



Annual Report 2008

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A Message from the Chair

by Donna Kulba, Worker's Compensation Board

The results of our second annual Safe Communities report card were released on October 1st; National Safe Communities Day. Each Safe Community group across Canada completes this survey which provides a clear direction of how communities are dealing with preventable injuries. The report card this year focused on leadership and expansion of our initiatives over the past year.

Grande Prairie & Area Safe Communities achieved a perfect score of 20/20!



Grande Prairie was noted for our community strengths which included: leadership, priority setting for our programs, sustainability and our community engagement. Grande Prairie was 1 of 12 designated Safe Communities across Canada to achieve this score. Over 80% of our membership have served for over three years. This demonstrates the dedication and ongoing commitment of our members. They have volunteered over 500 hours of their time to raise awareness of the safety issues. The success of our programs and safety displays over the past year was also accomplished by networking with our wide range of community partners. This relationship helped us increase community awareness and have an impact with the safety messages. I look forward to continuing to work with all our members and partners and **together we can promote a culture of safety for Grande Prairie & Area!**

Vision and Mission

Vision

To be a community resource for nurturing a safety culture through sustainable, innovative and recognized programs supported by citizens, business and government.

Mission

To develop Grande Prairie and area as a safe community, by providing support and implementation of safety and injury reduction programs and initiatives through partnerships with the public/private sector.



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- ◆ Injuries are not accidents
- ◆ Injuries are predictable and preventable
- ◆ The impact of injuries can be reduced
- ◆ Community partnerships are required

Ambassador for Safety Award

by Mark Whelpton, SCO /Investigator, Fire Prevention Officer, Grande Prairie Fire Department

It was a great surprise and an honor this past month to be notified that I was a recipient of the National Volunteer Ambassador for Safety Award. It is always nice to be recognized by your peers but more importantly it is a direct reflection on our Board, our employers, our families and our community. Without the support and encouragement and hard work of all these members many of our projects just would not have happened. I had an amazing time at the National Safe Communities conference in



Winnipeg where for the very first time all Canadian Safe Communities were represented. I also look forward to my continued involvement on the various injury prevention projects that are happening in our community.

The award is said by Safe Communities Canada to be given to a "citizen within the network of Canadian designated Safe Communities who has made significant contributions to promoting a culture of safety and reducing the risk of injury. The award was presented to Whelpton on November 3rd at the 11th annual Safe Communities Canada Awards Dinner in Winnipeg, which is part of the organization's annual conference.

Injuries ARE Preventable

by Michelle Hodder, Health Promotion Facilitator, Alberta Health Services

Injuries are a part of our everyday reality; we hear about injuries in the media; from our colleagues; from our neighbours; through the experiences of our family and friends - injuries are inevitable, *injuries* are a part of our reality.

The question is: "can anything be done?"

The optimist in me screams: "Yes, of course something can be done".

The challenge - I challenge you to change your way of thinking; most injuries are predictable and preventable. Unintentional injuries cost Albertans nearly two billion dollars each year. Unintentional injuries are those where there is no intent to do harm and include injuries caused by motor vehicle collisions, poisonings, falls and drownings. Injuries where harm is the intent are not included in this cost and include suicide, assault, abuse and homicide.

Looking at the 'Preventable' factors:

- Drinking and driving - the drinking is the preventable factor!
- Bicycle crash resulting in head injury, rider not wearing a helmet - the helmet is the preventable factor!

- Wipe out on a skateboard, rider wearing shorts and a t-shirt - the proper gear is the preventable factor!
- Fatal car crash, passenger thrown from car - seat belt is the preventable factor!

This list goes on and on; there are an infinite number of examples where injuries occur and there are obvious factors that could have been prevented. Take a look at your choices today and find the preventable factor!



In Alberta:

- Everyday, 3 Albertans die due to injury.
- For every injury death, there are 18 injury-related hospital admissions and 292 injury-related emergency department visits.
- Injury is the leading cause of death for those aged 1 to 44 years.

Nearly all injuries are predictable and preventable. Individual behaviour is a major factor in whether or not injuries occur. Stay informed about the injuries happening in your community, do your part to prevent injuries from occurring and know what to do to respond if an injury occurs. For more information, visit www.stop-injury.ca or contact Healthlink Alberta at 1-866-408-LINK (5465).

Safety City

by Stewart Wilson, GPR Industries Ltd
 & Safety City Committee Chair



Children and adults are being injured and killed in Grande Prairie, **NOT by accident**. The Peace Country Region once again has the **highest injury death rates, hospital admission rates and emergency department visits for the entire province**, as reported by the Alberta Centre for Injury Control & Research data for 2006. **Safety City WILL make a difference!** Focusing on the education of young children and reducing the number of falls alone by 20 percent can save approximately \$15 million dollars provincially per year. This would result in 137 fewer hospitalizations/year, 1200 fewer non-hospitalized injuries, 50 fewer permanent disabilities - a definite, positive impact to the children in our area and the local economy.

We are excited to have the support and expertise of

Focus for Safety City's Project Management.

Contractors and Gift in Kind are currently being secured for a spring start. Thank you to the generosity of so many local businesses and organizations - we could not make this vision a reality without your support. Kiosks are now being sold- 1st come, 1st served! Kiosk can be built off site this winter and be ready for delivery the beginning of June 2009. Already within our "City" is a scaled down version of City Hall with a RCMP Station and Fire Hall component, Co-op Gas Bar (New Horizon Co-operative Ltd), Tim Hortons (sorry no drive-thru!), a home by KCM Construction, a home by Monarch Homes, and the Grande Prairie & District Burn Society Safety Trailer.

Safety City is a reality because of the hard work and dedication of so many individuals concerned with the injuries that are needlessly happening in our area. On behalf of the Safety City committee members, thank you for believing that together we can make Grande Prairie a safe place to live, learn, work and play.

Year in Review

by Carla Shkwarok, Program/Project Coordinator

- ☑ **March 2008** - Purchase of office building, named the Peace Country Safety Resource Centre by sponsorship dollars from Peace Country Health.
- ☑ **Peace Country Classic Agri-Show** at the Evergreen Park TEC Centre, March, 2008 - Interacted with over 840 children about the importance of Farm Safety and knowing the hazards on the farm.
- ☑ **NAOSH School Contest**, April 2008 - Visited 6 area junior/senior high schools and spoke with over 470 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.
- ☑ **Groundbreaking Ceremony** for new Safety City location, June 13, 2008. Over 50 community supporters in attendance.
- ☑ **Car Seat Clinics** - 2 clinics held this year in partnership with Peace Country Health and Sheldon Hannah Insurance Services. We have seen over 60 seats, with an INCORRECT use rate of 65%.
- ☑ **Passport to Safety**, September 2008 - New website launched by Safe Communities Canada. Phase 2 of our

ACICR Grant is allowing us to support the program in the Public and Catholic School Districts. 90 Harry Balfour students have completed the on-line test. Fast-food restaurants were targeted with the information this summer.

- ☑ **Canadian Agricultural Safety Association Grant** recipient - \$15,472. Funds are designated for purchase of Farm Safety displays and program materials.
- ☑ **Progressive Agriculture Farm Safety Day** to be held in the Spring of 2009 for 150 students from Grade 3 to 6.
- ☑ **Focus** took on role of Project Management for Safety City. Estimated completion date of June 2009.
- ☑ **Increase of awareness** of Safe Communities from 28% - 79% from the previous year.
- ☑ **80 - 90%** of people surveyed believe that Injuries are Preventable, of which 30% believe that ALL Injuries are Preventable.
- ☑ **To date there have been over 1380 visitors** to our website. Over 190 hits to the ATV Safety Campaign posted June 2008, and 80 hits to our Safe Communities Day Press Release on October 1st.
- ☑ **There have been over 150 visitors** to the Peace Country Safety Resource Centre for meetings and presentations.

Financial Update

Safe Communities is a non-profit organization dedicated to making our community a safe place to live, learn, work and play. Although we have been very successful in acquiring the funds needed to successfully provide our various programming, we are now at the level that we need to look to other sources to help maintain the administrative structure of the organization.

At this time we would like the businesses and individuals within the community and surrounding area to consider assisting us through in-kind and cash donations. If you are able to help us at this time with a cash donation, please mail a cheque to Grande Prairie & Area Safe Communities to our office, 10318 92 Street.

If you would like to contact us to discuss possible in-kind contributions for either programming or fund development purposes, please call 780-402-2818 or e-mail admin@gpsafecommunities.com.

An endowment fund has also been established with the Community Foundation of Greater Grande Prairie, with the goal of creating long term sustainable funds for Injury Prevention in our region. Contributions to this fund can be made through the Community Foundation.

An application has been submitted to Canada Revenue Agency for Charitable Status. We hope to be able to issue Tax Donation receipts for donations made in the new year.

Thank you in advance for your consideration of financial support towards keeping our community safe and injury free!

Since February we have raised over \$180 through the Recycle Plus Bottle Donation Program. All you need to do is drop your bottles off at either Recycle Plus location with your bags tagged with our ID # **1279-2818**.

Pre-made stickers are available at the office for your convenience, or just drop your bottles off at the office and we'll take care of the rest!



Wish List 2008

- Whiteboard/Flip Chart
- Magnetic/Whiteboard Display Boards
- Large Corkboard for Community Events
- Sound system for main area
- Child sized classroom chairs
- Teleconference phone system for Board Room
- Security System
- Ladder
- Wall Clocks
- Open Sign for Front Door
- Electrical/Lighting Overhaul
- Brochure/Pamphlet Holders
- Speaker Podium
- Scale with Height Measurement
- Vehicle Seat for Car Seat Display
- Paper Trimmer
- Laminator
- Sandwich Board Displays
- Computer Software; Adobe
- Digital Camera
- Camcorder
- Stand alone projector screen
- Large Rubbermaid Containers
- Board Room Internet/Phone Connection
- Classroom Internet Connections

Board of Directors and Staff

- ◆ Donna Kulba, Chair, Worker's Compensation Board
- ◆ Michelle Hodder, Vice-Chair, Peace Country Health
- ◆ Barb Campbell, Director, Suicide Prevention Resource Centre
- ◆ Garry Roth, Director, of GP Enforcement Services
- ◆ Mark Whelpton, Director, City of GP Fire Department
- ◆ Len Smith, Director, Grande Prairie Farmer's Market
- ◆ Helen Neufeld, Director, GPPSD Education Foundation
- ◆ Connie Masse, Director, Crime Prevention
- ◆ Darlene Cardinal, Director, Dar Car Developments, Aboriginal Liaison
- ◆ Carla Shkwarok, Staff, Program/Project Coordinator



September 29, 2008, Mayor Dwight Logan declares Safe Community Week. From L - R: Lawrence Deblois, Garry Roth, Mayor Dwight Logan, Donna Kulba, Michelle Hodder, Connie Masse, Stewart Wilson, Len Smith, Carla Shkwarok and Mark Whelpton.