

Table of Contents

Message from the Chair.....	2
Our Mission.....	3
Organization Overview.....	4
Board of Directors.....	5
Volunteers.....	6
Year in Review.....	6
Priority Setting Exercise.....	8
Safety City.....	10
Funding.....	12
Contact Us.....	14



Message from the Chair - Donna Kulba



“Injuries are Preventable” is the guiding principle of Grande Prairie & Area Safe Communities, a belief that we have promoted since our beginnings back in 1997.

Our committees have been very busy over the last year with a variety of injury prevention programs. Our first Safety Expo, a Community Priority Setting Exercise, and Open House were all very successful in raising awareness of the injuries in our community and in increasing Safe Communities visibility! The month of June saw us hosting the second annual Farm Safety Day that gave Grades 3 – 6 students a hands-on experience around the hazards that are potentially present in everyday activities, such as riding an ATV, operating a lawn mower or playing around a dugout. Construction on *Safety City* has been brisk over the summer months and our streetscape is now complete. Currently there are three kiosks in place: Tim Hortons, City Hall and the Regional EMS Foundation, with three more kiosks to be constructed. Our committees are actively working to generate greater interest from local business organizations to create a legacy for the children of the community and to show their support of injury prevention by committing to a kiosk.

The National Safe Communities organization sends out an annual survey to all forty seven active Safe Community groups across Canada to determine what activities the local chapters have been involved in over the past year. The results of our fourth annual Report Card were released at the Safety City Open House on October 6, which is National Safe Communities Day. This year the report card data focused on four community strengths: Leadership, Priority Setting for Programs, Sustainability and Community Engagement. For the second year, Grande Prairie & Area Safe Communities achieved a perfect score of 20/20, one of the thirteen out of forty-seven Canadian Safe Communities to make the grade.

This achievement would not be possible without our dedicated and committed volunteers and Board members. Over the past year our volunteers logged 1000 hours!

I would like to thank our Board members, volunteers and partners for their continued effort in striving to change behaviors and in helping Grande Prairie & area to be a more healthy and safe community! I look forward to working with everyone in 2011.

Our Mission

“To promote public safety and reduce the incidence of injury in Grande Prairie and area through the maintenance and operation of Safety City and other programs designed to educate the public about safety and injury prevention.”



“There is no power for change greater than a community discovering what it cares about” - Margaret Wheatley

Organization Overview

In 1994, Sean was on the third day of his part-time job when he lost his life as a result of not receiving proper job training. He was nineteen years old. **His death was entirely preventable.** Since that tragic day, Sean's father, Paul Kells, founder and president of Safe Communities Canada, has made it his goal to help prevent other families from experiencing the loss and pain as a result of needless death, however it is caused.



Safe Communities Canada is dedicated to making Canada the safest country in the world to **live, learn, work and play.**

Safe Communities Canada:

- ☀ North America's only International Certifying Centre, W.H.O. Collaborating Centre on Community Safety Promotion (W.H.O. - World Health Organization)
- ☀ A national safety promotion charity that establishes basic requirements for designation to address local priority causes of injury
- ☀ A national network of designated Safe Communities and an international leader in establishing new standards and measurement tools
- ☀ A community consensus builder and enabler to action

Grande Prairie & Area Safe Communities started in 1997 through the efforts of Alberta Labour and the Grande Prairie & District Chamber of Commerce. A Steering Committee was formed in 1998 with assistance from the former Peace Country Health and the City of Grande Prairie. Members were drawn from various agencies, bringing a broad pool of expertise in the area of safety and injury prevention to the table. It is precisely this coalition of the many different fields of expertise that ensures the viability of Grande Prairie & Area Safe Communities.

We are 1 of 47 active designated safe communities across Canada.

Grande Prairie & Area Safe Communities is publicly accountable and governed by a volunteer Board of Directors.

Board of Directors

Chair – Donna Kulba; Workers Compensation Board

Vice-Chair – Mark Whelpton; City of Grande Prairie Fire Department

Secretary – Barbara Campbell; Suicide Prevention Resource Centre

Treasurer – Melody Mateev; ATCO Electric

Director – Helen Neufeld; Grande Prairie Public School District Education Foundation

Director – Rodney Wilson; ATCO Electric

Director – Tony Pasich; Alberta Health Services - EMS

Director – Tanya Thompson; Office of Traffic Safety

Director – Terry McConville; City of Grande Prairie Enforcement Services

Director – Sharon Wilkinson; Aurora Transport Ltd

Director – Angela Mah; Crime Prevention

Advisory Member – Alberta Health Services

Staff

Carla Shkwarok – Executive Director



Committees

Injury Prevention Programming Committee

- ☀ Grande Prairie & Area Safe Communities
- ☀ Alberta Health Services
- ☀ Workers Compensation Board
- ☀ St John Ambulance
- ☀ AMA
- ☀ Alberta Agriculture

Safety City Construction

- ☀ Grande Prairie & Area Safe Communities
- ☀ GPR Industries
- ☀ City of Grande Prairie Fire Department
- ☀ ATCO Electric
- ☀ Scheunhage Poppek & Associates Ltd
- ☀ FOCUS

Safety City Programming

- ☀ Grande Prairie & Area Safe Communities
- ☀ Alberta Health Services – Health Promotion
- ☀ Alberta Health Services – EMS
- ☀ City of Grande Prairie Fire Department
- ☀ City of Grande Prairie Enforcement Services
- ☀ RCMP

Fundraising Committee

- ☀ Grande Prairie & Area Safe Communities

Volunteers

Grande Prairie & Area Safe Communities reports that 50 volunteers contributed 1,000 hours in the last year. This number represents an increase from the 30 volunteers and 500 hours reported in 2009. We attribute this change to an increase in community concern, more effective engagement strategies, and an increased number of programs offered. Volunteers have committed to building maintenance, cleaning services, office support, facilitating building rentals, tradeshow, special events, ticket sales and more.



Year in Review

- ☀ 10 Year Anniversary Celebration – November 2009
- ☀ Free FM Big Freebie Contest – February 2010; Application submitted to participate in the \$100,000 contest. Radio ad recorded and aired to promote contest and Safe Communities.
- ☀ Priority Setting Exercise – March 24th, 2010
- ☀ Peace Country Classic Ag Show – March 2010; Partnered with Alberta Agriculture in the Farm Safety Star Corral room designed for families to experience hands on safety activities.
- ☀ High School Young Worker Survey – April 2010; Surveys completed by area high school students to gain input on what type of jobs and what kind of training our young workers are receiving.
- ☀ Devon Safety Expo – May 8th, 2010; Community event to raise awareness of various safety issues such as ATV safety, bear safety, chemical safety. STARS helicopter was on site for viewing and information.



- ☀ Progressive Agriculture Safety Day – June 2010; 225 Clairmont Community School and Grovedale Penson School students participated in a full day agenda of hands on safety training.

- ☀ Kay McVey Smith & Carlstrom Charity Golf Tournament – July 2010; Organized a recycled art auction to raise funds for Safety City.
- ☀ CIBC Anniversary Celebration – August 2010; Showcase Safety City to the community.



☀ Daysland & District Agricultural Society – August 2010; Donation of farm safety related materials received towards outfitting the Safety City Barn.

☀ Swanavon Thrill Hill – September 2010; Partnership with the Suicide Prevention Resource Centre on the renaming of the hill. Bench dedication ceremony held in honour of World Suicide Prevention Day.



☀ Safety City Open House – October 6th, 2010; Over 155 people received a firsthand look at Safety City. Event organized in recognition of National Safe Communities Day. Regional EMS Foundation presents Safe Communities with an AED Machine for our building and will offer CPR and AED training for our Board and Volunteers.

☀ National Report Card – October 2010; Received a perfect score of 20/20. Safe Communities from all across Canada are graded on 4 categories - leadership, priority setting, sustainability and community engagement.

- ☀ Alberta Centre for Injury Control ATV Working Group Member – Working towards strategies to reduce the incidence of injury happening with ATV's.
- ☀ Car Seat Clinics – 2nd Wednesday of each month; Clinics held in partnership with Alberta Health Services. Clinics continue to see many seats each month. Provincially, over 90% of car seats are installed incorrectly or are being used improperly.
- ☀ Courses offered through partners at our facility: Safe Boating, Gun Safety, First Aid, ASIST, Crime Prevention Through Environmental Design and Technical Search and Rescue workshops.



Safe Communities and Alberta Health Services Safety Gloves



ATB Financial donation of a laptop to Safe Communities

Priority Setting Exercise – March 24, 2010

The Priority Setting Exercise was based on 3 components or thematic pillars:

- ☀ **quantitative data** on the community's injuries – both intentional & unintentional collected from credible sources
- ☀ **a structured qualitative assessment** of the injury issues that arise from the data
- ☀ **a documented community consensus** about its priorities that arise from a simple and transparent combination of the quantitative data & the qualitative assessment

Quantitative Data ranking of injury causes by itself showed the following results:

1. Motor Vehicle
2. Falls
3. Suicide
4. Violence/Purposely Inflicted
5. Poisoning
6. Struck by/Against Person or Object

Qualitative Data that ranked only the input from all participants & discussions using the assessment statements showed the following results:

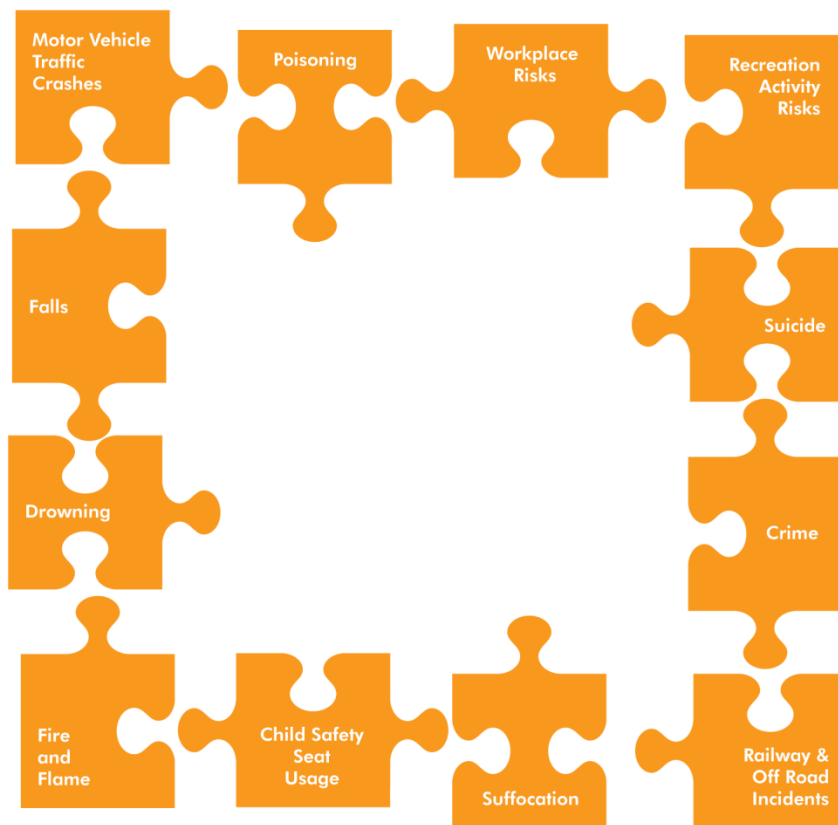
1. Falls
2. Motor Vehicle
3. Violence/Purposely Inflicted
4. Poisoning
5. Suicide/Self Inflicted
6. Struck by/Against Person or Object

Community Consensus - linking both the quantitative & qualitative data resulted in the following priorities for Grande Prairie and area:

1. **Falls** and **Motor Vehicle**
2. TIE for 1st Place
3. **Violence/Purposely Inflicted**
4. **Suicide/Self Inflicted**
5. **Poisoning**
6. **Struck by/Against Person or Object**



The Priority Setting Exercise, in a systematic and thoughtful way, set injury priorities for the community. The exercise and the priorities it has established have given the community and Grande Prairie & Area Safe Communities a solid and credible foundation upon which it can build its strategic plan. The exercise is not meant to diminish any injury prevention or safety promotion initiative that is currently taking place in the community that does not fit into this injury prevention priority profile. Its value lies in planning for future initiatives or working to enhance current ones which can now be seen to respond to the injury prevention priorities of the community.



A Safe Community Champion:

- ☀ Understands any strategy includes all causes of injury
- ☀ Ensures **all** citizens participate in developing effective response strategies
- ☀ Identifies priority causes of injury and appropriate responses for **their** community

Safety City



The world we knew as kids has become more rushed, more dangerous, and more complicated for young people. Today more so than ever before, there is an increasing demand to ensure children learn about safety in all areas of their lives. Grande Prairie's Safety City will provide children with an experience that they won't soon forget as they practice safety rules in a child-sized environment built for them, while providing the region with a well equipped Safety Resource Centre.

By focusing on children whose attitudes and behaviours are more easily influenced, the programs within Safety City will impact the entire region. With the support of the regional school boards, thousands of children can be educated ensuring a long-term impact on injury prevention in the future. Almost all injuries involving children have one thing in common - they are preventable.

Many industries have comprehensive safety programs for the workplace. While their concern is for the safety of workers, they also have a valid concern for the safety of that worker once they return home. No one can deny the cost to the economy of injuries – injure yourself at home and your employer is impacted, as well as the health care system, your family, perhaps even your own income. It is critical that injury prevention be taught in all areas of life – recreational safety, home, and work. The audience of school age children presents the best opportunity to educate and change attitudes and behaviours. Safety City represents the most efficient way to orient children in all areas of safety.

Project Update:

- ✓ Roads paved
- ✓ Concrete sidewalks
- ✓ Kiosk foundations
- ✓ Street lights
- ✓ Railway crossing
- ✓ Barn foundation
- ✓ Jeep storage garage foundation
- ✓ Contractor hired to build Barn
- ✓ On budget



Confirmed Safety City Kiosks:

- ☀ City of Grande Prairie
- ☀ Grande Prairie & District Burn Society – Safety Trailer

- ☀ Grande Prairie Regional College
- ☀ New Horizon Co-operative Ltd
- ☀ Regional EMS Foundation
- ☀ Tim Hortons



Sponsorship List:

- | | |
|---|---|
| ☀ Alberta Blue Cross | ☀ GP Home Builders Association |
| ☀ Alberta Health Services | ☀ GP Lions Club |
| ☀ Albrico | ☀ GP Petroleum Association |
| ☀ Alliance Pipeline | ☀ GP Regional Safety Committee |
| ☀ ATCO Electric | ☀ GP Trumpeter Lions Club |
| ☀ ATCO Gas | ☀ Grande Prairie Regional College |
| ☀ C.A.P. Controls & Power Ltd | ☀ J.R. Paine & Associates |
| ☀ Canadian Society of Safety Engineers | ☀ New Horizon Co-operative Ltd |
| ☀ Capstan Hauling Ltd | ☀ Newalta |
| ☀ City of Grande Prairie | ☀ Nufloors |
| ☀ CN | ☀ Peace Wapiti Public School Division No 76 |
| ☀ Conoco Phillips | ☀ Province of Alberta (CFEP + MCFP) |
| ☀ County of Grande Prairie No. 1 | ☀ Regional EMS Foundation |
| ☀ David Richardson Chartered Accountant | ☀ Schlumberger |
| ☀ Devon Canada Corporation | ☀ Sheldon Hannah Insurance |
| ☀ EnCana | ☀ Swan City Rotary |
| ☀ Enerflex | ☀ Talisman Energy |
| ☀ Fireman's Ball | ☀ The Cooperators |
| ☀ FOCUS | ☀ Tim Hortons |
| ☀ GP & District Burn Society | ☀ Wapiti Gravel Suppliers |
| ☀ GP & District Chamber of Commerce | ☀ Weyerhaeuser |

“Tell me and I will forget. Show me and I may remember. Involve me and I will understand...”



Funding

Facility Rentals

☀ The Peace Country Safety Resource Centre has committed contracts for rentals every Wednesday night, Friday night and Sunday night. On average there is a community meeting, workshop or presentation booked at our facility 4 days a week. Call our office to book our room for your meeting.

Raffle Fundraiser



☀ Our 2nd 12 Month Raffle fundraiser sold just over 300 tickets. Through the generous donations of prizes and sponsorship, the raffle generated a \$3000.00 profit. Watch for more information coming soon on the upcoming sales campaign for the 2011/2012 Raffle.

☀ Thank you to the sponsors of this year's raffle;

**Canadian Tire
The Leisure Centre
The Grande Prairie
Storm
Future Shop
Nitehawk Recreation
Area**

**Mr. Mike's
Ovations Dinner
Theatre
First Alert Locating
Valard Construction
Ltd
Curry's Jewellers**

**Bear Creek Golf Club
AMA
Dunvegan Gardens
Podollan Inn
Merle Norman
Padrino's**

Bottle Donation Program

☀ Through our Recycle Plus Power Plus Card ID # 1279-2818 we have generated over \$460.00 from collected bottles. We have stickers available for anyone interested in supporting this program. All you need to do is place the sticker on your bag of bottles and drop off at either Recycle Plus location – no sorting or waiting in line. Alternatively, drop your bottles off at our office and we'll take care of the rest.

Donate Now

Through the partnership of CanadaHelps.org we can now accept online donations through our website, www.gpsafecommunities.com. Just look for the “Donate Now” button. Donations can be made with a credit card and receipts will be issued for any donation over \$20.00. Charity Gift Cards can also be purchased online at CanadaHelps.org if you are looking for a unique gift for teachers, coaches or friends.

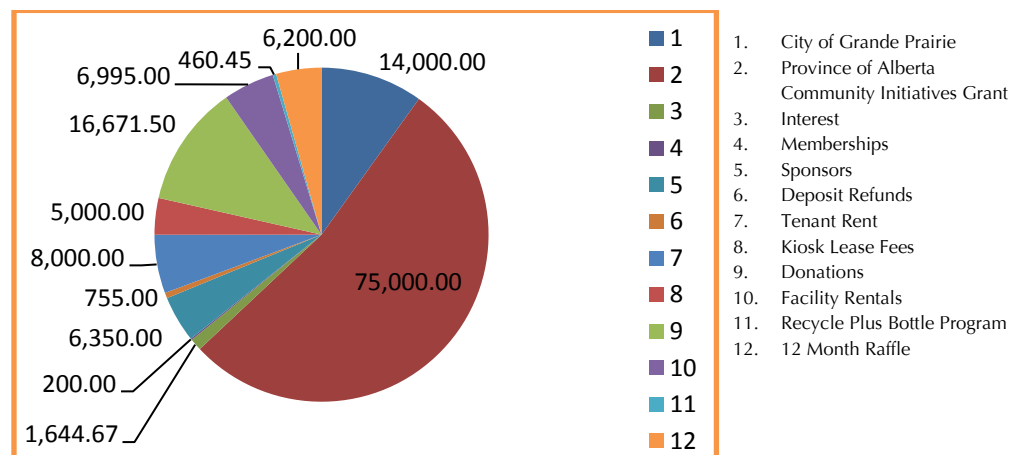
Donations Received in Memory

Grande Prairie & Area Safe Communities was the honoured recipient of donations given in memory of Len Smith. Len Smith was a Board Director and Construction Committee Member since 2006 until his passing in December of 2009. Len’s excitement and commitment to Safe Communities and the Safety City project will live on with a special plaque to be located within Safety City.



Donations received in memory of a loved one are acknowledged through thank-you letters and tax receipts to the donor. The family is informed of the gift with a letter acknowledging the donation.

September 1, 2009 – August 31, 2010 Income:



Contact Us

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W: www.gpsafecommunities.com



Registered Charitable #86709 8246RR0001

Grande Prairie & Area Safe Communities is a Registered Canadian Charity. Charitable tax receipts are issued for all donations over \$20.00. Donations can be made by cash, cheque or online with your credit card at www.gpsafecommunities.com.

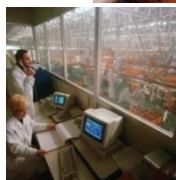
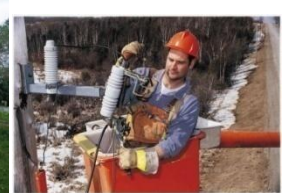
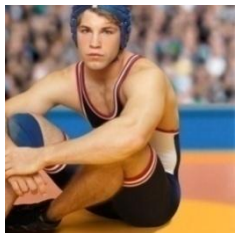
The Facts

- Injury is the leading cause of death for Albertans ages 1 – 44.
- Motor vehicle collisions, suicides/attempted suicides, falls and poisonings continue to be the leading causes of injury deaths, hospital admissions and emergency department visits.
- For every Albertan who died due to an injury there were 34 injury hospital admissions and 278 injury emergency department visits.
- In 2004, injuries cost Albertans an estimated \$2.9 billion in direct and indirect medical costs. Alberta had the highest economic burden of injury costs equivalent to \$918 for every citizen.
- The Peace Country Region has the highest motor vehicle-related death rates, hospital admissions and emergency room visits for the entire province.
- The Peace Country Region has the highest ATV-related injury hospital admission and emergency department visit rates for the entire province.
- Injuries are NOT accidents. Injuries are PREVENTABLE.

Source: Alberta Centre for Injury Control & Research, Comparison of Injuries in Alberta's Health Regions 2009

The injury solution involves everyone....

...including YOU!



safe **communities**[™]
grande prairie
& area