta Centre for Injury Control & Research*

## The burden of injury: Preventable injury costs \$19.7 billion each year

By Kathy Blair, Writer, SMARTRISK

The enormity of the numbers is almost unimaginable. **Preventable injuries cost Canadian society \$19.8 billion in 2004**; that's more than \$600 for every man, woman and child in the country. It's a key finding of SMARTRISK's new report, *The Economic Burden of Injury in Canada*. This project builds on SMARTRISK's initial 1998 groundbreaking study of the burden of unintentional injury in Canada, using improved research methods, updated data and breakdowns by province.

Injury of all kinds – including transportation, falls, drowning, violence and suicide – took the lives of 13,667 Canadians in 2004. Another 5,023 individuals were permanently and totally disabled and 62,563 were left with a permanent partial disability. Injuries also led to hospitalizations (of at least one night) of 211,768 Canadians while another 3,134,025 were treated in emergency departments for injuries.

SMARTRISK has two aims with this study: the first is to equip and enable injury prevention practitioners and policy makers to appreciate the true extent of injury in Canada, to understand in detail who and where it strikes, and to develop effective strategies to stop it. The second is to quantify the costs of inaction, and



therefore the urgency of the issue, for policy makers in all orders of government who establish public priorities for investment and action.

The total cost of injury to Canadian society includes both direct costs: health care costs arising from injuries; and indirect costs: costs related to reduced productivity from hospitalization, disability and premature death. About 81% of total injury costs were found to be due to unintentional injuries, including traffic, falls, drowning, burns and sports. Another 17% were due to suicide and violence and 2% unknown.

Suicide/self-harm was the leading cause of all injury deaths, closely followed by transport incidents and falls. Transport incidents and falls were the top causes of hospitalization, disability and total costs of injury.

By province, Newfoundland had the lowest burden of injury at \$518 per capita, followed by Ontario at \$551. **Alberta topped the provinces at \$918 per capita**, followed by Saskatchewan at \$791. Ontario had the lowest death rate from transport crashes while PEI had the highest. PEI, however, had the lowest rates of suicide and violence, while Quebec had the highest suicide rate and Manitoba led the violence rates.

The *Economic Burden* report is now available to download at [www.smartrisk.ca](http://www.smartrisk.ca).

## Ambassadors for Safety

Congratulations to the 2009 Ambassadors for Safety!

Volunteer Award: Donna Kulba and Tim Meyer

Organization Award: Grande Prairie Shriners Club

Business Award: Devon Canada Corporation

# SAFETY

Not because I have to,  
but because I *want* to.

## Safety City Sponsors

Grande Prairie & Area Safe Communities would like to acknowledge the committed sponsors of Safety City. Without their support this project would not be possible.

- ▶ Alberta Blue Cross
- ▶ Alberta Health Services
- ▶ Albrico
- ▶ Alliance Pipeline
- ▶ ATCO Electric
- ▶ ATCO Gas
- ▶ C.A.P. Controls & Power Ltd
- ▶ Canadian Society of Safety Engineers
- ▶ Capstan Hauling Ltd
- ▶ City of Grande Prairie



- ▶ CN
- ▶ Conoco Phillips
- ▶ County of Grande Prairie No. 1
- ▶ David Richardson Chartered
- Accountant
- ▶ Devon Canada Corporation
- ▶ EnCana
- ▶ Enerflex
- ▶ Fireman's Ball
- ▶ FOCUS
- ▶ GP & District Burn Society
- ▶ GP & District Chamber of Commerce
- ▶ GP Home Builders Association
- ▶ GP Lions Club
- ▶ GP Petroleum Association
- ▶ GP Regional Safety Committee
- ▶ GP Trumpeter Lions Club
- ▶ Grande Prairie Regional College
- ▶ J.R. Paine & Associates
- ▶ Monarch Homes
- ▶ New Horizon Co-operative Ltd
- ▶ Newalta
- ▶ Nufloors
- ▶ Peace Wapiti Public School Division
- ▶ Province of Alberta (CFEP + MCFP)
- ▶ Regional EMS Foundation
- ▶ Schlumberger
- ▶ Sheldon Hannah Insurance
- ▶ Swan City Rotary
- ▶ Talisman Energy
- ▶ The Cooperators
- ▶ Tim Hortons
- ▶ Wapiti Gravel Suppliers
- ▶ Weyerhaeuser

## Year in Review

by Carla Shkwarok, Executive Director

☑ **Peace Country Classic Agri-Show** at the Evergreen Park TEC Centre, March, 2009 - survey results show that over 25% of children aged 8 - 11 are riding adult sized ATV's, mowing the lawn with push mowers and playing near dugouts.

☑ **Attended the Calgary World Health Organization** designation ceremony - March 2009

☑ **NAOSH School Contest**, April 2009 - Visited 6 area junior/senior high schools and spoke with over 625 students about the hazards that are occurring on the job for the new young worker. Hythe Regional Junior High School won the \$1000 grand prize for having the highest percentage of student participation at 66%.

☑ **Trade Shows** - Safety City information shared at the NAOSH Trade Show, Chamber Mixers, Crime Prevention Mall Display Day, Petroleum Show, Enforcement Services Bike Rodeo and the Canfor Safety Day Fair.

☑ **Car Seat Clinics** - 4 clinics held this year in partnership with Alberta Health Services and Sheldon Hannah Insurance Services.

☑ **Passport to Safety**, September 2009 - Phase 2 of our ACICR Grant allowed us to support the program within 3 new schools - Kateri Mission, St. Patrick and Montrose Junior High School. 306 PIN's were distributed this year for students to complete the on-line safety test. Phase 3 will expand the program to schools in Hythe, Sexsmith, Wembley, and Ridgevalley.

☑ **Progressive Agriculture Farm Safety Day**, June 3rd and 4th - 223 students from Harry Balfour School, Grades 3 - 6, participated in 9 different hands-on safety lessons, supported by over 25 local businesses and organizations. A huge success! Application approved to host 200 students in 2010.

☑ **Candace Carnahan** presented her story about workplace safety to junior high students at Harry Balfour School and Hythe Regional, and to high school students at Peace Wapiti Academy. Candace likes to say the first step to not getting hurt is knowing you can be!

☑ **FOCUS** continues to manage the construction of Safety City. Electrical work complete, railway tracks in place, street paving complete.

☑ To date there have been over 2380 visitors to our website, [www.gpsafecommunities.com](http://www.gpsafecommunities.com).

☑ **The Peace Country Safety Resource Centre** has been very busy accommodating bookings for meetings and workshops. We average 3 bookings a week.

☑ Partnered with the **Sunrise Rotary** to sell tickets for the Sunrise Car Lottery.

☑ Successfully organized our 1st 12 Month Raffle Fundraiser - drawing for a new prize every month. Stay tuned for more information about next years raffle!

☑ Completed our 3rd National Report Card with Safe Communities Canada.

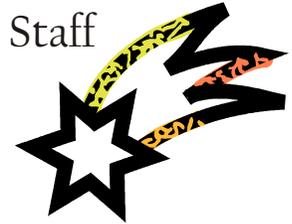
☑ Volunteers have contributed over 700 hours to the cause of injury prevention in our community.

## 2008 - 2009 Board of Directors

*Guiding the efforts to help keep Grande Prairie and area injury free are:*

- ◆ **Donna Kulba**, Chair  
Worker's Compensation Board
- ◆ **Michelle Hodder**, Vice-Chair  
Alberta Health Services
- ◆ **Barb Campbell**, Secretary  
Suicide Prevention Resource Centre
- ◆ **Melody Mateev**, Treasurer  
ATCO Electric
- ◆ **Garry Roth**, Director  
City of Grande Prairie Enforcement Services

- ◆ **Mark Whelpton**, Director  
City of Grande Prairie Fire Department
- ◆ **Len Smith**, Director  
Grande Prairie Farmer's Market
- ◆ **Helen Neufeld**, Director  
GPPSD Education Foundation
- ◆ **Connie Masse**, Director  
Community Action on Crime Prevention
- ◆ **Carla Shkwarok**, Staff  
Executive Director



## How can YOU become involved?

- ☑ Become a member of our Injury Prevention Committee or our Fundraising Committee.
- ☑ Sign up to sell raffle tickets or sponsor a prize package.
- ☑ Drop off your bottles at either Recycle Plus location marked with our PowerPlus #1279-2818.
- ☑ Make decisions that will protect you and your family from injury.
- ☑ Let your name stand to become a Board Member.
- ☑ Volunteer to help at next year's Progressive Agriculture Safety Day.
- ☑ Make a financial contribution - a tax receipt will be issued.
- ☑ Donate tools and a ladder for our maintenance volunteers.
- ☑ Challenge your office staff to a safety competition and share the proceeds from funds raised.
- ☑ Tell young workers about the Passport to

Safety website, [www.passorttosafety.com](http://www.passorttosafety.com).

- ☑ Make the decision to NOT use your cell phone while driving.
- ☑ Build a kiosk resembling your business and lease a lot within Safety City.
- ☑ Mark your calendar to attend our Priority Setting Exercise on Wednesday, February 3rd, 2010.
- ☑ Tell one person about Safe Communities and the Safety City project and create a ripple effect throughout our community!

